

# Visual Communication & Design:

## Unit 1: Visual Communication

This unit is to enable students to prepare instrumental drawings of objects and explore freehand drawing from direct observation. Students will also be introduced to the visual communication production process.

- Instrumental drawing
- Freehand drawing and rendering
- Design elements and design principles
- Design process

## Unit 2: Communication in Context

This unit is to enable students to develop and refine practical skills by generating images and developing them through freehand drawing, instrumental drawing and the use of information and communication technology. In the development of visual communication, this unit enables students to develop an awareness of how the design process facilitates exploration and experimentation and how information and ideas are communicated.

- Representing and communicating form
- Developing imagery
- Developing visual communication solutions
- Visual communication in context

## Unit 3: Visual Communication Practices

This unit enables students to develop an understanding of visual communication production through the application of design process to satisfy specific communication needs. Within this unit, students consider existing visual communication in a professional setting and examine the nature of professional practice in the design and production of visual communication.

- Visual communication design
- Visual communication analysis
- Professional practise in visual communication

## Unit 4: Designing to a Brief

This unit is to enable students to apply their knowledge of the components of the design process in the preparation of one design brief. Students apply their practical skills to the development and production of two distinct final visual communication presentations through application of the design process and based on the requirements of the brief.

- The brief
- Developmental work
- Final presentations.

