

Year Level: 9

Subject: Visual Communication

Semester: 2

Week	Unit	Learning Focus	Victorian Curriculum
TERM THREE	Introduction to Vis. Com.	Understand what Visual Communication is along with the skills, applications and careers that stem from studying the subject.	Explore the visual arts practices and styles as inspiration to develop a personal style, explore, express ideas, concepts and themes in art works (VCAVAE040)
1	'Visualising Clichés'	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.	
2	'Visualising Clichés'	Refine a symbol that best represents chosen cliché and produce final presentation.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
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.	Explore the visual arts practices and styles as inspiration to develop a personal style, explore, express ideas, concepts and themes in art works (VCAVAE040)
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.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
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	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)

		Explore the use of ICT to develop and refine ideas.	
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.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
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	Explore the visual arts practices and styles as inspiration to develop a personal style, explore, express ideas, concepts and themes in art works (VCAVAE040)
8	Technical Drawing: Orthogonal Drawing:	Present finished orthogonal drawings to Australian Standards.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
9	Technical Drawing: Isometric, Planometric and Oblique	Understand the drawing conventions associated with isometric, planometric and oblique drawings	
10			
TERM FOUR			
11	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.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
12	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.	Explore the visual arts practices and styles as inspiration to develop a personal style, explore, express ideas, concepts and themes in art works (VCAVAE040)

13	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.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
14	Designing for a specific context: Surfboard Design	Develop key design solutions and refine to work within the context of the surfboard.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
15	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.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
16	The Impact of Cropping: Tone and texture	Using a digital camera, take a variety of photos and collate in visual Diary.	Explore the visual arts practices and styles as inspiration to develop a personal style, explore, express ideas, concepts and themes in art works (VCAVAE040)
17	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.	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)
18	The Impact of Cropping: Tone and texture Package Design	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. Dissect an existing package to understand how it has been constructed. Record findings with the example package in visual diary eg tabs etc. Develop a new design for a package recording flattened versions of each attempt in visual diary. Make notes on successes and areas for development	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042) Explore the visual arts practices and styles as inspiration to develop a personal style, explore, express ideas, concepts and themes in art works (VCAVAE040)
19	Package Design	Dissect an existing package to understand how it has been constructed. Record findings with the example package in visual diary eg tabs etc. Develop a new design for a package recording flattened versions of each attempt in	Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes (VCAVAV042)

		visual diary. Make notes on successes and areas for development	
20	Package Design	<p>Develop a final package design solution.</p> <p>Consider the direction and spread of the visual designs across the surface/s of each panel of the package.</p> <p>Look at computer aided software that may assist designs</p> <p>Create a final package design. (ICT exploration possibility)</p>	<p>Select and manipulate materials, techniques, and technologies and processes in a range of art forms to express ideas, concepts and themes</p> <p><u>(VCAVAV042)</u></p>