Arts: Visual

Year 7 - 10 Art
VCE Art
VCE Media
Certificate III in Screen and Media (VET)
Certificate II in Creative Industries - 3D Animation (VET) - Media
VCE Studio Arts
VCE Visual Communication Design
The role of the Arts is to develop an appreciation of Visual Arts through a diverse curriculum. Students will develop an awareness of artistic expressions and traditions of other people and different cultures, whilst gaining personal satisfaction in and the development of self-esteem through their own work.

The Visual Arts

Art and Visual Communication

In Year 7, students will undertake a full year of Art and Visual Communication, then they can choose to continue Art for two semesters in Year 8.

Art and Visual Communication is aimed at giving students the opportunity to use imaginative and creative processes to solve design and production problems. Students will develop their understanding of Art through an exploration of concepts, theories, techniques and processes directly relating to these areas of study. They will be encouraged to experiment with a variety of media and communicate ideas in both two-dimensional and three-dimensional work. Students will aim to research and develop ideas, and become more aware of materials, equipment, tools and their applications.
In Year 9, students are asked to select two of the following units from The Arts Learning Area: Studio Art, Drama, Dance, Music, Visual Communication Design and Media.

Students who wish to study a second Language (that is, Italian and French or Japanese and French) must select only one unit from The Arts area.

In selecting subjects from The Arts, it is important to note that choices made in Year 9 do not limit future choices in Years 10 and 11. There are no prerequisites for any Year 10 unit or any VCE unit in this learning area; however, students who intend to select Units 3 and 4 Music Performance in Year 12 are assumed to have had about three years’ experience on a musical instrument or in voice prior to Year 11.

Visual Arts

Studio Art
The focus of Year 9 Art is for students to explore and develop ideas for their own works in a range of media. Students explore artworks from different cultures and use art elements, skills, techniques and processes to produce works of their own. They examine artworks exploring various themes using different styles and discuss and analyse artworks from different Historical-cultural contexts.

Visual Communication Design
In this Semester unit, students study both graphic design techniques and technical drawing skills relating to 3D Drawing systems. They undertake tasks concentrating on the creation of image and type-based designs. They analyse the visual communication of others to develop an appreciation of effective design and the skilful uses of design elements and principles.

Media
In this Semester unit, students will learn about film and photography. Through practical tasks students will develop skills in photography and IT skills in Photoshop. They will also develop skills in film study through analysing a film text and learning about story and production elements. They will also develop skills in film production and editing.
The Arts
Year 10

The Visual Arts
In Year 10, students choose at least one semester unit from the Arts learning area. The Visual Arts open many pathways to employment and further studies for those who are creative. Therefore, students may choose more than one elective as part of their Year 10 program.

All Year 10 students must select at least one Semester unit from the following electives:
- Studio Art
- 3D Art Sculpture
- Media
- Visual Communication Design: Environmental
- Visual Communication Design
- Cert II in Creative Industries 3D Animation (VET/Accelerated Study)

This 3D Animation foundation is designed to introduce students to the many career opportunities available for 3D artists, animators and designers.

It is important to note that choices made in Year 10 do not limit future choices in Year 11. There are no prerequisites for any Year 10 unit or any VCE unit in this learning area.

Studio Art
During this Semester-based study, students will undertake a more specialised Visual Arts specific study in preparation for future VCE Studies in Studio Art Unit 1 & 2. Studio Art students have the opportunity to experiment with a variety of materials and art forms and communicate ideas. Students will explore art forms such as painting, printmaking and drawing. Students examine, discuss and analyse artworks exploring social comment and cultural identity.

3D Art Sculpture
In this Semester-based unit, students will focus their studies on three dimensional forms of Artworks. They will have the opportunity to experiment with a variety of materials and communication ideas through 3D work. This specialised art study helps prepare students for future VCE subject choices in Studio Art.

