

VISUAL COMMUNICATION DESIGN

Unit 3

Visual Communication in Design Practice

AREAS OF STUDY:

- Professional design practice
- Design analysis
- Design process: defining problems and developing ideas

OUTCOMES:

On completion of this unit, students should be able to:

1. Compare the ways in which visual communication practices are used by contemporary designers, using research methods and practical exploration
2. Compare and analyse design examples from selected field(s) of design practice, describing how aesthetic considerations contribute to the effective communication of information or ideas.
3. Identify two communication needs for a client, prepare a brief and develop design ideas, while applying the VCD design process and design thinking strategies.

ASSESSMENT:

See Unit 4

Unit 4

Delivering Design Solutions

AREAS OF STUDY:

- Design process: refining and resolving design concepts
- Presenting design solutions

OUTCOMES:

On completion of this unit, students should be able to:

1. Refine and resolve distinct design concepts for each communication need, and devise and deliver a pitch to communicate concepts to an audience or users, evaluating the extent to which these meet the requirements of the brief.
2. Produce a design solution for each communication need defined in the brief, satisfying the specified design criteria.

ASSESSMENT:

S or N based on the demonstrated achievement of the outcome specified.

The level of achievement will be determined by:

School-assessed Coursework 20%

School-assessed Task 50%

End of year examination 30%