

## VISUAL COMMUNICATION DESIGN

A Critical Position project: A Exhibition Catalogue

**Published by:** <https://expertassignmenthelp.com/>

**Filename:** 1SAMPLE16C10-Visual-Communication-Design.PDF

**For more free samples visit:** <https://expertassignmenthelp.com/marketing-assignment-help/>

**Uploaded:** April 26, 2016

Enjoy 😊

---

### Abstract

Friends are important in high school. Friends who are for life, or even for that one grade, everyone is special. The peer group that a person has in high school is highly significant when it comes to a confidence building measure. The movie called “Perks of Being a Wallflower (2012)” has beautifully shown the beauty of friendship and sadness of loss. The movie is not about a particular person and his circumstances in dealing with his anxieties. It transcends the peculiarity of the situation, and paints a broader picture of hope, desperation, depression, love and friendship. The main protagonist of the movie, a boy named “Charlie” goes through his share of anxieties, loneliness, and angst. His two friends “Sam” and “Patrick”, along with a few others, help Charlie overcome his fears, and help him look forward in life. Sam is a girl, who falls in love too quickly, and accepts the love which she thinks she deserves. Patrick is gay, but has an enormous heart. The character of Patrick tries to break a lot of stereotypes about homosexuality, which exists in the society today. His mannerisms, view on life, sense of humour throws light on the fact that people should be judged on the basis of their character, and not on their sexual preference. A lot of people go through a phase of disappointment in their teen years. If not handled properly, disappointment may easily swirl into depression and suicidal tendencies. In those difficult times of the teenager, the friends he has are of most significant dimension. They can give him the space he needs and the independence of these thoughts can be cocooned. This provides him with the necessary feeling of security. This boulders his confidence. It also inculcates a sense of creativity and vision in them.



## VISUAL COMMUNICATION DESIGN

[Life is a story. And the characters are the people. The experiences of characters, through different phases in life, form the basic plot-line of the story. There is love, friendship, animosity, hatred, disgust, romance, et al. These interwoven fabrics of emotions are the screenplay of life-the movie. High school is one phase of life, where a gamut of emotions is realized by a teenager. In movies, which are a slice of the realities of life played out on 70 mm screen, some of them have beautifully captured these emotions.]

**Comment [A1]:** The start of the assignment in a story writing format is sometimes a very strong way of expressing through writing

The exhibition that I present here, documents, movies, having a recurrent theme of high school experience of teenagers in Hollywood. There have been many of them, but I choose a few, based on the characters, plot and storylines, which have influenced a generation of high-schoolers and has brought out the true picture of their realities.



[The vanilla-flavored movie genre of high school had its chocolate hot sauce in **“Breakfast Club”**.] The submerged angst of a generation was beautifully captured in this simple, one-location movie. It smelled of anger, frustration, and desperation, but was fragrant of the high hopes, confidence and maturity. When different individuals are placed in an alien atmosphere, the end results can be spectacular or horrible. Similarly, when teenagers from different background and upbringing are placed in a high school environment, sparks fly in all directions. Teenagers have this particular habit of rejecting anything or anyone who contradicts their self-image. This is shown in this movie too, where initially the group of five, in an isolated library, are not even curious about each other. However, as the day grows long, they start communicating, and discover each other’s stories and family pressures. This is parallel to millions of real life high-school kids, who every day go through that experience of isolation and

**Comment [A2]:** Highlighting words helps in retention.

impending communication with a bunch of unknown people. In the process, they grow. We live in a society, where it's easy to brand and categorize people. Like in the movie, the principal of Shermer High School, Richard Vernon, categorizes the five detained students as "athlete" "criminal" etc. as shown in the above picture of the movie, *Breakfast Club* (1985) However, as the movie progresses, every individual shows a different trait than the image built in the beginning. This branding by parents and teacher alike in high school, in many ways can be unhealthy for a teenager's confidence and should be avoided by all means.