Media
In this Semester-based unit, students analyse a film and television texts and codes and conventions. They will complete a comprehensive film analysis. They will also develop skills in film making: including script writing, camera use and editing. Students will also develop a photography folio consisting of photography analysis and construction.

Visual Communication Design
Environmental
In this Semester-based unit, students will study different Environmental design areas such as architectural and interior / landscape design. They will develop drawing and rendering skills, and study specific conventions and symbols relating to the design brief and skill development. They will also use computer technology in the creation and presentation of designs. Students will analyse the designs of architects and industrial and product designers. This study helps students in preparation for VCE subjects such as Visual Communication and Design and Interactive Digital Media (VET).

Visual Communication Design
In this Semester-based study, students will use the visual communication production process to design and fulfil specific briefs related to design layout, lettering and illustration. They further develop lettering, drawing and rendering skills using the design elements and principles, and to analyse other designers’ work. Students will also use computer technology in the development and presentation of designs. Students will undertake tasks in layout design, packaging and illustration in the preparation for VCE subjects such as Visual Communication and Design and Interactive Digital Media (VET).
The Media has a big impact on people’s lives. It can influence the way we spend our time and plays a role in the way we see ourselves and the world. In Media, students explore how films, TV programs and other media products are constructed, students will explore the relationship between the Media and Society and construct their own media products in the form of video, photography, multimedia and/or print media.

The study provides students with the opportunity to examine the media in both historical and contemporary contexts while developing skills in media design and production in the form of video, photography, multimedia and/or print media.

Unit 1
Media forms, Representations and Australian Stories
In this unit, students develop an understanding of audiences and the concepts underpinning the construction of representations and meaning in different media forms. Through analysing the structure of narratives, students consider the impact of media creators and institutions on production. Students develop an understanding of the features of Australian fictional and non-fictional narratives in different media forms.

Assessment: Unit 1
- Written analysis – Media representations
- Photo and Video Production - Media forms
- Written analysis – Australian stories
- Written Examination

Unit 2
Narrative Across Media Forms
In this unit, students further develop an understanding of the concept of narrative in both traditional and modern forms. They analyse the influence of new media technologies and their impact on modes of audience engagement, consumption and reception. Students will design and create narratives that demonstrate an awareness of media codes and conventions.

Assessment: Unit 2
- Written analysis – Narrative, style and genre
- Photo and/or Video Production – Narratives in production
- Research or oral presentation – Media and change
- Written examination

Unit 3
Media Narratives and Pre-Production
In this unit students explore stories that circulate through media narratives. They consider the use of media codes and conventions to structure meaning, and how this construction is influenced by the social, cultural, ideological and institutional contexts of preproduction, distribution, consumption and reception. Students use the pre-production stage of the media production process to design the productions of a media product for a specified audience. They explore and experiment with media technologies to develop skills in their selected media form, reflecting on the documenting of their progress.

Assessment: Unit 3
- Written analysis – Narrative and ideology
- Research task – Media product development
- Media Production Design Plan – Media production design

Unit 4
Media Production and Issues in the Media
In this unit students focus on the production and post-production stages of the media production process, bringing the media production design created in Unit 3 to its realisation. They refine their media production in response to feedback and through personal reflection, documenting the iterations of their production as they work towards completion. Students explore the relationship between the media and audiences, focusing on the opportunities and challenges afforded by current developments in the media industry. They consider the nature of communication between the media and audiences; explore the capacity of the media to be used by governments, institutions and audiences, and analyse the role of the Australian government in regulating the media.

Assessment: Unit 4
- Media product design
- Analysis – Agency and control in and of the media
- Written examination
VCE Studio Art

Unit 2
Studio Exploration and Concepts

Students explore and develop ideas and subject matter, create aesthetic qualities and record the development of the work in a visual diary as part of the studio process. Through the study of art movements and styles, students begin to understand the use of other artists’ work in the making of new artworks. Students also develop skills in the visual analysis of artworks. Artworks made by artists from different times and cultures are analysed to understand developments in studio practice. Using a range of art periods, movements or styles, students develop a broader knowledge about the history of art.

