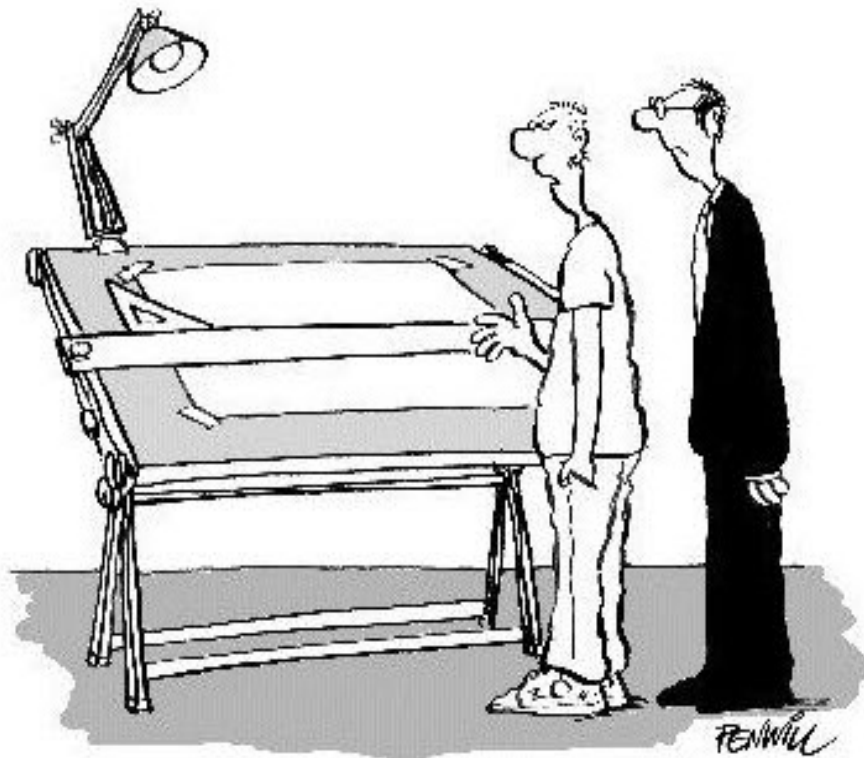




VCE INDUCTION PACKAGE 2022

UNITS 1 AND 2

Visual Communication Design



"I HAVEN'T MUCH EXPERIENCE OF SUCH AN EARLY
VERSION OF AUTOCAD"

Welcome letter

Dear Students,

Welcome to Visual Communication Design Units 1 & 2.

During the course of the year you will be required to complete a range of tasks to build your design skills and enable you to present your ideas clearly. It is essential that you make every effort to see all tasks through to completion, regardless of whether or not you have other commitments inside or outside of school (sport, excursions, holidays etc.) as each of the tasks will be fundamental to your ability to complete Units 1 & 2 successfully.

Previous students have gained admission to tertiary institutions using work that they completed during Units 1 & 2 as a part of their application so do not assume that you can coast through this year and only work hard in Year 12.

If you are well organised, motivated and have a good work ethic, you will have an enjoyable and successful year.

In order to achieve your best and get the most out of this course, there are a number of things we suggest you do over the summer holidays and throughout 2021.

1. Complete the holiday homework tasks by the due date
2. Develop a study timetable that will assist you in meeting the work deadlines.
This is particularly important if you are undertaking more than one folio-based subject.
3. Ensure that you become familiar with the Information on **Moodle** and other resources (websites, notes, other textbooks,)
4. Visit the **VCAA** website regularly to familiarise yourself with past examination papers and to read the examiners' reports: www.vcaa.vic.edu.au
5. Become familiar with the school's **VCE Compliance Policy** by reading the VCE handbook located on MOODLE.
6. Communicate with students who have studied the subject in previous years to get their perspective and suggestions for success.
7. Ensure that you have a balanced life that consists of schoolwork, exercise, sport, leisure, rest and a healthy diet.

Please feel free to contact your classroom teacher with any questions you have throughout the year.

On behalf of the Visual Communication Design Study staff, we wish you all the best for your studies during 2021.

Regards,

Mrs Aeschlimann

NAME OF TEACHER	EMAIL ADDRESS	LOCATION
Mrs. Heather Aeschlimann	aeschlimannh@vermontsc.vic.edu.au	S8 Technology Office

Outline of Study Design for Units 1 & 2

Unit 1: Introduction to Visual Communication Design

This area of study introduces the knowledge and skill set that underpins some of the stages in the design process stages of generating ideas, developing concepts and refinement of visual communications. It focuses on the development of visual language and design thinking skills. Students use observational, visualisation and presentation drawing as the means by which ideas and concepts are communicated. Through observational drawing students develop their understanding of aesthetics, appearance and function of objects and structures. Students investigate ways of representing form and surface textures, and apply different materials and media to render drawings. Students use three-dimensional drawing methods such as paraline and perspective to create three-dimensional freehand drawings that maintain proportion. Students use third-angle orthogonal drawings as a means to represent three-dimensional objects.

