
VCE UNITS INFORMATION

VCE Visual Communication Design Units 1 and 2

CONTENT

Unit 1

The unit focuses on using visual language to communicate messages, ideas and concepts. This involves acquiring and applying design thinking skills as well as drawing skills to make messages, ideas and concepts visible and tangible. Students practice their ability to draw what they observe and they use visualisation drawing methods to explore their own ideas and concepts. Students develop an understanding of the importance of presentation drawings to clearly communicate their final visual communications.

Unit 2

This unit focuses on the application of visual communication design knowledge, design thinking skills and drawing methods to create visual communications to meet specific purposes in designated design fields. Students use presentation drawing methods that incorporate the use of technical drawing conventions to communicate information and ideas associated with the environmental or industrial fields of design.

OUTCOMES

Unit 1

- Students should be able to apply a range of drawing methods that are suitable for the purposes of observation, visualisation and presentation
- Students should be able to apply design thinking techniques to generate alternative ideas and reflect on their suitability
- Students should be able to select and apply different design elements and design principles when generating and developing alternative design options
- Students should be able to identify the connections between past and contemporary visual communications in terms of visual communication practices and social and cultural factors

Unit 2

- Students should be able to apply drawing methods including technical drawings and three-dimensional techniques of visual communications that are suitable for the presentation
- Students should be able to use manual and/or digital methods to create presentation drawings
- Students should be able to select and creatively use appropriate media, materials, methods, presentation formats and conventions to suit communication purposes
- Students should be able to evaluate the suitability of design ideas and concepts in terms of the requirements of a design brief
- Students should be able to select and use a range of appropriate methods, media, materials, design elements and design principles