



## assessment focus ] design process

**This assessment support material is provided in addition to the VCE Visual Communication & Design Assessment Handbook and should be used together with the handbook.**

# VISUAL COMMUNICATION & DESIGN

## UNIT 3, OUTCOME 1



# ] design process

The production of a piece of visual communication involves definition of the communication need, research and use of examples for the inspiration, generation, development and refinement of ideas, ongoing evaluation and the production of final presentations.



# ] design process

Definition of the communication need

Establish

- client needs
- purpose/s
- audience/s
- context/s.



# visual communication and design

## Design Brief

Client need  
Purpose/s  
Audience/s

Context/s

I am currently employed as a graphic designer and I have just received a brief from 'Mortein'. My client wants me to design for them a new brand of insect spray that will give them the edge once more over their closest rival 'Raid'. My client is seeking to extend their market to the younger generation so the product must be flashy and appealing. The attitudes of the world are changing and Mortein are seeking to capitalise on this, stretching its marketing campaign to the youth. As far as gender goes my client is seeking to attract predominantly young males but young females too. Mortein has built itself as a well-known and trusted pest controller for years. They have made themselves known through the 'Louie the fly' campaign. That was good for the older generation but now they need a new face of Mortein to capture the children of the 'Louie the fly' parents. That's why they have hired me.

The Product is to keep up with my clients standards in low prices yet there will be no holding back in quality; this must be reflected in the label and advertisement campaign. It is to be targeted at the middle class in the socio-economic scale and so must be visually attractive but low in price. My Client requests an example Spray Can be made, a logo in which the product is to be marketed by and a magazine ad showing the appeal to the desired audience. All is to be completed and presented to the client in due time, so that it may be used as a starting point in launching this new product that will again make my client the number one pest controller in the home.



# ] design process

Research – for information and ideas

Requires

research skills including:

- collection
- analysis
- interpretation of information.



# visual communication and design

## Can Label Research

Collection



A different spray type but from the same company. The logo is again big and bold. The black makes the type of spray immediately seen.

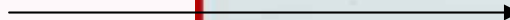


A top brand in fly sprays. Raid have some great can graphics. The name is presented large & bold as is the dead insect. The lightning bolt looks great too.



The same as the 'Wasp hornet' spray but one for 'Fleas'. This shown by the colour, the flea, and the bold text identifying it.

