



# LEVEL 2 Design & Visual Communication (DVC)

## 2TECD

### What is this course about?

Design and Visual Communication (DVC) is about **designing and developing product and spatial (architectural) ideas**. By taking this subject, you'll gain an understanding of what real world designers and architects do and the significant value creative ideas can add to both local and global communities. Inspired by the principles of manaakitanga, you'll learn to see the potential in everyday situations and environments, using your design skills to create innovative design solutions

Drawing inspiration from local culture, global design eras, the natural world (and your own wild imagination) you'll undertake design portfolios that challenge you to design an innovative product and an architectural concept. Using a blend of traditional drawing techniques and digital technology, from hand-drawing and scale model-making to CAD software and 3D Modelling, you'll hone your ability to think like a designer and present your ideas professionally.

### What sorts of things will I do?

The course is broken into two portfolios encompassing two Achievement Standards each worth 9 credits, 18 credits total. In the first project students will learn about and apply product design knowledge and practice to design a product in response to a real world brief. The second part of the year is focused on designing a creative architectural design inspired by an iconic Era of your choice

Throughout the course, you'll develop a wide range of skills, from freehand sketching and effective rendering to using industry-level CAD software and manipulating images with Photoshop and Illustrator. You'll also get hands-on experience with prototyping tools like laser cutters and 3D printers, bringing your design ideas to life in physical models.

By the end of the course, you'll have built impressive design portfolios that demonstrate your ability to generate creative ideas, analyse the designed world, and communicate your concepts effectively.

Work completed in these portfolios can be used as part of your application for tertiary study in design, architecture & creative industries

Please note: In DVC we design solutions and create presentations that display our conceptual ideas, we do not physically make the life size working outcomes

### Learning capabilities/ critical skills

#### Visual Communication skills:

- Freehand sketching of objects and environments using appropriate Graphics modes of drawing and media.
- Effective rendering using a variety of media including pencil, pastel, and marker
- (CAD) Computer aided design and modelling using industry level applications
- Image manipulation using Photoshop and Illustrator for presentation.
- Prototyping of design ideas using the laser cutter, 3D printer and physical materials to make scale models

#### Design Thinking Skills:

- Use Design Thinking to foster exploration, experimentation and problem solving
- Generating Design ideas using a variety of approaches
- Effectively communicate about and evaluate design ideas
- Design development and resolution into final designs
- Understand and use the design principles of aesthetics and function in own design thinking

#### Design Heritage:

- Examine, critique, and be influenced by the perspectives and inputs of others
- Exploring the whakapapa of design allows ākonga to recognise concepts of product and spatial design within different cultures and communities
- Understanding how design icons are recognised through socially constructed value judgements can shape personal design influences and increase design awareness.
- practising awareness around copyright and third-party content considerations

## Nga Rau o Te Whariki o ASHS

Rangatiratanga (self-determination) supports ākonga to achieve. Thinking and meaning-making are promoted. Learning is meaningful and connected.

To experience success, students will have opportunities to develop their learning dispositions through:

#### Engagement:

- Students will actively seek out information about real-world challenges and innovative solutions
- By persevering through challenges in sketching, modelling, they learn to overcome obstacles and refine their designs

#### Managing self:

- Students will set personal goals for their projects, from initial sketches to final presentations
- Manage their time effectively, ensuring they stay on track and meet deadlines independently
- Recognise that resilience and focus support the generation of design ideas and the communication of high-quality outcomes

#### Learning relationships:

- Students will work together, and with the teacher, to critique and improve each other's designs, learning from diverse perspectives and providing constructive feedback.
- On-going dialogue with the teacher to help students understand their strengths and areas for improvement, fostering a supportive learning environment.

## What standards can I enter?

Your teacher will work with the whole class and with you to devise a learning programme that is responsive to your strengths, interests, and one that sets you up to aim high and achieve your potential.

NCEA	Standard Number	Name of standard	Assessment mode	Credits (W/R)	Time frame
INT	AS91342	Develop a product design through graphics practice	Portfolio	6cr	14 weeks Due Mid T2
EXT	AS91337	Use visual communication techniques to generate design ideas		3cr	
INT	AS91341	Develop a spatial design through graphics practice	Portfolio	6cr	14 weeks Due End T3
INT	AS91340	Use the characteristics of a design movement or era to inform own design ideas		3cr	
		OPTIONAL:			
INT	AS91343	Use visual communication techniques to compose a presentation of a design	Digital Portfolio & Presentation Poster	4cr	T4

At Level 2, UE literacy becomes an important qualification for those students with a view to attending university. Level 2 English offers many standards that contain both the reading and writing credits necessary for this qualification.

Key for Credits column:

R - UE reading literacy

W - UE writing literacy

## Frequently asked questions

[Does it matter if I have not taken Design & Visual Communications \(DVC\) before?](#)

No it doesn't. If you are new to the subject there are plenty of tutorials and hands-on activities within the class lessons to help you gain the skills needed. The teacher will work with each student to help them achieve success.

[What if I'm not very creative?](#)

No such thing! Everyone has the capacity to be creative in their own way. We will be going through different ways to come up with inspiration and ideas using fun activities that real world designers use when they feel uncreative

[Is it only hand sketching and drawing?](#)

No. The first portfolio is a mix of both hand drawing/sketching and CAD (computer aided design) and then in the second portfolio you can choose which mode you would like to use or do a combination.

[What kind of digital device do I need for this subject?](#)

Because we will be using CAD (computer aided design) software as well as Adobe products you will need a device capable of downloading and running programs. You need to ensure that you have enough harddrive storage and RAM to run additional programs. You will also need to bring a mouse to class - using a trackpad is not ideal for CAD

If your device isn't capable of running the software we have several PCs in class that can be used

[Are there any external exams?](#)

No there is not in DVC. For the external achievement standard one of the two portfolios are selected to be sent away to be externally marked.

[Is there a subject fee for this class? What do you get?](#)

Yes there is a fee for a DVC Kit. If you are new to the subject you will get a kit that includes a range of drawing media such as pencils, markers, fineliners as well as A3 paper, folders and technical drawing equipment. This is yours to keep. If you took the class in Level 1 you will get a 'top up' pack to add extra drawing media to your kit. This fee also covers the use of filament for the 3d printers and wood/acrylic for the laser cutter to create your end of year scale model architecture design

[Do I have to do all the course assessments?](#)

No, there is this flexibility with the assessments as the aim is for at least 14cr in the subject. This will need to be part of a negotiation with your Tutor teacher, whanau and specialist subject teacher.

[University or employment wise where does this course lead to?](#)

The University courses and subsequent jobs that could lead from undertaking this subject include, but are not limited to: Architecture, spatial design, product design, industrial design, UX/UI design, drafting, landscape design, teaching, illustration, media design and interior design. Design & Visual Communication is a University Entrance subject for these fields