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12 DES — DESIGN ART–VISUAL MARKETING

RECOMMENDED LEVEL OF ATTAINMENT

16 credits in Level 1 Art or Excellence or Merit for Art 1.4 (12 credits). Subject to the availability of computers, places may be limited. This limitation will not apply to students who have a laptop with the appropriate software installed and who meet the above requirements.

INTRODUCTION

This course introduces students to design practices and procedures and extends their understanding through individual performance.

CONTENT AND SKILLS

A mixture of written and practical work is covered. Students learn skills to develop problem-solving strategies. They work on a variety of projects using both hand-drawing and computer generated techniques that are based on all or a selection of the listed Standards

Areas of development may include: design briefs for logos; posters; illustration; company identity through promotional material for fashion, music or 3D design industries.

COSTS

Open to review – approx. \$30

NCEA STANDARDS – 12DES

Not all standards will necessarily be assessed.

	Level	Credits	UE Rdg.	UE Wrng.	
External					
91320 v2	2	12	no	no	Visual Arts 2.4 - Produce a systematic body of work that shows understanding of art making conventions and ideas within design
Internal					
91305 v2	2	4	no	no	Visual Arts 2.1 - Demonstrate an understanding of methods and ideas from established practice appropriate to design
91310 v2	2	4	no	no	Visual Arts 2.2 - Use drawing methods to apply knowledge of conventions appropriate to design
91315 v2	2	4	no	no	Visual Arts 2.3 - Develop ideas in a related series of drawings appropriate to established design practice

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13 DES — DESIGN ART–VISUAL MARKETING

RECOMMENDED LEVEL OF ATTAINMENT

Twelve Level 2 credits in Design Art. Subject to the availability of computers, places may be limited. This limitation will not apply to students who have a laptop with the appropriate software installed and who meet the above requirements.

INTRODUCTION

The aim is to develop an understanding of existing design practices and to undertake design projects produced within a set of clearly defined design problems that are explored in the context of all or a selection of the listed Standards.

The use of the design process to solve, analyse and generate ideas is developed into three Level 3 Achievement Standards.

CONTENT AND SKILLS

- Foundation skills – students set their own and work on projects related to the following: illustration, layout and typography, 3D design, company identity, fashion design, to name a few possibilities.
- Research – students critically assess the effectiveness of their own work and how it relates to existing design examples.
- Through a series of individually generated design projects students use design processes and techniques to generate, clarify and resolve their ideas to meet the criteria for the achievement standards for Level 3 Design.

COSTS

Open to review – approx. \$30

NCEA STANDARDS – 13DES

Not all standards will necessarily be assessed.

	Level	Credits	UE Rdg.	UE Wrng.	
External					
91455 v2	3	14	no	no	Design 3.4 - Produce a systematic body of work that integrates conventions and regenerates ideas within design practice
Internal					
91440 v2	3	4	no	no	Design 3.1 - Analyse methods and ideas from established design practice
91445 v2	3	4	no	no	Design 3.2 - Use drawing to demonstrate understanding of conventions appropriate to design
91450 v2	3	4	no	no	Design 3.3 - Systematically clarify ideas using drawing informed by established design practice