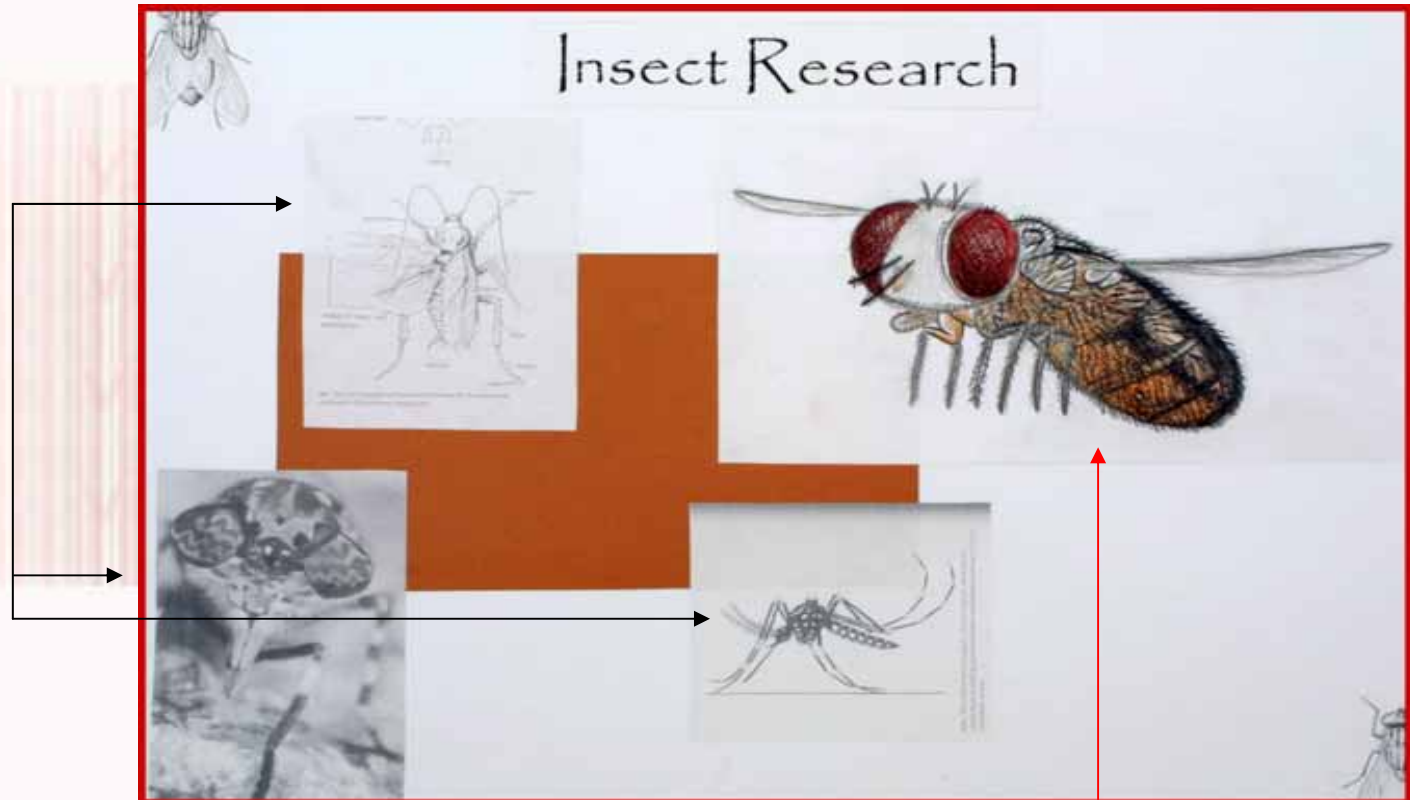
Analysis





# visual communication and design

Collection



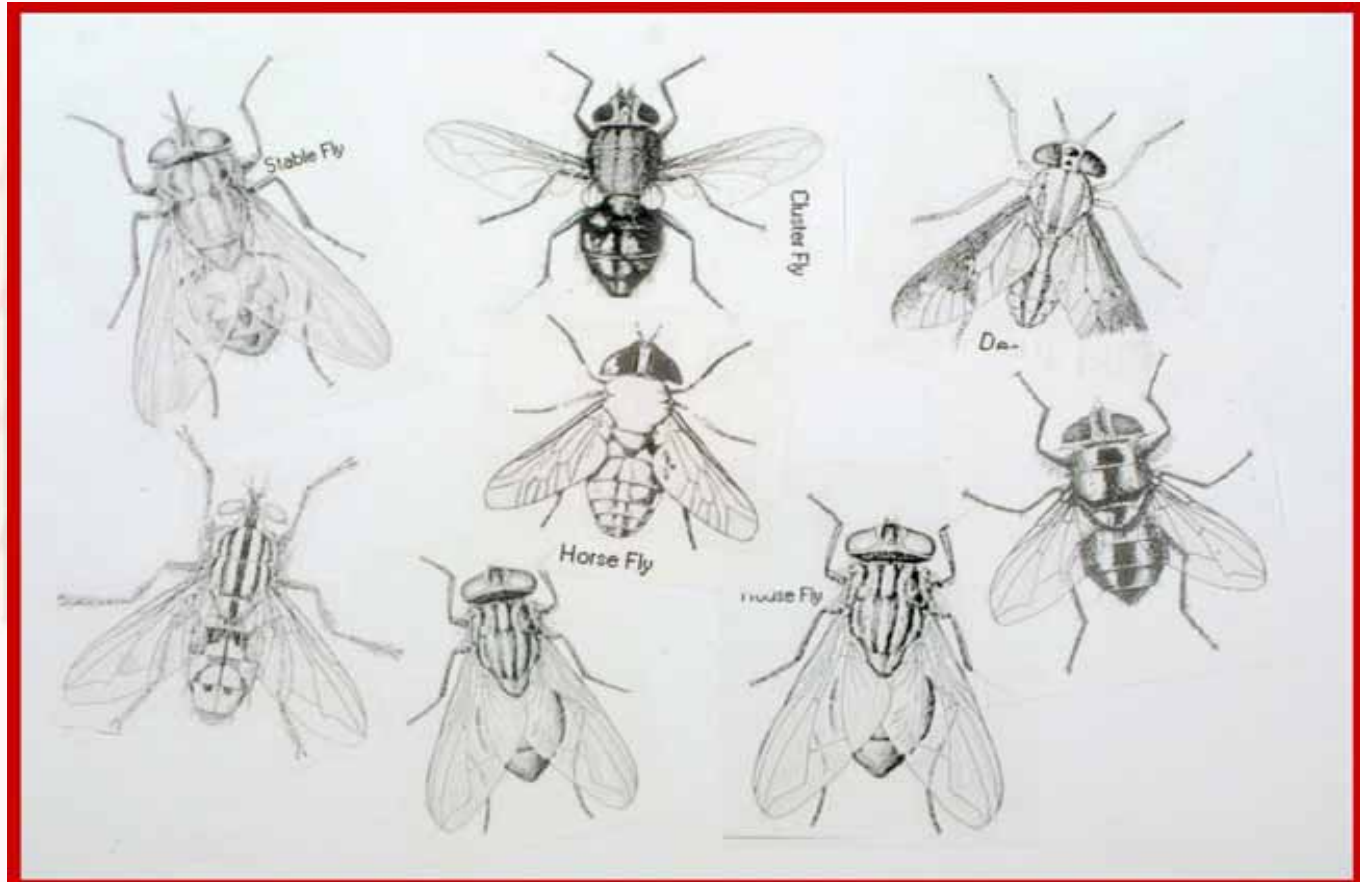
Interpretation of information – interpretive method used in this case is a rendered drawing.



