TOP DESIGNS
24 March – 15 July 2012

VCE Season of Excellence

Visual Communication and Design: designing our future!
Unit 3: SAC Folio
• requires use of all drawing systems, ICT, all design elements and principles, one final presentation

Unit 4: SAT Design folio
• Single client, two design processes, two distinctly different final presentations

• Both are internally assessed by your teacher to provide a RAW SCORE which is then moderated by your end-of-the-year exam.
This needs to be written **before** you commence the design process and placed at the front of your development folio.

UNIT 3: choose something that allows you to make use of paraline and perspective drawing systems and orthogonal drawing conventions. Creating something new, redesigning or promoting an existing three-dimensional product are good choices.

UNIT 4: Ensure you have a single client and 2 separate and distinctly different needs, different purposes or audiences (if appropriate), different intentions and different presentation formats.

Constantly refer back to your BRIEF to make sure you don’t lose focus or direction.

Use Visual Communication and Design Study Design language.

**Check out the diverse range of Unit 3 topics in the exhibition:** toasters, burger packaging, architecture, glasses

**Avoid using language from another study. Areas such as Studio Art or Product Design & Technology have a different language code.**
CLIENT

Australian Art magazine ‘Art Now’ has decided to make and distribute a small publication targeting a different audience to their normal interest group. Art Now is a vast, but small scale magazine that has been distributed across Australia since 1984. The main function of Art Now is to provide information about upcoming exhibitions held in public, commercial and artist run galleries and non-traditional exhibition spaces. Art Now magazine has a very traditional reputation and targets an older audience. The editorial group would like to branch off and create a smaller publication for a younger, developing audience. They want the publication to have a fresh, new, intelligent, radical, abstract and cutting edge aesthetic. It will provide information about developing city based artists, through interviews, displays and reviews of their work and provide information about their upcoming exhibitions.

AUDIENCE

Males and females aged 20-35, of moderate to high socio economic status interested in the art industry, collecting art, evolving design culture, new artists and developing design styles and techniques and those whose interest lies in collecting small publications. The audience will predominantly be located in city areas. The target audience may also include art and design students and teachers, developing artists, gallery owners and art collectors and buyers.

PRESENTATION ONE: Zine publication.

A presentation in the form of a small magazine, displaying a collection of past and present artwork from developing artists, including their history, upcoming exhibitions and the themes explored in their work.

PURPOSE

The purpose of the piece is to identify and promote the artists and depict their artwork in an appropriate manner that fosters future employment, artistic work and resulting exhibitions. The presentation will aim to show the materials, techniques, themes explored whilst telling the artists story, influences and background.

CONTEXT

The Zine will be sold in zine and magazine shops such as Sticky Institute and Mag Nation found in urban and city areas. The zine will also be available at boutique clothes shops such as FAT, as well as galleries like the NGV or where the feature artists’ work is being exhibited. The zine will be small enough to be hand held but big enough to display text and images effectively.

CONSTRAINTS

Size needs to be appropriate to display, with the artwork effective and eye catching. Scale will need to be considered. The cost of printing, in colour, and on varied papers and onto flexible and malleable materials will be a prime consideration for the design of the presentation. As in presentation one, printing of specific colours will require research and consideration. The cost and size of the papers available will also be a constraint. Finding an effective method of holding the presentation together, making it easy for shop assistants to prepare it for presentation will be a constraint of the design. The 3D presentation should be available for production at the same time as the zine.

POSSIBLE FINAL PRESENTATION

Final could include a prototype of the zine and a display of the interior pages.

PRESENTATION TWO: 3D Shop Display

The client would like the selected artwork from the zine to feature in a shop display that will advertise and promote the publication. The shop display must clearly display the artists’ work and details about the zine.

PURPOSE

The purpose of presentation two is to promote and advertise presentation one and give some details about the features of the zine. It should also encourage the audience to purchase the zine. Presentation needs to be eye catching and appeal to the target audience.

CONTEXT

The presentation will be found in clothes and magazine shops such as FAT, Mag Nation and Sticky Institute. It could also be used in galleries such as NGV and the gallery space in the subway of train stations such the Flinders Street Station.

CONSTRAINTS

Size needs to be appropriate to display, with the artwork effective and eye catching. Scale will need to be considered. The cost of printing, in colour, and on varied papers and onto flexible and malleable materials will be a prime consideration for the design of the presentation. As in presentation one, printing of specific colours will require research and consideration. The cost and size of the papers available will also be a constraint. Finding an effective method of holding the presentation together, making it easy for shop assistants to prepare it for presentation will be a constraint of the design. The 3D presentation should be available for production at the same time as the zine.

POSSIBLE PRESENTATION

A 3D, scaled, prototype to convey its presentation.

Note teacher's signature and date, signing off BEFORE start of folio

Hayley Morris Unit 4
Art Now magazine
1. Zine publication 2. 3d shop display

Client's Signature

Teacher's Signature

Date: 22.06.2011
This requires research skills of:

• **Collection**

• **Analysis**

• **Interpretation**

of information

Get to know your target audience, your client (or its competitors), existing products

Use multiple sources!

Gather inspiration from other designers, artists, nature, shopping...

Interpret through sketches and annotations

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Elise Burton Unit 3 Studio Orb letterbox
Erin Hoffman Unit 4 Cindy Mathews, book lover
2: Book design

Cameron Gordon Unit 4 Cup of Truth
1: Espresso bar
Observational drawings are a requirement of Unit 3.

- part of research: familiarize yourself with the form and physical attributes of a similar existing object in space.
- OR can be introduced where it will better help you understand how light, shade, shadows, different media can effect a similar object/s.

