

VCE Visual Communication Design

Visual Communication Design seeks to cultivate future-ready designers who have a critical and reflective eye, a refined aesthetic sensibility, and who are equipped with the skills, knowledge and mindsets necessary to address the problems of life. Through exposure to the cultures and traditions of design practice, students learn how designers visually communicate ideas and information when designing for people, communities and societies.

| Unit 1 & 2 | Unit 3 & 4 |
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| <p>In Unit 1 & 2 you will:</p> <ul style="list-style-type: none"> • Explore 'Good Design' • Identify the communication need of a client • Work through the VCD design process • Present your concepts for feedback • Develop sustainable products • Develop environmental design solutions • Investigate culturally appropriate design • Create personal responses to design tasks • Create a folio using the design process | <p>In Unit 3 & 4 you will:</p> <ul style="list-style-type: none"> • Compare the practices of contemporary designers in a design field • Comparing and analysing design examples • Identify communication needs for a client • Preparing a design brief • Develop design ideas • Devise and deliver a pitch to a client • Evaluate if you have met the requirements of the brief • Present solutions and final presentations |
| Types of assessment | Class Activities |
| <ul style="list-style-type: none"> • Folio of technical and creative drawings • Manual and digital drawing tasks • Research tasks • Design Critiques • Outcome tests • Exam | <ul style="list-style-type: none"> • Drawing – technical 2D and 3D drawing methods • Digital skills – building on Adobe skills • Using Google Sketchup to create 3D models • Creative thinking and design activities • Circular design practices • Draw on life experience to understand 'Good Design' |

Careers that may link to this subject area

Advertising
Interior Design
Print Publication/Book
Illustration

Architectural Design
Landscape Design
Product Design and
Furniture Design

Digital and Web Design
Logo Design and Brand Identity
Set Design
Exhibition/Display Design

Graphic Designer
Package/Surface Design
Urban Designer