# visual communication and design

Collection,  
(not shown),

Interpretation  
of information –  
using labeled  
manual freehand  
lead pencil  
drawings to  
familiarize through  
stylization, exploring  
the detail of  
different types  
of flies, their patterns  
and form.



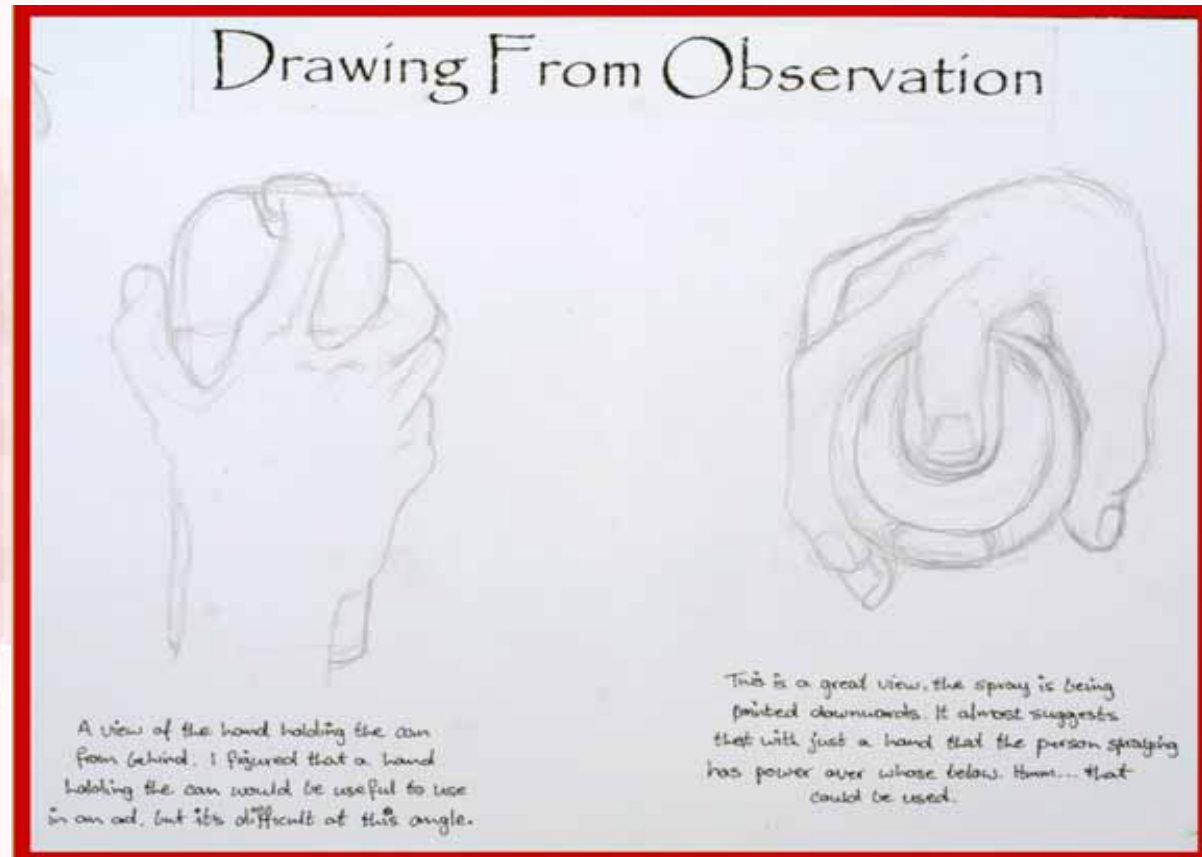




At least 2 drawings are required and can be evident at any stage within the design process.

Consideration of how the product will be positioned when held for use shows an awareness of ergonomic considerations and has potential for use in both the logo and advertisement concepts.

Copying of existing photos or drawing is not considered observational drawing.





# ] design process

Generation, development and refinement of ideas

Requires

application of researched information and inspiration through:

- exploration of a range of ideas
- annotated and critical appraisal.

