Visual Communication Design

HOLIDAY HOMEWORK 2019

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Key Links: **VCAA Visual Communication Design page**
Find the 2018-2022 Study Design, assessment information, past exams and examiners reports here:
http://www.vcaa.vic.edu.au/Pages/vce/studies/visualcomm/vcommindex.aspx

Edrolo
https://edrolo.com.au/account/vce/visual-communications-and-design-vcd/vce-visual-communication-and-design-2/453197/

Facebook Page
2019 SSSC Year 12 Visual Communication Design

Additional Resources:
1. Design Elements and Principles
2. Components Guide

Unit 3 Visual Communication and Design   Holiday Homework 2018

1. **Source and annotate inspiration for your first SAC 1 design brief**

You will need to collect, source and annotate inspiration for your first SAC 1 design brief: Industrial Design.

Your **INSPIRATION** needs to be:
1. From a variety of sources
2. Relevant and meaningful to the brief
3. Minimum of 10 products (light designs)
4. Good quality (no pixelated images)
5. Correctly sourced
6. Presented in 2-3 x A3 page spreads (digital format)

You will need to collect your inspiration as digital images and drop them into a digital A3 page format. Use *Illustrator* or *Indesign* to create an A3 page spread. You can use text boxes to type your source information and annotations. *I will show you how to do this through a demonstration during transition.*
Use the heading **SAC 1 LIGHT DESIGN INSPIRATION & RESEARCH**

SOURCING

Read the design brief and consider the audience. Relevance is important. You won't be sourcing lighting inspiration from Kmart! Think carefully about the places you might find inspiration appropriate to the brief. Interior design & architecture magazines and websites. Interesting design blogs. Websites of interior and industrial design firms and independent designers. Use the inspiration list (provided) as a starting point for your research.

ANNOTATION

You will annotate your inspiration in **2** ways.
1. The first A3 page will cover the following points in your annotations:
    - purpose, functionality & effectiveness
    - appeal to audience
    - use of materials
    - aesthetics
    - use of design elements and principles
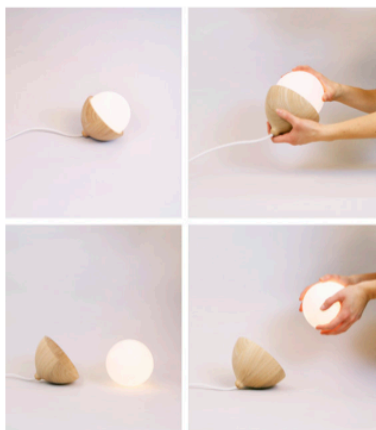
The "Piece of Light" is especially designed to help people with depression that is typically suffered in the winter months of many Scandinavian countries. THe theraputic aspects of the deisgn is something I found very interesting. The tactile nature of the design means the user is encouraged to take the sphere out of the wooden charger, and move the light to a position and function that suits them. It is designed to be portable and move around easily, and the circular shape give a very soft, gentle even ambiance that is eccentiated by the opaque while plastic material used in its construction. The Wooden charger gives an added natural organic textural element to the light which I like. No sharp edges or harsh lines are present, which really encourages the human interaction with the light, and the idea of tactile engagement. Aesthetically, the clean and minimal design is appealing to a wide range of audeinces, especially design concious indivuals and children, with the roundedshape of the design.

Caroline Brahme, 2012, *A Piece of Light*
Source - https://www.architonic.com/en/project/caroline-brahme-a-piece-of-light/5101581
Accessed 3rd December 2018.

Aim for *at least* 15o words for each inspiration

2. The second A3 page will use a different approach to annotation. You will use the Design Thinking Technique of PMI (Plus, Minus, Interesting) to analyse your inspiration. They will look a little like this:

PLUS
- the cube construction means you can stack multiple of the individual lights easily
-made out of recycled materials, the wooden construction is sustainable and environmentally friendly

MINUS
-The cube construction and square shape of the light may not be to everyone's taste. The hard lines of the design would not be apropriate for all domestic applications
-pastels colours are appealing to some people - not all!

INTERESTING
-repitition of the horizonal slats gives a really interesting effect of the light shining through and the shadows created.
-the slats also can be used to 'hook' the lights onto other surfaces

Hurlu Designers, BEC Hand lamp
Source: https://hurlu.fr/produit/lampe-balade-use-en-bois-recycle/
Accessed 3rd November 2018

Source your inspiration with the name of the designer, the name of the design (if possible) the name of the design firm (if possible), the year of the design, the http// source address, and the date of access.

THE BREIF
The design brief is provided on the following page. Your research and inspiration MUST be a response to this brief.

