SWINBURNE
SENIOR SECONDARY COLLEGE

Visual Communication Design

HOLIDAY HOMEWORK 2023

Teacher

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VCAA VCD page

Study Design, assessment information, past exams and examiners reports:
http://www.vcaa.vic.edu.au/Pages/vce/studies/visualcomm/vcommindex.aspx

Textbooks

Target Learning https://targetlearning.com.au/

Nelson Visual Communication Design VCE Units 1-4 (Recommended but not compulsory – order digital copy through Campion – see booklist)

Booklist & Materials kit

https://sssc.vic.edu.au/student-resources/booklists/
See compulsory and optional items. A3 refillable folders (x2) are required for the SAT in Term 2 & 3

Holiday Homework Requirements

1. Read the Design Brief and client background
2. Complete the mind-map analysis of Smart Playhouse (A3 hardcopy provided)
3. Analyse existing designs to inform your own – Research (1 A3 page)
4. Generation of a range of ideas through design thinking & visualisation drawing (1-2 x A3 pages of sketches with brief annotations)

Additional resources

- Design elements and principles
- Research Links
- Components guide

In **Term 1** you will complete:

- **Outcome 1 Analysis and Practice in Context**: 3 separate design tasks, one for each design field (environmental, communication, industrial) informed by analysis of existing visual communications.

This is a *huge* amount of work to get through, and so it is necessary to start one of your creative SAC's over the break.

If you come back to school without having completed the holiday homework, you will find yourself at least 1 week behind before the term has even started.

During the first week back, you will be required to decide on, and evaluate, your best idea, to develop into a series of environmental drawings.

Over the break, you are expected to start *Outcome 1 SAC 1A (Environmental Design)*. This includes:

1. Read the Design Brief and client background
2. Complete the mind-map analysis of Smart Playhouse (A3 hardcopy provided)
3. Analyse existing designs to inform your own – Research (1 x A3 page)
4. Generation of a range of ideas through design thinking & visualisation drawings (1-2 x A3 pages of sketches with brief annotations)

Part 1. ANALYSIS OF EXISTING DESIGNS / RESEARCH

A) Analysis of existing design

Complete the Mindmap / visual analysis of the existing Smart Playhouse designs. A template has been provided on a separate A3 sheet.
Refer to the Smart Playhouse website to support and inform your responses and address the following points in your discussion / analysis:

- Audience characteristics
- Materials
- Purpose
- Context
- Design elements and principles
- Design features
- How the existing designs will inform your own

B) Source 3 relevant existing designs that will inform your own design development

These can be

- Similar designs (i.e. playhouses, cubbies)
- Children's play spaces
- Schools, creche or kindergartens
- Materials
- Trends

Your **RESEARCH** needs to be:

1. From a variety of sources
2. A range – min 3
3. Relevant and meaningful to the brief
4. Good quality (no pixelated images)
5. Correctly sourced
6. Presented in 1-2 x A3 pages(digital format)

You will need to collect your inspiration as digital images and drop them into a digital A3 page format. Use *Illustrator*, *Indesign or Word* to create an A3 page layout. You can use text boxes to type your source information and annotations.

Use the heading **SAC 1A ENVIRONMENTAL DESIGN (Playhouse) Research**

SOURCING RESEARCH & EXISTING DESIGNS

- Read the design brief and consider the audience.
- Relevance is important.
- Think carefully about the places you might find research and inspiration appropriate to the brief. Interior design & architecture magazines and websites. Interesting design blogs. Websites of interior, environmental, and architectural design firms and independent designers. **AVOID typing 'playhouse' into Google images or Pinterest – this is not a source!**
- Use the research list (provided) as a starting point for your research.

Consider **the following areas to focus your research:**

1. **Similar products / competitors** with a similar target audience e.g. https://kotodesign.co.uk/play-cabin

2. **Current trends** and research in children playgrounds and toys, including use of natural and sustainable materials, encouraging play, cognitive ad physical development.

3. **Trends** in the design industry & architecture such (as the Milan Design Fair)

   https://www.designboom.com/tag/childrens-spaces/
   https://www.archdaily.com/901151/shaping-the-future-what-to-consider-when-designing-for-children
   https://www.dezeen.com/tag/children/
   https://childrensdesignguide.org/
   https://www.playfullearning.net/resource/designing-spaces-children-movement-flow/

4. **Materials** - aspects of sustainability, durability, etc.

