SAMPLE COURSE OUTLINE

DESIGN
ATAR YEAR 11
Sample course outline
Design – ATAR Year 11

Unit 1 – Product design
Unit 2 – Cultural design

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<tr>
<th>Week</th>
<th>Key teaching points</th>
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| **Term 1**<br>Week 1–3 | Overview of Unit 1 and assessment requirements.  
Introduction to Product design: investigate advertising of products and understand their construction to communicate a message to a particular audience.  
Applying a design process: research, investigation, ideation, design development, and evaluation.  
Understanding a design brief: constraints and purpose. Research product and information and associated styles and conventions. Determine budget and timing constraints and target audience.  
Investigate similar product visual communications and analyse elements and principles, layout and visual hierarchy, and apply to a basic communication model.  
Determine target audience characteristics: demographics, lifestyle choices, interests and values. Assign VALS2 Chart segment.  
Workshop on product photography techniques and lighting set-ups. |
| **Week 4–6** | Brainstorm product for a particular purpose: to educate, inform, promote, entertain, decorate. Brainstorm colours, design styles, elements and principles; format (magazine advertisement, bus shelter, billboard, poster, catalogue).  
Typographic style options and wording to be used.  
Communication technique: humour, shock tactics, metaphor and/or emotion.  
Ideate with thumbnails to develop composition layouts and possible designs. Use checklist: substitute, combine, adapt, magnify, put to other uses, eliminate, rearrange (SCAMPER) to develop ideas and provoke original solutions.  
Develop two ideas with technical information: composition, lighting, camera angle, exposure priority, background, depth of field.  
Understand how factors affect design solutions: cultural, historical, target audience, function.  
Planning for production. Create action planning chart to allocate time allowances for all stages of production: research, investigation, ideation, design development, refinement, and evaluation.  
Plan photo shoot with details of studio/outdoors, lighting, background, safe handling of materials. Take photos. Manage digital data, create contact sheets. Select images to use.  
Workshop on Photoshop® techniques to montage products onto backgrounds.  
**Task 1:** In-class response due. |
| **Week 7–10** | Develop designs with digital production tools: Photoshop®, Lightroom®.  
Experiment with possible design options to enhance meaning and depth.  
Try different typography, colour systems, and layouts.  
Create design 1 and document the stages and annotate the design development.  
Create design 2 and document and annotate design development. Use critical reflective analysis to evaluate the most appropriate design to fit the brief. |
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| **Term 2**<br>Week 1–3 | Plan for manufacturing process. Materials for production include the preparation for hypothetically implementing the design solution.  
Printing solutions require technical preparation of files for resolution, file format, and colour space. Sustainable practices include the use of renewable materials and inks.  
Intellectual property should be understood for the protection of creative design solutions.  
evaluation of personal design process in terms of appropriateness of design, target audience, and design brief.  
Evaluation of design development choices and alternative options.  
evaluation of final design solution in relation to design brief, client’s needs, target audience, sustainability. |
| Week 4–5 | Exam revision of design process and production processes.  
**Task 2:** Submit portfolio documenting the design process of your product design. Portfolio will be up to 15 pages (A3). |
| Examination week 6–7 | **Task 3:** Semester 1 written examination: a representative sample of the syllabus content from Semester 1, using a modified examination design brief from the ATAR Year 12 syllabus. |
| Week 8–10 | Overview of Unit 2 and assessment requirements.  
Introduction to Cultural design: investigate visual communications that acknowledge the diversity of cultures within our society.  
Applying a design process: research, investigation, ideation, design development, and evaluation.  
Design brief: constraints and purpose. Research product and information and associated styles and conventions. Determine budget and timing constraints and target audience.  
Process of inquiry to develop meaning and depth in design solution. Investigate similar product visual communications and analyse elements and principles, layout and visual hierarchy and apply to a basic communication model.  
Determine target audience characteristics. Demographics, lifestyle choices, interests and values. Assign VALS2 Chart segment.  
Workshop on portrait photography techniques and lighting set-ups. |
| **Term 3**<br>Week 1–3 | Brainstorm cultural design project for a particular purpose (to educate, inform, entertain, advertise, decorate), colours, design styles, elements and principles; format (magazine advertisement, bus shelter, billboard, poster).  
Typographic style options and wording to be used.  
Communication environments: characteristics and influences to affect target audience.  
Ideate with thumbnails to develop composition layouts and possible designs. Explore semiotics to develop ideas and provoke original solutions.  
Develop two ideas with technical information: composition, lighting, camera angle, exposure priority, background, depth of field.  
Understand how factors affect design solutions: target audience, aesthetics, sustainability, cultural.  
Planning for production. Create Gantt chart to allocate time allowances for all stages of production: research, investigation, ideation, design development, refinement, and evaluation. |
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| Week 4–6  | Plan photo shoot with details of studio/outdoors, lighting, background, legal and ethical considerations regarding photographing people. Take photos. Manage digital data, create contact sheets. Select images to use.  
Workshop on Photoshop® techniques to retouch portraits.  
Develop designs with digital production tools: Photoshop®, Lightroom®, Microsoft® Word.  
Experiment with blending modes and filters in Photoshop® to enhance meaning and depth.  
Try different typography, colour systems, and layouts.  
**Task 4:** Analysis of communication environment report due. |
| Week 7–8  | **Create design 1 and document the stages and annotate the design development.**  
Create design 2 and document the stages and annotate the design development. Use critical reflective analysis to evaluate the most appropriate design to fit the brief.  
Plan for manufacturing process. Materials for production include the preparation for hypothetically implementing the design solution.  
Printing solutions require technical preparation of files for resolution, file format, and colour space. Sustainable practices include the use of renewable materials and inks.  
Intellectual property should be understood for the protection of creative design solutions. |
| Week 9–10 | Evaluation of personal design process in terms of appropriateness of design, target audience, and design brief.  
Evaluation of design development choices and alternative options.  
Evaluation of final design solution in relation to design brief, client’s needs, target audience, sustainability.  
**Task 5:** In-class response to the exploration of product development to reflect sustainable practices. |
| **Term 4**| **Week 1–4**  
Exam revision of design principles and processes, communication principles and visual literacies, and production knowledge and skills.  
**Task 6:** Submit portfolio documenting the design process of your cultural design. Portfolio will be up to 15 pages (A3). |
| Examination week 5–6 | **Task 7:** Semester 2 written examination: a representative sample of the syllabus content from Unit 1 and Unit 2, using a modified examination design brief from the ATAR Year 12 syllabus – 2 ½ hours. |