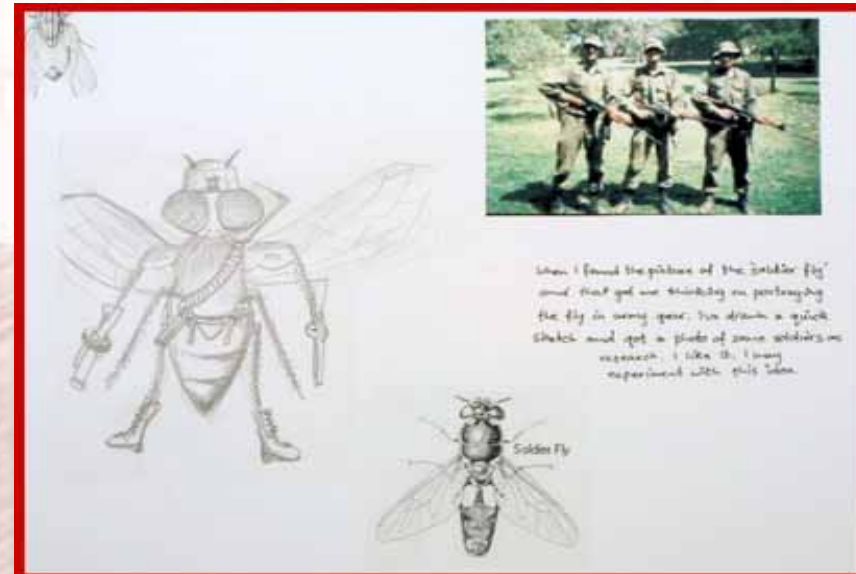


The cyclical nature of a design process allows for constant review through critical appraisal.

Here previous research is combined with introduced sourced imagery to generate a new character.

The brief suggested indirectly that a direction could be to challenge the 'Louie the Fly' character with one that appealed to a younger audience.

The annotations clearly describe the thinking processes that drove this section of concept development.

