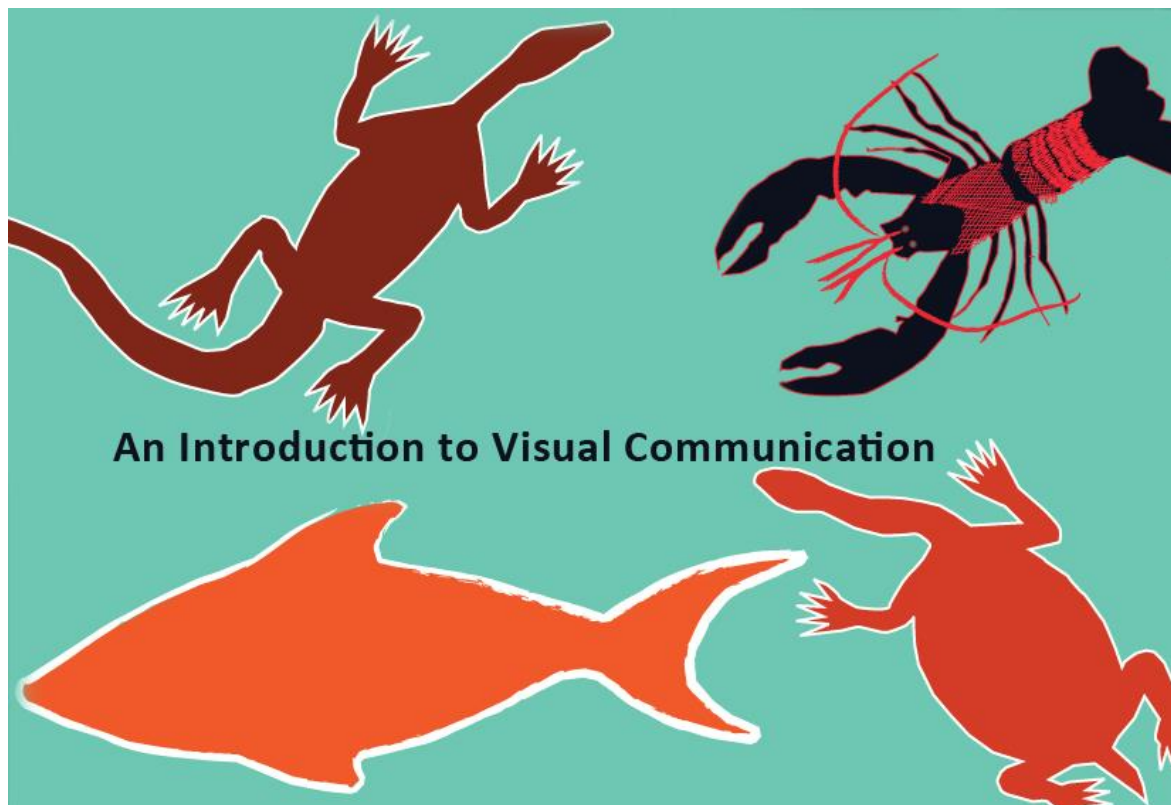


ICT03

Year 10 Introduction to Visual Communication

Subject Guide



NTOEC
P.O Box 40471
Casuarina
NT 0811



NTOEC
Northern Territory Open Education Centre

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Published By

Northern Territory Open Education Centre

Address: PO Box 40471
Casuarina, NT, 0811

Telephone: (08) 8922 2292 or 1800 062 235

Facsimile: (08) 8922 2258

Email: info.ntoec@ntschoools.net

Website: <http://www.ntoec.nt.edu.au/site>

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Further information is printed on the following page.

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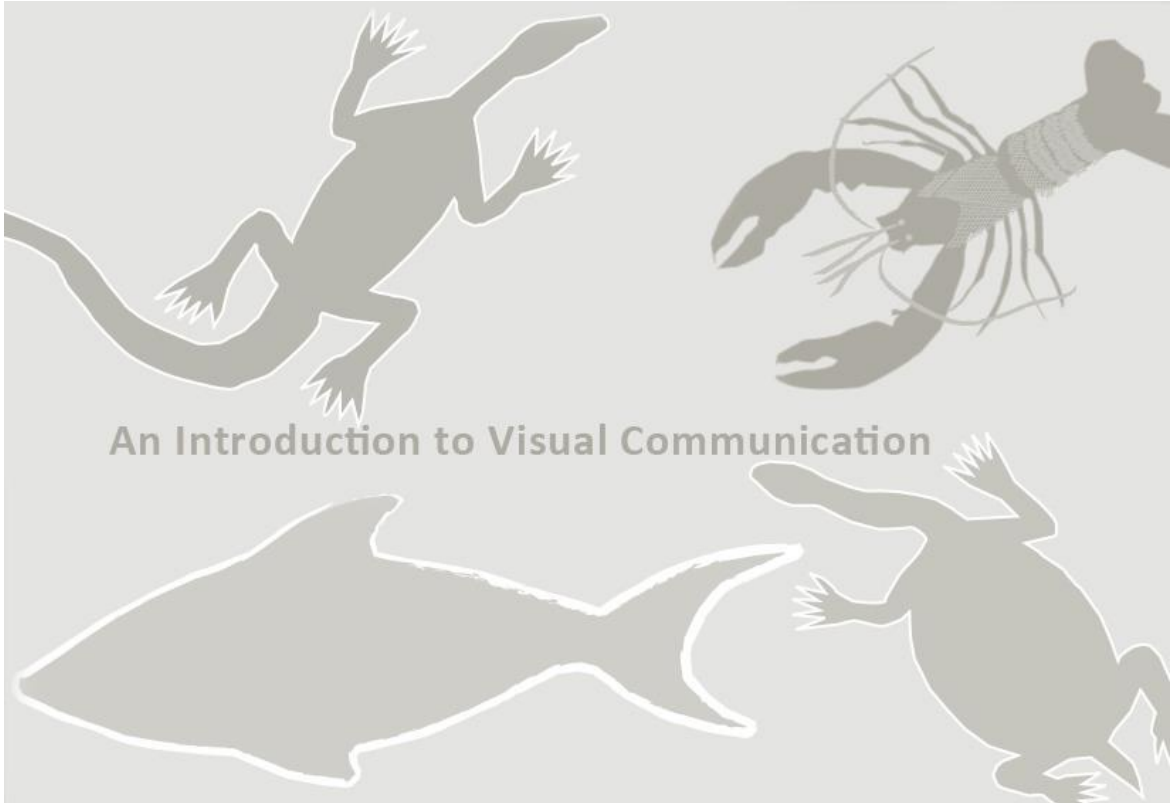
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An Introduction to Visual Communication

