VCE Unit 1 Visual Communication Design

Time Allocation
This unit of work will consist of approximately 100 hours of which at least 50 hours will be class time. To complete this unit of work satisfactorily, students must complete each of the following learning outcomes.

Learning Outcomes

Outcome 1
The student should be able to create drawings for different purposes using a range of drawing methods, media and materials.

Outcome 2
The student should be able to select and apply design elements and design principles to create visual communications that satisfy stated purposes.

Outcome 3
The student should be able to describe how a visual communication has been influenced by past and contemporary practices, and by social and cultural factors.

Assessment Tasks

1. Drawing as a means of communication
The student is required to...
- apply drawing methods that are suitable for the purposes of observation, visualisation and presentation
- use manual and/or digital methods to create drawings for different purposes
- apply three-dimensional drawing methods to represent the form and structure of objects
- select and apply media, materials and techniques to draw and render forms
- apply design thinking techniques to generate alternative ideas and reflect on their suitability.

Weighting: This task is worth 30% of the overall grade  
Time allocated to task: 18 periods
Due: Term 1, Week 6

2. Design elements and design principles
The student is required to...
- apply techniques to generate alternative design possibilities
- apply appropriate drawing methods to make visible ideas and concepts
- select and apply different design elements and design principles when generating and developing alternative design options
- use selected manual and/or digital methods, media and materials appropriate to visual communication purposes
- refine and present visual communications to meet their stated purposes.

Weighting: This task is worth 30% of the overall grade  
Time allocated to task: 18 periods
Due: Term 2, Week 1
3. Visual communication design in context
The student is required to...
• describe visual communications in terms of their social and cultural settings
• identify the connections between past and contemporary visual communications in terms of visual communication practices and social and cultural factors
• describe visual communications in terms of how methods, media, materials, design elements, design principles and presentation formats are applied
• use appropriate terminology.

Weighting: This task is worth 30% of the overall grade
Time allocated to task: 18 periods
Due: Term 2, Week 7

4. Semester Examination
The student is required to apply knowledge and understanding of...
• manual methods to create drawings for different purposes
• three-dimensional drawing methods to represent the form and structure of objects
• media, materials and techniques to draw and render forms
• design thinking techniques to generate alternative ideas and reflect on their suitability.
• appropriate drawing methods to make visible ideas and concepts
• different design elements and design principles
• visual communications in terms of their social and cultural settings
• visual communications in terms of how methods, media, materials, design elements, design principles and presentation formats are applied

Weighting: This task is worth 10% of the overall grade
Time allocated to task: 90 minutes
Due: Term 2, Week 8