



VCE Visual Communication Design Worksheet

Student name _____

1. Walk around the first room focusing on the Tudors and the Stuarts.

Typography

Look at the fonts chosen for the main titles of *Tudors* and *Stuarts*.

Serif and San Serif fonts: In typography, a **serif** is the small extra stroke found at the end of the main vertical and horizontal strokes of some letters. **Fonts** without **serifs** are called sans **serif fonts**.

The Tudors
The Stuarts

Are these **serif** or **san serif fonts**? Why do you think the graphic designer chose those fonts? Discuss whether you think these fonts suit the period being portrayed in this room.

Look at the family trees in this room; discuss the choice of **colour** of the leaves. Why do you think the Graphic Designer chose these particular colours? How do they work with the royal blue colour of the background?

Sketch your favourite **typeface** from this room:

2. Walk into the second room focusing on both the Stuarts and the Georgians.

Find the label designed for children. What design elements and principles has the designer of the corgi symbol used and with what effect?

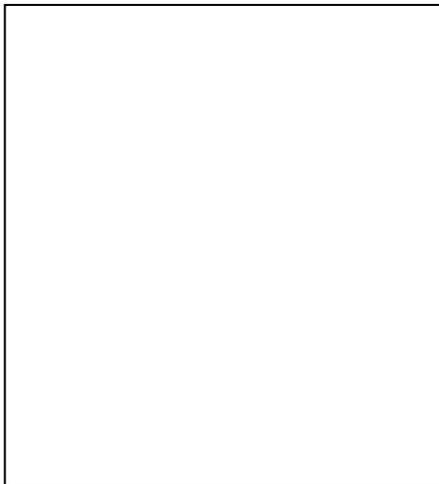
Design elements: point, line, shape, form, tone, texture, colour and type.

Design principles: figure-ground, balance, contrast, cropping, hierarchy, scale, proportion and pattern (repetition and alternation).

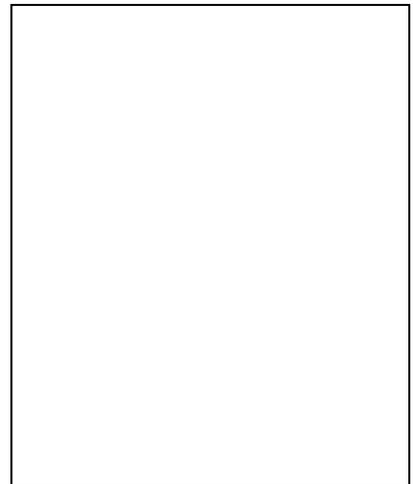
How does the corgi symbol harmonise with the regular label and what makes it stand out?

Sketch your own symbol based on one of the objects in the Crown Jewels cabinet, a portrait or costume in this room:

Sketch



your refined symbol



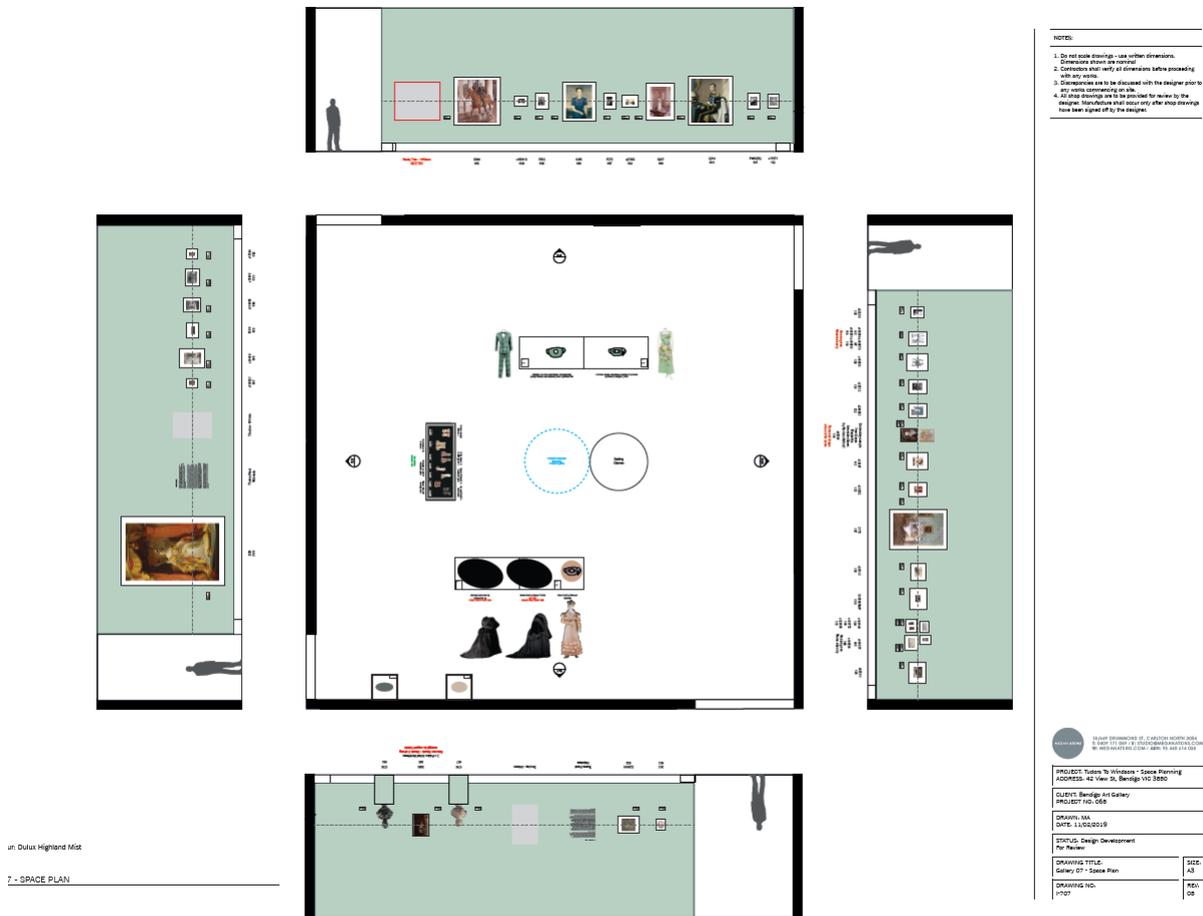
Title of original object, painting or costume (from label):

3. Walk right through to the large room entitled La Trobe University Gallery.

Look at the Exhibition Design diagram below and compare it with the display of the artworks in the room.

What drawing systems have been used to create the Exhibition Design diagrams?

What elements and principles of design have been used in the Exhibition Design? (see page 2 for list)



Analyse the choice of colour for the background walls in this room. What look and feel has been created?

4. After viewing the various small rooms, walk through to the room with the label Royal Wedding Fever.

Consider the presentation of the dress *Day Ensemble*, worn by Princess Diana and the painting of Prince Charles Bryan Organ. Why do you think the curator decided to position these opposite each other? What are their similarities and differences in terms of elements and principles of design (see page 2 for list).

5. Walk to the walkway between the final two rooms and look at the Sponsor Wall.

Sketch two of each type of font logo:

Logo using a Serif Font



Logo using a Sans Serif Font



Choose one of these logos.

Explain how it communicates the look and feel of its organisation through the logo design:

6. Now walk right through to the last room. Look at the wall with the three different portraits of Queen Elizabeth II. Why do you think the Andy Warhol portrait has been placed in the centre?

How have balance, contrast, colour and hierarchy been used in this display?
