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