

Design & Visual Communication Course of Study

This DVC course has two main areas of study

- Spatial Design
- Product Design

DVC focuses on communicating ideas and precise information through explorative sketching and the refinement of design ideas.

The international language of DVC has its own standards, principles and practices.

Sketching, using these standard conventional systems, can be accessed, understood and accurately interpreted worldwide. DVC is directly related to the dramatic technological developments that have occurred in such fields as electronic data processing, computer-aided drawing and design, media advertising and telecommunications, while also in areas of architecture and landscape design.

All these fields make extensive use of design and visual communication.

Design activities that encourage individual creativity and innovation are an essential component of DVC studies. Students will gain a knowledge of the principles and elements of design and apply a design process to solve product and environmental design problems. Through this work, students will learn about other designer's, consider society's needs and environmental concerns and become more aware of aesthetic values and functional design considerations.

The aims of this course

- To promote in students', the development of enquiry and discrimination skills and encourage initiative, ingenuity and resourcefulness through activities based on real situations in design and visual communication.
- To provide a variety of design and drawing experiences that are challenging, creative, useful and enjoyable and that draw upon students' interests and cultural backgrounds.
- To promote an awareness and understanding of computer technologies, of their applications and techniques to produce creative communication mediums.
- To stimulate self-confidence, self-esteem and a pride in achievement through enabling all students to achieve personal success in this subject.

Assessment

NCEA Level One DVC programme is to be assessed through portfolios of project work. 84% of the students' work will be internally assessed through a variety of achievement standards. 16% of the students' work will be assembled and sent away at the end of the year for external assessment.

A total of 19 credits will be offered

Students will need to be familiar with all Rangi Ruru Girls' School's and NZQA assessment documentation to ensure they are aware of their rights and responsibilities. Assessment in DVC will adhere to the following procedures,

- If any assignment duration is longer than 2 weeks, work must be handed in on time.
- If not, it is deemed to be 'willfully' late, therefore a possible penalty of Not Achieved.

And school policies.

- Further Assessment Opportunity
- Resubmission
- Lateness
- Extensions
- Authenticity
- Appeals procedures

This is the DVC assessment matrix for 2020

Internal Assessment

91066 v4 3 credits Use rendering techniques to communicate the form of design ideas	91067 v5 3 credits Use the work of an influential designer to inform design ideas	91068 v5 6 credits Undertake development of design ideas through graphics practice	91069 v5 OPTIONAL 4 credits Promote an organized body of work to an audience using visual communication techniques
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External Assessment

91063 v5 3 credits Produce freehand sketches that communicate design ideas
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91064 v5 OPTIONAL 3 credits Produce instrumental drawings that communicate design ideas
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