

Schedule of Delivery 12 GENERAL PHOTOGRAPHY: Unit 3 - Product Design

Week	Learning Program (15 weeks)	Assessment
1 - 3	<p>Introduction and expectations:</p> <ul style="list-style-type: none"> · Student requirements (SD card, display folder A3, sleeves, USB) · Course/Unit outline · Expectations, responsibilities & goal setting · Assessment tasks & school submission policy <p>Topic introduction: Task 1A and 1B</p> <p>1A: Design a front cover for a Recipe Book.</p> <p><i>Capture and produce images to create a front cover for a cooking book using photographic composition theory and communication principles for a specified purpose & target audience. Use Photoshop editing techniques to add typography and other design elements and principles including visual hierarchy to your image.</i></p> <p>1B: Design a digital Screensaver</p> <p><i>Capture and produce images to create a Screensaver using photographic composition theory and communication principles for a specified purpose & target audience. Use Photoshop editing techniques and other design elements and principles including visual hierarchy to your image.</i></p> <p>Introduction to Product design: investigate cooking books and other food-related promotional imagery and understand their construction to communicate a message to a particular audience.</p> <p>Introduction to the Design Process:</p> <ul style="list-style-type: none"> · Identify target audience characteristics: demographics, lifestyle choices, interests and values · Research & investigation · Analysis · Idea development and experimentation · Seeking feedback · Production · Critical reflection 	

	<p>The Design Brief: constraints and purpose. Research and apply relevant codes and conventions</p> <p>Representation & Meaning: how to create depth of meaning in photographic imagery through experimentation with representation. Analyse the characteristics of design elements and principles, composition and visual hierarchy and apply to the Shannon & Weaver communication model.</p> <p>Workshop: Studio Lighting & techniques for Food/Still-life Photography</p> <p>Commence Task 1A/B</p>	<p>Deadline</p> <p>Task 1 Week 13</p>
<p>4 - 6</p>	<p>Brainstorming</p> <ul style="list-style-type: none"> · Products for a particular purpose: to educate, to inform, to promote, to entertain, to decorate · Colour theory, design styles, design elements & principles, format – consider the communication environment relevant to the design (physical, economic, social, cultural, geographic, interpersonal) · Gestalt design principles e.g. similarity, proximity, continuation, closure, figure/field, layout principles, alignment, correspondence etc. · Typography as meaning – explore style options and wording to be used. Experiment with the balance of image and type. · Stakeholders – copyright, intellectual property issues & personal responsibility <p>Ideation & Planning</p> <p>Creating full-colour thumbnails and composition layout drawings to explore several possible designs. Apply the design process to further develop two ideas and provoke original solutions (SCAMPER, mind maps, semiotics) including the following technical information:</p> <ul style="list-style-type: none"> · Composition · Lighting · Camera angle 	

	<ul style="list-style-type: none"> · Exposure settings · Background <p>Seek and apply Feedback – teacher/student discussion (student takes notes)</p> <p>Planning for Production –</p> <ul style="list-style-type: none"> · Environmental impact considerations Consider contemporary trends in production processes and sustainable methods of production · Photo-shoot plan: details of studio/outdoors, lighting, background, safe handling of materials. <p>Production</p> <ul style="list-style-type: none"> · Take photos · Manage digital data · Create contact sheet/s · Critique/select images to use 	
<p style="text-align: center;">7-10</p>	<p>Photoshop</p> <ul style="list-style-type: none"> · Develop designs with digital production tools · Experiment with possible design options to enhance meaning and depth · Try different typography, colour systems and layouts · Create Design 1 and document the stages and annotate the design development · Create Design 2 and document and annotate design development/ Use critical reflective analysis to evaluate the most appropriate design to fit the design brief 	<p style="text-align: center;">Week 9</p> <p style="text-align: center;">Mock External Set Task (in-class assessment)</p>
<p style="text-align: center;">11-13</p>	<p>Development of suitable formats for presentation. (Printing work)</p> <p>Understand OSH concepts relevant to the applied production process. Use sustainable practices.</p> <p>Prepare for digital presentation to ‘client’ of 1A design solutions and design process. Include finished design solution</p>	<p style="text-align: center;">Week 11</p> <p style="text-align: center;">Task 1B due</p> <p style="text-align: center;">Week 13</p> <p style="text-align: center;">Task 1A due (incl.</p>

	<p>(final image). Seek feedback from teacher and take notes.</p> <p>Commence Task 5 (due Week 14)</p>	dig. presentation)
14-15	<p>Task 5: Evaluation of personal design process, design development choices and final design solution</p> <p>Preparation for Task 7 – Externally Set Task by SCSA based on the prescribed content from Unit 3. In-class assessment.</p> <p>Portfolio organisation and presentation formatting.</p>	<p>Week 14</p> <p>Task 5 due (written evaluation 1A)</p> <p>Week 15</p> <p>Task 7 due (externally set task) TEST!</p>