2. **Read the chapter** "*Visual Communication Design Industry Practice*" which will be the basis for Outcome 2 SAC 2.
3. **Read ONE of the Industrial Design case studies** "*Nicolas Hogios*", car designer for Toyota **or** "*Cindy-Lee Davies*".
    This holiday homework will be due the first week back in Term 1.

THE BREIF

VCD Unit 3 Outcome 1 SAC 1 Part A
Industrial Design - Light Design

Need: A portable, lightweight and light design that can be easily moved to different interior and exterior living spaces. It needs to be stylish, robust and be adaptable for a range of domestic applications.

Client Background: Droog was founded in 1993 by product designer Gijs Bakker and design historian Renny Ramakers. During the Milan Furniture Fair in 1993, the duo presented a selection of sober designs made of industrial materials and found objects. The presentation was titled 'Droog Design', because of the simplicity and dry humour of the objects.[2]

Currently based in Amsterdam, their headquarters consists of a store, an exhibition room, a library and a kitchen. The Droog collection is curated by Renny Ramakers and consists of around 200 products by more than a hundred designers. New designs are often developed and presented in relation with exhibitions. The Droog collections is distributed through the website, via the Droog stores and via retailers worldwide.

Audience: Design conscious young urban professionals with a medium to high disposable income.. The are interested in interior design and rate functionality and aesthetics as a high priority when buying homewares, appliances and furnishings. They like to invest in a good quality, well-made items, rather than 'fast fashion', cheaply made, common mass-produced goods. They want a clever piece of design for their loft apartment or their minimalist architect designed house.

Purpose: To provide a lightweight, portable (repositionable) and energy efficient light that is flexible in use. The light will be used for a variety of functions including illumination, ambience and comfort. The light object is intended to have a multiple range of practical uses within and around the home. Primarily it needs to be adaptable to a range of functions that require illumination: such as; reading, desk lamp, providing lighting within cupboards, underneath furniture items, in an outbuilding (garden shed or garage). It is not intended that this light be used as a main source of light within a room rather it is to provide light with a limited distance and be used to highlight a small contained area. It is anticipated that the finished design will have a visually powerful design and be able to stand out from the other similar products available.

Context: The light object will be added to the Droog collection at their headquarters in Amsterdam and will be distributed through the website, via the Droog stores and via retailers worldwide. It is anticipated that the completed design will be highlighted in window displays and on the shop floor displays.

Will be used primarily in a domestic and residential setting. In people's home, their living spaces (interior and exterior including courtyards) and bedrooms. Wherever extra lighting is required.

Constraints: Must be portable and lightweight. Should be small enough to be easily moved and held, yet large enough to be robust and provide ample light.

VCD 2019 Research & Inspiration

All things design
Branding, Illustration, package design, typography, interior design, poster design, web design
http://thedsgnblog.com/

Excellent inspiration for logos, branding & identity
https://www.behance.net/galleries/2/Graphic-Design
http://www.thisismirador.com/
http://www.designclever.co.uk/

Australia's best design blog. Focus on interiors, architecture and local talent
https://thedesignfiles.net/

Illustration / typography /
https://jackywinter.com/all-artists

Identity / branding
https://identitydesigned.com/
http://www.designclever.co.uk/
https://imjustcreative.com/blog
http://visuelle.co.uk/
https://www.underconsideration.com/brandnew/

style guides from well-known brands
https://www.logodesignlove.com/brand-identity-style-guides

Logo Design
http://www.logoed.co.uk/
https://www.logodesignlove.com/
http://www.logobook.com/
https://www.logolounge.com/
http://www.logospire.com/?page=1
https://logopond.com/
http://logooftheday.com/
https://www.logomoose.com/
https://www.hongkiat.com/blog/typographic-logo-designs/

Typography
http://welovetypography.com/
http://beautifultype.net/
http://typetoy.com/#4
http://incredibletypes.com/
http://friendsoftype.com/
http://typophile.tumblr.com/
https://fontsinuse.com/
http://goodtypography.tumblr.com/
https://www.typographicposters.com/posters
http://www.aisleone.net/
http://www.typeroom.eu/
http://www.typetoken.net/
http://jessicahische.is/working
http://blog.8faces.com/
http://typedia.com/
http://ilovetypography.com/
https://www.tdc.org/

Brochure Design
https://www.hongkiat.com/blog/handpicked-printed-brochures/

Packaging
http://www.thedieline.com/
http://lovelypackage.com/
http://www.ambalaj.se/
https://www.ballanddoggett.com.au/

