

Available to:	Years 10, 11 and 12
Length:	1 semester (16 weeks)
Accreditation:	10 SACE credits (20 SACE credits full year) Stage 2

Graphic designers work with drawn, painted, photographed, or computer-generated images (pictures), but they also design the letterforms that make up various typefaces found in movie credits and TV ads; in books, magazines, and menus; and even on computer screens. Designers create, choose, and organise these elements—typography, images, and the so-called “white space” around them to communicate a message. Graphic design is a part of your daily life. From humble things like gum wrappers to huge things like billboards and T-shirt, graphic design informs, persuades, organises, stimulates, locates, identifies, attracts attention and provides pleasure.

Graphic design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communication tools in order to convey a message from a client to a particular audience. The main tools are image and typography.

Aspects to consider:

- Students gain SACE credits and National Accreditation
- Genuine interest in Graphic Design
- Students must be prepared to complete their study on a once a week after school hours instruction lesson (3 hours) conducted off campus in conjunction with the partnership schools
- Using computers for graphic design both web and print and to provide information and processes about working as a designer and the design profession
- Students should have a basic understanding of computer operations and accessing the internet
- Cost (see your VET Coordinator)

Content:

Semester 1 – Graphic Design

The overall plan for Semester 1 is to come up with an entire marketing/advertising package for a company.

- CUFDIG304A - Create visual design components - 90 hours

Programmes used - Adobe Illustrator, Macromedia Fireworks, InDesign

***Students can continue further Certificate III media competencies.
 See information for the 2D Digital Animation Semester 2, 2012 course.***

Semester 2 – 2D Digital Animation

The overall plan for Semester 2 is to produce a portfolio of photos and place them on a website.

- BSBDES201A - Follow a design process - 40 hours
- CUFANM301A - Create 2D digital animations - 50 hours

Programmes used - Adobe Flash,

Assessment:

Competency based assessment will take place

Logo – A4 letterhead, Business card and Merchandise, Website Design

Qualifications gained:

Partial Certificate III in Media – CUF30107

Course pathway:

Certificate II in Graphic Design, Certificate III in Graphic Design, Certificate III in Media, Diploma of Multimedia

Contact: School VET Coordinator