

910

10 DVC — DESIGN & VISUAL COMMUNICATION

INTRODUCTION

Experts tell us that up to 80% of information entering our brains is visual.

With the rise of communication and computer design and manufacturing technology, being able to communicate complex information visually is rapidly becoming an essential success factor across a wide range of career contexts.

Students are introduced to the rudiments of product design and methods of effectively justifying their design intentions and ideas using a variety of visual and communication techniques such as sketching, conventional drawing instruments and computers and a variety of drawing techniques - see levels 4 & 5 of the NZ Graphics curriculum (2007). Conceptual designs must be fit for purpose based on client needs and an intended context.

CONTENT

- Designing to a brief, creative thinking, and critical analysis.
- Introduction to computer aided design using Auto Cad, Photoshop and Sketchup software.
- Working drawings and understanding of drawing standards
- Geometrical construction.
- Elementary building practices and terminology.
- Engineering practices and terminology.
- Surface development and auxiliary projection

SKILLS

- Accuracy in the use of manual draughting equipment.
- Use of coloured pencils, pastels, felt and fibre-tipped pens and other media.
- Computer aided design (AutoCad, Photoshop, Sketchup, Inspiration)
- Model making; mock-ups
- Reading of plans and accurately presenting ideas on paper
- Problem solving

ASSESSMENT

Candidates will be assessed on their design work, content and overall presentation throughout the year.

FUTURE PATHWAYS

This is a foundation course for NCEA which ultimately leads on to a range of careers in the creative sector such as Architecture, landscape & interior design, animation and CGI, the fashion or movie industries etc. Please refer to Vocational Pathways at <http://youthguarantee.net.nz/assets/VP-Posters-/EDU11372-VP-Poster-Creative-A2.pdf>

COURSE COSTS

A \$40 material fee covers the cost of paper and consumables and access to specialised equipment.

RECOMMENDED LEVEL OF ATTAINMENT

Open entry – completion of 10DVC is desirable but not essential.

INTRODUCTION

Experts tell us that up to 80% of information entering our brains is visual.

With the rise of communication and computer design and manufacturing technology, an ability to work cooperatively, think creatively and to communicate complex information visually are rapidly becoming essential success factors across a wide range of career contexts.

CONTENT

Students at this level will be introduced to thinking skills and techniques such as:

- Understanding of the elements of design.
- Ideation & Creative thinking
- Gathering and exploring appropriate information and creatively exploring a given context.
- Freehand sketching and rendering techniques to show texture and form and explore options.
- A working knowledge of the design process.
- Functional Modelling to explore and refine ideas using mock ups and models.

- Evaluating solutions, making informed decisions and justified modifications.
- Executing and interpreting pictorial and orthographic drawings
- Applying basic Computer Aided Drawing (CAD) skills.
- Presenting proposed designs to an audience with understanding and clarity.

FUTURE PATHWAYS

Leads on to 12DVC.

Design and Visual Communication is a UE approved subject at Level 3 and ultimately leads on to a range of careers in the creative sector such as architecture, landscape and interior design, animation and CGI, the fashion and movie industries, etc. Skills learned can also greatly support careers in the construction and engineering sectors and the arts.

Please refer to Vocational Pathways at <http://youthguarantee.net.nz>. For more information.

COSTS

A \$40 material fee covers the cost of specialist papers and consumables and access to specialised equipment.

NCEA STANDARDS – 11DVC

Not all standards will necessarily be assessed.

	Level	Credits	L1 Lit.	L1 Num.	
External					
91063 v5	1	3	no	no	Design and Visual Communication 1.30 - Produce freehand sketches that communicate design ideas
91064 v5	1	3	no	yes	Design and Visual Communication 1.31 - Produce instrumental, multi-view orthographic drawings that communicate technical features of design ideas
91065 v5	1	3	no	yes	Design and Visual Communication 1.32 - Produce instrumental paraline drawings to communicate design ideas
Internal					
91066 v4	1	3	no	no	Design and Visual Communication 1.33 - Use rendering techniques to communicate the form of design ideas
91068 v5	1	6	no	no	Design and Visual Communication 1.35 - Undertake development of design ideas through graphics practice

RECOMMENDED LEVEL OF ATTAINMENT

It is unlikely that students who have not gained at least nine credits from 11DVC (including AS 1.31 Auto Cad). would succeed in this course.

