

Visual Communication Design
Teach Yourself Series
Topic 8: The Design Process (Units 1, 2, 3 & 4)

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Solutions to Review Questions	Error! Bookmark not defined.

SAMPLE

The Design Process: Throughout Units 1-4

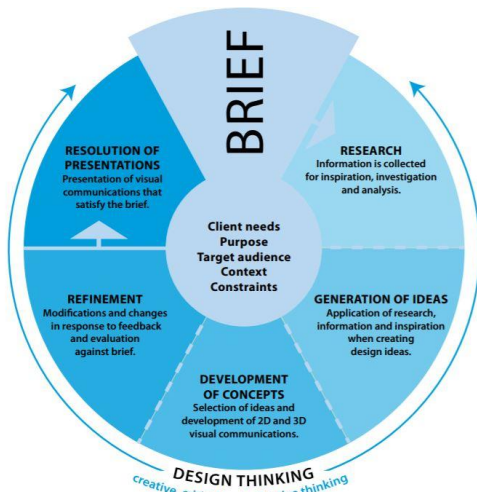


Figure 1: Design Process as seen in VCAA Study Design

This design process identifies discrete stages, as illustrated in Figure 1, which collectively form a framework for creating visual communications in response to a brief. The brief can be provided by the teacher or be student generated. In some units there is a focus on specific stages of the process, whereas in others, students must apply the entire process to create visual communications. The process should not be seen as static or linear; rather it is cyclical or iterative, with stages revisited as required to resolve design problems and extend ideas. Underpinning the design process is ongoing analysis, reflection and evaluation requiring creative, critical and reflective thinking, referred to as design thinking.

Stages in the design process are:

DEVELOPMENT OF THE BRIEF: Identifying the client, their communication need/s, the purpose of the visual communication, the target audience, the context of the visual communication and any constraints that affect the nature of the solution.

RESEARCH: Collecting ideas, information and resources; conducting interviews making field trips and site visits relevant to the brief, for inspiration, investigation, analysis and interpretation. Students can use observational freehand drawing methods to represent the form, materials and textures of existing objects and/or spaces when recording and annotating these investigations.

GENERATION OF IDEAS: Exploring a variety of design ideas that draw on the research and are appropriate to the brief. Imaginative ideas can be quickly drawn using visualisation drawing methods. These freehand ideation sketches with annotations support the communication of ideas.

DEVELOPMENT OF CONCEPTS: Selecting the preferred ideas and applying a range of methods, materials, media, design elements, design principles and presentation formats to create two- and three-dimensional visual communications that address the brief. Annotated visualisation drawing and presentation drawing methods are relevant to this stage.

REFINEMENT: Modifying visual communications in response to feedback and evaluation against the brief.

RESOLUTION OF PRESENTATIONS: Presenting visual communications that satisfy the brief and respond to feedback and evaluation.

- Source VCAA Visual Communication Design Study Design 2018-2022.

Design Process:

(Example of folio pages requested from students during a design process)

FOLIO PAGES:



RESEARCH (3 PAGES) + 10 annotated inspiration images (with link references) + Brainstorm of ideas + Observational drawings	
GENERATION OF IDEAS (2 PAGES) + 8 visualisations sketches	
DESIGN THINKING - CREATIVE (1 PAGE) + PMI of best ideas	
DEVELOPMENT OF CONCEPTS (3 PAGES) + Best visualisation developed using: 1. Design Element 1 2. Design Element 2 3. Design Principle 1	
DESIGN THINKING - REFLECTIVE (1 PAGE) + Sticky note peer feedback with reflection.	
REFINEMENT (3 PAGES) + Best concept refined using the following drawing forms: 1. Isometric 2. Third Angle Orthogonal 3. Rendered Two Point Perspective Drawing	
RESOLUTION OF PRESENTATION: + Presentation board that has: 1. Presentation drawing of perspective OR isometric 2. Presentation drawing of Third Angle Orthogonal Drawing (These are final technical drawings and should be professional and follow all technical drawing conventions)	

These are the MINIMUM required pages in order to get 45% (S)

If you wish to achieve higher marks, you must extend upon these minimum page requirements.

DESIGN PROCESS EXAMPLE REVIEW QUESTIONS:

1. Furniture by Design

Furniture by design have commissioned some lighting design from young, adventurous designers to be sold in store during their winter sale period. The store has consistently sold designs that value experimentation in design and show fun and an ability to explore ideas.

The brief

Furniture by Design have invited designers to submit concept designs for lighting that will be sold in store. They have asked that the designers experiment with shape, form and colour inspired by the warmth of a fire place in winter, to mirror the time period that the lighting will be on sale. This light can be a ceiling lamp, a floor lamp or a desk/bedside lamp.

You are required to present your concept as a coloured, three dimensional drawing.

(19 marks total)

- a. In the space below, brainstorm ideas for a lamp based on the constraints set in the brief

(2 marks)

- b. Use three-dimensional visualisation drawings to generate a range of ideas for your lamp design concept based on the constraints set in the brief. You must:

- Consider the form, colour and materials
- Use annotations to communicate your design thinking

(6 marks)

Complete your answer to **part b** in the space below