

SUPERVISOR TO ATTACH
PROCESSING LABEL HERE

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Write your **student number** in the boxes above.

Letter

Visual Communication Design

Question and Answer Book

VCE Examination – Wednesday 30 October 2024

- Reading time is **15 minutes**: 3.00 pm to 3.15 pm
- Writing time is **1 hour 30 minutes**: 3.15 pm to 4.45 pm

Approved materials

- Lead and coloured pencils
- Fineliners (not exceeding 0.6 mm line width)
- Set squares, protractors, compasses, circle and ellipse templates

Materials supplied

- Question and Answer Book of 16 pages
- Resource Book of 12 pages

Students are **not** permitted to bring mobile phones and/or any unauthorised electronic devices into the examination room.

Contents	pages
Section A (7 questions, 40 marks) _____	3–9
Section B (5 questions, 40 marks) _____	10–15

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Section A

Instructions

- Refer as instructed to the images in the Resource Book.
 - Each question can be answered with reference to the same image or to different images.
 - Indicate your selections in the boxes provided for each question.
 - Answer **all** questions in the spaces provided.
 - Write your responses in English.
-

Question 1 (6 marks)

Tick (✓) the chosen field of design practice you have selected to answer this question.

Messages

Objects

Environments

Interactive experiences

Discuss two human-centred research methods a designer may use to inform the development of their design criteria for the selected field of design practice.

Research method 1 _____

Research method 2 _____

Question 2 (6 marks)

Tick (✓) **one** design example.

Messages

- Seaside Growers
- University of NSW

Objects

- Hup Hup chair
- Nido bath

Environments

- Nightingale Apartments
- Nando's restaurant

Interactive experiences

- NAIDOC Week Instagram campaign
- Scienceworks interactive experience

Using evidence from your selected design example, discuss the influence of two factors on design decisions.

Factor 1 _____

Factor 2 _____

Question 4 (4 marks)

Tick (✓) **one** design example.

Messages

- Seaside Growers
- University of NSW

Objects

- Hup Hup chair
- Nido bath

Environments

- Nightingale Apartments
- Nando's restaurant

Interactive experiences

- NAIDOC Week Instagram campaign
- Scienceworks interactive experience

Describe how a Gestalt principle has been used to organise visual information in the selected design example.

Section B

Instructions

- Refer to pages 10 and 11 of the Resource Book for reference material.
 - Answer **all** questions in the spaces provided.
 - Write your responses in English.
-

Design problem

'My 2nd Home' is the name of a newly established kindergarten for three- and four-year-old children.

The kindergarten is in a suburb that is experiencing a significant increase in child numbers. The client requires the kindergarten to be an engaging, interactive, sustainable and safe environment.

The kindergarten focuses on improving children's connection to nature, which can increase their knowledge and encourage their commitment to environmental sustainability as they get older.

Design criteria

- an engaging experience for three- and four-year-old kindergarten children
- consideration of circular design – sustainable design practices
- reflect the natural environment

You are required to present a design solution using **one** field of design practice and the communication needs listed below:

- Messages: branding and signage
- Environments: a quiet reading space within the centre
- Objects: an educational toy
- Interactive experiences: an interactive experience in the physical space **or** online designed to enhance student learning

VCD design process: Discover

Question 1 (6 marks)

Describe the different needs of the three stakeholders (parents, staff and children).

