What is Visual Communication Design all about?
Visual Communication Design could be described as a visual language to allow the development of concepts and ideas. This subject will teach you to use instrumental, freehand and computer techniques to create drawings. Students are encouraged to define visual problems, research other visual communications, generate ideas, produce final graphics and evaluate their work.

Areas of Study:

Unit 1: Introduction to visual communication design
- Drawing as a means of communication
- Design elements and principles
- Visual communications in context

Unit 2: Applications of visual communication within design fields
- Technical drawing in context
- Type and imagery in context
- Applying the design process

Unit 3: Visual Communication design practices
- Analysis and practice in context
- Design industry practice
- Developing a brief and generating ideas

Unit 4: Visual Communication design development, evaluation and presentation
- Development, refinement & evaluation
- Development of design concepts
- Final presentations

Type of Assessments in this subject:
- 2D Drawings
- Computer aided design
- Instrumental Drawing
- 3D Drawings
- Rendering
- Freehand drawing
- Written presentation
- Examination

Key Skills developed through this area are:
- Technical drawing conventions
- Application of 3D drawing methods
- Design thinking
- Typographical and layout conventions

Possible Occupations that could relate to this study include:
- Graphic Designer
- Landscape Designer
- Architect
- Hub Designer
- Fashion Designer
- Visual Merchandiser
- Interior Designer
- Industrial Designer
- Pattern Maker
- Multimedia Design
- Web Design

Interested (tick) ☐