

GRAPHIC DESIGN AND COMMUNICATION

Graphic designers are visual communication specialists who use their creativity, skills and knowledge to produce innovative visual solutions to sell an idea, a message or brand. Graphic design and communication products range from illustrations, logos, icons, posters, billboards and packaging.



PREREQUISITES: ENTER STAGE 2: STAGE 1 IN GRAPHIC DESIGN AND COMMUNICATION OR ANY OTHER STAGE 1 VISUAL ARTS DISCIPLINE

WHAT WILL YOU LEARN?

01. Understand the elements and principles of design to analyse and interpret visual communication products.
02. Develop creative solutions to problems using graphic design and communication techniques.
03. Use traditional drawing techniques & digital technologies to develop ideas and produce products.

Transferable Skills	
<ul style="list-style-type: none"> • Collaboration and teamwork • Creativity, critical thinking and problem solving • Communication, written and visual literacy • Planning, organising and time management 	

Assessment	
Stage I	Product 50%; Folio 50% (Skills Assessment Task 30%, Inquiry 20%)
Stage II	Product 50%; Inquiry 20%; Practical Skills 30%



VOCATIONAL PATHWAYS

- Certificate IV in Design
- Diploma of Graphic Design
- Advanced Diploma of Graphic Design



TERTIARY PATHWAYS

- Bachelor of Design (Communication Design)
- Bachelor of Business (Design and Marketing)
- Bachelor of Design (Illustration and Animation)



CAREERS

- Advertising, marketing and promotions
- Product and packaging design
- Fashion, fabric and surface design
- 2D and 3D illustration
- Game design



SACE STAGE 1 | 10/20 CREDITS
ONE SEMESTER /FULL YEAR



SACE STAGE 2 | 20 CREDITS
FULL YEAR



ATAR SUBJECT