

VCE Visual Communication & Design

SUBJECT DESCRIPTION

Visual Communication is an essential part of our everyday world as it is a way of expressing ideas, information and opinions. As part of the Visual Communication and Design study, students will create innovative solutions to a wide range of design problems. Visual Communication and Design has a career focus directed towards Communication Design, including graphic design, Digital and Web Design, Advertising, Print Publication/Book illustration, Typographic Design, Package/surface Design and Logo Design and Brand Identity. It also includes the study of Environmental and Industrial Design

UNIT 1

Students are introduced to the diversity of visual communication and develop an understanding of the design elements and principles, technical, freehand, observational and computer generated drawing. Students will use a range of drawing methods, media and materials and will work on a range of topics which are selected from the career areas listed above. The diversity of topics allows students to explore concepts applying both freehand drawing and digital applications using computer programs such as Adobe Photoshop and Illustrator.

Students will also develop an understanding and appreciation of visual communications by professionals.

LEARNING ACTIVITIES

Observational, conceptual, technical and freehand drawing and rendering, computer generated designs and application of the elements and principles of design, media, materials and methods.

KEY SKILLS REQUIRED

Manual and/or digital methods to create drawings for different purposes. Both two and three dimensional technical drawing. Design elements and principles, media, materials and methods to draw and render forms. Connections between past and contemporary visual communications.

ASSESSED TASKS

Practical folio including a variety of tasks using the design process. A written task based on past, contemporary, social and cultural factors, and an end of semester written examination.

UNIT 2

Students develop, explore and experiment with a range of media, methods and materials to develop ideas which relate to Environmental, Industrial and Communication Design. Students use the design process and apply the skills learnt during Unit 1. They will further develop their understanding of how typography and imagery are used in Communication Design. Students will explore concepts and develop final presentations using both freehand drawing and computer programs such as Adobe Photoshop and Illustrator through the use of the design process to develop their own visual communications.

LEARNING ACTIVITIES

Observational, conceptual, technical and rendered drawings, computer generated presentations, model making and the application of the design process from design brief through to final presentations.

KEY SKILLS REQUIRED

Technical drawing to complete final presentations through the use of two- and three- dimensional methods. Techniques to create final presentations using computer programs. Use of the design process to complete creative visual communications.

ASSESSED TASKS

Practical folio including tasks based on Environmental, Industrial or Communication Design, including final presentations using technical and freehand drawing methods. Students will also sit an end semester written examination.

UNIT 3

In this area of study, students analyse and describe how visual communications are designed and produced in the design industry in the Communication, Environmental and Industrial Design fields. Students will learn how design elements and principles, methods, media and materials are used in visual communications and then apply this knowledge to their own design work within the developmental folio. Within the folio students will create visual communications for specific contexts, purposes and audiences. They will apply design thinking skills to prepare a brief, undertake research and generate their own creative design ideas.

LEARNING ACTIVITIES

Students will complete a folio that includes freehand, technical and digital drawing. Also written reports based on the analysis of visual communications and the design industry.

KEY SKILLS REQUIRED

Analysis of visual communications, understanding of the design industry, and freehand and digital drawing skills to complete the design process from brief to concepts to produce visual communications.

ASSESSED TASKS

Design brief, research and generation of a range of ideas relevant to a brief and written reports on analysis of visual communications and the design industry.

UNIT 4

In this area of study, students focus on the development of concepts from Unit 3 and continue with the refinement to complete final presentations.

Students explore and develop expertise in a range of appropriate manual and digital methods both two and three dimensionally, using a variety of materials and media. On completion of this unit 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.

LEARNING ACTIVITIES

Design folio containing a range of drawings, development and refinement of concepts and two final visual communication presentations.

KEY SKILLS REQUIRED

Understanding of the design process from concepts to final production, use of manual and digital methods, trialing media and materials and using a range of design elements and principles.

ASSESSED TASKS

Folio which contains concepts, refinement and the production of final visual communication presentations that satisfy the requirements of the brief. Evaluation and delivery of final presentations.

VCAA ASSESSMENT – The overall Study Score will consist of:

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| Unit 3 Outcomes 1 and 2 and Unit 4 Outcome 3 | (25%) |
| Unit 3 Outcome 3 and Unit 4 Outcomes 1 and 2 | (40%) |
| 1½ hour written examination in November | (35%). |