   Eg. https://www.architonic.com/en/products/materials/0/3210514/1

5. **Architectural styles or art movements**, a particular building, style or architects work. Eg. Brutalism, Desert Midcentury Modernism, Organic, Mies van der Rohe, Frank Lloyd Wright

ANNOTATION *What do I write?*

- Analyse the **design features** – what makes this design relevant to the brief?
- You should try and make reference to **context, purpose, audience, materials, use of design elements and principles**
- How and why does the design appeal to your audience?
- How have materials been used in an innovative or effective way?
- **Aesthetics** – does it look good? Why?
- **Functionality** – does the design work effectively? Why and how?
- **Use of design elements and principles** – what is dominant? Use adjectives to describe. What are the effects?
- **Explain how the design will be used to inform your own design** development

EXAMPLE

Bjarke Ingels Group, *WeWork School*, Chelsea NYC., 2018.
https://www.dezeen.com/2018/09/12/wegrow-big-wework-elementary-school-new-york-city/. Accessed 19th Nov 2019.

I love this example of a stimulating space for children because of its use of natural materials and light and bright airy aesthetic. The rounded organic forms are really inviting for children to crawl into and use a space for imaginative play, and would encourage physical and cognitive development. These are constructed out of a natural light plywood birch, and in conjunction with the monochromatic green toned fabric mounds, creates a strong connection to the outdoors, despite this space being in the centre of urban NYC. I am inspired to use the same repetition of organic circular shapes in my own design, perhaps through rounded window frames, and possible the overall 3D form of the playhouse. These curved shapes are naturally appealing to children, and have the added safety aspect of no hard edges in case of falls, bumps and accidents..

CITING YOUR SOURCES OF RESEARCH (your legal obligations!)

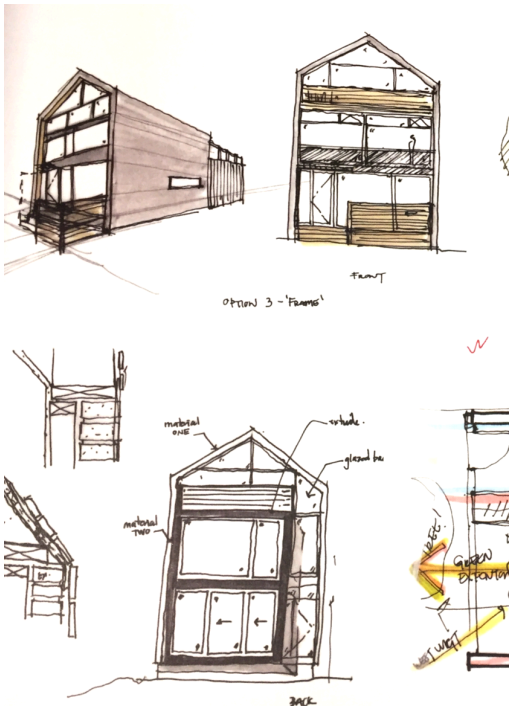
Source your inspiration with the name of the designer, the name of the design (if possible) the name of the design firm (if possible), the page name, the year of the design, the http:// source address, and the date of access.
Example:

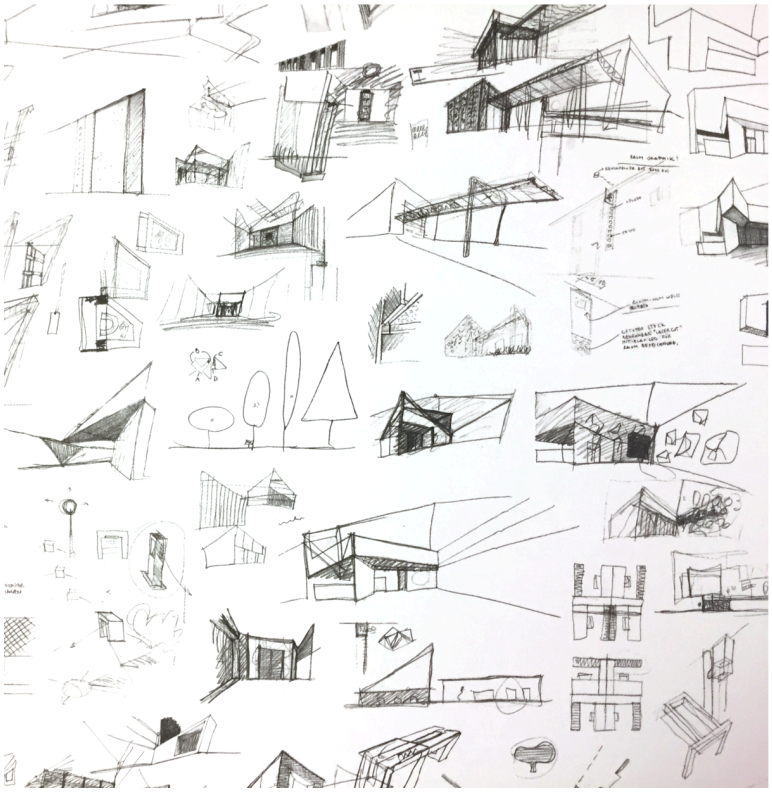
Atelier Janda Vanderghote, *Garden Room*, 2012, ArchDaily, https://www.archdaily.com/928401/garden-room-atelier-janda-vanderghote, date of access 18th November 2019

Part 2. GENERATION OF IDEAS

Generate a range of ideas in response to the design brief, and your research, using design thinking techniques and visualisation drawings.

1. Begin with a **Brainstorm** or **Ideas Box** to help generate some concepts
2. Generate a range (aim for 5) over 1-2 x A3 pages of visualisation sketches. Aim for a range of 2D and 3D sketches.
3. **Briefly annotate your drawings, explaining your ideas** and how your concepts are relevant to the brief, with reference to materials, methods and media where appropriate, and design elements and principles.





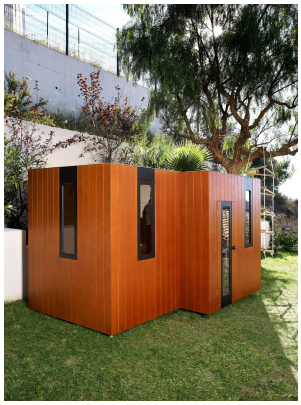
Visualisations are:

- Quick, rough sketches that communicate ideas
- any media – pencil, biro, fine liner, tablet

Visualisations are not:

- Done with instruments, such as rulers
- Finished drawings

HINT: Don't make your designs too complex – keep it simple as you will have to complete architectural drawings of your concept – in a limited time frame


Client Background: SmartPlayhouse

David Lamolla Kristiansen studied Architecture at the Politechnical University of Catalunya. He has collaborated in many prestigious projects: with the famous Belgian architect Mario Garzanitti and with the hotel chain El BulliHotel. After four years as Co-Director in the architectural firm ToolStudio SL, in 2009 he decided to embark on the project of building children`s playhouses, with his family`s support. In 2009 SmartPlayhouse was founded.

The objective of SmartPlayhouse is to be a reference in children`s playhouses. By using the most modern manufacturing technology, the best-quality materials on the market and respecting the environment at all times. All of this, as well as paying tribute to and promoting the architectural buildings that have marked the creative avantgarde tendencies since the middle of the 20th Century, which all together offer a distinctive asset to both children and parents.

The playhouses are made from top-quality materials so that you can enjoy them for years to come. What's more, they feature important safety innovations, so that we can honestly state that they are the safest you can buy.

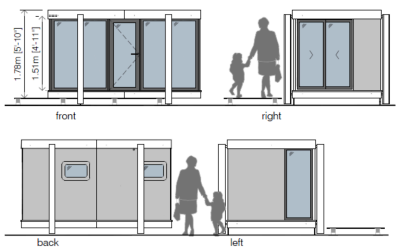
Materials

The main component of the playhouses is Birch marine board. Used in the Air-Sea industry, it is highly resistant to rough weather and is very sturdy. The windows are made of methacrylate; an organic material that does not chip or break like glass and is very impact resistant. The forages, hinges, screws and the outdoor clasp are all made of stainless steel to avoid being harmed by harsh weather. All the openings have rubber gaskets to assure for permanent sealing against any air or water. The key lock is produced with aluminium alloy. The paints used on the corners are water-based and comply with the European EN71/3 Toy Safety Standard. The roof has thermal insulation and precast waterproof EPDM rubber material with a water drain pipe incorporated from warehouse, so that no welding or attaching materials is required.

