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Sample course outline

Design – ATAR Year 12

Unit 3 and Unit 4

Semester 1 – Commercial design

<table>
<thead>
<tr>
<th>Week</th>
<th>Key teaching points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–3</td>
<td>Overview of Unit 3 and assessment requirements</td>
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</tbody>
</table>

- Introduction to Commercial design: investigate commercial design items and understand their construction to communicate a message to a particular audience
- Application of a design process and consideration of a commercial design process
- Interpreting a design brief: refine constraints and purpose. Determine target audience and begin to understand and apply semiotics, codes and conventions relevant to the design
- Investigate similar magazines and print materials and analyse the characteristics of design elements and principles. Prepare to experiment with their application in the design. Cite the reference or URL for all images used in the investigation or development of design concepts
- Experiment with the application of design methods to generate solutions to design problems: visual research, idea generation techniques, synectics, mind maps, brainstorming
- Determine magazine cover approach taken. Recognise the differences between image based, illustration based, type based or concept based cover pages. Understand the influence of theories and media forms on all stakeholders
- Discuss how the proposed magazine will fit into the current commercial market. Recognise that the design solutions need to be relevant to the cultural values, ideologies and belief systems that are important to society and individuals
- **Photography context:** Workshop lighting plans and techniques for studio photography and considerations for cover shot compositions
- **Graphics context:** Workshop on Illustrator® and/or InDesign® for drawing and/or layout techniques

| 4–7  | Experiment with inquiry processes to formulate specific meaning in design work, including investigation of currently available materials and technologies |

- Investigate communication models relevant to the design brief. Analyse and evaluate appropriate strategies for communication to an intended audience: shock tactics, humour, metaphor and emotion
- Typography and colour relevant to theme and content. Explore type style options for masthead and cover stories. Refine wording to be used. Experiment with various colour palettes appropriate to the approach specific to the design brief
- Create visuals/layouts documenting the visual development to reflect progressive resolution of design problems and thinking. Begin to create the portfolio documenting the design process
- **Photography context:** Develop two ideas with technical information: composition, lighting, camera angle, exposure priority, background, depth of field
- **Graphics context:** Develop two ideas with type: as a graphic (no image), visual hierarchy, modular/grids, Gestalt principles
- Planning for production. Consider possible future trends while selecting suitable production processes and specific production materials and/or technologies appropriate to the design brief.
- **Photography context:** Control and manipulate design skills and techniques. 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.
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| 8–10 | Discussion about correct acknowledgement of sources and references as per Practical (portfolio) examination requirements 2015 document  
*Graphics context:* Control and manipulate design skills and techniques. Create graphic images for use in final layouts. Provide alternative options and refine design solutions  
Workshop on Photoshop®/Illustrator®/InDesign® techniques experimenting with photo retouching, montage, illustration, type and layout  
**Task 4:** In-class timed response analysing the works of a graphic designer or photographer notable for his/her quality magazine design e.g. David Carson, Irving Penn (Week 7)  
Investigate the history and meaning of the design principle ‘form follows function’ and discuss its application in contemporary commercial print. Class discussion and commence research for Task 5  
Develop designs with digital production tools: Photoshop®, Illustrator®, InDesign®, 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 devise and evaluate the most appropriate design to fit the brief  
**Task 5:** In-class timed response on the design principle ‘form follows function’ (Week 10) |
| 11–13 | Production planning considering costs and constraints, sustainability and life cycle costing. Understand OSH concepts and their impact in design  
Application of skills relevant to the production. Develop suitable formats of presentation by understanding your colour profile, bleeds and trim and exporting files for printing. Sustainable practices include the use of renewable materials and inks  
Critically analyse and refine the production processes and methods relevant to the brief and context  
**Task 1:** Unit 3 Commercial design solutions and design process. Presented in up to seven A3 single-sided portfolio pages. Produce a series of design solutions for a new magazine inspired by the colour blue (Week 13) |
| 14–15 | Exam revision and practice. Complete sample questions from previous papers under exam conditions  
**Task 8:** Semester 1 written examination (Week 15) |
## Semester 2 – Influential design

