VCE Unit 2 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 presentation drawings that incorporate relevant technical drawing conventions and effectively communicate information and ideas for a selected design field.

Outcome 2
The student should be able to manipulate type and images to create visual communications suitable for print and screen-based presentations, taking into account copyright.

Outcome 3
The student should be able to engage in stages of the design process to create a visual communication appropriate to a given brief.

Assessment Tasks

1. Technical drawing in context
The student is required to...

• apply drawing methods that are suitable for presentation drawings and the selected field
• use manual and/or digital methods to create presentation drawings
• select and apply technical drawing conventions used with presentation drawings
• select and apply two- and/or three-dimensional methods to represent form, proportions and scale.

Weighting: This task is worth 30% of the overall grade Time allocated to task: 14 periods
Due: Term 3, Week 4

2. Type and imagery
The student is required to...

• identify the connections between past and contemporary typography
• generate ideas and reflect on suitability of conceptual options
• manage files, and apply techniques to manipulate type and images using digital design technologies
• select and creatively use appropriate media, materials, methods, presentation formats and conventions to suit communication purposes
• apply practices that fulfill legal obligations when using type and images belonging to others.
3. Applying the design process
The student is required to...

- apply and document design thinking techniques when engaged in the design process
- research and analyse information relevant to a given brief
- use freehand visualisation drawings and annotations to make ideas visible
- evaluate the suitability of design ideas and concepts in terms of the requirements of the brief
- select and use a range of appropriate methods, media, materials, design elements and design principles
- apply techniques to refine and present visual communications
- apply practices that fulfil legal obligations with respect to copyright
- use appropriate terminology.

4. Semester Examination
The student is required to apply knowledge and understanding of...

- manual methods to create presentation drawings
- technical drawing conventions used with presentation drawings
- two- and/or three-dimensional methods to represent form, proportions and scale.
- apply techniques to manipulate type and images using digital design technologies
- research and analyse information
- select and use a range of appropriate methods, media, materials, design elements and design principles

Weighting: This task is worth 30% of the overall grade Time allocated to task: 14 periods
Due: Term 4, Week 4