Poster design
http://www.creativeblog.com/posters/poster-designs-121518466
https://www.typographicposters.com/posters

Advertising
http://www.adsoftheworld.com/

Industrial Design
http://www.core77.com/
http://www.yankodesign.com/
https://www.ignant.com/category/design/
http://www.coolhunting.com/
https://www.wallpaper.com/design
https://www.architonic.com/en
http://www.designjuices.co.uk/category/product-design/
https://www.behance.net/galleries/6/Product-Design
http://www.tuvie.com/
http://jpdesign.org/category/product-design/
https://design-milk.com/category/technology/
https://thelocalproject.com.au/

Environmental design
https://www.dezeen.com/tag/retail-tag/
https://www.wallpaper.com/architecture
https://www.ignant.com/category/architecture/
http://thedesignfiles.net/section/architecture/
https://www.archdaily.com/
https://www.arch2o.com/
https://inhabitat.com/
https://architizer.com/
https://www.architonic.com/en
https://thelocalproject.com.au/

Other
https://mindsparklemag.com/
http://weandthecolor.com/
http://designcloud.tumblr.com/
http://thebookdesignblog.com/
https://www.itsnicethat.com/
http://theinspirationgrid.com/
http://www.underconsideration.com/artofthemenu/
http://www.gooddesignmakesmehappy.com/
http://gurafiku.tumblr.com/
https://eyeondesign.aiga.org/
http://nvsblty.tumblr.com/
http://abduzeedo.com/
https://formfiftyfive.com/
http://print.pm/
http://www.creativeblog.com/graphic-design/graphic-designers-follow-behance-10129

Components guide

In addition to the requirements outlined in the Cross study specifications on pages 9 to 13 of the study design, the following provides a guide for the selection of other components used to produce visual communications.

Methods	Media	Materials	Design elements	Design principles	Final presentation
Refers to the manual and digital processes used to make the visual communication	*Refers to the applications used to make the visual communication*	*Refers to the surface or substrate that the visual communication is applied to or constructed from (as in the case of 3D model making)*	*Components of visual communication*	*Ways of arranging or organising design elements*	*Potential formats*

Drawing
Drawing for:
- Observation
- Visualisation
- Presentation

Ways of drawing:
- Manual freehand
- Digital freehand
- Manual Instrumental
- Digital Instrumental

Drawing systems:
2D:
- Orthogonal
- Plans and elevations
- Packaging nets

3D:
- Isometric
- Planometric
- 1pt Perspective
- 2pt Perspective

Painting

Printmaking
- Monotype
- Relief
- Intaglio
- Silk-screen

Printing
- Laser
- Inkjet
- Offset
- 3D printing
- Laser cutting

Photography
- Analogue
- Digital

Digital image manipulation
- Page layout
- 3D rendering
- Design

Collage
- Manual or digital

3D Process
- Construction
- Modelling

Manual media
- pencil
- ink
- fineliner
- marker
- pastel
- crayon
- charcoal
- acrylic paint
- watercolour
- gouache
- dye
- toner
- analogue film

Digital media
- Vector-based programs
- Raster-based programs
- Page layout and composition programs
- Computer-aided design (CAD) programs

Manual materials
- paper
- card
- wood
- glass
- metal
- clay
- stone
- plastic
- textile

Digital materials
- screen

- point
- line
- shape
- form
- tone
- texture
- colour
- type

- figure/ground
- balance
    - symmetrical
    - asymmetrical
- contrast
- cropping
- hierarchy
- scale
- proportion
- pattern
    - repetition
    - alternation

- Logo
- Signage
- Flyer
- Brochure
- Poster
- Billboard
- Postcard
- Advertisement
- Map
- Diagram
- Symbol/icon
- Illustration
- CD/DVD cover
- Book (cover and layout)
- Magazine (mast head, cover and layout)
- Package
- Point of sale display
- Exhibition display
- Web site design
- App design
- Motion graphics and film title sequence
- Storyboard
- Architectural drawing
- 3D model
- Finished drawings for a product
- Concept prototype (non-working)
- Brand collateral presentation board

BRIEF

Client needs
Purpose
Target audience
Context
Constraints

RESOLUTION OF PRESENTATIONS
Presentation of visual communications that satisfy the brief.

REFINEMENT
Modifications and changes in response to feedback and evaluation against brief.

DEVELOPMENT OF CONCEPTS
Selection of ideas and development of 2D and 3D visual communications.

GENERATION OF IDEAS
Application of research, information and inspiration when creating design ideas.

RESEARCH
Information is collected for inspiration, investigation and analysis.

DESIGN THINKING

creative, critical and reflective thinking