Ecology

The SmartPlayhouse children`s houses are created and designed to avoid harming the environment as much as possible and follow strict criteria for sustainability. For this reason, every element, material and process necessary to create the houses has been carefully selected. The main material of the playhouses is Birch wood, and as such helps avoid the emission of CO^2 in the environment. The windows on the SmartPlayhouse houses are made of methacrylate, an organic material and thus, recyclable. The paints used are water-based and non-contaminating.

SmartPlayhouse



THE DESIGN BRIEF SmartPlayhouse

Communication Need:
The client requires a new design to add to their existing range of playhouses.
The primary focus of the design is to promote the unique visual and physical possibilities of a contemporary child's playhouse. The aim is to embrace modern design and have some flexibility so that children can create as their own space. It is designed to compliment both traditional and contemporary architecture alike. The playhouse is intended to evoke a sense of modernism and promote the unusual and sustainable design elements of the structure.

Audience: The intended audience for this new design is people from extensively upper medium to high socio-economic backgrounds. The potential purchaser will most likely be a parent who has an appreciation of contemporary architecture and design. A cultured individual who is conscious of the environmental issues that we as a community face. Someone who is in touch with his or her inner child and still shares in the wonder of childhood and the exploration of fantasy.

Purpose:
Children`s playhouses in the garden are an important element in their development. The culture of autonomous learning originated in the Anglo-Saxon and Nordic cultures, where children`s playhouses in gardens are very common. With a playhouse the children acquire a fun space to play and parents a decorative piece for their home. The design of the SmartPlayhouse houses are inspired by reference architectural buildings, something that makes them unique and with a very different style from traditional playhouses.

Context:
The completed design will be promoted through the company's website which has four existing designs. The completed design is to be sold as an easy to assemble kit, alternatively the customer can order the whole preassembled structure or can be installed on site at the customers' request. The company partially relies on word of mouth to promote the inherent beauty and uniqueness of the design, so the playhouses can be seen in the rear yards of the more affluent customers. As well as domestic settings, the playhouses are often purchased by educational institutions like kindergartens and childcare centres to complement and extend existing spaces, both indoor and out. It is also anticipated that the company will install the completed design at trade shows where the sustainable features of the design can be truly emphasised.

Constraints:
The design must:

- reflect the existing philosophy and style of the company – using modern art movements and contemporary architecture as inspiration in the design of the playhouses
- fit within a 3 x 3-meter square footprint (no height specified)
- consider the end user (child) and be scaled accordingly and adhere to health and safety regulations
- be aesthetically pleasing, modern, and complement either contemporary or historical architecture styles (i.e. parents would be happy with it in their backyard!)
- be a fun and inspiring place for children to exercise their imaginations, wonder and creativity

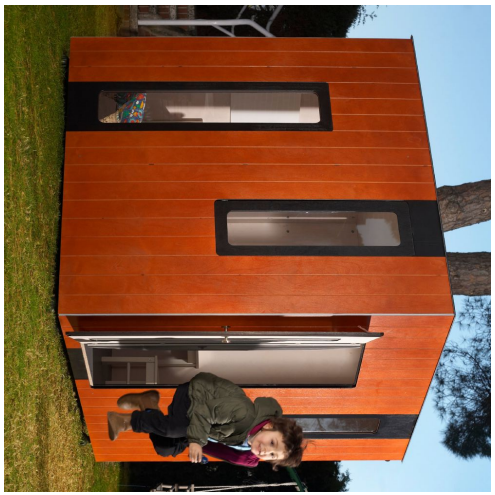
Required drawings / environmental methods

- 2D plan and elevation drawings (manual or digital)
- 3D planometric of interior (manual or digital)
- 3D 2-point perspective (digital) OR 3D scale model

**ONE of your 3D representations must be rendered in full colour – planometric or 2-point perspective – using tone to depict form, showing surface texture, shadows and a clear light source*

SmartPlayhouse

a playhouse for the children, a sculpture for the garden



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
Refers to the manual and digital processes used to make the visual communication

