

# VISUAL COMMUNICATION DESIGN

## UNIT 1

In this unit students are introduced to the practices and processes used by designers to identify, reframe and resolve human-centred design problems. They learn how design can improve life and living for people, communities and societies, and how understandings of good design have changed over time. Students learn the value of human-centred research methods, working collaboratively to discover design problems and understand the perspectives of stakeholders. They draw on these new insights to determine communication needs and prepare design criteria in the form of a brief.

### AREAS OF STUDY & OUTCOMES

#### **Outcome 1 (Reframing design problems):**

On completion of this unit the student should be able to use human-centred research methods to reframe a design problem and identify a communication need.

#### **Outcome 2 (Developing visual language):**

On completion of this unit the student should be able to create visual language for a business or brand using the Develop and Deliver stages of the VCD design process.

#### **Outcome 3 (Designing a sustainable object):**

On completion of this unit the student should be able to develop a sustainable object, considering design's influence and factors that influence design.

## UNIT 2

Unit 2 builds on understandings of visual communication practices developed in Unit 1. Students draw on conceptions of good design, human-centred research methods and influential design factors as they revisit the VCD design process, applying the model in its entirety. Practical tasks across the unit focus on the design of environments and interactive experiences. Students adopt the practices of design specialists working in fields such as architecture, landscape architecture and interior design, while discovering the role of the interactive designer in the realm of user-experience (UX). Methods, media and materials are explored together with the design elements and principles, as students develop spaces and interfaces that respond to both contextual factors and user needs.

### AREAS OF STUDY & OUTCOMES

#### **Outcome 1 (Environmental design):**

On completion of this unit the student should be able to present an environmental design solution that draws inspiration from its context and a chosen design style.

#### **Outcome 2 (Culturally appropriate design practices):**

On completion of this unit the student should be able to apply culturally appropriate design practices and an understanding of the designer's ethical and legal responsibilities when designing personal iconography.

#### **Outcome 3 (Digital interface):**

On completion of this unit the student should be able to apply the VCD design process to design an interface for a digital product, environment or service.

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