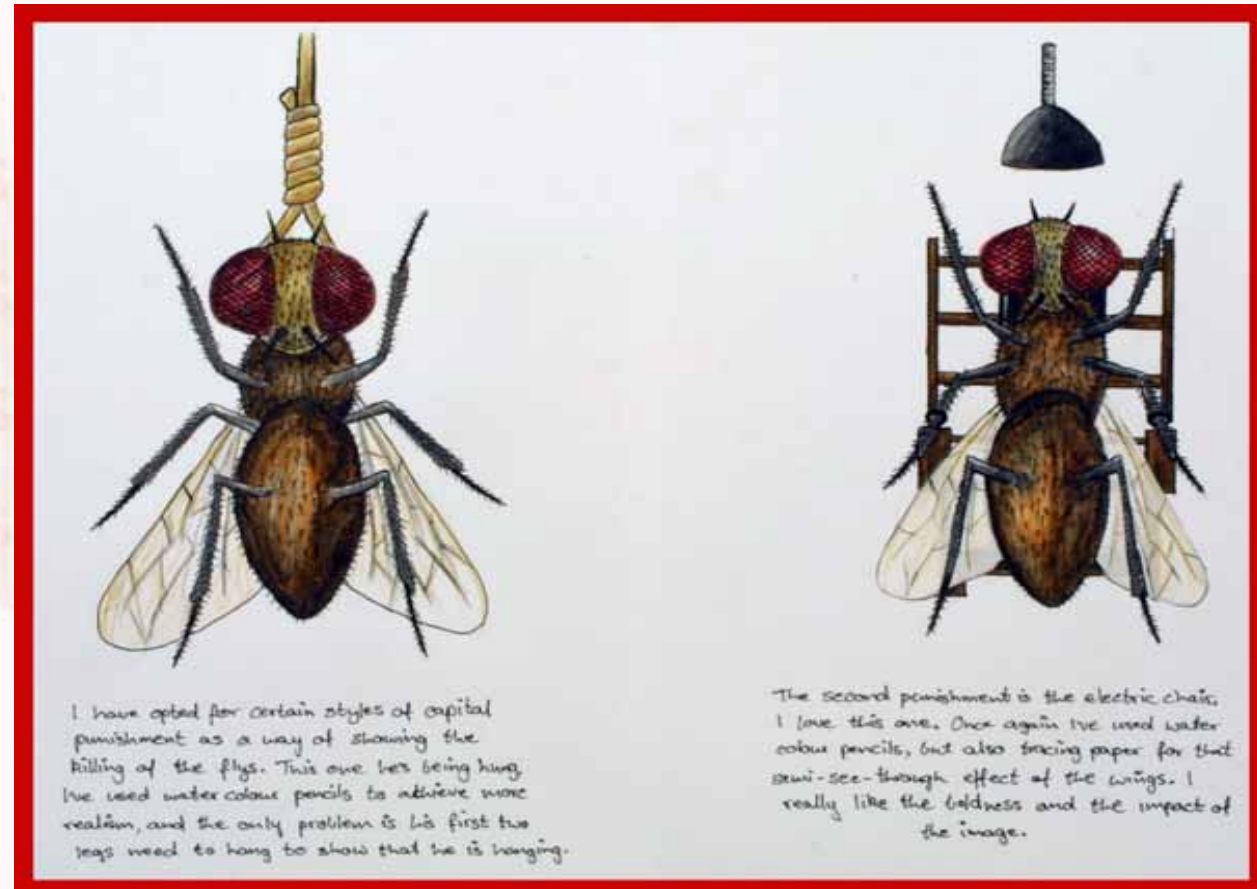




## visual communication and design

On review, it was realized that the product branding required the fly to be the victim rather than an aggressor, so other imagery needed to be developed.

Constant referencing back to the communication need statement or brief, ensured focus was maintained on the client's needs.





# ] design process

## Requires

implementation of a variety of trialled:

- materials
- methods
- media
- design elements
- design principles
- presentation formats.



**Materials:**  
paper

**Media:**  
coloured pencils, ink

**Method:**  
drawing [freehand]

**Design elements** include:  
letterform, line, shape,  
colour, texture

**Method:**  
computer





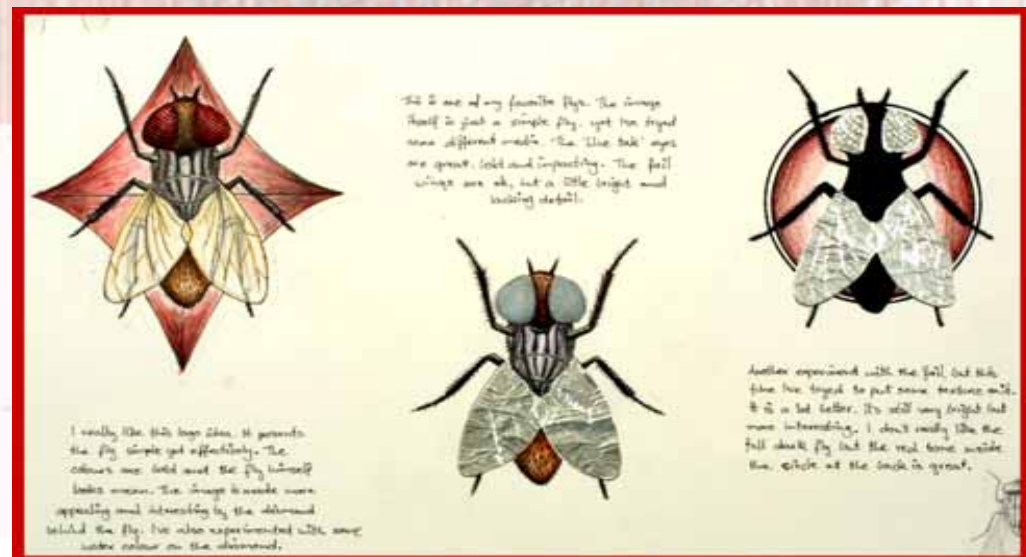
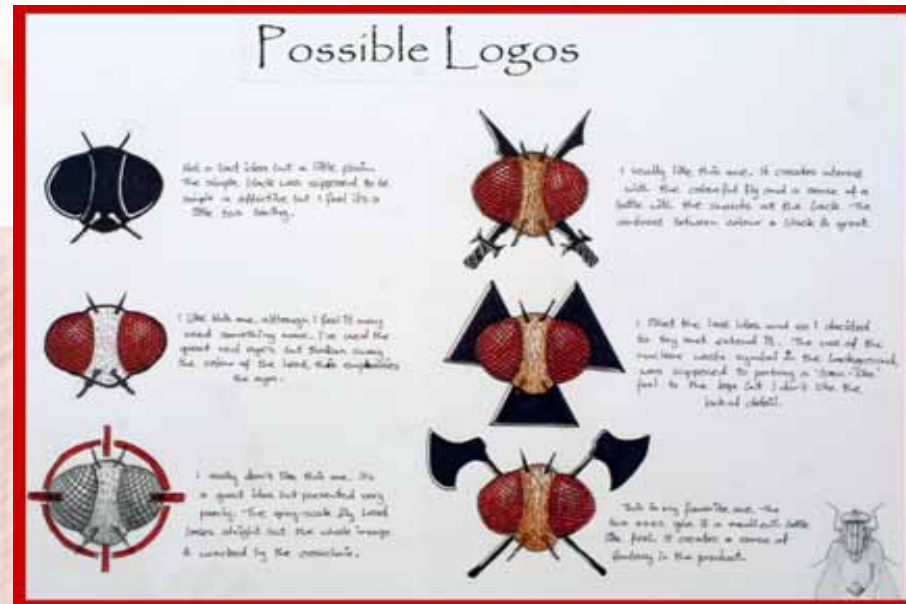
**Design elements** clearly evident include:  
line, shape, form, texture, colour, tone

