



VISUAL ARTS PHOTOGRAPHY & DIGITAL MEDIA VISUAL DESIGN



Why should I develop my creativity?

The Arts develop...

- Creativity
- Problem solving
- Communication
- Critical thinking
- Analysing techniques
- Confidence
- Aesthetics
- Innovation
- Design

Why study the arts?

People with art training design television shows, packaging, computer games, buildings, town plans, fashion, magazine and newspaper layouts, advertising, movies, animations, internet sites and much more.

Business literature and economic policy are increasingly calling for enhanced 'creativity' in the workplace. Creativity embodies generic attributes including communication, team-work, innovation, problem solving, cultural understanding and decision-making skills.

Learning is an action process, and the arts allow students to take action, to do things, to make mistakes, to explore and search for answers. No other educational medium offers the same kind of opportunity.

The Arts can provide an unparalleled opportunity to teach higher-level intelligences, which are increasingly critical, not only for today's work force, but also tomorrow's.

CAREERS IN ART & DESIGN

CAREER	FINE ART	ARCHITECTURE	GRAPHIC DESIGN
WHAT THEY DO	Create art they want to create.	Design large constructions.	Use digital media (computers) to manipulate words and images on 2D surfaces.
EXAMPLES	Sculpture, Painting, Drawing...	School, House, Prison, Bridge, Stadium...	CD Cover, Book Cover, Website, Logo, Magazine...
JOB	Fine Artist, Sculptor, Painter...	Architect	Graphic Designer, Web Designer...
CAREER	INDUSTRIAL DESIGN	INTERIOR DESIGN	PHOTOGRAPHY
WHAT THEY DO	Design 3D objects that are to be used.	Design the way things look inside of a space.	Take still pictures with a camera.
EXAMPLES	Car, Toothbrush, Furniture, Shoe...	Living room, museum, office building (inside)...	Magazine Cover, Newspaper...
JOB	Industrial Designer, Product Designer, Package Designer...	Home Interior Designer, Office Interior Designer...	Fashion Photographer, Sports Photographer...
CAREER	ANIMATION	ILLUSTRATION	ART EDUCATION
WHAT THEY DO	Create moving cartoons.	Create images that go with words.	Instruct others about art.
EXAMPLES	Disney Movies, Special Effects...	Book Illustration, Magazine Illustration...	
JOB	Animator, Computer Animator	Illustrator, Cartoonist...	Museum Curator, Art Teacher...
CAREER	GAME DESIGN	FASHION DESIGN	LANDSCAPE DESIGN
WHAT THEY DO	Design interactive on-screen games.	Design things to wear.	Design the layout of outdoor areas.
EXAMPLES	Computer games, X-Box games...	Jackets, Jewelry, Dresses, Hats...	Parks, Theme Parks, Highways
JOB	Game Designer...	Fashion Designer...	Landscape Designer, Landscape Architect...

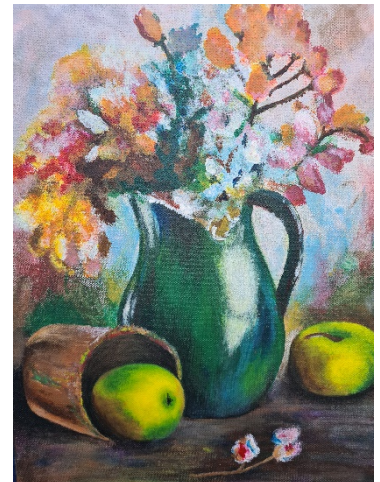
VISUAL ARTS

Visual Arts provides opportunities for students to enjoy the making and studying of art. It builds an understanding of the role of art in all forms of media, both in the contemporary and historical world, and enables students to represent their ideas and interests in artworks. Visual Arts enables students to become informed about, understand and write about their contemporary world.

Why students study visual arts?

Through Visual Arts experiences students are introduced to take on board and master a whole range of skills, values and attitudes, which work together to promote a more holistic person, better able to participate in a dynamic, changing world.

In this fast-paced, information-rich, multimedia age, studying Visual Arts is more important than ever. Immersive and sustained experiences in conceiving and making artworks, looking, thinking, interpreting and analysing from an early age assists students to be not just be consumers of culture, but critical consumers and, moreover, critical producers of culture as well.



Banksy

The study of the Visual Arts provides students with strategies to communicate difficult ideas in intuitive, direct and elegant ways. Visual Art develops independent thinking and equips students with strategies to recognise multiple perspectives in an informed manner. Visual Arts teaches students how to be comfortable with change, how to think through and within materials, and how often abstract ideas can shift into concrete forms.

