VCE Visual Communication Design

St Leonard's College
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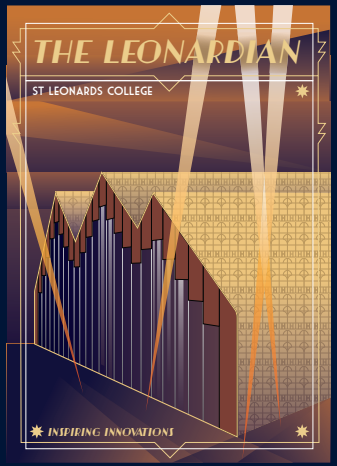
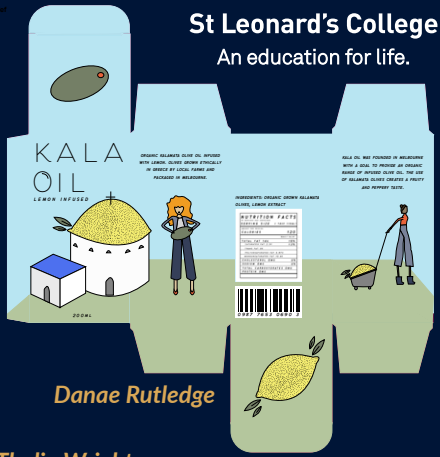
Piper Gibbs

Alexia Peltekis



Isabella Scott



Danae Rutledge

Thalia Wright

The Visual Communication Design study examines the way visual language can be used to convey ideas, information and messages in the fields of communication, environmental and industrial design. Designers create and communicate through visual means to influence everyday life for individuals, communities and societies. Students develop a variety of drawing skills to visualise thinking and to present potential solutions. Working with a brief, students develop skills to communicate ideas through manipulation and organisation of design elements, design principles, selected media, materials and methods of production. Creative, critical and reflective thinking supports students to progress through the design process. Throughout the study students explore manual and digital methods to develop and refine creative final presentations.

Contact Megan Hall
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Unit 1 and Unit 2: Introduction to visual communication design. Applications of visual communication within design fields.

- Utilise drawing techniques including observation, visualization, technical and presentation drawings
- Apply design thinking skills which are creative, critical and reflective throughout the design process
- Experiment with different media, methods, materials, design elements and principles to create effective final presentations
- Understand the significance of Intellectual property and copyright obligations
- Investigate influences in visual communication practices, such as technological, historical, environmental and sustainability

Unit 3 and Unit 4: Visual communication design practices. Visual communication design development, evaluation and presentation.

- Apply creative and reflective thinking throughout the design process as they work to a brief
- Understand the different design industries in design as they explore the fields of communication, industrial and environmental in their own designs
- Understand the different roles and responsibilities of a designer, client and specialists in the design industry
- Explore and apply manual and digital methods, materials and media
- Explore design thinking strategies to create design solutions to the brief
- Apply and reflect on the use of design elements, principles and drawing techniques appropriate to their brief and final presentation
- Develop a pitch to highlight design concepts throughout the process to fulfil the requirements of the brief

Marley Stroh

Nellie Brooms

Nina Xu

Siena Forbes

Sophie Booth

Stephanie Gavnoudias

Careers

Advertising and Marketing, Animation, Architectural Drafting, Cartography, Cartooning, Construction, Costume Design, Desktop Publishing, Education, Fashion Design, Film Making, Fine Arts, Furniture Design, Graphic Design, Illustration, Industrial Design, Interior Decoration, Landscape Architecture, Multimedia Development, Offset Printing, Photography, Publishing, Production Design, Set and Theatre Design, Visual Advertising, Signwriting, Textile Design, Visual Merchandising, Web Design.