



Visual Communication Design

Description

VCE Visual Communication Design follows the VCAA study design. Students engage in both theory and practical components and learn a range of different drawing techniques and manual and digital methods. The aim of this study is to enable students to understand, analyse, use and interpret of a range of visual communications. This study allows students to investigate the three design fields of Communication, Industrial and Environmental design through the production of a series of short projects, followed by a major folio in Unit 4.

Unit Topics

Unit 1 - Introduction to Visual Communication Design

Unit 2 - Applications of Visual Communication Design

Unit 3 - Design thinking and practice

Unit 4 - Design development and final presentations

Skill Development

Students will develop skills in technical drawing (both architectural and industrial) and can choose to use these skills for their Unit 4 folio. Students will also develop an understanding of graphic design, in particular typography. Students will be expected to use the Adobe Suite for their Unit 4 folio, in particular Photoshop, Illustrator and InDesign. Technical drawing programs such as SketchUp or ArchiCad are also encouraged. (Students will be given an opportunity to learn these programs during class).

Possible Assessment Tasks

Project based work, short folios, drawing tasks, analysis and written responses. In Year 12 students will produce a folio and two finished pieces of work that suit their chosen brief.

Activities/Camps/Excursions

Students will attend an excursion to Top Arts and Top Designs.

Career Options

Industrial Design, Product Designer, Graphic Design, Architect, Landscape Architect, Interior Design, Illustrator, Typographer, Website design, Engineer, Fashion Design, Exhibition Design, Photography, Printer, Printmaking