

Ringwood Secondary College
2017 Course Planning Document

VCE Unit 3 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 visual communications for specific contexts, purposes and audiences that are informed by their analysis of existing visual communications.

Outcome 2

The student should be able to describe how visual communications are designed and produced in the design industry and explain factors that influence these practices.

Outcome 3

The student should be able to apply design thinking skills in preparing a brief, undertaking research and generating a range of ideas relevant to the brief.

Assessment Tasks

1. Analysis and practice in context

The student is required to

- analyse existing visual communications in terms of their key features
- make and document design decisions that are informed by the analysis of existing visual communications
- select and apply drawing methods and drawing conventions appropriate to different purposes, audiences and contexts
- select and apply a range of design elements, design principles, manual and digital methods, materials, conventions and media appropriate to different purposes, audiences and contexts
- use appropriate terminology.

Weighting: This task combined with Outcome 2 is worth 20% of the overall grade.

Time allocated to task: 37 periods

Due: Term 2, Week 1

2. Design industry practice

The student is required to

- describe the roles and relationships between the clients, designers and specialists
- describe the practices, techniques and processes used by designers in establishing briefs and in designing and producing visual communications that fulfill clients' needs
- explain how design decisions are influenced by a range of factors
- identify practices that acknowledge legal obligations
- use appropriate terminology.

Weighting: This task combined with Outcome 1 is worth 20% of the overall grade.

Time allocated to task: 11 periods

Due: Term 2, Week 4

3. Developing a brief and generating ideas

The student is required to

- apply design thinking skills to create, analyse, evaluate, reflect on, and critique information and ideas
- document a brief that states two distinct client needs
- access and reference research material from a range of sources
- synthesise research and investigation findings
- apply manual freehand drawing and rendering techniques to represent observations of the form, structure and function of existing objects and/or spaces relevant to the brief
- apply visualisation drawing methods to explore and generate ideas
- annotate drawings to explain connections to the brief and research
- use appropriate terminology.

Weighting: This task combined with Outcomes 1 and 2 of unit 4, is worth 40% of the overall grade.

Time allocated to task: 10 periods

Due: Term 2, Week 7