(2012)” has beautifully shown the beauty of friendship and sadness of loss. [The movie is not about a particular person and his circumstances in dealing with his anxieties. It transcends the peculiarity of the situation, and paints a broader picture of hope, desperation, depression, love and friendship. The main protagonist of the movie, a boy named “Charlie” goes through his share of anxieties, loneliness, and angst. His two friends “Sam” and “Patrick”, along with a few others, help Charlie overcome his fears, and help him look forward in life. Sam is a girl, who falls in love too quickly, and accepts the love which she thinks she deserves. Patrick is gay, but has an enormous heart. The character of Patrick tries to break a lot of stereotypes about homosexuality, which exists in the society today. His mannerisms, view on life, sense of humour throws light on the fact that people should be judged on the basis of their character, and not on their sexual preference. A lot of people go through a phase of disappointment in their teen years. If not handled properly, disappointment may easily swirl into depression and suicidal tendencies. In those difficult times of the teenager, the friends he has are of most significant dimension. They can give him the space he needs and the independence of these thoughts can be cocooned. This provides him with the necessary feeling of security. This boulders his confidence. It also inculcates a sense of creativity and vision in them. ]

**Comment [A3]:** Very emphatically described.



In the present social construct of high-school, where technology has invaded the personal space of a lot of youngsters, aspirations of teenagers fly high. They aspire for materialistic things, using big brands, and building up one's image. This sometimes leads to a bunch of people tending towards stealing, scheming for dirty objectives, and law breaking. *"Bling Ring"* (2013) by Sophia Copolla explores the lives of teenagers, who indulge in breaking-in celebrity houses in Los Angeles, and picking up items of their choice. [The main protagonist of the movie, Rachel Lee, comes from a privileged upbringing. She was awarded "best dressed" in her 2007 yearbook. She has a luxurious lifestyle, mixed with friends who share her passion for clothes and cars. One would make a safe assumption that coming from such an elite background, she would not feel the need to go overboard with her craving for fashion. But then, today's teenagers have been presented with a "Choice of plenty" conundrum. So, just to satisfy her craving for the "need for

new clothes”, she goes down with her gang to celebrity houses, and organizes burglaries. The people in the movie are unapologetic towards their views in life. Rachel Lee is actually proud of her actions, which is bemusing as well as scary. For such teenagers exist and what is shown in the movie is not a hyperbole. The movie also is representative sometimes of a generation, who has a “care for damn” attitude towards people. The peer pressure to be in a group that involves glamour and glitz, can have a downsizing effect on people’s morality.]

**Comment [A4]:** In between description a tone of justification and analysis is used by use of specific analytic terms.



The importance of teachers in the life of an individual cannot be understated. Often considered the most important influence in a student’s life, a teacher can guide him on the correct path. For a youngster who is in high school, the relationship of him with his teacher is unique, educational, and friendly. There are scores of movies dedicated to this theme, exploring the dimensions of this relationship. “Perks of Being a Wallflower”, “To Sir with love” etc. are few movies, which have deliciously doled out these expressions of relationship. Then, there is

{ **Dead Poet's Society (1989)**”. A wonderful film, where actor Robin Williams leads a bunch of youngsters who are defiant and rebellious, appeals to a generation fed on punk-rock and counter culture alternatives. The connection in the lines “Captain... O Captain...” which the director attempts with his audience strikes the right balance of reverence and rebellion. Robin Williams essays the role of a teacher to a perfection, commanding the respect and love in equal measures. He gives the necessary life lessons to his students, which we all expect in a teacher. We all need such a teacher in our life, who can guide us, love us, and nurture us. }

**Comment [A5]:** Great use of English



Teenage is a time when “magic” happens in the life of youngsters. Be it their first love, first heartbreak, or for that matter, the first real “fight”. The perceived notions of the society about success and failure, are heavily imposed on the teenager. “Harry Potter” series provided

this coming out of age story in a “magical” backdrop. Be it with the friendship of Harry potter and Ronald Weasley or the confrontations of Dumbledore and Voldemort, the metaphorical story of a little magical boy going to school and coming out with innumerable experiences of his own, embracing the love and rejecting the negativity is the central theme of these movies. What “Harry Potter” showed us is that coming from a poor background, without the love and affection of the parents can never be a stopping point for a boy, if he has the right kind of mentors in life. Albus Dumbledore and Hagrid, Snape and Lupin, all of them, provide Harry with the opportunity to make his own mistakes and learn from them. Similarly, Hermione is shown to be a nerd and goofy at the beginning. As the movie series progresses, she comes out to be beautiful, quick thinker, and courageous. Just goes on to show, that individuals change a lot as they grow up, and we should not be prejudiced towards them due to their choices. Ron has an incessant fear of spiders, but he displays unflinching bravery in battling Voldemort and his army. This goes on to indicate that we might have our own small fears, which might linger on to us for a lifetime, but that does not mean that we are not ready to fight the real battles in life.



