

# Course 1: Visual Media Design – Course map

## Course Alignment Table

Learning Outcome	Skills and Knowledge	Evidence
<b>LO1: Apply raster and vector graphic skills to create design system components.</b>	<ul style="list-style-type: none"><li>- Image editing and manipulation using software like Photoshop and GIMP.</li><li>- Vector graphic creation and refinement using tools like Illustrator and Inkscape.</li><li>- Combining raster and vector elements in composite designs.</li></ul>	Create a design system component incorporating both raster and vector graphics that demonstrates proficiency in image editing and manipulation.
<b>LO2: Apply typographic treatments to enhance readability and visual hierarchy in creative work.</b>	<ul style="list-style-type: none"><li>- Typography principles: readability, hierarchy, and spacing.</li><li>- Font pairing and typeface selection.</li><li>- Applying grids and alignment for balanced layouts.</li></ul>	Develop a creative work with varied typographic treatments that showcase enhanced readability and visual hierarchy.
<b>LO3: Incorporate cultural perspectives and ethical considerations to create inclusive design solutions.</b>	<ul style="list-style-type: none"><li>- Incorporating motifs and design approaches inspired by te ao Māori.</li><li>- Aligning design solutions with te Tiriti o Waitangi principles.</li><li>- Ethical considerations in the use of cultural imagery.</li></ul>	Create a design solution that reflects cultural perspectives and ethical considerations, demonstrating inclusivity in the design approach.
<b>LO4: Apply a structured design process in response to design challenges.</b>	<ul style="list-style-type: none"><li>- Ideation techniques such as mind mapping and brainstorming.</li><li>- Structured design workflows, including waterfall methodologies.</li><li>- Concept development and peer review.</li></ul>	Present a structured design process document outlining the steps taken to address a specific design challenge, including ideation, development, and review stages.
<b>LO5: Evaluate design solutions based on industry trends, emerging technologies, and best practices.</b>	<ul style="list-style-type: none"><li>- Assessing design work against industry benchmarks.</li><li>- Analysing historical and contemporary design trends.</li><li>- Best practices in static media design.</li></ul>	Prepare a design critique report that evaluates a design solution in relation to current industry trends, emerging technologies, and established best practices.

## Foundation Topics (1-4): Core Design Skills

### 1. Introduction to Visual Media Design

- Overview of visual design principles and the role of static media in communication.
  - Introduction to industry software tools (e.g., Adobe Photoshop, Illustrator).
2. **Raster Graphics: Editing and Manipulation**
    - Image editing techniques using raster-based tools (e.g., Photoshop, GIMP).
    - Layers, masks, and color adjustments.
  3. **Vector Graphics: Creation and Refinement**
    - Basics of vector graphic design (e.g., Illustrator, Inkscape).
    - Techniques for creating scalable designs: paths, shapes, and gradients.
  4. **Typography: Principles and Practice**
    - Typography fundamentals: readability, visual hierarchy, and font selection.
    - Exploring grids, alignment, and spacing for balanced layouts.
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## Application and Ideation Topics (5-8): Preparing for Assessment 1

5. **Mood Boards and Visual Research**
  - How to create a mood board using curated inspirations (e.g., motifs, color palettes).
  - Research methods for understanding cultural and event contexts.
6. **Design Briefs and Conceptualization**
  - Writing effective design briefs: purpose, audience, objectives, and constraints.
  - Ideation techniques: mind mapping, brainstorming, and thumbnail sketches.
7. **Cultural and Ethical Design**
  - Incorporating cultural narratives into design.
  - Ethical considerations and aligning with te Tiriti o Waitangi principles.
8. **Evaluation of Visual Concepts**
  - Methods for evaluating design ideas for inclusivity and alignment with goals.
  - Peer critique and iterative improvement of initial concepts.

**Assessment 1:** Learners submit the **Mood Board**, **Design Brief**, and **Evaluation Report** after completing this topic.

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## Advanced Design and Output Topics (9-12): Preparing for Assessment 2

9. **Logo Design and Branding**

- Creating a cohesive logo: symbolism, scalability, and visual impact.
- Principles of visual branding systems.

#### 10. **Promotional Materials: Print and Digital Design**

- Designing event posters, flyers, and banners for diverse media.
- Integrating logos and typography into cohesive layouts.

#### 11. **Preparing and Optimizing Outputs**

- Exporting raster and vector files for print and digital use.
- Optimizing designs for color modes (CMYK for print, RGB for digital) and file formats.

#### 12. **Reflection and Professional Presentation**

- Writing reflective reports: process, feedback integration, and last outcomes.
- Presenting design work to clients or stakeholders.

