

## Design General (Graphic Design)

<b>Year 11 Course Code</b>	GEDESG
<b>Year 12 Course Code</b>	GTDESG
<b>Cost</b>	\$150.00 (cost is approximate – subject to change)

### **Year 11 and Year 12 Course Overview**

Design involves the strategic development, planning and production of visual and tactile communication. It deals with the effective and efficient communication of ideas, values, beliefs, attitudes, messages and information to specific audiences for specific purposes and with specific intentions.

Throughout this course, students will undertake projects which will allow them to demonstrate their skills, techniques and application of design principles and processes; to analyse problems and possibilities; and to devise innovative strategies within design contexts.

Design contexts may include: advertising/product/portrait photography, magazine design, clothing design, poster design, product advertisements, logo creation and packaging design. In this course, students develop a competitive edge for current and future industry and employment markets. There is potential for students to develop transferable skills while devising innovative designs. This course also emphasises the scope of design in professional and trade based industries, allowing students to maximise vocational and/or university pathways.

### **Year 11 Course Structure**

Unit 1 – Design fundamentals

The focus of this unit is to introduce design process and practice. Students learn that design can be used to provide solutions to design problems and communication needs.

Unit 2 – Personal design

The focus of this unit is personal design. Students learn that they visually communicate aspects of their personality, values and beliefs through their affiliations and their manipulation of personal surroundings and environments.

### **Year 12 Course Structure**

Unit 3 – Product design

The focus for this unit is product design. Students learn that the commercial world is comprised of companies, requiring consumer products, services and brands for a particular audience.

Unit 4 – Cultural design

The focus for this unit is cultural design. Students 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.