Parents' needs _____

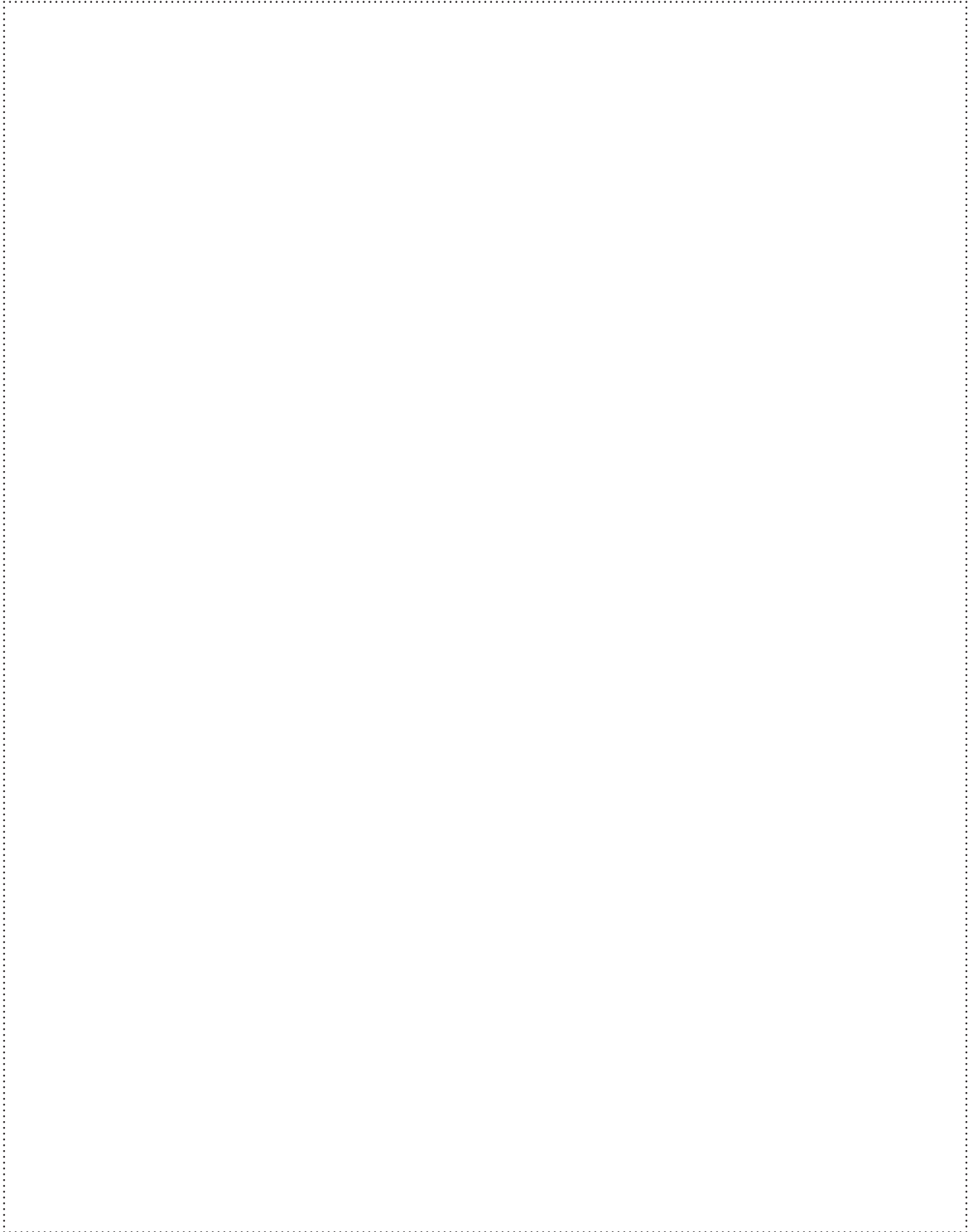
Staff needs _____

Children's needs _____

VCD design process: Develop

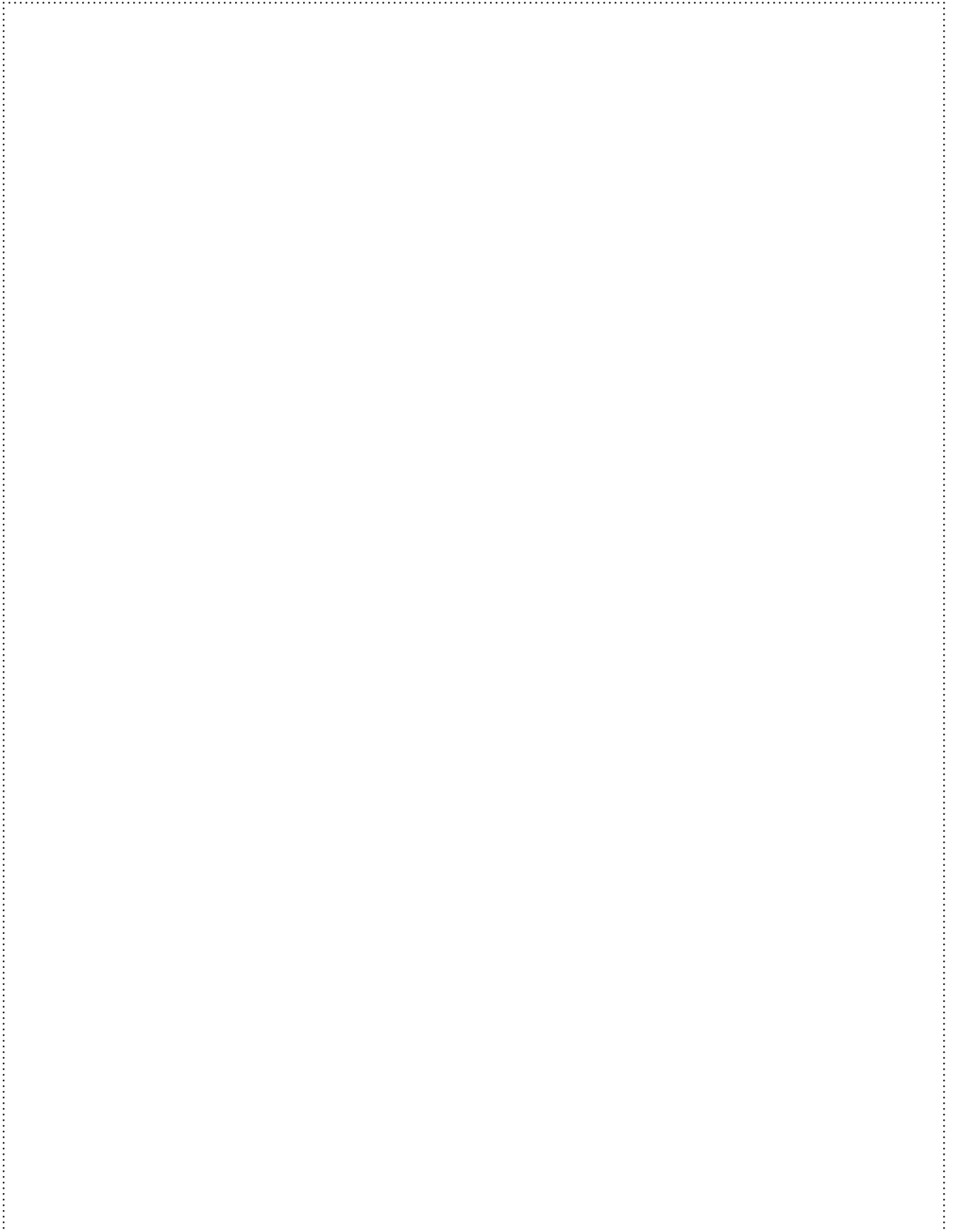
Question 2 (6 marks)

In the space provided, generate at least three ideas from **one or more** fields of design practice using the design criteria.



Question 3 (12 marks)

Select **one** idea from Question 2 and develop **two** concepts relevant to the field of design practice. Use annotations to evaluate and explain the methods, materials and media used in the development drawings.