**Assessment 2:** Learners submit the **Design Outputs** and **Reflection Report** after completing this topic.

# Course 1: Visual Media Design – Topics and TLOs

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## Foundation Topics (1–4): Core Design Skills

### Topic 1: Introduction to Visual Media Design

- TLO1.1: Describe key visual design principles and their application in communication. (LO5)
  - TLO1.2: Explore the role of static media in conveying messages for both print and digital platforms. (LO5)
  - TLO1.3: Use industry-standard software tools (e.g., Photoshop, Illustrator). (LO1)
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### Topic 2: Raster Graphics: Editing and Manipulation

- TLO2.1: Use of raster-based tools (e.g., Photoshop, GIMP) for editing images. (LO1)
  - TLO2.2: Apply fundamental software techniques to modify raster graphics. (LO1)
  - TLO2.3: Combine multiple raster elements to create a composite design. (LO1)
  - TLO2.4: Compare the limitations and strengths of raster graphics for various design outputs. (LO1)
  - TLO2.5: Optimize raster images for print and digital use while maintaining quality. (LO1)
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## Topic 3: Vector Graphics: Creation and Refinement

- TLO3.1: Create vector graphics using software tools. (LO1)
  - TLO3.2: Refine and adjust vector graphic designs to enhance scalability and precision. (LO1)
  - TLO3.3: Combine vector graphics with raster elements. (LO1)
  - TLO3.4: Compare the use of vector and raster graphics in different design contexts. (LO5)
  - TLO3.5: Discuss the role of vector graphics in branding and identity design. (LO5)
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## Topic 4: Typography: Principles and Practice

- TLO4.1: Apply typographic principles in design work. (LO2)
  - TLO4.2: Select appropriate typefaces and font pairings to convey specific tones and messages. (LO2)
  - TLO4.3: Use grids and alignment tools to create layouts. (LO2)
  - TLO4.4: Discuss the impact of typography on visual hierarchy of a design. (LO5)
  - TLO4.5: Incorporate typographic elements into composite designs with raster and vector graphics. (LO1, LO2)
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# Application and Ideation Topics (5–8): Preparing for Assessment 1

## Topic 5: Mood Boards and Visual Research

- TLO5.1: Present a mood board that reflects visual themes, motifs, and cultural inspirations. (LO3)
- TLO5.2: Discuss cultural contexts to inform design decisions. (LO3)

- TLO5.3: Select appropriate colour palettes, textures, and imagery for a target audience. (LO3)
  - TLO5.4: Synthesize visual references to inspire design concepts. (LO4)
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## Topic 6: Design Briefs and Conceptualization

- TLO6.1: Develop design briefs, including objectives, audience, and constraints. (LO4)
  - TLO6.2: Use ideation techniques to generate creative ideas. (LO4)
  - TLO6.3: Create thumbnail sketches and rough drafts of initial design concepts. (LO4)
  - TLO6.4: Evaluate and refine initial concepts for feasibility and alignment with project goals. (LO3, LO4)
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## Topic 7: Cultural and Ethical Design

- TLO7.1: Incorporate cultural narratives and motifs into visual designs in a respectful and authentic manner. (LO3)
  - TLO7.2: Align design solutions with te Tiriti o Waitangi principles and ethical frameworks. (LO3)
  - TLO7.3: Discuss cultural considerations that may influence the design process and outputs. (LO3)
  - TLO7.4: Evaluate the ethical implications of using cultural imagery in design projects. (LO3)
  - TLO7.5: Develop inclusive design solutions that honor cultural diversity. (LO3, LO4)
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## Topic 8: Evaluation of Visual Concepts

- TLO8.1: Assess visual concepts for inclusivity, cultural alignment, and design goals. (LO3)
  - TLO8.2: Participate in peer critiques and provide constructive feedback on design work. (LO4)
  - TLO8.4: Compare design ideas with industry trends and benchmarks for effectiveness. (LO5)
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# Advanced Design and Output Topics (9–12): Preparing for Assessment 2

## Topic 9: Logo Design and Branding

- TLO9.1: Design logos that reflect branding principles. (LO1)
  - TLO9.2: Apply typography and vector graphics to create cohesive branding systems. (LO2)
  - TLO9.3: Discuss how branding elements maintain consistency across media. (LO5)
  - TLO9.4: Refine logos through iterative feedback and evaluation. (LO4)
  - TLO9.5: Present logo designs with a rationale for their alignment with branding goals. (LO5)
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## Topic 10: Promotional Materials: Print and Digital Design

- TLO10.1: Design promotional materials. (LO1, LO2)
  - TLO10.2: Adapt designs for various media while maintaining consistency. (LO1)
  - TLO10.3: Reflect on the design process to ensure alignment with project objectives. (LO5)
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## Topic 11: Preparing and Optimising Outputs

- TLO11.1: Export designs for digital use (e.g., JPEG, PNG, SVG) and print (e.g., PDF, CMYK). (LO1)
  - TLO11.2: Apply colour management for digital and print media. (LO1)
  - TLO11.3: Organize files for efficient workflow and professional presentation. (LO4)
  - TLO11.4: Ensure exported outputs align with industry standards for resolution and format. (LO5)
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## Topic 12: Reflection and Professional Presentation

- TLO12.1: Present design outputs professionally to stakeholders or peers. (LO5)
  - TLO12.2: Incorporate feedback from critiques into future design practices. (LO4)
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