TIP:
Copying a photograph is just that - copying. It will contribute to research and skills building, it won’t score as drawing from observation.
Hayley uses observational drawing to help her to understand how to represent glasses using different media and rendering techniques. At the same time, she is gaining an understanding of how glasses operate and how different styles are worn.
The next stage of the design process relates to the

- Generation
- Development
- Refinement

... of ideas
generate design ideas

How many drawing systems can you recognise?
Note use of paper forms as inspiration and to assist with drawing forms for buildings.

Jamie Leven Unit 4: Royce Cinema
Pres 1: Cinema design Pres 2: Presentation pack for liquor bottle

Liquor Development

The design focuses on the aesthetic and structural integrity of the liquid container, ensuring a seamless integration of form and function. The overall structure is designed to provide a unique and visually appealing experience for the consumer.
Cameron Gordon Unit 4 Cup of Truth

1: Espresso bar
Always acknowledge the source of any imagery used and include a copy of it in the original form.

Katherine Mews Unit 3
Sketch Tech travel sketcher
Hayley Morris  
Unit 3 Festival glasses
Let your drawings tell the story of your journey....

Louise Walker Unit 3
Beach box design and business card

What do you notice about this orthogonal drawing?
3rd angle ORTHOGONAL drawing is a 2 dimensional drawing system.

Each view is aligned, labeled below each view, and measurements positioned on dimension lines.

The words ‘3rd angle orthogonal drawing or the appropriate internationally recognised symbol for 3rd angle drawing needs to be evident also.

Non-aligned viewed drawings are actually explanatory diagrams, that is they explain information about an object, however, they do not meet the requirements of an orthogonal delineation.

2D drawing:
Architectural drawing conventions
Exploration of methods, materials and media:
A range (at least two methods) must be explored with the aim of development of **expertise** in chosen types.

Hayley Morris Unit 4 Art now
Pres 1: Zine publication Pres 2: 3D shop display
Being able to demonstrate that your work is original and your own is important, so include sources of inspiration. Avoid simply copying existing images, use them as a starting or reference point. Develop your own individual style.
Use of ICT to develop and refine concepts. Program used and process are documented and annotated for authentication purposes and to assist decision making.
ICT: use of scanned images that are cropped, manipulated and edited.

Original of image must be included in your folio, it can’t be a photocopy.
Even though the images are not the student’s own photos, the source has been clearly acknowledged and they have edited and manipulated to become a new and original idea.
Clever combination of own freehand drawings and computer to create stamps.
Innovative use of materials, media and methods

Graphics for T-shirt use photography and computer (methods) to create imagery based on rocks (material).
Imagery is screen printed (method) using fabric ink (media) onto tie-dyed (media) cotton fabric (material) T-shirt.
Ensure with models that you thoroughly explore materials and construction methods as part of your development folio. 3D trials can either be photographed, or presented separately from folio, clearly marked as trials or mock-ups.

NB Photography used to document models cannot be counted when assessing use of a range of methods.
Mock-ups really help!
Design elements and principles provide a structure for exploring a range of options.
Effective use of design elements and principles leads to successful layouts and final presentations.
The green house cafe.

Organic Materials

Water Systems

Macro Environment

Solar Energy Systems

The cafe is designed to be a sustainable and organic environment, incorporating elements of nature and sustainability into its design. The materials used are organic and biodegradable, minimizing the environmental impact. The water system is designed to be self-sufficient, using rainwater harvesting and graywater recycling. The cafe is oriented to maximize solar energy production, with solar panels integrated into the design. The overall concept is to create a truly green and sustainable cafe experience.

Amy Mathieson Unit 4. Presentation 1: Café concept design  Presentation 2: Logo and menu design
Expressive use of methods, media and materials and effective application of design elements and principles

Note clear use of study design terminology: helps reinforce terms for exam!

Jessica Bong Unit 4 Varta
Pres 1: T shirt graphics Pres 2: t shirt packaging
David Sprague Unit 4 Fink audio
Pres 1: Speakers design Pres 2: Logo and stationery set

Franka Wilkinson Unit 4 ACCA
Pres 1: Logo, poster & postcards
Pres 2: Educational kit
Hayley Morris Unit 4 Art now
Pres 1: Zine publication Pres 2: 3D shop display

Kyle Hui Unit 4 Berlin State Government
Pres 1: Berlin Schloss redesign Pres 2: stamp series
The design process and Unit 4 assessment criteria

You need to complete TWO separate design processes, one for Presentation 1 and another for Presentation 2.

You need to complete TWO separate final presentations labelled on back Presentation 1 and Presentation 2.

Criterion 1: Brief

Criterion 2: Manual freehand drawing

Criterion 3: Design process

Criterion 4: Methods Materials Media

Criterion 5: Design elements and principles

Criterion 6: 2 finals effective visual comm. relevant to brief

Criterion 7: 2 finals decisions & imagination appropriate to brief

Criterion 8: 2 finals technical competence

Define communication need

Research and generate ideas

Develop design concepts

Refine design solutions

Evaluation

Production
Be well informed:

- Ensure you have a copy of the 2012 VCAA assessment criteria.
- Read the SAT report from 2011.

This form is filled out by the teacher and student throughout the Unit 4 folio.

- Helps to assist with reflecting on your progress and to provide you with feedback at regular intervals.
Any further questions?

Resources:
Top Designs catalogue and CD Rom
Melbourne Museum website: education section
VCAA website

Thank you for listening, enjoy the exhibition!