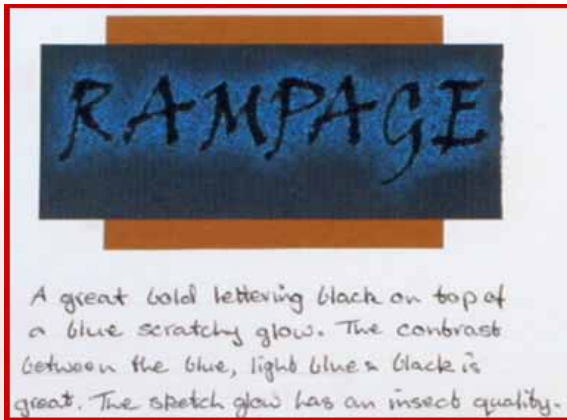
**Design principles** working collaboratively include:  
balance/symmetry, pattern, figure/ground, contrast/hierarchy

**Materials:**  
paper, foil

**Media:**  
coloured pencils

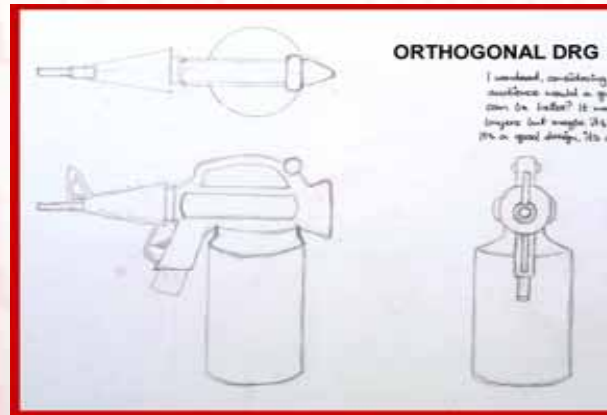
**Method:**  
drawing [freehand]





**Method:**  
computer

**Media:**  
digital information,  
ink



**Method:**  
drawing 2 dimensional,  
orthogonal/manual,  
labeling and equidistant  
placement of each view  
should be evident

**Media:**  
lead pencil



**Method:**  
drawing 3 dimensional,  
perspective 2 point

**Media:**  
coloured pencil, ink

**Design elements:**  
colour, form, letterform





# ] design process

Requires

selection, refinement and implementation of best solutions according to established:

- client needs
- purposes
- audience/s.



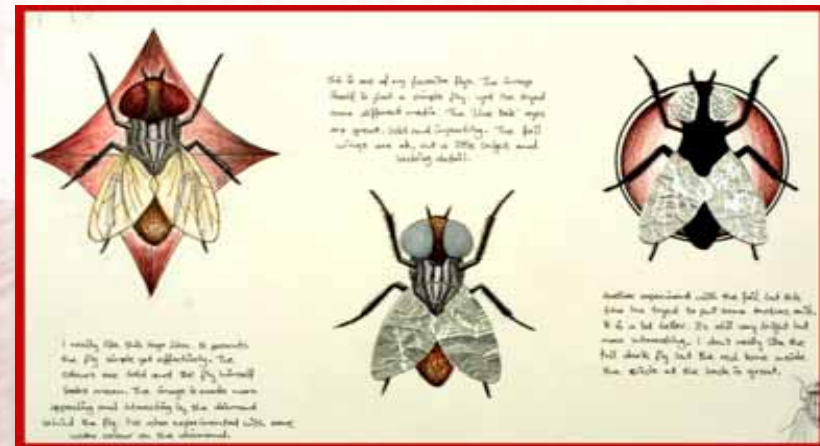
# ] design process

and application of selected:

- materials
- methods
- media
- design elements
- design principles
- presentation formats.



Development of logo was supported by insightful comments that explained decisions made throughout the application of the design process.



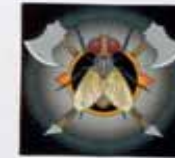


A decision to change from the drawing method to the computer method to refine and produce the selected logo was made at this point.



I really liked the shield-like legs with the wings so I decided to load it into the computer and experiment. I've taken a way the circle here is an attempt at simplifying it. It didn't work due to the rotation of the scutellum in the background.

I tried to keep everything look yet simple in this idea. I've added in the circle and changed the background to a light shading behind the image. This is better. The legs fit really well with the light white round creating the impact.



