LEVEL 3 Design (Character, Illustration, Graphic or Moving Image/Animation Design)

3DES

What is this course about?

In senior levels of Character, Illustration or Graphic Design, the focus is on enhancing and pushing creative thinking. You'll be urged to come up with various ideas to tackle both visual and conceptual challenges. Design involves using symbols, images, and typography to convey messages visually. The course covers a wide range of areas for your inquiry including typography, poster creation, corporate identity, book and packaging design, marketing, logo development, illustration, character design, and moving image design. You'll also study various designers to understand their techniques and ideas, and apply these insights to your own projects. Throughout the course, you'll brainstorm and refine your ideas to create a portfolio of diverse design solutions.

What sorts of things will I do?

You have the option to earn credits in either graphic design, illustration, character design, or animation. The course begins with two standards worth 4 credits each. You'll explore different methods and ideas in design, and also research social issues or specific areas of design that inspire your work. Drawing will play a key role in generating and refining your ideas. You can use traditional tools like pen and paper, but we'll also explore digital drawing, depending on your interests and skills. Your design solutions may include typography, posters, illustrations (including character design and animation), and moving image/animation design. These projects will also contribute to your external portfolio. The 14-credit standard involves creating a comprehensive portfolio presented across three boards, showcasing further development and expansion of ideas from the earlier internal standards.

Learning capabilities/ critical skills

Significant Learning

- **Choosing Processes and Techniques**: Thoughtfully selecting and using specific methods, materials, and techniques that best suit the purpose of your artwork.
- **Drawing Methods**: Using different media and techniques to arrange elements like line, shape, colour, and texture. This includes research, concept visualisation, rough sketches, prototypes, and refining solutions.
- **Design Conventions**: Understanding and applying the appropriate characteristics and rules that are suitable for the particular field of design you're working in.
- **Artistic Contexts**: Considering various settings such as galleries, museums, cultural spaces (like marae), public or private collections, urban or natural environments, studios, publications (like books or magazines), online resources, and discussions with artists.

Rangatiratanga: (as it appears in the Hikairo Schema)

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: You can pick a theme and the type of design you love most. Whether it's graphic design, illustration, character design, or moving images, this choice will shape your creative path. Along the way, you'll look into different artists whose work inspires you, giving you ideas and perspectives that will enhance your own creative work.

Managing self: You will need to allocate a significant amount of time to your year-long design folio project, both during class sessions and independently outside of class. This project requires consistent effort and dedication to develop and refine your designs, experiment with different concepts, and create a comprehensive body of work that demonstrates your growth and creativity in design.

Learning relationships: Engage in discussions and critique sessions with your teacher and peers to explore and refine your design ideas collaboratively. These conversations will help you gather feedback, gain insights, and strengthen your design concepts.

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
3	AS91460 3.5	Produce a finished work that demonstrates purposeful control of skills appropriate to a visual arts context	2	4	Internal
3	AS91450 3.3	Systematically clarify ideas using drawing informed by established design practice	2	4	Internal
3	AS91455 3.4	Produce a systematic body of work that integrates conventions and regenerates ideas within design practice	2	14	External

Scholarship Opportunity

In this subject area - Scholarship opportunity looks like:
Scholarship in Design involves two main parts: the workbook and the portfolio (Design 3.4 - 14 credits), which work together to support each other. The workbook and portfolio should present visual and conceptual arguments that create a comprehensive body of exploratory and investigative work. This work should clearly demonstrate how your chosen theme has been generated, developed, analysed, clarified, synthesised, and redeveloped over time.

Throughout this process, you should continually make decisions, evaluate your work, and deeply explore and research your ideas. The workbook is limited to eight A3-sized pages. These pages are assessed based on three specific criteria: analysis, communication, and synthesis. They should showcase your research, thinking, and the development of your ideas clearly and effectively. This thorough documentation and reflection are essential in showing the depth and complexity of your design exploration for the scholarship assessment.

Frequently asked questions

Q: Where might design lead?

A: In the diverse world of design, there are numerous exciting career paths waiting to be explored. Whether you're interested in graphic design, UX/UI design, web design, motion graphics, illustration, or art direction, each role offers a chance to blend creativity with technical skill. From shaping user experiences as a UX designer to crafting visual identities as a brand identity designer, or designing immersive virtual realities as a VR designer, the field is expansive. Other avenues include environmental design, exhibition design, set design, and even sustainable design consultancy, all contributing to shaping the visual and functional aspects of our world. Whether you aspire to be a digital artist, animator, or even a lighting

designer in the realm of architecture, the possibilities are vast and varied, providing endless opportunities for innovation and expression in the design industry.

Q: Should I have taken Level 1 Visual Arts?

A: While it's helpful to have finished Level 1 visual arts before Level 2, it's not required. But we really suggest you spend time getting to know Adobe Creative Cloud software like Photoshop, Illustrator, and InDesign. These tools are super important for designing. They'll make it much easier for you to create and change digital art, make layouts, and design things like books and magazines really well.

Q: What will it cost me to do this subject?

A: A course take home materials & production cost of $95 will be charged. This covers the cost of photo printing paper, a workbook, folio boards and a variety of other materials used during the course. If you do have access to a laptop or computer at home this will also help you with homework tasks. An annual subscription for the full Adobe suite can be purchased through the school.

Will I need my own computer? I don't have Photoshop or Illustrator?

Your own laptop makes it much easier to continue working in your own time. It should be able to run Adobe Creative Cloud .Adobe computer specs A software cost of $10.00 will be charged for a full Adobe Cloud annual subscription.