INTRODUCTION

This course is structured to enable students to extend understanding and skills in designing to specific needs from conceptual ideas through testing and modelling to presentation and evaluation with stakeholders. Students will be introduced to the principles of spatial design. Credits gained in this course may be considered for entry into halls of residence.

CONTENT

Students at this level will be introduced to:

- An understanding of influential designers, and building construction systems and requirements.
- Spatial design – the needs of people and the environment and opportunities to gain a practical appreciation of design in improving the quality of people’s lives
- Presenting a solution to an audience.

And will further develop existing skills in:

- Interpreting and analysing design problems.
- Product design – creatively developing a visual narrative, justifying the evolution of the outcome from the initial brief to the final design.

- Applying knowledge of the elements and principles of design
- Using computers to explore design ideas and present complex information.
- Using a range of conventional modes of freehand and instrumental drawing to explore and present design ideas.
- Using functional modelling techniques to discuss explore and refine design ideas with a client.
- Communicating complex information using appropriate drawing and constructional methods.
- Interpreting data graphics and complex drawings.

FUTURE PATHWAYS

Leads on to 13DVC.

DVC ultimately leads on to a range of careers in the creative sector such as architecture, landscape & interior design, animation and CGI, the fashion and movie industries etc. Skills learned can support careers in the construction and engineering sectors and the arts.

Please refer to Vocational Pathways for more information at <http://youthguarantee.net.nz>.

COSTS

A \$40 material fee covers the cost of consumables used.

NCEA STANDARDS – 12DVC

Not all standards will necessarily be assessed.

	Level	Credits	UE Rdg.	UE Wrtg.	
External					
91337 v3	2	3	no	no	Design and Visual Communication 2.30 - Use visual communication techniques to generate design ideas
91338 v3	2	4	no	no	Design and Visual Communication 2.31 - Produce working drawings to communicate technical details of a design
Internal					
2433 v8	2	6	no	no	Create simple engineering drawings using computer aided design (CAD) software
91341 v4	2	6	no	no	Design and Visual Communication 2.34 - Develop a spatial design through graphics practice
91342 v4	2	6	no	no	Design and Visual Communication 2.35 - Develop a product design through graphics practice

RECOMMENDED LEVEL OF ATTAINMENT.

It is unlikely that students who have not gained at least 15 credits from Level 2 (12DVC) including US 2433 “Inventor” would succeed in this course.

FUTURE PATHWAYS

Design and Visual Communication is a UE approved subject at Level 3 (14 credits minimum) which ultimately lead on to a range of careers in the creative sector such as architecture, landscape and interior design, animation and CGI, the fashion and movie industries, etc. Skills learned can support careers in the construction and engineering sectors and the arts. Please refer to Vocational Pathways at <http://youthguarantee.net.nz>. For more information.

CONTENT AND SKILLS

Students will develop a visual narrative that demonstrates an understanding of the elements and principles of design while exploring a range potential design options and making design decisions that are informed by research and analysis.

As the solution develops, functional modelling, further research and client interaction is applied to refine the solution.

Computers and other media are used to prepare a presentation which highlights the attributes of the proposed solution to an audience.

All briefs are based on product or spatial design scenarios.

The opportunity will be given to students who demonstrate comprehensive knowledge and skills to present their portfolio of work for external moderation for the New Zealand Scholarship qualification.

COSTS

A \$40 material fee covers the cost of consumables used.

NCEA STANDARDS – 13DVC

Not all standards will necessarily be assessed.

	Level	Credits	UE Rdg.	UE Wrtg.	
External					
91627 v2	3	4	no	no	Design and Visual Communication 3.30 - Initiate design ideas through exploration
91631 v2	3	6	no	no	Design and Visual Communication 3.34 - Produce working drawings to communicate production details for a complex design
Internal					
91629 v3	3	6	no	no	Design and Visual Communication 3.32 - Resolve a spatial design through graphics practice
91628 v2	3	6	no	no	Design and Visual Communication 3.31 - Develop a visual presentation that exhibits a design outcome to an audience
91630 v2	3	6	no	no	Design and Visual Communication 3.33 - Resolve a product design through graphics practice