

# YEAR 9 VISUAL COMMUNICATION DESIGN

Students build on their awareness of how designers communicate ideas with a specific purpose, to a target audience, using different visual communication design practices. They refine their personal aesthetic through their development of knowledge, understanding and skills in making and responding to visual communications. They adapt ideas and practices from selected designers and use them to inform their own use of aesthetics when producing a range of visual communications. Students extend their understanding of design practices and their understanding of the roles of visual communication designers and their audience.

## **Explore and Express Ideas**

Students will:

- Develop and present visual communications that demonstrate the application of methods, materials, media, design elements and design principles that meet the requirements of a specific brief and target audience.
- Generate, develop and refine visual communication presentations in response to the brief.

## **Visual Communication Design Practices**

Students will:

- Use manual and digital drawing methods to create visual communications in the specific design fields of Environmental, Industrial and Communication Design

## **Present and Perform**

Students will:

- Develop a brief that identifies a specific audience and needs, and present visual communications that meet the brief.

## **Respond and Interpret**

Students will:

- Analyse and evaluate existing Visual Communications