Introduction to Visual Communication ICT03

Welcome to an Introduction to Visual Communication. This Year 10 subject will introduce you to some key ideas and concepts in visual communication and introduce you to computer based illustration and photography using Adobe software packages, Illustrator and Photoshop.

Visual communication is something we encounter every day in signs, advertisements, books, posters, packaging, brochures, cards, multimedia presentations, the internet, magazines, TV and film and other forms of media.

What is it that makes a visual design work effectively to clearly communicate its message?

It could be the combination of the text and graphics or the way the image is made to communicate an idea or feeling. By understanding how these messages are communicated we can learn to make effective visual designs.

NTOEC Contact Details

Currently, the subject teacher is Mark Jenkinson, 8922 2117.

Telephone

Reception (08) 8922 2222
Toll free 1800 062 235

Facsimile

Dispatch (08) 8922 2258
1st Floor (08) 8922 2110
2nd Floor (08) 8922 2232

Electronic Mail (email)

Most teachers have individual email addresses. It is usually:
firstname.lastname@ntschoools.net

Web Address

www.ntoec.nt.edu.au

Location

NT Open Education Centre
21 Chrisp Street
Rapid Creek NT 0810

Address (for mail)

NT Open Education Centre
PO Box 40471
Casuarina NT 0811

Moodle (online course)

This subject has an online course on Moodle. Moodle is the official Learning Management System (LMS) used at the Northern Territory Open Education Centre. It is here to support you throughout your studies and help you succeed in this course.

To access this course on Moodle, go to the following website:

<http://lms.ntschoools.net/course/view.php?id=351>

You will need to login using your ntschoools username and password. This is usually your firstname.lastname and your regular password. (Do not put @ntschoools.net after your name).

You will be asked to enrol into the course. Select yes.

You may need an enrolment key (password) to enter the course. This will be provided by your teacher.

Dispatch Content

- *Subject Guide* booklet
- *Adobe CS4 Creative Suite* DVD
- *Introduction to Visual Communication* CD



Assessment Requirements Outline

There are two main areas of Assessment:

1. Guided Exercises & Assignments (70%)

Using Illustrator to explore the elements of design:

Create examples of shape, line, patterns, tone and texture and symbols in Illustrator and one magazine cover layout

- 5 guided exercises
- 1 assignment

Typography and Illustrator

Typesetting for multipage and single page document types

- 1 guided exercise

The context of visual communication

The audience relationship to visual communication products, for example as consumers, retailers, clients and promoters.

- 2 exercises

2. Major Project (30%)

Ideas brainstorm and Illustrator Document Setup

What will communicate the brochure's message?

Setup a double sided three fold brochure layout

- Use Illustrator design elements
- Format the type
- Prepare image boxes

Photography and Photoshop/Finalising the layout

- Photograph images for the brochure
- Resize and optimise images
- Import into the brochure

Timeline

A one semester course that could be broken down to:

Week 1 - 7

Using Illustrator to explore the elements of design

Week 8 - 9

Typography and Illustrator

Week 10 - 11

Visual communication in context

Week 12

Ideas brainstorm and Illustrator Document Setup

Week 13 - 17

Photography and Photoshop/Finalising the layout

This timeline is calculated for a minimum of two hours per week. Refer to the following table for details on completing the weekly exercises and assignments.

Subject Timeline: Introduction to Visual Communication

	Week	Semester 1 or 2	Weighting %	Mark
	1	Orientation to the Illustrator program		
Using Illustrator to explore the elements of design	2	Exploring shape exercise and worksheet	5	
	3	Exploring line exercise and worksheet	5	
	4	Exploring patterns exercise and worksheet	5	
	5	Exploring tone and texture exercise and worksheet	5	
	6	Exploring symbols exercise and worksheet	5	
	7	Magazine cover layout assignment	15	
Typography and Illustrator	8-9	Typography exercise and worksheet	15	
The context of visual communication	10	'What's the purpose?' worksheet	10	
	11	Lin Onus's 'Fruit Bats' case study worksheet	5	
Major Project	12	Brainstorm chart	5	
	13-14	Photos and editing worksheet	5	
	15-16	Final layout and reflection	20	
		Final Grade Total	100%	

