

# St Andrews College 2018

## YEAR 13 DESIGN COURSE OUTLINE

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Welcome to the 2018 edition of Year 13 Art Design.

I congratulate you for electing to take this course which I hope will prove to be both fun and challenging. I expect you to give of your utmost in your dealings with the subject by concentrating fully in class, questioning anything which is unclear and doing your very best in all assigned tasks, both in and out of class.

For my part, I look forward to attempting to instil in you some of my passion for the subject and to guide you safely through each Standard in order to bring your efforts to a highly successful conclusion by the end of the year. *Kia Kaha! (Hoka He! is the Sioux equivalent)*

### THE STANDARDS *(in the order in which they will be undertaken)*

We shall be undertaking **three standards** over the course of the year, worth a collective total of **22 credits**. Although the 'official' wording is reproduced on another hand-out, the essentials of each Standard are:

- 3.2 Drawing Conventions : 91445 (Internal)  
4 credits  
Due: Week 10, Term I

In this Standard you will be required to undertake some research to gain a firm understanding of the famous German design school *Die Bauhaus*. In particular, you will need to assimilate the style and characteristics of its distinctive graphic and typographical design. You will then undertake a series of *computer drawing exercises* utilising this genre.

Note that *drawing* in this context implies a visual re-working of ideas from preparatory to client-ready.

- 3.3 Clarifying Ideas Using Drawing : 91450 (Internal)  
4 credits  
Due: Week 5, Term II

Here we shall be undertaking a design project which will require you to do some in-depth research of existing exemplars of logotypes and other types of branding. You will then initiate and extend ideas for a brand of your choice and produce your own, documenting all the stages of development. Note that for this Standard, the drawing procedure is of critical importance and that the word *drawing* is to be interpreted in its widest sense and includes the use of the computer. The brand you design *may* be suitable for use on your end-of-year folio.

### 3.4 Portfolio (External)

14 credits

Due: Week 3, Term IV

This is the major undertaking for the year and consists of the presentation of **three A1 boards** displaying your very best work on a chosen design brief, the ideas for which have been systematically developed and extended.

Your actual theme will be decided upon after close consultation with the teacher and after considerable reference to Excellence/Scholarship exemplars. The opportunity to enlist for Scholarship in this Standard is optional but generally encouraged; details will be presented later in the year.

This External becomes a difficult one to complete without considerable stress and anguish, *only because, and only when*, students do not work consistently enough to keep up with the assignments required during Terms III and IV. With adequate time management and a conscientious approach, this Standard can be eminently enjoyable and satisfying.

***Please note:***

*Due dates for assignments will be clearly notified in advance. The deadline for all submissions will be 4pm on the day specified.*

*The position of First in Class will be determined by the results of both Internals and the teacher's **estimated** grade of the External.*