[The popular culture represented in movies like “American Pie”, “Spring Breakers” depict the section of society who are party obsessed, drug abused, and perennially hungover. American Pie became a massive hit for representing this generation. The issue of “virginity” as discussed in this movie is present in many real life scenarios. The pressure of losing one’s virginity, or having sexual experience with multiple partners has become one of the most talked about subject. This sometimes leads to sexual promiscuity, involvement in drugs, excessive fashion, and false hopes of satisfaction.]The character of Stifler, who is sex obsessed and lacks morality, has its roots in many teenagers of today. The setting of the movie, that “Prom” night is the culmination of all high-school fantasies, has also created a lot of scare for the parents whose wards attend this night. There are reports that parents in US have a dissenting attitude towards Prom night, since they fear that their children would eventually make wrong decisions in life. This perceived

**Comment [A6]:** Relatedness to actual life has been made in the section bringing in depth to work

culture also becomes slightly bemusing for the audiences in under developing countries where their generation tries to emulate them. [This creates a dent in the inherent fabric of thought of a country. The “shift” is significant, and the movies provide the medium. It presents the audiences, especially at a very impressionable age, a thing to emulate. And the results could be disastrous too. These young audiences are caught up between realities of two different worlds, and end up buying bits of both. The result, then becomes a generation, who tries hard to balance and ends up confused. ]

**Comment [A7]:** Nicely concluded discussion.

## References:

1. *Breakfast Club* (1985). Retrieved from <http://socialpopblog.wordpress.com/2013/04/10/a-100-word-analysis/>
2. *Perks of Being a Wallflower* (2012). Retrieved from <http://bookkunkiesanonymous.blogspot.in/2013/05/the-perks-of-being-wallflower-stephen.html>
3. *The Bling Ring* (2013). Retrieved from [http://cdni.condenast.co.uk/1920x1280/s\\_v/The-Bling-Ring-Vogue-16Apr13-PR\\_.jpg](http://cdni.condenast.co.uk/1920x1280/s_v/The-Bling-Ring-Vogue-16Apr13-PR_.jpg)
4. *The Dead Poet Society* (1989). Retrieved from [http://images.huffingtonpost.com/2010-10-04-DeadPoetsSociety1989CD2.avi\\_003839798.jpg](http://images.huffingtonpost.com/2010-10-04-DeadPoetsSociety1989CD2.avi_003839798.jpg)
5. Harry Potter (film series). Retrieved from <http://pottermore.wikia.com/wiki/File:Hp-harry-potter-34907716-1280-800.jpg>
6. *American Pie* (1999). Retrieved from <http://www.the-editing-room.com/americanpie2.html>

Criterion	Levels of achievement		
	Exemplary	Good	Poor
<b>Writing style and presentation are clear</b>			
• Introduction	Introductory statement clearly indicates the main purpose of the contribution and suggests the plan of organization, so the reader can anticipate the text that will follow.	Introductory statement indicates the main purpose of the contribution in general terms, so the reader has some idea of what will follow.	The introduction does not give an overview of the contribution so the readers are not sure what to expect as they read the text.
• Main Body	Main body of contribution makes connected points that clearly build the argument so the text flows from introduction to conclusion in a logical manner, thereby helping the reader to follow the thinking behind the text.	The main body presents a number of points that allow the reader to understand the argument, but lapses in the writing may force the reader to make some connections between the parts.	The text is not well structured so the reader must stop reading at times to try to make sense of the text.
• Conclusion	The main point of the contribution is clearly indicated and reinforced so the reader can clearly remember it.	The main point of the contribution is indicated, but may be stated in an unconvincing manner.	The concluding section does not reinforce or revisit the main point so the reader is unsure about it and likely to misinterpret or forget it.
• Written expression	Sentences and paragraphs are well structured and clear so the reader can focus on what is written. Each paragraph has a topic sentence that indicates the subject matter.	Minor lapses in sentence structure, such as run-on sentences and unnecessarily complex sentence structures, force the reader to pause and reflect on the meaning of the text. Paragraphs present a complete argument, but may not flow so well.	Many sentences are poorly structured so the reader must stop often to reflect on the meaning of the text. Many paragraphs lack topic sentences or have poor flow so the main points and linkages among explanatory text are not clear.
• Grammar, punctuation and spelling	Grammar, spelling and punctuation are flawless, which allows the reader to focus on the message.	Some minor errors in grammar, spelling and/or punctuation detract from the quality of the text, but do not impair the communication.	Many errors in grammar, spelling and/or punctuation make reading the text difficult and communication is impaired.
<b>Concepts and arguments are well developed</b>			
• Accuracy	All information is accurately reported using appropriate terminology so the information	The information is largely accurate but imprecise language could lead a reader	Although the gist of the information is correct, there are problems with

