

Graphic Communication – Course Outline

The course develops skills in two main areas — 2D, and 3D and pictorial graphic communication. Candidates apply these skills to produce graphics with visual impact that communicate information effectively.

2D graphic communication

Candidates develop creativity and presentation skills within a 2D graphic communication context. They initiate, plan, develop and communicate ideas graphically, using 2D graphic techniques. Candidates develop skills and attributes including spatial awareness, visual literacy, and the ability to interpret given drawings, diagrams and other graphics. They evaluate the effectiveness of their own and given graphic communications to meet their purpose.

3D and pictorial graphic communication

Candidates develop creativity and presentation skills within a 3D and pictorial graphic communication context. They initiate, plan, develop and communicate ideas graphically, using 3D and pictorial graphic techniques. Candidates develop a number of skills and attributes including spatial awareness, visual literacy, and the ability to interpret given drawings, diagrams and other graphics. They evaluate the effectiveness of their own and given graphic communications to meet their purpose.

Skills, knowledge and understanding for the course

The following provides a broad overview of the subject skills, knowledge and understanding developed in the course:

- ◆ replicating familiar and some new graphic forms with some complex features in 2D, 3D and pictorial views
- ◆ applying recognised graphic communication standards, protocols and conventions in straightforward but unfamiliar contexts
- ◆ initiating, planning and producing preliminary, production, promotional, and informational graphics in both familiar and new contexts, with some complex features
- ◆ applying graphic design skills, including creativity, when developing solutions to graphic tasks with some complex features
- ◆ understanding the application of colour, illustration and presentation techniques in a broad range of graphic contexts
- ◆ critically reviewing graphics work as it progresses, and evaluating completed tasks suggesting strategies for improvement
- ◆ extending visual literacy by interpreting unfamiliar graphic communications — some with complex features or combinations of views
- ◆ extending graphic spatial awareness in unfamiliar 2D, 3D and pictorial graphic situations including those with complex features

- ◆ selecting, managing and using graphic communication equipment, software and materials effectively across tasks
- ◆ understanding a broad range of computer-aided graphic techniques including commercial/industrial practice
- ◆ an informed understanding of the impact of graphic communication technologies on the environment and society