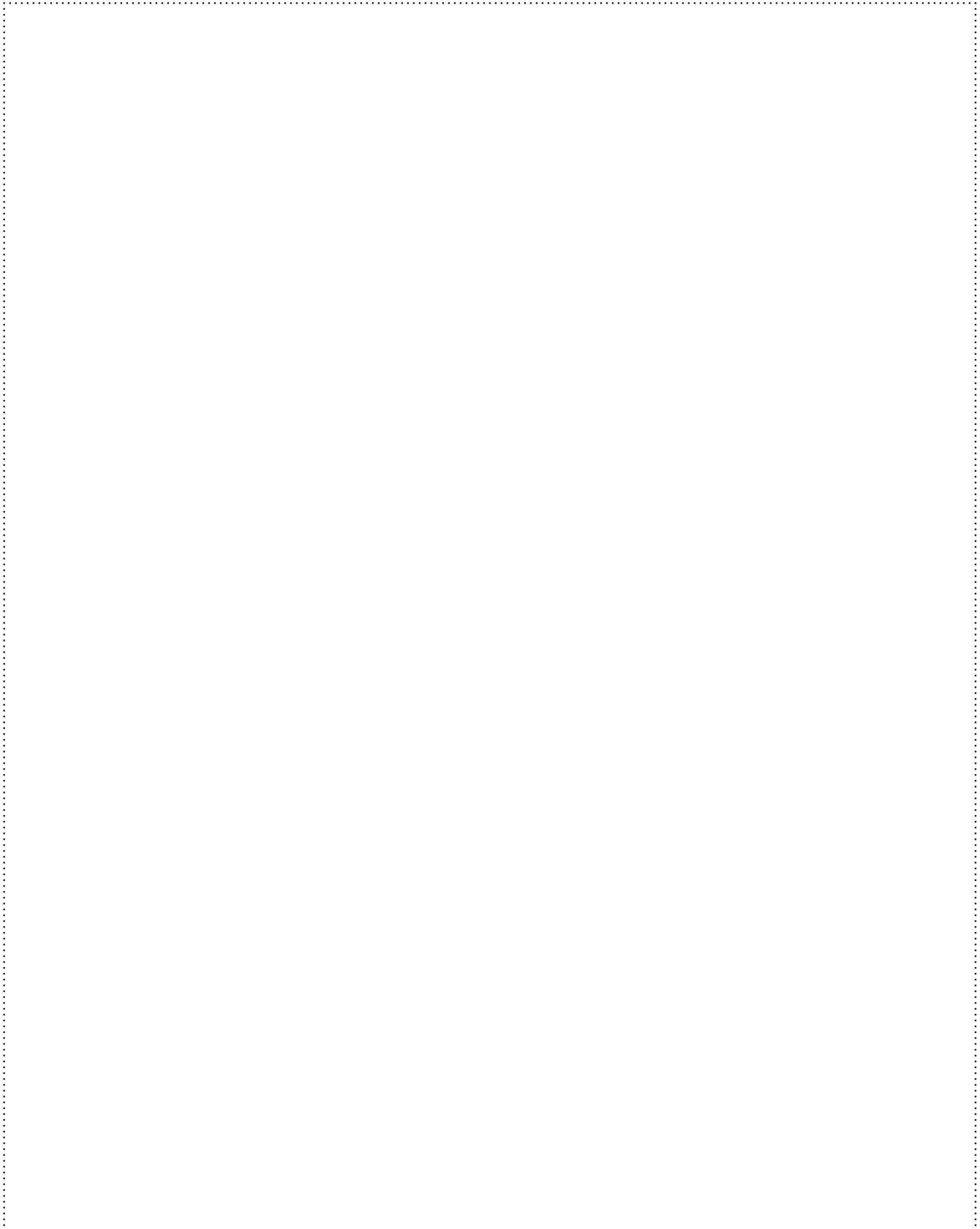


Question 4 (12 marks)

Select and refine **one** concept to present to the client.

Your refined concept must:

- be informed by the stated design criteria
- apply conventions relevant to the selected field of design practice.



Question 5 (4 marks)

Discuss how your application of visual language, evident in your design solution, meets the needs of **one** of the stakeholders.