	is reliable.	to misinterpret aspects of the text.	the interpretation of it. A reader can be misled by the text.
• Relevance	Connections between the contribution and the main topic of the discussion are clearly indicated.	Connections between the contribution and the main topic of the discussion are indicated or implied, but the reader needs to pause to clarify those connections.	Although the text is relevant, this is not clearly indicated, so the reader must guess how the text relates to the main topic.
• Significance	The reason why the contribution is important to the overall discussion is clearly described and discussed so the reader takes the contribution seriously.	The reason why the contribution is important is touched on but not elucidated, so the reader must make some interpretations about the author's view of the contribution's significance.	The contribution may include significant material but this is not indicated, so the reader must guess it.
• Clarity	The main points and new technical terms are clearly described and/or explained so the reader is left with no ambiguity about what was written.	Although the text is clear to informed audiences, unexplained points may leave room for alternative interpretations of the text.	Key points and new technical terms are not explained so the reader is confused.
• Independence	The contribution is completely self-contained so the reader does not have to read other contributions or published materials to understand what was written about.	The text is sufficiently clear that the reader can understand the main point without further reading, but some parts of the text are not clear without consulting earlier contributions or other sources of information.	The text is written in a manner that presumes considerable prior knowledge, so the reader must have a thorough knowledge of what has been written about the subject in order to understand the main point of the contribution.
<b>Contribution is responsive to another contribution</b>	The writer links ideas submitted by others to their own contribution in a manner that substantially strengthens the group's efforts to resolve the main problem. This linkage can include elaboration of what was previously written, a critique or questioning of it, demonstration of linkages among two or more earlier contributions, and/or utilization of an earlier contribution as a foundation to build your own.	The writer makes references to earlier works that are a starting point for new ideas but, apart from the reference to the earlier work, not much information is incorporated	The text mentions other contributions but neither explains the reference nor substantially adds to it, so there is no clear benefit to the resolution of the main problem from citing the earlier contribution.
<b>Text is supported by references</b>			

<ul style="list-style-type: none"> <li>Sources indicated</li> </ul>	<p>All information and ideas that are not commonly known are supported with references to sources, so the reader has confidence that the information is not based on hearsay or the writer's opinion or assumptions alone.</p>	<p>Most sources are indicated, but in only a few cases the sources are not given or are ambiguous, so the reader has to check some of the sources.</p>	<p>Sources are cited for some specific parts of the contribution, but no references are supplied for information and ideas that are clearly not the author's, so the reader has no idea of the validity and authority of the information.</p>
<ul style="list-style-type: none"> <li>Relevant references</li> </ul>	<p>Information, concepts and opinions are supported with references to published literature, especially primary (original) sources of information, rather than review articles or textbooks. This allows the reader to independently review the cited sources. More than one reference is cited to support key points, which adds strength and authority to the argument.</p>	<p>One or a few references are used to support the text. Thus the contribution is supported but this may be an idiosyncratic source. Some general references to textbooks are made that could have been replaced by primary references which are more thorough and authoritative.</p>	<p>Information comes from Web sites or other sources that have no recognized authority, so the validity or strength of the source is unknown.</p>
<ul style="list-style-type: none"> <li>Citation style</li> </ul>	<p>References cited appropriately in the text, and the correct format is used in the text when citing information, so the reader clearly knows which information is attributable to which source.</p>	<p>Minor lapses in citation format do not prevent the reader from finding the sources in the reference list at the end of the contribution.</p>	<p>Citation format incorrect or poorly placed in the text, so citations distract from reading.</p>
<ul style="list-style-type: none"> <li>Bibliographic information</li> </ul>	<p>The reference list contains complete bibliographic information (author's name(s), publication date, title, source, date web page accessed), so a reader can easily find the references for their own research. The authority of sources can be evaluated by checking them.</p>	<p>Bibliographic information largely complete, but some information missing so the reader may have difficulty finding some references. Most sources can still be easily checked.</p>	<p>Not all references are listed, information in the reference list is incorrect, or important information is missing from the reference list, so the reader is unable to find the same sources of information and the authority of sources is almost entirely unknown.</p>

**Comments:** Excellent use of English and very well expressed. A good review and analysis work done. A little more going into deep would have been appreciated.