



Yr 9 Visual Communication 2017			
Week	Unit	Learning focus	Substrand
1	Introduction to Vis. Com. 'Visualising Clichés'	Understand what Visual Communication is along with the skills, applications and careers that stem from studying the subject. Theory: Research common clichés used within our everyday language. Where did they come from? Practical: Explore and develop a range of ideas within the visual diary the express your chosen cliché in a symbolic nature.	Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
2	'Visualising Clichés'	Refine a symbol that best represents chosen cliché and produce final presentation.	Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
3	Mini design process: Corporate Stationery -Design Brief - Research	Construct a written brief that sets the focus of the design outcomes with particular attention to the target audience. Analyse different examples of corporate stationery and other relevant design work that would be related to the target audience.	Generate, develop and refine visual communication presentations in response to the brief (VCAVCDE007) Develop a brief that identifies a specific audience and needs, and present visual communications that meet the brief (VCAVCDP009)
4	Mini design process: Corporate Stationery -Generate ideas relevant to the brief	Explore a variety of design options for letter heads, business cards and envelopes that are relevant to the design brief. Consider the use of the formal elements and principles of design and utilise these where appropriate in the design process. Explore the use of ICT in generating ideas.	Generate, develop and refine visual communication presentations in response to the brief (VCAVCDE007) Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)

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			Use manual and digital drawing methods to create visual communications in the specific design fields of Environmental, Industrial and Communication Design (VCAVCDV008)
5	Mini design process: Corporate Stationery -Develop and Refine	Analyse the designs that have been created and develop and refine the strongest design concept. Tweak the strongest design solution with the target audience in mind Explore the use of ICT to develop and refine ideas.	Generate, develop and refine visual communication presentations in response to the brief (VCAVCDE007) Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
6	Mini design process: Corporate Stationery. -Final presentation	Consolidate Design solution and present final designs. Evaluate the final designs in regard to the initial design brief that was set at the beginning of the process. Determine how well the design problem has been solved.	Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
7	Technical Drawing: Orthogonal Drawing	Understand the concept of presenting 3 dimensional objects as flattened 2 dimensional views. Practice using technical drawing equipment: T-squares, set squares and drawing boards	Use manual and digital drawing methods to create visual communications in the specific design fields of Environmental, Industrial and Communication Design (VCAVCDV008)
8	Technical Drawing: Orthogonal Drawing:	Present finished orthogonal drawings to Australian Standards.	Use manual and digital drawing methods to create visual communications in the specific design fields of Environmental, Industrial and Communication Design (VCAVCDV008)
9	Technical Drawing: Isometric, Planometric and Oblique	Understand the drawing conventions associated with isometric, planometric and oblique drawings Convert an orthogonal representation into an isometric, planometric or oblique drawing.	Use manual and digital drawing methods to create visual communications in the specific design fields of Environmental, Industrial and Communication Design (VCAVCDV008)



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1	Technical Drawing: Isometric, Planometric and Oblique	Understand the drawing conventions associated with isometric, planometric and oblique drawings Convert an orthogonal representation into an isometric, planometric or oblique drawing.	Use manual and digital drawing methods to create visual communications in the specific design fields of Environmental, Industrial and Communication Design (VCAVCDV008)
2	Designing for a specific context: Surfboard Design	Create a hypothetical company name and construct a design brief. Research the history of surfboard design in regards to shape and graphic styles. Analyse the design elements and principles used in existing surfboard designs. How are these used effectively given the context the designs are used (shape/size of the surfboard). Record findings in workbook.	Develop a brief that identifies a specific audience and needs, and present visual communications that meet the brief (VCAVCDP009) Analyse and evaluate the factors that influence design decisions in a range of visual communications from different historical, social and cultural contexts (VCAVCDR010)
3	Designing for a specific context: Surfboard Design	Explore a range of design solutions in workbook with ongoing evaluations (annotations) on the development of design solutions.	Generate, develop and refine visual communication presentations in response to the brief (VCAVCDE007) Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
4	Designing for a specific context: Surfboard Design	Present large scale presentation of final design solution that is considerate of the front and back of the board design.	Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
5	The Impact of Cropping: Tone and texture	Using a digital camera, take a variety of photos and collate in visual Diary.	Develop and present visual communications that demonstrate the



			application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
6	The Impact of Cropping: Tone and texture	Experiment with cropping various photos that you have taken with a focus on tone and texture. Select a cropped section of your photo to draw utilising grey lead pencils and the elements of tone and texture.	Generate, develop and refine visual communication presentations in response to the brief (VCAVCDE007) Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience (VCAVCDE006)
7	The Impact of Cropping: Tone and texture	Select a cropped section of your photo to draw utilising grey lead pencils and the elements of tone and texture. Present your drawing with a 'window mount' frame.	Use manual and digital drawing methods to create visual communications in the specific design fields of Environmental, Industrial and Communication Design (VCAVCDV008)
8	Design Analysis	Research the key design movements and the prominent designers associated with each movement. Present a visual and written presentation of the key design movements	Analyse and evaluate the factors that influence design decisions in a range of visual communications from different historical, social and cultural contexts (VCAVCDR010) Analyse and evaluate the use of methods, media, materials, design elements and design principles in visual communications from different historical, social and cultural contexts (VCAVCDR011)
9	Design Analysis	Research the key design movements and the prominent designers associated with each movement. Present a visual and written presentation of the key design movements	Analyse and evaluate the factors that influence design decisions in a range of visual communications from different historical, social and cultural contexts (VCAVCDR010)

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			Analyse and evaluate the use of methods, media, materials, design elements and design principles in visual communications from different historical, social and cultural contexts (VCAVCDR011)
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