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Visual Communication Design

Resource Book

VCE Examination – Wednesday 30 October 2024

Contents	pages
Section A	2–9
Section B	10–11

Refer to the design examples in this book for each question, as instructed in the Question and Answer Book.

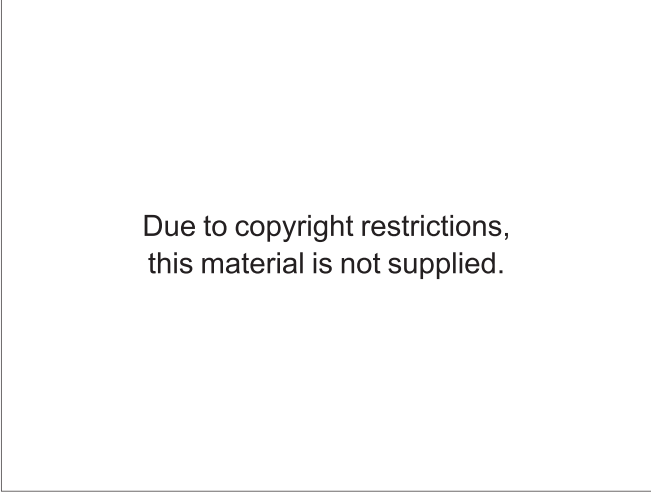
Unless otherwise indicated, the diagrams in this book are **not** drawn to scale.

You may keep this Resource Book.

Section A

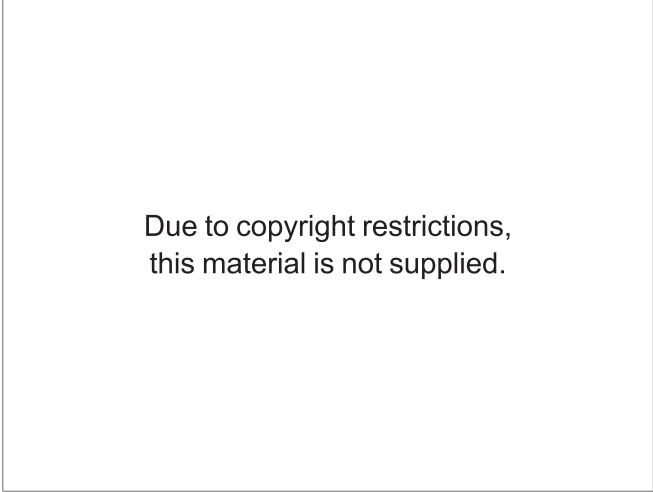
Messages Resource

Seaside Growers



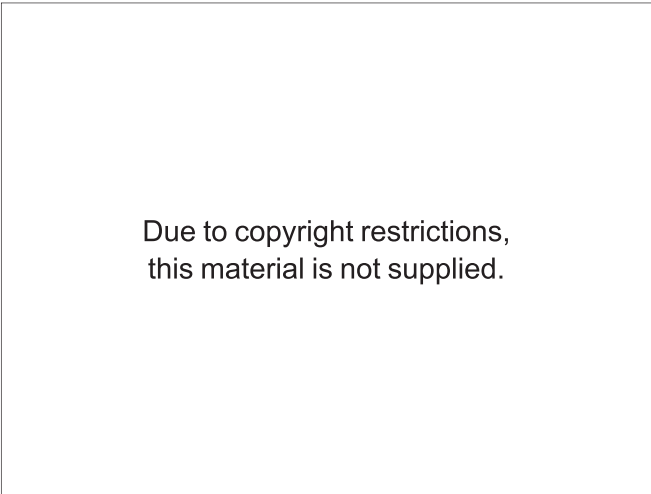
Due to copyright restrictions,
this material is not supplied.

