Course Information

The Arts
Design Graphics | DESG

GENERAL

GTDESG
Unit 3 Product Design

The focus for this unit is product design. In this unit you will learn that the commercial world is comprised of companies, requiring consumer products, services and brands for a particular audience. In this unit you will learn that society is made up of different groups of people who share diverse values, attitudes, beliefs, behaviours and needs; and that different forms of visual communication transmit these values and beliefs. This unit will further develop your skills and techniques to create your own designs in the Adobe CC suite. Using the design process, you will create products/services, visuals and/or layouts with an awareness of codes and conventions.

You will explore various graphic design applications, such as product packaging, for example, drink, food processed/fresh, cosmetics, tote/paper bags; t-shirt and swing tag/packaging; corporate identity, for example, logo, business card, letterhead, CD cover; fabric design; poster and flyer for school events, for example, musical, concerts. The areas you will cover will include the design understandings, the design process, design theory application and interpretation and design in society. You will have the opportunity to create your own digital designs for print and web.

Unit 4 Cultural Design

The focus for this unit is cultural design. In this unit you will learn that society is made up of different groups of people who share diverse values, attitudes, beliefs, behaviours and needs, and that different forms of visual communication transmit these values and beliefs. In this unit you will create designs that link to a culture or sub-culture and are introduced to ethical issues concerning representation. This unit will further develop your skills and techniques using the Adobe CC suite. Developing a design process with an understanding of codes and conventions. You'll consider communication strategies and audience. You will define and establish contemporary production skills and processes, materials and technologies.

You will explore various graphic design applications, such as event promotional material; logo/advertising; design for non-profit organisation or sub-culture; sustainable design concepts; advertisement for a particular culture, sub-culture; theme or issue inspired book/magazine/comic book covers; The areas you will cover will include the design understandings, the design process, design theory application and interpretation and design in society. You will have the opportunity to create your own digital designs for print and web.

Prerequisites
NIL. Year 12 General Design Graphics Unit 2 preferred.

Year of Study
Year 12

Type of Assessment
65% Production
20% Response
15% Externally Set Task

Costs
$120 total