<table>
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| 1–3  | Overview of Unit 4 and assessment requirements  
Introduction to Influential design: investigate visual communications that influence opinion and attitudes within our society  
Applying advanced design processes and methods: research; investigation; questioning and interviewing of client; surveys of opinions; reflective practice, applying critical analysis to develop designs. Select a suitable communication model  
Interpreting a design brief: refine constraints and purpose. Determine target audience and begin to select suitable semiotics, codes and conventions relevant to the design  
Investigate related influential visual communications and analyse the characteristics of design elements and principles. Prepare to experiment with their application in the design  
Source inspiration to influence original designs. Cite the reference or URL for all images used in the investigation or development of design concepts  
Experiment with the application of design methods to generate solutions to design problems: visual research, idea generation techniques, synectics, mind maps, brainstorming  
*Photography context: Workshop on relevant photography techniques and lighting set-ups*  
*Graphics context: Workshop on relevant illustration techniques, using Illustrator®*  
Live tracing hand-drawn images and layering colour and textured swatches |
| 4–6  | Identify and select appropriate visual devices to attract attention of the audience: shock tactics, humour, metaphor and emotion  
Select typography and colour relevant to theme and content. Explore type style options refine wording to be used. Experiment with various colour palettes appropriate to approach taken to the brief. Experiment with the integration of design principles  
Create visuals/layouts, documenting the visual development to reflect progressive resolution of design problems and thinking. Begin to create the portfolio, documenting the design process  
*Photography context: Develop two ideas with technical information: composition, lighting, camera angle, exposure priority, background, depth of field*  
*Graphics context: Develop two ideas with type: as a graphic (no image), visual hierarchy, modular/grids, Gestalt principles*  
Understand how design can reinforce and challenge representations and values in society  
Investigate how designers manipulate visual codes to present particular viewpoints to an audience  
**Task 6:** In-class response to a work that uses visual codes to reinforce or challenge particular viewpoints (Week 6) |
| 7–9  | *Photography context: Control and manipulate design skills and techniques. 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*  
*Graphics context: Control and manipulate design skills and techniques. Create graphic images for use in final layouts. Provide alternative options and refine design solutions*  
Workshop on Photoshop®, Illustrator® techniques to retouch designs  
Develop designs with digital production tools: Photoshop®, Illustrator®, InDesign®, Lightroom®  
Experiment with blending modes and filters in Photoshop®, Illustrator® to enhance meaning and depth  
Try different typography, colour systems and layouts |
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| 10–11  | Planning for production. Consider possible future trends while selecting suitable production processes and specific production materials and/or technologies appropriate to the design brief  
**Task 7:** Research on possible future trends in production processes. Justify application to own design (Week 9)                                                                                           |
|        | 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 devise and evaluate the most appropriate solutions to fit the brief  
Production planning, considering costs and constraints, sustainability and life-cycle costing  
Understand OSH concepts and their impact in design  
Application of skills relevant to the production. Develop suitable formats of presentation by understanding your colour profile, bleeds and trim and exporting files for printing. Sustainable practices include the use of renewable materials and inks  
Critically analyse and refine your production processes and methods  
**Task 2:** Unit 4 Influential design solutions and comprehensive design process. Presented in up to seven A3 single-sided portfolio pages. Students produce a series of design solutions in response to a design brief related to influential design (Week 10) |
| 12–13  | Finalise and edit your portfolio for submission  
Ensure all images other than your own are referenced and that the *References/acknowledgements* form is completed  
**Task 3:** Practical (portfolio) examination. Design Portfolio of Unit 3 and/or Unit 4 design solutions, demonstrating a comprehensive design process. Submission comprises of up to 15 A3 single-sided sheets (Week 13) |
| 14–15  | Exhibition of final designs, showing application of production processes relevant to the design  
Exam revision  
**Task 9:** Semester 2 written examination (Week 15) |