

Ringwood Secondary College
2017 Course Planning Document

VCE Unit 4 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 develop distinctly different design concepts for each need, and select and refine for each need a concept that satisfies each of the requirements of the brief.

Outcome 2

The student should be able to produce final visual communication presentations that satisfy the requirements of the brief.

Outcome 3

The student should be able to devise a pitch to present and explain their visual communications to an audience and evaluate the visual communications against the brief.

Assessment Tasks

1. Development of design concepts

The student is required to

- apply design thinking skills to support the application of relevant stages of the design process
- select ideas for development that address the requirements of the brief
- select and apply a range of manual and digital methods, materials, media, design elements, design principles, presentation formats and conventions to develop concepts
- test and evaluate the suitability of concepts
- refine concepts in the light of evaluation and reflection
- apply techniques to progressively record decision making and development of design concepts
- apply practices that fulfill legal obligations
- use appropriate terminology.

Weighting: Combined with outcome 3 of unit 3 and outcome 2 of unit 4, this task is worth 40%

Time allocated to task: 20 periods

Due: Term 3, Week 8

2. Final presentations

The student is required to

- select suitable presentation formats that meet the requirements of the brief
- select and apply a range of methods, materials, media, design elements, design principles, presentation formats and conventions, if appropriate to the brief, to develop final presentations
- present final visual communications.

Weighting: Combined with outcome 3 of unit 3 and outcome 1 of unit 4, this task is worth 40%

Time allocated to task: 15 periods

Due: Term 3, Week 8

3. Evaluation and explanation

The student is required to

- devise and deliver a pitch that supports the presentation of final visual communications
- present final visual communications that satisfy the brief
- explain the design thinking behind each of the visual communication presentations
- apply criteria for evaluating the quality of the final presentations
- evaluate the design process as a framework for creating visual communications
- use appropriate terminology.

Weighting: This task is worth 5% of the overall grade

Time allocated to task: 3 periods

Due: Term 4, Week 1

4. Semester Examination

The student is required to apply knowledge and understanding of all outcomes.

Weighting: This task is worth 35% of the overall grade **Time allocated to task:** 90 minutes

Unit 4 VCAA Examinations commence Term 4, Week 4 from 26/10/2016