Assessment: Unit 2
• Undertaking an exploration proposal
• Undertaking studio process
• Producing at least one artwork
• Visual analysis report
• Examination

Unit 3
Studio Practices and Processes

Students focus on the implementation of an individual studio process leading to the production of a range of potential directions. Students develop and use an exploration proposal to define an area of creative exploration. They plan and apply a studio process to explore and develop their individual ideas.

Students investigate and analyse the response of artists to a wide range of source material and examine their use of materials and techniques. They explore professional art practices of artists from different historical and cultural contexts in relation to particular artworks and art forms.

The exhibition of artworks is integral to Unit 3 and students are expected to visit a variety of exhibitions throughout the unit, reflect on the different environments where artworks are exhibited and examine how artworks are presented to an audience.

Assessment: Unit 3
• Exploration proposal
• Document reflections, identify, analyse and evaluate the experimental and developmental work, including the clarification of ideas and studio processes in a visual diary
• Develop a range of potential directions throughout the studio process
• Artists and studio practices SAC

Unit 4
Studio Practice and Art Industry Contexts

Students focus on the planning, production and evaluation required to develop, refine and present artworks that link cohesively according to the ideas resolved in Unit 3. To support the creation of artworks, students present visual and written evaluation that explains why they selected a range of potential directions from Unit 3 to produce at least two finished artworks in Unit 4.

Assessment: Unit 4
• Folio of at least 2 final artworks
• Focus, reflection and evaluation of studio process and practices
• Art industry Context SAC
• Examination
Unit 1
Introduction to Visual Communication Design

This unit focuses on using visual language to communicate messages, ideas and concepts. This involves acquiring and applying design thinking skills as well as drawing skills to make messages, ideas and concepts visible and tangible. Students practice their ability to draw what they observe and use visualisation drawing methods to explore their own ideas and concepts. Students explore elements and design principles and develop an understanding of the importance of presentation drawings to clearly communicate their final visual communications.

Assessment: Unit 1
• Folio of observational, visualisation and presentation drawings created using manual and/or digital methods
• Final presentations created using manual and/or digital methods
• Written report of a case study
• Annotated visual report of a case study
• A presentation using digital technologies

Unit 2
Applications of Visual Communication Design

This unit focuses on the application of visual communication design knowledge, design thinking skills and drawing methods to create visual communications to meet specific purposes in designated design fields. Students use presentation drawing methods that incorporate the use of technical drawing conventions to communicate information and ideas associated with the environmental or industrial fields of design. They apply design thinking skills when exploring ways in which images and type can be manipulated to communicate ideas and concepts in different ways in the communication design field.

Assessment: Unit 2
• Folio of typography and image ideas and concepts created using manual and digital methods
• Folio of technical drawings created using manual and digital methods
• Written analysis of historical and contemporary design examples
• Folio demonstrating the design process created using manual and/or digital methods
• Final presentations of visual communications

Unit 3
Design Thinking and Practice

In this unit, students gain an understanding of the process designers employ to structure their thinking and communicate ideas with clients, target audiences, other designers and specialists. Through practical investigation and analysis of existing visual communications, students gain insight into how the selection of methods, media, materials and the application of design elements and design principles can create effective visual communications for specific audiences and purposes. They investigate and experiment with the use of manual and digital methods, media and materials to make informed decisions when selecting suitable approaches for the development of their own design ideas and concepts.

Assessment: Unit 3
• Two or three dimensional presentation design solutions
• Written report on design presentations
• Design industry report

Unit 4
Designing to a Brief

The focus of this unit is the development of design concepts and two final presentations of visual communications to meet the requirements of the brief. This involves applying the design process twice to meet each of the stated needs. Students utilise a range of digital and manual two and three dimensional methods, media and materials. They investigate how the application of design elements and design principles creates different communication messages with their target audience. Students refine and present two visual communications within the parameters of the brief. They reflect and evaluate the design process and the design decisions they took in the realisation of their ideas.

