

## Option 1



- ▲ Print advertisement for a kitchen manufacturer

### Analysis

Using the advertisement pictured, analyse the use of design elements and design principles as well as the use of media and methods, and identify the purpose, context and target audience.

### Practice

Create three visual communications:

- + Visual communication 1: Create a third-angle orthogonal drawing of a stove applying correct use of symbols, labels and dimensions (industrial design).
- + Visual communication 2: Create a rendered interior perspective drawing of the stove in the context of a contemporary kitchen (environmental design).
- + Visual communication 3: Redesign the layout of the advertisement to create an appropriate design for application on a large-scale billboard (communication design).

### Presentation

Create a written presentation with annotated examples of your design work. Illustrate the clear links between your analysis of the original visual communications and your new visual communications, explaining how your analysis informed your new designs.

## Option 2

### Analysis

Using the visual communications pictured in this option, analyse the use of design elements and design principles as well as the use of media and methods and identify the purpose, context and target audience.

### Practice

Create three visual communications:

- + Visual communication 1: Create a floor plan and interior elevations for a sleeping compartment on a train (environmental design).
- + Visual communication 2: Create a rendered isometric and a third-angle orthogonal drawing of the Dyson fan (industrial design).
- + Visual communication 3: Redesign the layout and content of the brochure to appeal to a different audience (communication design).

### Presentation

Create a written presentation with annotated examples of your design work. Illustrate the clear links between your analysis of the original visual communications and your new visual communications, explaining how your analysis informed your new designs.

#### Visual communication 1

**See more. Spend less.**

**Rail Explorer Pass**  
Enjoy unlimited travel in any direction on The Great Southern Rail and The Dandenong Train. Take in all major cities plus all the stops in between.

**Red Centre Expedition Package**  
Red Centre is a world in itself. Discover the heart of Australia with our Red Centre package. This is why we've put together this exclusive package so all you have to do is sit back and enjoy the journey.

\$450	3 MONTHS	\$1303pp	10 NIGHTS	10 NIGHTS
\$590	6 MONTHS	\$979pp	10 NIGHTS	10 NIGHTS

**RED SERVICE**

Includes:

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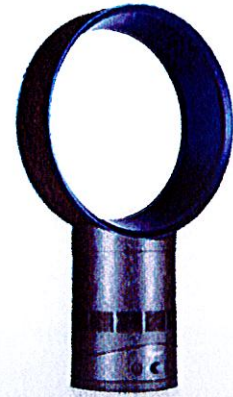
Bookings open: 60 days in advance

Visit [greatsouthernrail.com.au/backpackers](http://greatsouthernrail.com.au/backpackers) or book with your licensed travel agent.

Logos: RED, THE GHAN, THE OVERLAND, THE GREAT SOUTHERN RAIL

Great Southern Rail

#### Visual communication 2



Dyson

#### Visual communication 3

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▲ From left, print advertisement from *Backpacker* magazine, Dyson 'air multiplier' fan, brochure for