Visual Arts explores the making of artworks across a range of art forms, including; sculpture, installation, photography, drawing, time-based works, film, painting, digital imaging, ceramics, and documented forms. Students also investigate the historical significance of artworks while developing critical interpretive awareness in both written and oral form.

Some Career possibilities:

- Graphic designer
- Multi-media designer
- Photographer
- Marketing Director
- Furniture designer
- Gallery Director
- Historian
- Illustrator
- Interior Designer
- Printer
- Architect
- Cartoonist
- Film Director
- Animator
- Museum Technician
- Cinematographer
- Journalist Photographer
- Set and props designer/constructor for theatre, films or TV.
- Web page Designer
- Costume Designer
- Lighting Designer
- Art Teacher
- Industrial Designer
- Fashion Designer
- Merchandiser
- Landscape Architect
- Packaging designer
- Computer Gaming Designer
- Artist
- Craftsperson

Art is...
Creativity
Problem solving
Communication
Critical thinking
Aesthetics
Analysing
Innovation
Design

PHOTOGRAPHY & DIGITAL MEDIA

Photographic and Digital Media provides opportunities for students to enjoy making and studying a range of photographic and digital media works. It enables students to represent their ideas and interests about the world, to engage in contemporary forms of communication and understand and write about their contemporary world. Photographic and Digital Media enables students to investigate new technologies. Students are provided with opportunities to make and study photographic and digital media works in a variety of ways.

Photographers and Filmmakers may perform the following tasks:

- operate a range of cameras, lights and light-measuring devices
- select camera angles, light positions, exposure and composition
- offer technical solutions to illustrative problems
- advise on photographic approaches and the selection of locations, props, models and colour coordination
- use computers for such things as image manipulation and the production of visual images in print or digital form



Areas of specialisation include;

Photography - press, fashion, scientific, commercial, industrial, medical, portrait, wedding, advertising and architectural surveying.

Digital media – graphic design, advertising, animation, cinematography, television, web design.

What will students learn about?

Students learn about the pleasure and enjoyment of making different kinds of photographic and digital media works in still, interactive and moving forms. They learn to represent their ideas and interests with reference to contemporary trends and how photographers, videographers, film-makers, computer/digital and performance artists make photographic and digital media works.

Students learn about how photographic and digital media is shaped by different beliefs, values and meanings by exploring photographic and digital media artists and works from different times and places, and relationships in the art world between the artist – artwork – world – audience. They also explore how their own lives and experiences can influence their making and critical and historical studies.

What will students learn to do?

Students learn to make photographic and digital media works using a range of materials and techniques in still, interactive and moving forms, including ICT, to build a Photographic and Digital Media portfolio over time. They learn to develop their research skills, approaches to experimentation and how to make informed personal choices and judgements. They learn to record procedures and activities about their making practice in their Photographic and Digital Media journal.

Students learn to investigate and respond to a wide range of photographic and digital media artists and works in making, critical and historical studies. Students learn to interpret and explain the function of and relationships in the art world between the artist – artwork – world – audience to make and study photographic and digital media artworks.



Photography is...

Image making
Problem solving
Communication
Critical thinking
Aesthetics
Visual literacy
Innovation



VISUAL DESIGN

Visual Design is designed to enable students to gain an increasing accomplishment and independence in their representation of ideas in different fields of design and to understand and value how graphic, wearable, product, and interior/exterior design invite different interpretations and explanations.

Visual Design offers students the opportunity to explore practices of design. These fields of artistic practice resonate within students' experience and understanding of the world and are highly relevant to contemporary ways of interpreting the world. The course offers opportunities for investigation of a range of design fields and develops students' understanding and skills, which contribute to an informed critical practice.

Design is not only about how things look (**aesthetics**). It's about how they **function**. It's about improving the world we live in. Houses, hospitals, schools, parks, transport systems, shopping centres – all have to be designed. So do the **processes** and **systems** that make them run. We live in a designed world.



Steam Roller Print in conjunction with
The Coffs Harbour Art Gallery

Why students study visual design?

Visual design provides students with insights, skills and methodologies of the role of design in our contemporary world. Students explore a range of material practice that may include the following areas;

Graphic Design	Publications and Information Illustration and Cartooning Interactive and Multimedia
Wearable Design	Clothing and Image Jewellery and Accessories Textiles
Product Design	Packaging Furniture Industrial
Interior/Exterior Design	Structure and Environments Stage Sets and Props Interiors

Design is...
Problem solving
Communication
Critical thinking
Aesthetics
Analysing
Innovation





For further course information contact:

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