Image 1



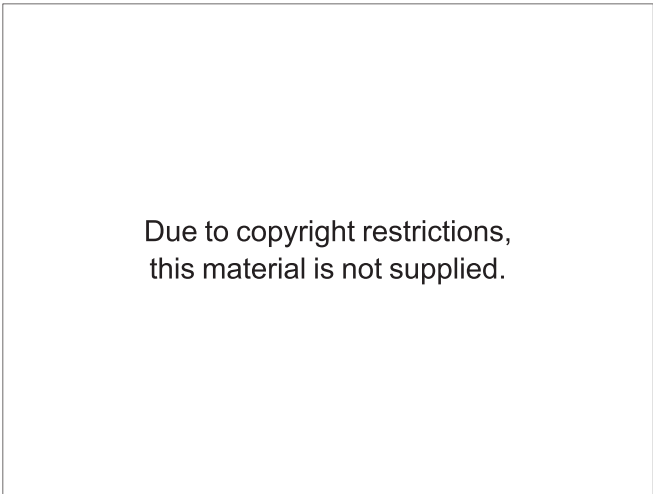
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Image 2



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Image 3



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Image 4

Messages Resource

University of NSW



Image 5



Image 6

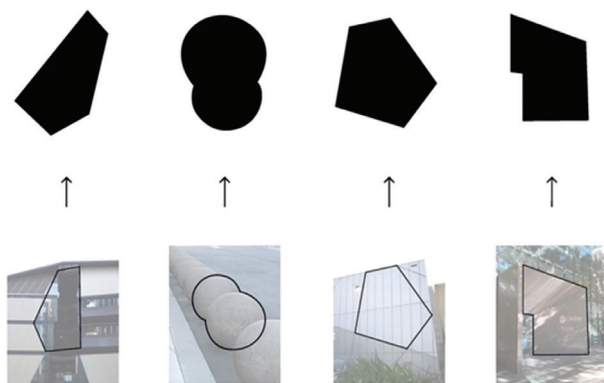


Image 7



Image 8

Environments Resource

Nightingale Apartments



Image 9



Image 11



Image 10

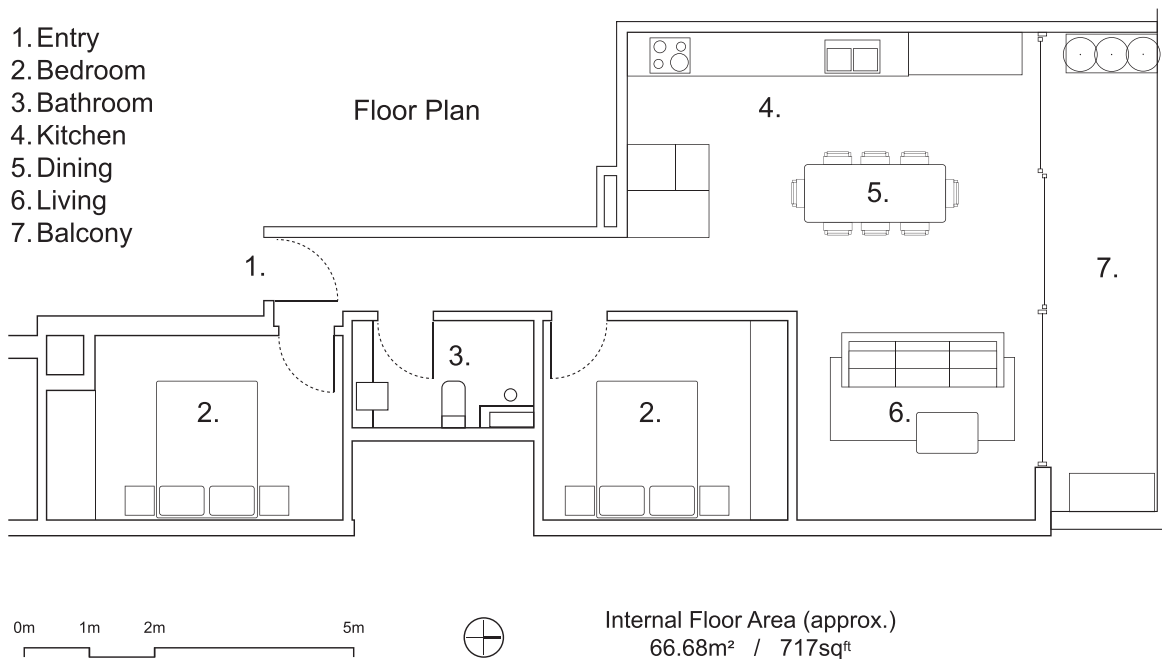


Image 12

Source for Images 9 to 11: <www.breathe.com.au/project/nightingale-1> © Breathe; reproduced with permission.