Schedule of Delivery 12 GENERAL PHOTOGRAPHY: Unit 4 - Cultural Design

Week	Learning Program (15 weeks)	Assessment
1 - 3	<p>Introduction and expectations:</p> <ul style="list-style-type: none"> · Student requirements (SD card, display folder A3, sleeves, USB) · Course/Unit outline · Expectations, responsibilities & goal setting · Assessment tasks & school submission policy <p>Introduction to Cultural design</p> <p>Investigate visual communications that acknowledge the diversity of cultures within our society.</p> <p>Develop and document a design process:</p> <ul style="list-style-type: none"> · Research & investigation · Analysis · Idea development and experimentation · Seeking feedback · Production · Critical reflection <p>Interpret a Design Brief: constraints and purpose.</p> <p>Research relevant cultural designs and the application of codes and conventions. Determine the target audience. Determine design items relevant to target audience.</p> <p>Representation & Meaning: experiment with representation to develop meaning and depth in cultural design solutions.</p> <p>Investigate similar cultural visual communications and analyse the characteristics of design elements and principles, layout and visual hierarchy and apply to a basic communication model (Shannon & Weaver).</p> <p>Identify characteristics of, and design for, a specific target audience. Demographics, lifestyle behaviour, values and beliefs with a cultural focus.</p>	

	<p>Workshop: Studio Lighting, set up & techniques for Portrait photography</p> <p>Commence Task 2</p>	<p>Deadline Task 2</p> <p>Mon, Week 14</p>
<p>4 - 6</p>	<p>Brainstorming</p> <ul style="list-style-type: none"> · Cultural design project for a particular purpose: to educate, to inform, to advertise, to entertain, to decorate. · Colour theory, colours, design styles, design elements & principles, format (movie poster) – consider the communication environment relevant to the design (physical, economic, social, cultural, geographic, interpersonal) · Communication strategies: humour, shock tactics, metaphor &/or emotion. · Typography as meaning – explore style options and wording to be used. Experiment with the balance of image and type. · Stakeholders – copyright, intellectual property issues & personal responsibility <p>Ideation & Planning</p> <p>Creating full-colour thumbnails and composition layout drawings to explore possible designs. Apply the design process to further develop two ideas and provoke original solutions (SCAMPER, mind maps, semiotics) including the following technical information:</p> <ul style="list-style-type: none"> · Composition · Lighting · Camera angle · Exposure settings · Background <p>Understand how cultural factors affect design solutions: social, economic, religious and political</p> <p>Seek and apply Feedback – teacher/student discussion (student takes notes)</p> <p>Intellectual property and copyright issues should be understood for the protection of creative design solutions.</p>	

	<p>Task 6 In-class response on the relationship between cultures and design forms</p>	<p>Week 6 Task 6 (response task)</p>
<p>7-9</p>	<p>Planning for Production –</p> <ul style="list-style-type: none"> · Environmental impact considerations Consider contemporary trends in production processes and sustainable methods of production · Photo-shoot plan: details of studio/outdoors, lighting, background, legal and ethical considerations regarding photographing people. <p>Production</p> <ul style="list-style-type: none"> · Take photos · Manage digital data · Create contact sheet/s · Critique/select images to use · <p>Workshop: Photoshop “Retouching portraits”</p> <ul style="list-style-type: none"> · Develop designs with digital production tools · Experiment with blending modes and filters · Try different typography, colour systems and layouts 	
<p>10-11</p>	<p>Create Design 1 and document the stages and annotate the design development</p> <p>Create Design 2 and document and annotate design development</p> <p>Use critical reflective analysis to evaluate the most appropriate design to fit the design brief</p> <p>Establish appropriate production processes. Consider sustainability. Select and use appropriate materials and/or technologies with an awareness of alternative materials.</p>	

	<p>Understand OSH concepts relevant to the applied production process.</p> <p>Develop suitable formats of presentation</p> <p>Printing solutions require technical preparation of files for resolution, file format and colour space.</p>	
12-13	<p>Evaluation of personal design process in terms of appropriateness of design, target audience and design brief.</p> <p>Evaluation of design development choices and alternative options.</p> <p>Evaluation of final design solution in relation to design brief, client's needs, target audience, sustainability.</p> <p>Prepare digital presentation 'to client' that documents your design process. Include finished design solutions (i.e. two final images).</p>	
14-15	<p>Task 2: Digital presentation of Unit 4 design solutions and design process covering the investigation, exploration of ideas in response to a design brief related to cultural design (movie poster)</p> <p>Task 3: Exhibition of final designs showing application of production processes relevant to the design (portfolio).</p>	<p>Deadline Task 2</p> <p>Mon, Week 14</p> <p>Deadline Task 3</p> <p>Mon, Week 15</p>