

VCE Visual Communication

Exam Planner

*Your guide for exam goal-setting,
preparation and success.*



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Subject: Visual Communication

EXAM DATE

GOAL

Topic: Analysis and practice in context	Do I have it in my notes?	Note-making deadline	Memorising deadline
Key design features of existing visual communications associated with the communication, environmental and industrial design fields			
Techniques for analysing visual communications			
Connections between existing and created visual communications Unit 3: Visual communication design practices VCE Visual Communication Design 2018–2023 21			
Characteristics of audiences that influence visual communications, including age, gender, interests, location, socioeconomic status and cultural background			
Purposes of visual communications, including to advertise, promote, depict, teach, inform, identify and guide			
Techniques for gaining attention and maintaining engagement of audiences using visual language			
Characteristics and functions of design elements and design principles			
Drawing methods to visualise ideas and concepts			
Two-dimensional (orthogonal, plans and elevations and packaging nets) and three-dimensional (perspective: one and two point) and paraline (isometric and planometric) drawing methods to represent forms			
Methods of converting two-dimensional representation to three-dimensional representation drawing and the reverse			
Technical drawing conventions appropriate for specified purposes, including layout, dimensions, labels, symbols and lines			

Techniques for creating visual communications using manual and digital methods			
Methods, materials and media used for different visual communications			
Key characteristics and functions of typography conventions including kerning, tracking and leading			
Appropriate terminology			
Topic: Design industry practice	Do I have it in my notes?	Note-making deadline	Memorising deadline
The stages of the design process used by visual communication designers			
The roles and responsibilities of designers, specialists and clients in the design and production of visual communications			
The practices of contemporary designers from the communication, environmental and industrial design fields			
The distinguishing characteristics of different design fields			
The role of the brief in documenting the parameters of clients' needs			
The processes and practices used for collaborating between designers, specialists and clients when presenting design directions, proposals and final presentations to clients			
Evaluation techniques employed by designers throughout the design and production of visual communications			
Decisions made during the design and production of visual communications to fulfil a brief, including the choice of materials, methods, media, design elements and design principles			
Social, cultural, ethical, legal, financial and environmental factors influencing designers' decisions			
Trademark and copyright legal obligations of designers when using the work of others			
Appropriate terminology			

Topic: Developing a brief and generating ideas	Do I have it in my notes?	Note-making deadline	Memorising deadline
Design thinking that underpins the application of the design process			
The role of the design process in the creation of visual communications			
The contents of a brief and its role in guiding the development of visual communications			
The constraints on visual communications			
The contexts of visual communications			
The purposes of visual communications			
The characteristics of audiences that influence visual communications			
The role of research and investigation to clarify client needs and to seek inspiration for ideas			
Techniques for accessing and referencing research sources			
Methods for recording research and investigation findings, including observational drawings, sketches and annotations			
Methods to support the recording of ideas, including visualisation drawings (two- and three-dimensional), sketches and annotations			
Rendering techniques to show form, surface texture, light, shade and shadow			
Key features and functions of design elements and design principles			
Trademark and copyright legal obligations of designers when using the work of others			
Appropriate terminology			
Topic: Development and evaluation	Do I have it in my notes?	Note-making deadline	Memorising deadline
Design thinking techniques that underpin the application of the design process			
The role of the brief in the development and evaluation of visual communications			
Methods for visualising ideas and developing concepts			

Different manual and digital methods, media, materials and conventions for developing a range of concepts			
The features and functions of design elements and design principles			
Techniques for gaining attention and maintaining engagement of target audiences, using visual and written language			
Functional and aesthetic factors that influence the selection of preferred concepts			
Presentation formats in communicating different design intentions for different communication needs			
Mock-ups as a method of testing the suitability of concepts			
Methods for developing and resolving conceptual designs			
The extent to which final presentations meet the requirements of the brief			
The use of the design process as a framework for creating visual communications			
Techniques for recording decision making including annotation			
Trademark and copyright legal obligations of designers when using the work of others			
Appropriate terminology.			

Topic: Final presentations	Do I have it in my notes?	Note-making deadline	Memorising deadline
Specific presentation formats to communicate design intentions for two different communication needs			
Ways of presenting distinctive final visual communications that meet the requirements of a brief			
Techniques for gaining attention and maintaining engagement of target audiences using visual language			
Methods, materials, media, design elements, design principles and relevant technical drawing conventions to produce final visual communications.			

Practice Schedule

PRACTICE EXAM	DEADLINE
Practice Exam 1	
Practice Exam 2	
Practice Exam 3	
Practice Exam 4	
Practice Exam 5	
EXAM DATE:	

Congratulations!

*You're ready! Now relax
and think about how good
it will feel leaving the exam
room knowing the hard
work has paid off.
Congratulations and good
luck (not that you need it)!*



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