VIRTUAL SCHOOL VICTORIA

Unit 1

Visual Communication Design

VSV 2024 - 2028

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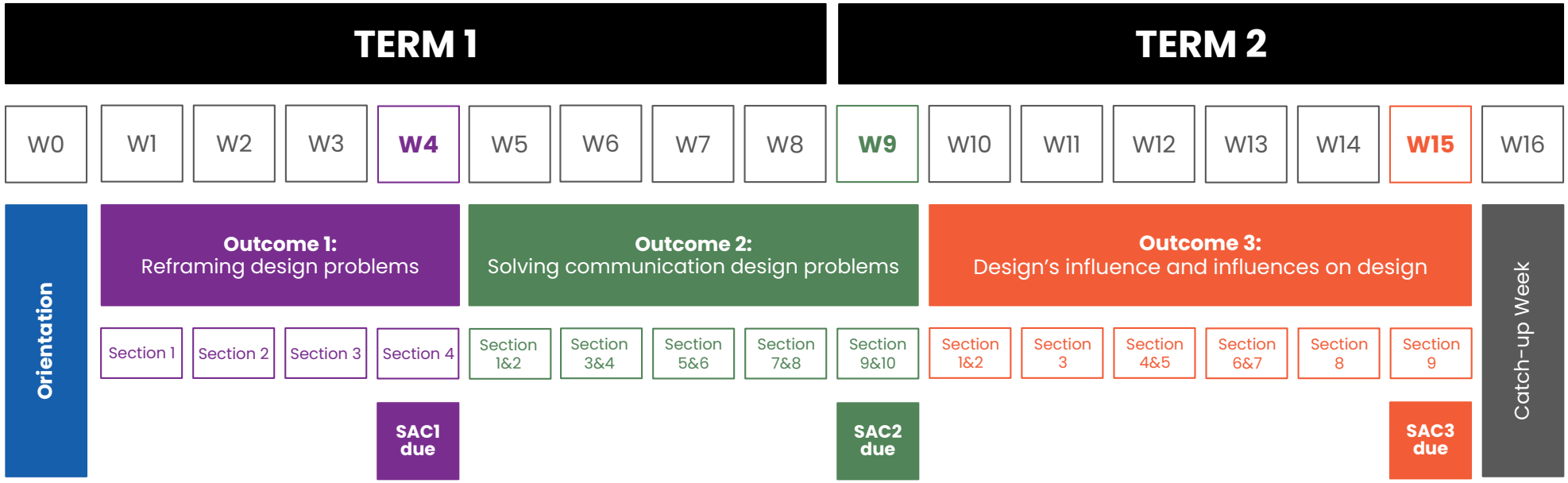
Visual Communication Design: 2024

Unit 1: Finding, reframing and developing design solutions



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Unit 1 VCD: **Key Knowledge**

Outcome 1

- **Good design**
  - In different disciplines/contexts
  - How visual language produces good design
- **Discover and Deliver stages**
- **Effective Collaboration techniques**
- **Reframing human-centred design problems**
  - Identifying communication needs
- **Human-centred research methods**
  - Surveys, focus groups
- **Thinking strategies**
  - Convergent
  - Divergent
- **Presentation techniques for research findings**
- **Contents of a brief**
- **Design terminology**
  - Research, analysis, evaluation

Outcome 2

- **Role of the Brief**
- **Copyright and Intellectual Property**
- **Communication design**
  - Methods used to generate, refine and resolve
- **Thinking strategies in the design process**
  - Convergent and Divergent
- **Visual language**
  - Techniques for engaging and influencing
- **Design Elements and Principles**
  - Features and functions
  - Typographic conventions
  - Gestalt principles of visual perception
- **Methods (manual and digital), media and materials**
  - Developing and producing communication design
- **Presentation and Critique techniques**
- **Constructive feedback techniques**
- **Meeting requirements of the Brief**
- **Design terminology**

Outcome 3

- **influences on design** such as economic, technological, cultural, environmental and social factors
- the **influence of design** on behaviours, interactions, systems and outcomes
- **sustainable and circular design practices**, and their value
- **manual and digital methods**, **design elements and principles** relevant to the design of three-dimensional objects
- **rendering techniques** used to simulate surfaces, materials, texture and form, and depict the direction of light, shade and shadow
- **technical drawing conventions** appropriate for the documentation of object designs
- appropriate **design terminology**

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Unit 1 VCD: **Key Skills**

Outcome 1

- identify and analyse past, present and personal conceptions of good design across various design fields
- formulate ideas about good design in future contexts
- use conceptions of good design to identify human-centred design problems
- collaborate with others to explore and reframe design problems using human-centred and ethical research methods
- apply the Discover and Define stages of the VCD design process
- present human-centred research findings
- compose a brief identifying a communication need
- use appropriate design terminology in research, analysis and evaluation

Outcome 2

- apply the Develop and Deliver stages of the VCD design process to address a communication need
- identify and apply legal and ethical obligations relevant to communication design practice
- apply divergent thinking strategies when seeking inspiration and generating ideation sketches
- select and use a range of appropriate manual and digital methods, media, materials, design elements and principles to develop visual language for a specified context and purpose
- apply convergent thinking strategies to synthesise, select and refine design concepts
- annotate design ideas and concepts using design terminology to explain and evaluate design decisions
- present design concepts for critique, and both deliver and respond to feedback
- resolve visual language responding to a given brief

Outcome 3

- research and analyse past and present influences on design
- research and analyse the influence of design in past and present contexts
- select and use appropriate manual and/or digital methods, media and materials to represent and render forms
- select appropriate design elements and principles when developing a sustainable object
- adopt circular design practices during the Develop and Deliver stages of the VCD design process
- annotate design ideas and concepts using design terminology
- apply two-dimensional drawing methods, such as technical flats or third-angle orthogonal projections, to depict objects from multiple views
- apply three-dimensional drawing methods, such as isometric or perspective drawing, to represent the form and structure of objects
- apply appropriate technical drawing conventions to documentation drawings

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Outcome 1:
Week 1-4

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Outcome 1: Reframing design problems

SAC1: Design Problem Research Folio

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Discover stage		Define stage	
Section 1: Brainstorm	**Section 2:** Research	**Section 3:** Evaluation	**Section 4:** Presentation

Section 1–4:
SAC1 submission

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Outcome 2:
Week 5-9

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Outcome 2: Solving communication design problems

SAC2: Communication Design Folio

WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Develop stage			Deliver stage	
Section 1: Brainstorm	**Section 3:** Idea Generation	**Section 5:** Digital Manipulation	**Section 7:** Evaluation	**Section 9:** Resolution
Section 2: Moodboard	**Section 4:** Manual Design Methods	**Section 6:** Critique	**Section 8:** Refinement	**Section 10:** Presentation



Section 1-10: **SAC2 submission**

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Outcome 3:
Week 10–15

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Outcome 3: Design's influence and influences on design

SAC3: Object Design Folio

WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15
Develop stage			Deliver stage		
Section 1: Research	**Section 3:** Idea generation	**Section 4:** Development	**Section 6:** Refinement	**Section 8:** Resolution	**Section 9:** Presentation
Section 2: Brainstorm		**Section 5:** Evaluation	**Section 7:** Documentation		

Sections 1-9: **SAC3 submission**

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