Outcome 1

Drawing as a means of communication

On completion of this unit the student should be able to create drawings for different purposes using a range of drawing methods, media and materials.

Outcome 2

Design elements and design principles

On completion of this unit the student should be able to select and apply design elements and design principles to create visual communications that satisfy stated purposes.

Outcome 3

Visual Communications in context

On completion of this unit the student should be able to describe how visual communications in a design field have been influenced by past and contemporary practices, and by social and cultural factors.

Unit 2: Applications of Visual Communication within Design fields

This unit focuses on the application of visual communication design knowledge, design thinking 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. They also investigate how typography and imagery are used in these fields as well as the communication field of design. They also apply design-thinking skills when exploring ways in which images and type can be manipulated to communicate ideas and concepts in different ways in the communication design field. Students develop an understanding of the design process as a means of organising their thinking about approaches to solving design problems and presenting ideas. In response to a brief, students engage in the stages of research, generation of ideas and development and refinement of concepts to create visual communications.

Outcome 1

Technical drawing in context

On completion of this unit the student should be able to create presentation drawings that incorporate relevant technical drawing conventions and effectively communicate information and ideas for a selected design field.

Outcome 2

Type and imagery in context

On completion of this unit the student should be able to manipulate type and images to create visual communications suitable for print and screen-based presentations, taking into account copyright.

Outcome 3

Applying the design process

On completion of this unit the student should be able to apply stages of the design process to create a visual communication appropriate to a given brief.

Assessment Timeline 2022

* due dates confirmed at the start of each Unit in 2022

Unit 1: Introduction to Visual Communication Design

****Please note all dates are subject to change.**

This is a guide to the order in which each Outcome will be approached**

Task	Marks	Date
<p style="text-align: center;">SAC (SCHOOL ASSESSED COURSE WORK)</p> <p><u>Outcome 1</u> – Drawing as a means of communication</p> <p>On completion of this unit the student should be able to create drawings for different purposes using a range of drawing methods, media and materials.</p> <ul style="list-style-type: none"> • Use of design process and design thinking strategies • Observational and visualisation drawings • Generation of a wide range of design ideas • 2 & 3 dimensional presentation drawings • Use of digital methods 	50 Marks	TERM 1 WEEK 6
<p style="text-align: center;">SAC (SCHOOL ASSESSED COURSE WORK)</p> <p><u>Outcome 2</u> – Design elements and design principles</p> <p>On completion of this unit the student should be able to select and apply design elements and design principles to create visual communications that satisfy stated purposes.</p> <ul style="list-style-type: none"> • Use of design process and design thinking strategies • Annotated research for information and inspiration • Observational and visualisation drawings • Generation of a wide range of design ideas. 	80 Marks	TERM 2 WEEK 3
<p style="text-align: center;">SAC (SCHOOL ASSESSED COURSE WORK)</p> <p><u>Outcome 3</u> - Visual Communications in context</p> <p>On completion of this unit the student should be able to describe how visual communications in a design field have been influenced by past and contemporary practices, and by social and cultural factors.</p> <ul style="list-style-type: none"> • Written report supported by visual evidence 	50 Marks	TERM 2 WEEK 3
<p><u>EXAM</u> – End of Unit Exam</p> <p>The exam will be based on the skills and knowledge covered in Unit 1. It will be 1 ½ hours and be similar in length to a YEAR 12 exam.</p>	70 Marks	TBC