Source for Image 12: Adapted from <www.breathe.com.au/project/nightingale-1> © Breathe; reproduced with permission.

Environments Resource

Nando's restaurant



Image 13



INTERNAL ELEVATION
SCALE 1:50
ELEVATIONS: CDC DESIGN

4
A01

Image 14

Objects Resource

Hup Hup chair

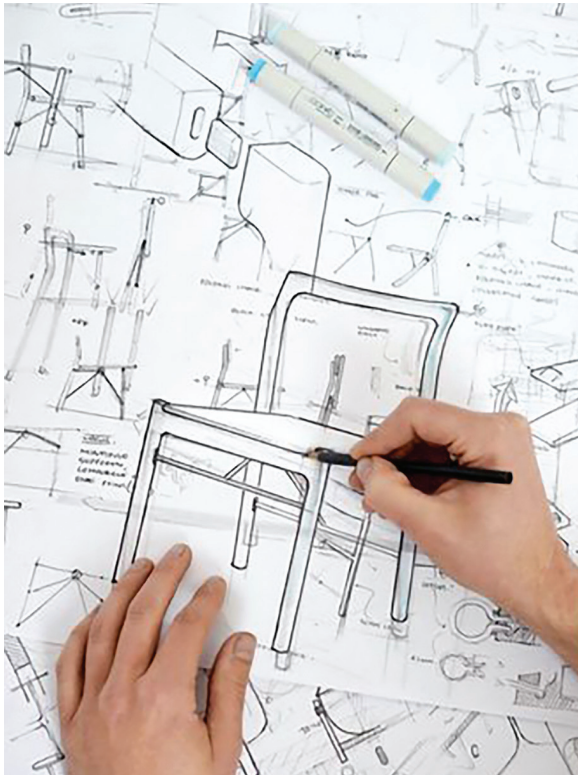


Image 15



Image 16

Objects Resource

Nido bath



Image 17



Image 18



Image 19

Source for Images 17 to 19: Adapted from <<https://good-design.org/projects/nido-bath>>
Nido Bath design and images © Marco Tallarida; reproduced with permission.