Assessment: Unit 4
• Brief
• Folio
• Final presentations
• Written examination
The Certificate III in Screen and Media aims to provide the knowledge and skills to achieve competencies that will enhance student prospects in the interactive digital media and media related industries. This course also enables students to gain a recognised credential and to make a more informed choice of vocation or career path in the interactive digital media industry. All components of the course will be conducted at school with some assistance from TAFE staff. Kangan Institute will issue the certificate on completion of the 2 year course which is undertaken over Years 11 & 12.

The training in this course provides the skills and knowledge in a broad range of basic media related tasks and provides the foundation to work in the industry or to proceed to further education. It provides four units on the VCE certificate and will contribute towards an ATAR score for Tertiary selection.

This course is for students interested in furthering their folio development for tertiary entrance. It is offered as part of the Visual Arts program within the College and for those students who are interested in the areas of Graphic and Industrial Design, Visual Arts, Media and Interactive Digital Media.

VCE VET Units 1 & 2
- Develop and extend critical and creative thinking
- Work effectively in the screen and media industries
- Participate in OHS processes
- Produce and prepare photo images
- Produce drawings to represent and communicate the concept
- Use advanced features of computer applications

VCE VET Units 3 & 4
- Create 2D digital animations
- Write content for a range of media
- Explore and apply the creative design process to 2D forms
- Author interactive sequences
- Prepare video assets
- Create visual design components

Assessment: Units 1 to 4
- Product – Animations
- Portfolio – Website Redevelopment
- Product – Short Film and Posters
- Written examinations
This VET Course runs for one year in Year 10 and once completed you will receive a Certificate II in Creative Industries (Media) as well as progress through VCE units 1 & 2 Certificate III in screen & Media.

3D Animation Foundations is designed to introduce students to the many career opportunities available for 3D artists, animators and designers. This course gives student an understanding of the creative potential of the 3D animation software used in the games, film and visual effects industry. Year 9 students are invited to apply to complete this course as an Accelerated Study.

The course covers the fundamentals of 3D animation including:

• 3D modeling
• Texturing
• Animation
• Lighting
• Rendering
• Character design
• Environment design
• Short movie production

The course concludes in a production unit wherein students will work together to produce a short-animated film. Students start by planning their animation with concept art and storyboards, modeling and animating their designs throughout the production process and finish by editing sound, music and special FX into the final product.

3D Animation Foundations serves as a valuable bridge to further study in 3D animation, including 3D animation for games or film. Graduates leave with a portfolio of work, knowledge and skills useful in many other multimedia and design areas.

This course is for students interested in furthering their folio development for tertiary entrance. It is offered as part of the Visual Arts program within the College and for those students who are interested in the areas of Filmmaking, Animation, Visual Communication & Design, Studio Arts, Media and Interactive Digital Media.

Units of Competency

Core
BSBCRT101A
Apply critical thinking
BSBWOR203A
Work effectively with others
CUFIND201A
Develop and apply creative arts industry knowledge
CUSOHS301A
Follow occupational health and safety procedures

Electives
BSBCRT301A
Develop and extend critical and creative thinking skills
BSBDES201A
Follow a design process
CUFRES201A
Collect and organise content for broadcast or publication
CULLB307C
Use multimedia
### Visual Art Pathways

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<td></td>
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<td>Photographer, Film, Sound Technician, Journalist, Lighting Technician, Audiovisual Technician, Camera Operator, Broadcasting-Radio and TV, Costume Design</td>
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- **Years 7 & 8**: Studio Art & Design
- **Years 9 & 10**: Studio Art & 3D Art
- **Years 11 & 12**: Studio Art Units 1-4

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[Images of art pieces]