I liked the last idea so I have kept the image on it and reversed the background colour instead of white - took it's black-white. This enables the legs to be seen more clearly contrasting good with the white white with a little more behind it. I really like this idea.



The inclusion of the circle in this idea is a big step. It helps push the image forward and the background back, yet still retaining its effect. I like this one.



Due to the dark area of the circle & the fly I thought a change of back colour would be good. It's great, the wings contrast well and the yellow light adds to the impact.

A change of design to the simple fly head and wings. It's simple, interesting & surprising. A great logo.

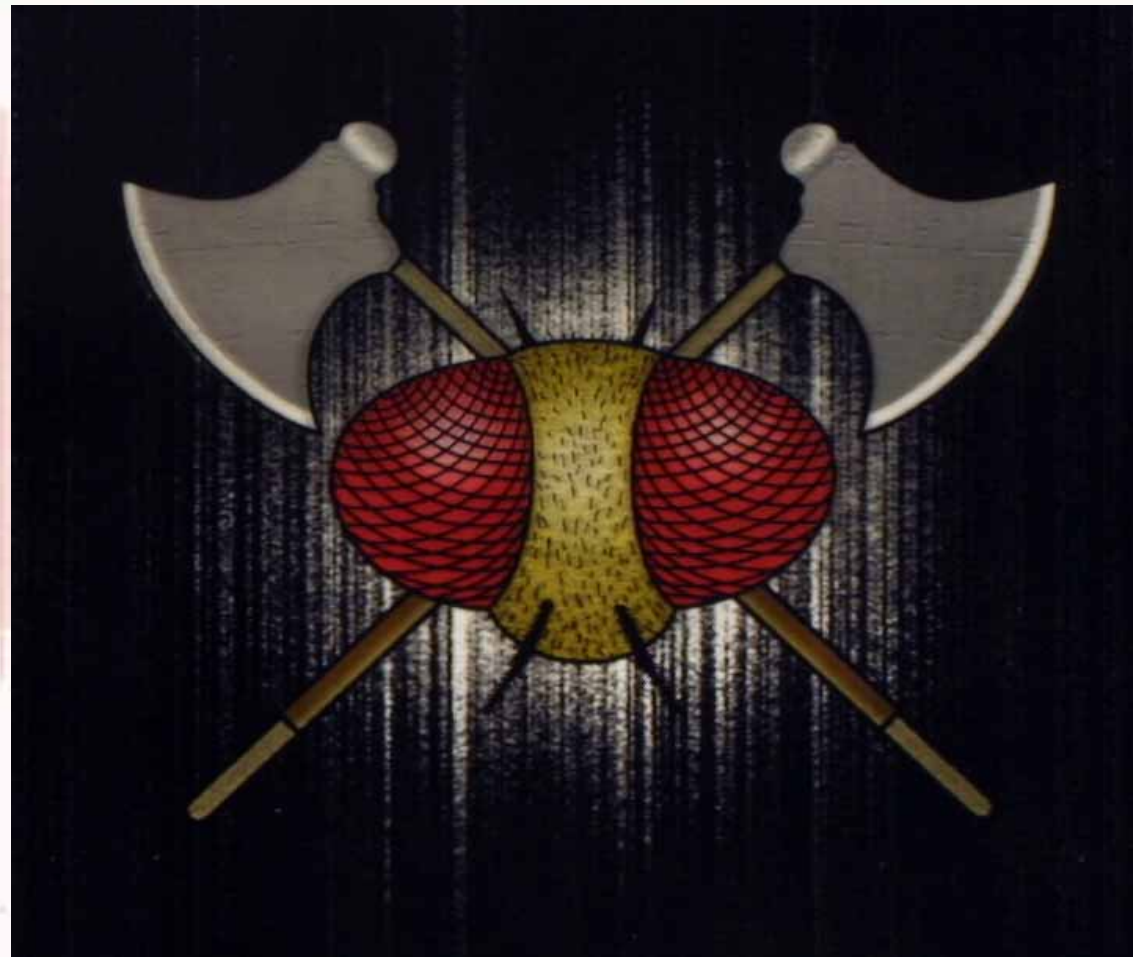


I've kept the same legs and changed the back. The shoulders look narrower, less due to the simplicity of the image.

I wanted to see the legs effect on it's own. It turned out alright, but it's not a lot of impact. I've gone a different style of line too.



## Final Logo [detail]





# ] design process

## **Production and evaluation**

Requires

- mock-ups of presentation formats.



Development and refinement of presentation formats for these design alternatives included labels for placement onto an aerosol can.

The full coloured, computer generated mock-ups thoroughly work through the range of design options and enable refinement of technical aspects related to the reproduction of the computer file.