Interactive Experiences Resource

NAIDOC Week Instagram campaign

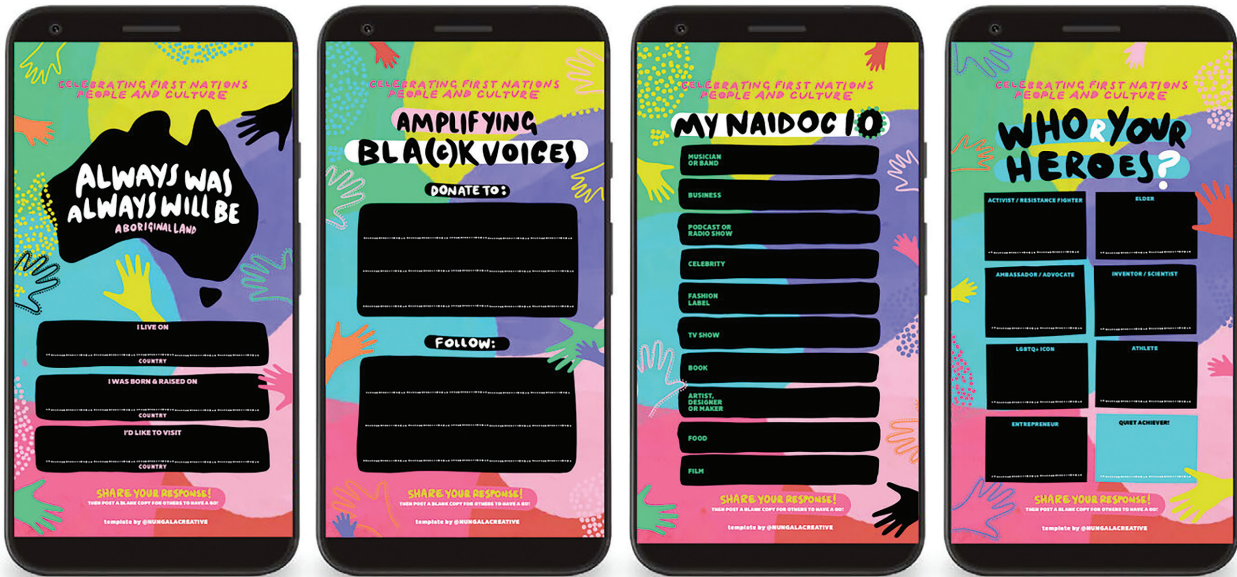


Image 20

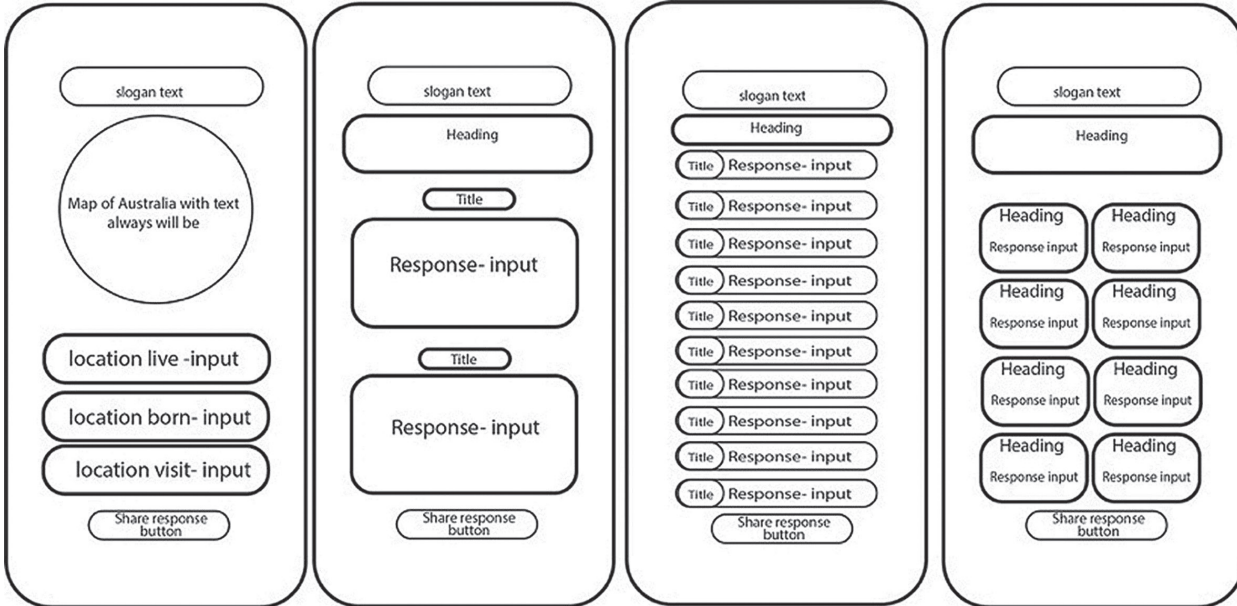


Image 21

Source for Image 20: <www.nungalacreative.com>

Source for Image 21: Wireframe created by VCAA

Interactive Experiences Resource

Scienceworks interactive experience



Image 22



Image 23

Source for Images 22 and 23: <<https://museums victoria.com.au/scienceworks/whats-on/think-ahead>>

Section B



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