Unit 2: Applications of Visual Communication Design

Task	Marks	Date
<p style="text-align: center;">SAC (SCHOOL ASSESSED COURSE WORK)</p> <p><u>Outcome 1</u> – Technical drawing in context – Industrial or Environmental</p> <p>On completion of this unit the student should be able to create presentation drawings that incorporate relevant technical drawing conventions and effectively communicate information and ideas for a selected design field.</p> <ul style="list-style-type: none"> • Use of design process and design thinking strategies • Application of manual and digital methods, media, materials, design elements, design principles, presentation formats • Development and refinement of concepts • Reasons for selection of preferred concepts for each need. 	80 Marks	TERM 3 WEEK 6
<p style="text-align: center;">SAC (SCHOOL ASSESSED COURSE WORK)</p> <p><u>Outcome 2</u> – Type and imagery in context – Communication Design*</p> <p>On completion of this unit the student should be able to manipulate type and images to create visual communications suitable for print and screen-based presentations, taking into account copyright.</p> <ul style="list-style-type: none"> • Use of design process and design thinking strategies • Annotated research for information and inspiration • Observational and visualisation drawings • Generation of a wide range of design ideas. 	60 Marks	TERM 3 WEEK 10
<p style="text-align: center;">SAC (SCHOOL ASSESSED COURSE WORK)</p> <p><u>Outcome 3</u> – Applying the design process*</p> <p>On completion of this unit the student should be able to apply stages of the design process to create a visual communication appropriate to a given brief.</p> <ul style="list-style-type: none"> • Annotated visual communications • Written report supported by visual evidence 	60 Marks	TERM 4 WEEK 5
<p><u>EXAM</u> – End of Unit Exam</p> <p>The exam will be based on the skills and knowledge covered in Unit 2. It will be 1 ½ hours and be similar in length to a YEAR 12 exam.</p>	70 Marks	TBC

Assessment Summary & Important Notes

UNIT 1 and 2 COURSEWORK AND SAC REQUIREMENTS:

In order to successfully pass a Unit, all students are required to:

- Complete all set coursework.
- Obtain a pass in all scheduled School Assessed Coursework (SACs).
- Complete both the mid-year and end of year exams

All students are required to be up to date with their coursework prior to sitting/submitting a SAC.

Important Notes

During the year your coursework will undergo a process of Authentication. This means that your teacher must have observed you creating your work in order to sign off on your Authentication Sheet and be able to confirm that any work you submit is actually yours. If you complete work at home you must provide evidence that the work is yours (photographs of you working on it).

Submission of Work

All folio work (SACs) are to be signed in at submission and must be handed directly to your class teacher. Any work that is not handed in this way will **not** be marked.

Resources to support the Study

A list of suitable resources for this study has been compiled and is available on the Visual Communication Design study page of the Victorian Curriculum and Assessment Authority Website.

- **VCAA:** www.vcaa.vic.edu.au

Advice on technical drawing specifications is located on the:

- **Victorian Curriculum and Assessment Authority** website:

http://www.vcaa.vic.edu.au/Documents/vce/visualcomm/technical_drawing_specifications.pdf

- **MOODLE:** <http://moodle.vermontsc.vic.edu.au/> -My Course→Year 11 VCD

Useful websites

- **Visual Communication Victoria** (VCV) <http://vcv.asn.au>
- **Typography:** <https://famouslogos.net>

Materials Required – Texts, Stationery, and other Resources

** Please note that the list below is the ESSENTIAL ITEMS – many students will get other stationery items for specific requirements of their folio and finished work. As an Art/Design student there will be other materials you may wish to purchase to assist you with your own work.

Required Materials to be brought to each class:

- **A3 Display Book** (Folio) (students may require more than one for folios)
- **Graphite** (grey-lead pencils) – 2H → 2B
- **0.2mm fine-liner** (BLACK)
- **Copic Marker** set as outlined on booklist
- **Coloured Pencils** (at least a 12 set)
- **Set Squares** (30/60o & 45o)
- **Ruler & Eraser**
- **8GB USB stick** (it is preferable that students have a MUCH larger portable drive to store large image files and work – many students decide to have 250GB or 500GB storage device to hold all visual files)
- **A4 Display folder** (for all worksheets, notes and technical information)

Holiday Tasks

These tasks will be explained more during class in induction week.

Task 1: READ

Welcome to VISCOMM pg VII and complete the GLOSSARY task (next page)

Task 2: Review

Brush up on your **Photoshop/Illustrator** skills during the holidays using free Adobe tutorials. (Get the Adobe Suite on your laptop before the summer from IT)

Task 3: Draw, draw, draw!

Complete the following –

- EMBARK Activity 1.1 Paper Cranes from Observation pg 6
- EMBARK Activity 1.6 Drawing with Texture pg 17

Glossary of Key Terms

Glossary List – Reference your textbook VISCOMM to create your own glossary. Inc the page ref.

TERM	MEANING	VISCOMM pag REF
Annotation		
Communication Design		
Context		
Copyright		
Creative Thinking		
Critical Thinking		
Design Elements		
Design Field		
Design Principles		
Design Process		
Environmental Design		
Industrial Design		
Intellectual Property		
Materials		
Media		
Methods		
Observational Drawing		
Purpose		
Presentation Drawing		
Reflective Thinking		
Target Audience		
Visualisation Drawing		