

VCE Visual Communication Design Units 3- 4

OVERVIEW

This subject explores the analysis and practice of communication and graphic design; architecture, interior and landscape design; as well as industrial and product design

Through the analysis of existing designs and practices within the communication, environmental and industrial design fields, students gain inspiration, knowledge and design skills required to successfully undertake the design process when creating their own design outcomes.

Students develop a major design portfolio based on the topic of their choice, applying design thinking techniques when generating, developing and refining design concepts for the production of two final design outcomes. Students present their final designs to an audience in the form of an oral presentation.

At the end of this study, students will be able to successfully apply the design process in order to generate, develop and present a range of visual communication design outcomes in the fields of communication, environmental and industrial design.

This subject is based in a specialist design lab at NCAT and is delivered by a professional designer. Students are exposed to a range of specialists within the design industry via excursions.

ASSESSMENT

Students are assessed based on VCE assessment criteria for the folio based School Assessed Task (SAT). Students undertake School Assessed Coursework (SAC) in the form of design briefs, structured questions and an oral presentation.

SUBJECT PREREQUISITES

Units 1-2 Visual Communication Design