Media
Refers to the applications used to make the visual communication

Materials
Refers to the surface or substrate that the visual communication is applied to or constructed from (as in the case of 3D model making)

Design elements
Components of visual communication

Design principles
Ways of arranging or organising design elements

Final presentation
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

2023 VCD RESEARCH LINKS - ENVIRONMENTAL

ENVIRONMENTAL DESIGN

https://thelocalproject.com.au/

https://www.archdaily.com/
https://www.arch2o.com/
https://inhabitat.com/
https://architizer.com/
https://www.architonic.com/en

https://modernistaustralia.com/
https://architectureau.com/
https://www.dwell.com/

http://www.kennedynolan.com.au/
https://wolveridge.com.au/
https://www.johnwardlearchitects.com/
http://moda.ca/

https://www.dezeen.com/architecture/
https://www.wallpaper.com/architecture
https://www.ignant.com/category/architecture/
http://thedesignfiles.net/section/architecture/

LANDSCAPE DESIGN

https://theplanthunter.com.au/
http://terremoto.la/
https://www.phillipjohnson.com.au/
http://www.mudoffice.com.au/
https://e-ga.com.au/
https://www.amandaolivergardens.com.au/

INTERIOR DESIGN

https://thedesignfiles.net/section/interiors/
https://www.dezeen.com/interiors/
https://www.dulux.com.au/inspiration
https://www.acme-co.com.au/
https://flackstudio.com.au/
http://www.gregnatale.com/

Free database of dimensioned drawings

https://www.dimensions.guide/

MATERIALS

https://www.architonic.com/en/products/materials/0/3210514/1
https://www.archdaily.com/801545/16-materials-every-architect-needs-to-know-and-where-to-learn-about-them
https://www.archdaily.com/search/products?page=3
https://www.architonic.com/en

PRE-FAB / SUSTAINABLE

https://www.modscape.com.au/homes/
https://www.archiblox.com.au/
https://ecoliv.com.au/
https://www.prebuilt.com.au/

SHIPPING CONTAINERS

https://www.arch2o.com/applications-shipping-container-architecture/
https://www.archdaily.com/160892/the-pros-and-cons-of-cargo-container-architecture
https://www.dezeen.com/tag/shipping-containers/
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ENVIRONMENTAL FINAL PRESENTATIONS

https://www.arch2o.com/tips-architecture-project-presentation/
https://www.archdaily.com/897171/74-exceptional-architecture-portfolios?utm_medium=email&utm_source=ArchDaily%20List&kth=4,471,723
https://visscom.wordpress.com/2013/04/14/presentation-board-layout-tips/

MODEL MAKING

https://www.arch2o.com/architecture-model-complete-guide/
https://www.youtube.com/watch?v=Kfj2-A5rJoQ
https://www.youtube.com/watch?v=rGRIAIVEMzs
https://www.rjmodels.com.hk/architectural-models-guide/

https://www.youtube.com/watch?v=5iliAFm2rcU

DEFINITIONS OF KEY TERMS FOR SAC1 - ANALYSIS

1. **PURPOSE** of visual communications. Defines the content, establishes where and how the visual communication will be seen, who will see it and how often.

Some purposes include to advertise, promote, depict, teach, inform, explain and/or guide. Often a visual communication will have more than one purpose.

2. **AUDIENCE CHARACTERISTICS** of visual communications. Should include:

- Age
- Terms such as Baby Boomers, Generation X & Y & Millennials are also used
- Gender
- Socio economic status. This includes groups such as working class, middle class, and level of financial income. Amount of disposable income is determined by employment status, salary level, educational background.
- Interests / Can be professional or personal. For example, music and fashion. Influences their habits as consumers.
- Location - Where they live – remote vs. urban.
- cultural background
- religious affiliation

3. **CONTEXT** of visual communications. Where will the visual communications be viewed / consumed / used? In what context? Has a major impact on content, appearance, materials and format

4. **THE DESIGN ELEMENTS AND PRINCIPLES**

DESIGN ELEMENTS are components of visual communications. Building blocks of design
point / line / shape / form / tone / texture / colour / type

DESIGN PRINCIPLES are accepted conventions associated with arranging or organising design elements
figure/ground / balance – symmetrical or asymmetrical / contrast / cropping / hierarchy / scale / proportion / pattern – alternation or repetition