The student continued to review each decision recording critical decisions in annotated information.





## visual communication and design

## Evaluation of mock-ups

Shown is one of a number of mock-ups.

While thoroughly exploring each option, the student did not select this option.

Mock UP #3



I really like the large cross-hair. It portrays a sense of supremacy over the fly and shows the aim of the spray. The large fly shows how good the spray is by showing how good the victim is.





# ] design process

Production and evaluation

Requires

- production of final presentations.



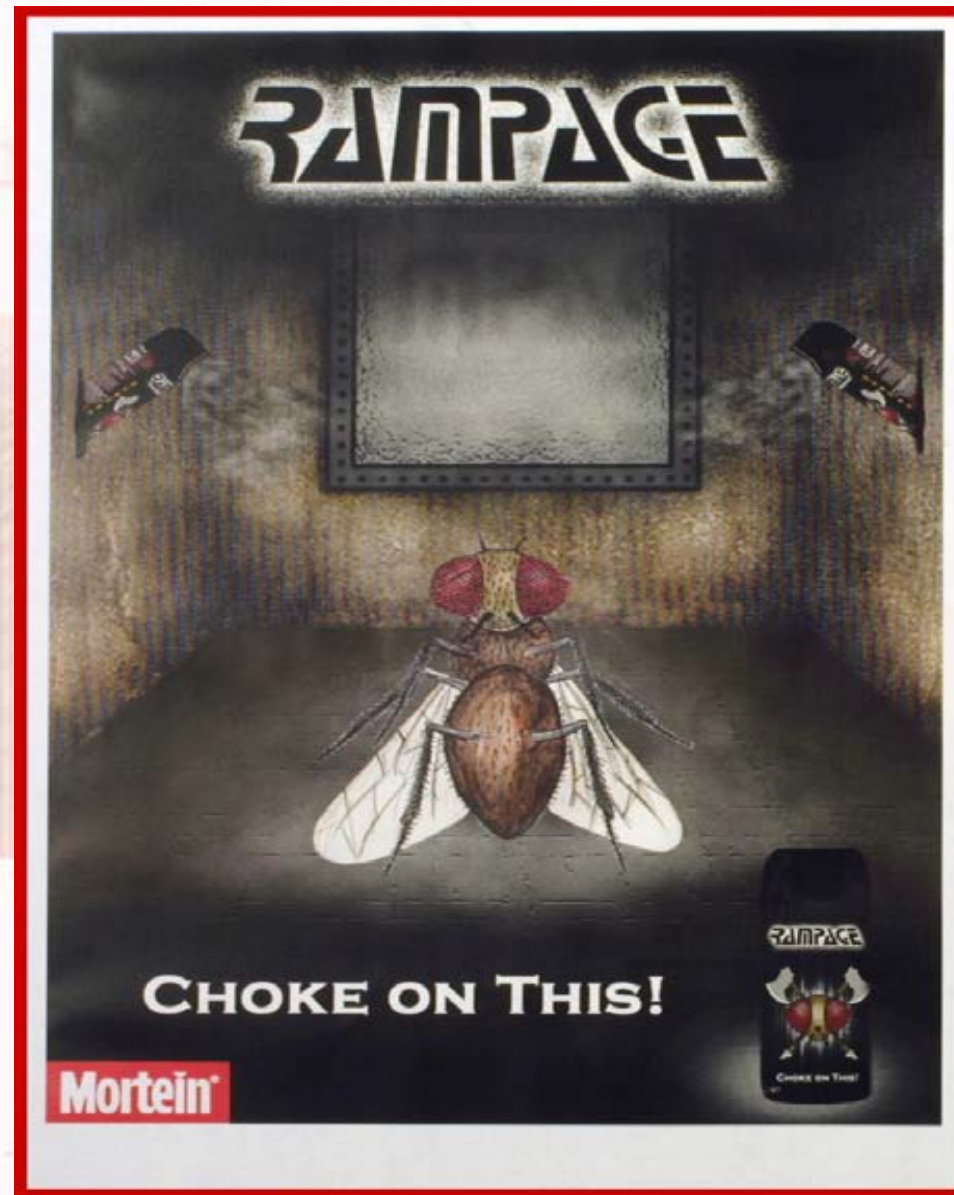
Final presentation:  
label design





Final presentation:  
advertisement

The advertisement  
places the final  
presentation/s of the  
product dispenser  
and logo in context.





# ] design process

Students are required to:

- Cover each of the key knowledge and key skills dot points globally.
- Use manual freehand drawing.
- Use all of the design elements and design principles.
- Work in both 2 dimensional and 3 dimensional applications.
- Use ICT (information and communications technology).
- Use annotations to record decisions made throughout the design process and refer back to the initial communication need to maintain effective direction.