

## Course Information



# The Arts

## Design Photography | DESP





### GTDESP

#### Unit 3 Product Design

The focus of this unit is product design. You will learn that the commercial world is comprised of companies, requiring consumer products, services and brands for a particular audience. We are introduced to the concept of intellectual property. Using the design process, you create products/services, visuals and/or layouts with an awareness of codes and conventions. This unit cover relevant and appropriate production skills and processes, materials and technologies relevant to the design.

#### Unit 4 Cultural Design

The focus of this unit is cultural design. Here we 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. You are encouraged to create designs that link to a culture or sub-culture and are introduced to ethical issues concerning representation. You will develop a design process with an understanding of codes and conventions. We consider communication strategies and audience, define and establish contemporary production skills and processes, materials and technologies.

 <b>Prerequisites</b> Digital imaging knowledge of the Adobe CC suite such as Photoshop or Illustrator.	 <b>Year of Study</b> Year 12	 <b>Type of Assessment</b> 65% Production 20% Response 15% Externally Set Task	 <b>Costs</b> Unit Pair \$120
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