



# 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*