

# Visual Communication Design Units 3 & 4

## Contents

This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

**Attribution:** Classbasics Pty Ltd, vwx.au

**Aboriginal and Torres Strait Islander content** has been excluded as accuracy cannot be guaranteed, and it is better to be respectful than cover the entire curriculum inaccurately.

Significant effort has been made to ensure this content is legal. Please send any areas of concern to [admin@vwx.au](mailto:admin@vwx.au) with appropriate document/legal references so errors can be verified and changes be made.

## Series contents

---

This series covers the complete VCE Visual Communication Design Units 3 & 4 course as set out in the *VCE Visual Communication Design Study Design* accredited from 2024 — Unit 3 *Visual communication in design practice* (professional design practice; design analysis; and the Discover, Define and Develop phases of the VCD design process) and Unit 4 *Delivering design solutions* (refining and resolving design concepts; presenting design solutions) — together with the study specifications the examination also draws on: the VCD design process, design elements and principles, Gestalt principles of visual perception, typographic conventions, methods, media and materials, two- and three-dimensional drawing, conceptions of good design, the factors that influence design, intellectual property, and culturally appropriate design practices — all framed by the four fields of design practice (messages, objects, environments and interactive experiences). It comprises twelve content workbooks, five cumulative topic tests bound into the workbook they follow, and a practice-examination booklet. Each content workbook follows the same structure: concise theory, scaffolded and unscaffolded worked examples, graded practice questions, a compact answer key, and fully-worked model responses. The end-of-year examination is a single written paper of 80 marks — Section A (40 marks), analysing design examples supplied in a separate Resource Book, and Section B (40 marks), an extended hand-drawn practical task working the VCD design process from Discover to Deliver — with no multiple-choice questions, and the workbooks and assessments are written accordingly.

### Part I — The design toolkit: process, visual language, methods and drawing

#### Chapter 1 — The VCD design process and design thinking (25 pp)

1A The VCD design process: Discover, Define, Develop, Deliver · 1B Divergent and convergent thinking strategies · 1C Design ideas, concepts and solutions

#### Chapter 2 — Visual language: elements, principles, Gestalt and type (47 pp)

2A Design elements · 2B Design principles · 2C Typographic conventions · 2D Gestalt principles of visual perception

*Topic Test 1 — The design process and visual language, with fully-worked solutions, is included at the end of this workbook.*

#### Chapter 3 — Methods, media and materials (27 pp)

3A Methods (manual and digital) · 3B Media and materials · 3C Evaluating methods, media and materials in a resolved solution

#### Chapter 4 — Two-dimensional and technical drawing (34 pp)

4A Development and ideation drawing · 4B Third-angle orthogonal projection and technical drawing conventions · 4C Technical flats, packaging nets, plans and elevations

#### Chapter 5 — Three-dimensional drawing, rendering & presentation (60 pp)

5A Paraline drawing - isometric & planometric · 5B Perspective drawing - one-point & two-point · 5C Rendering - light, shade, shadow, tone, texture, materials · 5D Presentation formats

*Topic Test 2 — Methods, media and materials; technical drawing conventions, with fully-worked solutions, is included at the end of this workbook.*

### Part II — Unit 3: Visual communication in design practice

#### Chapter 6 — Fields of design practice (53 pp)

6A Messages · 6B Objects · 6C Environments · 6D Interactive experiences

#### Chapter 7 — Professional design practice (42 pp)

7A Contexts, roles, relationships & responsibilities · 7B Practices, processes, conventions & obligations · 7C Comparative case study & practical exploration

## **Chapter 8 — Design analysis (41 pp)**

8A Analysing aesthetic decisions · 8B Aesthetics, purpose, context & audience · 8C Conceptions of good design

*Topic Test 3 — Fields, professional practice and design analysis, with fully-worked solutions, is included at the end of this workbook.*

## **Chapter 9 — Influences on design & design's influence (25 pp)**

9A The five factors · 9B Design's influence on behaviours & systems

## **Chapter 10 — Legal, ethical, sustainable & cultural practice (50 pp)**

10A Legal obligations · 10B Ethics, acknowledgement & culturally appropriate practice · 10C Sustainability & circular design practices

*Topic Test 4 — Factors, obligations and sustainable practice, with fully-worked solutions, is included at the end of this workbook.*

# **Part III — Unit 3 Area of Study 3 and Unit 4: the design process applied**

## **Chapter 11 — Discover, Define, Develop (41 pp)**

11A Discover - research methods · 11B Define - the brief and its criteria · 11C Develop - generating ideas & the design critique

## **Chapter 12 — Delivering solutions (59 pp)**

12A Deliver - refine, resolve & evaluate · 12B The pitch · 12C Presenting design solutions

*Topic Test 5 — Discover, Define, Develop, Deliver: the brief, the critique and the pitch, with fully-worked solutions, is included at the end of this workbook.*

# **Part IV — Practice examinations**

## **Chapter 13 — Practice examinations (112 pp)**

Six full practice examinations, each mirroring the end-of-year examination (Section A, 40 marks, analysing design examples from an original Resource Book supplied with each paper; Section B, 40 marks, an extended practical task working the VCD design process from Discover to Deliver; 80 marks in total; no multiple choice), graded across two easier, two mid-level and two more demanding papers, each with fully-worked model responses.

*This series comprises ≈ 619 pages.*