VCE Visual Communication Design

Year 11

Unit 1: This unit focuses on using visual language to communicate messages, ideas and concepts. This involves applying design thinking and drawing skills to make visual communication messages. Students practise their ability to create observational drawings and use a variety of drawing methods to explore their own ideas and concepts.

Unit 2: This unit focuses on the application of visual design knowledge, design thinking skills and drawing methods to create visual communications to meet specific purposes in designated design fields. Students use drawing methods such as technical drawing to communicate information and ideas associated with the environmental or industrial fields of design. They investigate how typography and imagery are used in visual design and develop an understanding of the design process to solve design problems and present visual ideas.

Year 12

Unit 3: In this unit students gain an understanding of the process designers employ to structure their thinking and communicate ideas with clients, target audiences, other designers and specialists. Through practical investigation and analysis of existing visual communications, students gain insight into how the selection of methods, media, materials and the application of design elements and design principles can create effective visual communications for specific audiences and purposes. They investigate and experiment with the use of manual and digital methods, media and materials to make informed decisions when selecting suitable approaches for the development of their own design ideas and concepts.

Unit 4: The focus of this unit is the development of design concepts and two final presentations of visual communications to meet the requirements of a design brief. This involves applying the design process twice to meet each of the stated needs. Having completed their brief and generated ideas in Unit 3, students continue the design process by developing and refining concepts for each need stated in the brief. They utilise a range of digital and manual two- and three-dimensional methods, media and materials. They investigate how the application of design elements and design principles create different communication messages.

Assessment: Each Unit in Visual Communication Design consists of three Outcomes that students need to satisfactorily complete in order to gain an S for each Unit of the subject. These Outcomes consist of both practical design work and written theory tasks.

Suggested Pre-requisites: There are no pre-requisites for the study of Visual Communication Design. However, it is expected that students wishing to study the subject are familiar with VCD and other Art related subjects.