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# VCE UNITS INFORMATION

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## VCE Visual Communication Design Units 3 and 4

### CONTENT

#### Unit 3

In this unit, students explore a range of existing visual communications in the communication, environmental and industrial design fields. In response to given stimulus material, students redesign the visual communications for different purposes, audiences and contexts. Students use their research and analysis of visual communication designers to support the development of their own work. They establish a design brief and apply design thinking skills through the design process. Students use observational and visualisation drawings to generate a wide range of design ideas and apply design thinking strategies to organise and evaluate their ideas. The brief and investigation work underpin the developmental and refinement work undertaken in Unit 4.

#### 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 the 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 application of design elements and design principles creates different communication messages to their target audience.

### OUTCOMES

#### Unit 3

- Students should be able to analyse existing visual communications
- Students should be able to select and apply a range of design elements, design principles, manual and digital methods, materials, conventions and media appropriate to different purposes, audiences and contexts
- Students should be able to use appropriate terminology
- Students should be able to describe the roles and relationships between the clients, designers and specialists
- Students should be able to apply design thinking skills to create, analyse, evaluate, reflect on, and critique information and ideas
- Students should be able to access and reference research material from a range of sources
- Students should be able to apply visualisation drawing methods to explore and generate ideas
- Students should be able to annotate drawings to explain connections to the brief and research