

Professional Practice – Visual Art for the Classroom Graphic Design

On successful completion of this module, students will be able to:

- Distinguish and define the visual elements and design principles pertinent to graphic design.
- Identify, reference and employ historical and contemporary graphic design/ers to inform and support a graphic concept that responds to the VAC brief.
- Utilise primary and secondary sources to visually research, examine and record information through drawing (traditional methods & using new technologies).
- Demonstrate the evolution and development of a design concept in a visual timeline.
- Recognize basic type families and styles and select type to compliment and enhance a graphic composition.
- Acquire and demonstrate competency in technical skills applicable to relevant tools and materials.
- Explore the possibility of integrating the use of new technologies (digital image capture, editing and manipulation) in the design or consolidation process.
- Present, critique and evaluate the completed artwork through discussion with peers.
- Relate and apply VAC content to scheme planning appropriate to curricular requirements.



Design and produce an A3+ poster that explores composition, colour and typography to promote an exhibition of your art/design work. Emphasis will be on typography, its positioning and arrangement in the frame, choice of font, colour and hierarchy. Students must examine the work of historical and contemporary designers and reference these in the development of relevant design solutions. Students are encouraged to be imaginative in how they interpret the brief, and take inspiration from current sources and trends in information communication media.

The following graphic design principles will be examined during the design process:

Alignment – Contrast – Hierarchy – Balance – Proximity – and Function.

The project will be explored through the use of available software and the final design solution presented in both digital and print formats.

Rationale

The VAC aims to respond to the developments existent in current art, craft and design curriculum as well as the Digital Learning Framework for Schools. It will follow defined Research, Development/Design, Consolidation and Presentation stages as outlined in methodology and suggested by curricular guidelines for assessment. Students will use resources that are tangible, accessible and can be translated to a classroom context. Students must support concepts and ideas with research in the form of graphic publication samples and/or relevant graphic designers work and record these in a Digital VAC Notebook that will be used as a potential classroom resource.

The brief aims to allow students to become familiar with relevant available and easy to access software and how it can be used in a fun and creative way to develop and present sophisticated contemporary graphic design solutions.

References



Saul Bass, graphic designer and film-maker, is famous for his use of simple, geometric shapes and their symbolism. Often, a single dominant image stands alone to deliver a powerful message. These shapes, as well as type, were often hand drawn by Bass to create a casual appearance, always packed with a sophisticated message. His ability to create such a powerful message with basic shapes makes his work even more impressive. He is arguably one of the most influential graphic artists of the 20th century and his graphic signature continues to infiltrate many iconic contemporary graphic works.



Paula Scher, is one of the most influential graphic designers in the world. Described as the “master conjurer of the instantly familiar,” Scher straddles the line between pop culture and fine art in her work. Iconic, smart, and accessible, her images have entered into the American vernacular.

VAC Notebook

In addition to the poster, students will present a digital VAC Notebook in the form of a short (10-15 slide) PowerPoint presentation that describes and illustrates the processes explored. This will be an essential planning and classroom resource, used to inform and support potential lesson schemes in preparation for school placement. As the consolidating platform for this VAC is digital, it is essential that students make regular copies of their project as it develops (Save As JPEG file).

On-line Teaching and Learning Resources

For those not familiar with Graphic Design terminology and design principles, there is a set of excellent short videos available on YouTube. See the set of links below. It would be in your best interest to familiarize yourself with their content, not just as preparation for this VAC, but as part of your preparation for School Placement.

Visual		Design	
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Elements	Link to YouTube Podcast	Principles	Link to YouTube Podcast
Line	https://youtu.be/F0PTse89XIE	Contrast	https://youtu.be/r0SAPEw0ru4
Colour	https://youtu.be/byDNMLTuOqI	Hierarchy	https://youtu.be/RITZ98UXldw
Shape	https://youtu.be/5jprlWG8f5g	Alignment	https://youtu.be/2kokQi9vb6E
Texture	https://youtu.be/hECQpBM0b0Q	Balance	https://youtu.be/bDZ9QMA2Bdc
Space	https://youtu.be/M9GZs7xpCdY	Proximity	https://youtu.be/xUdqSiI_G8Y
Form	https://youtu.be/N0F4O6gP3VA	Simplicity	https://youtu.be/iXD2WKKlxGk
Typography	https://youtu.be/d5ZbjSUku44	Function	https://youtu.be/S4KNwVx8ATM
What is Graphic Design		https://www.youtube.com/watch?v=dFSia1LZI4Y	

Materials

- Sketch pad and drawing material
- Selection of printed media ... magazines and posters
- Laptop
- Internet access
- Photopea or Pixlr – *these are free to use online image editors and suitable for use in schools (or Adobe Photoshop or similar)*
- Printer capable of A3 colour printing.

Assessment Criteria and weighting

	Concept and originality of ideas
	Thematic influence, design layout and use of typography
	Use of media, suitability, quality of finished artwork
	*Digital Notebook – effective recording of process for classroom resource

Curriculum References

Students should familiarize themselves with the relevant curricular requirements pertinent to Graphic Design at both Junior and Senior cycle for the purpose of planning and preparing Graphic Design related projects during School Placement.

Junior Cycle - Visual Art (Draft) – Design P24

http://juniorcycle.ie/NCCA_JuniorCycle/media/NCCA/Documents/Consultation/ArtCraftDesign/Draft-Junior-Cycle-Visual-Art-Specification-consultation.pdf

JCSP – Art – Graphic Design Statement Code no4.

<http://jcsp.ie/resources/c/13373/A4.pdf>

Leaving Cert - Craftwork – Poster (Download the relevant PDF marking scheme documents)

<http://www.examinations.ie/exammaterialarchive/>

LCA - Graphics and Construction Studies – Module 1. Graphic Communication

http://www.pdst.ie/sites/default/files/Graphics_Construction.pdf

See also;

Primary School Curriculum – Visual Arts

http://curriculumonline.ie/getmedia/0e0ccff3-97c4-45c8-b813-e7c119a650c3/PSEC04A_Visual_Arts_Curriculum.pdf

***Digital Notebook** – This will be submitted as a short (10-15 slides) PowerPoint presentation. The notebook should be a clear, logical and sequential record of the Research, Development and Design, Execution and Presentation of the finished artwork. Students should be aware that VAC work will form the basis of related visual resources for the planning and preparation of Units of Learning for School Placement. Photographs of drawings, illustrations and other work should be clear. The notebook may contain video or hyperlinks to web resources. Presentation and layout should be considered in line with what has been learned during the VAC.

Submission

VAC brief, tutor notes, presentations and other resources are on Google Drive at the address below;

Date to be confirmed - Students must upload their completed VAC notebook to a folder Shared on Google Drive at this address;

Tony Murphy

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