2016 SUMMER PREPARATION
(A.K.A A HOLIDAY HOMEWORK)

Visual Communication Design Unit 3 & 4 2016
You are expected to complete the following tasks prior to the commencement of the 2016 school year. Students who do not complete the holiday homework will be sent home at the start of term to complete it.

You will need to purchase the subject textbook:
Nelson Visual Communication Design.

TASK 1: READING AND QUESTIONS
Read Chapter 8 Design Analysis and Practice and 9 Design Industry Practice (just pages 215-220) and answer the following questions:
1. Why is it important to be objective when analysing visual communications?
2. Describe a visual device that can be used in advertising to attract the attention of the consumer.
3. Why is client research important?
4. Define a ‘specialist’ and provide 5 examples.

TASK 2: RESEARCH
Collect 10 examples of visual communications. (can be photographs if you are able to print such as billboards, bus shelters, shop fronts etc or printed examples such as newspaper ads, flyers, business cards on shop counters, packaging, magazine articles, postcards, clothing swing tags) and stick onto 1-2 A3 pages
Annotate for each
a) purpose (p.175-)
b) context (p. 180)
c) the target audience (p. 174)

TASK 3: ANALYSIS
Choose ONE of your examples to analyse.
Explain how it reaches it’s target audience by answering these questions:
1. Identify three design elements that are dominant in the example and describe how they have been used. How do they help reach the intended audience? (p.209)
2. Identify three design elements that are dominant in the example and describe how they have been used. How do they help reach the intended audience? (p.210)
3. Comment on the media, method and materials used and explain why you think they have been chosen by the designer.

TASK 4: SKETCHING
Choose 3 objects at home that can be placed together in context eg:
- fruit salad in a bowl with a spoon.
- business cards in a wallet with coins.
- soap, face washer and a plug.
Draw 5 quick thumbnail sketches of the objects arranged in different compositions

TASK 5: RENDERING
Draw the three objects together in your favourite composition on a new page. Spend 1-2 hours on this drawing consider and include tone, highlights, shadows, form, texture of the surface.
Use 2B - 4B pencil.