Visual Communication Design
Written examination

Examination specifications

Overall conditions
The examination will be sat at a time and date to be set annually by the Victorian Curriculum and Assessment Authority. VCAA examination rules will apply. Details of these rules are published annually in the VCE and VCAL Administrative Handbook.
There will be 15 minutes reading time and 1 hour 30 minutes writing time.
The examination will be marked by a panel appointed by the VCAA.
The examination will contribute 35 per cent to the Study Score.

Content
The VCE Visual Communication Design Study Design 2013–2017 is the document for the development of the examination. All of the key knowledge and key skills underpinning the outcomes of Units 3 and 4 in the study design are examinable.
About 60–70 per cent of the examination’s questions will be based on drawing and/or design, and around 30–40 per cent of the remaining questions will require a written response.

Format
The total marks for the examination will be 90.
The examination will be in the form of a question and answer book and a resource book.
There will be five to eight questions in the examination.
• Some questions may have several parts to them.
• Some questions may require students to respond with practical answers, utilising their knowledge of appropriate drawing methods, two- and three-dimensional representational drawing, media and methods, and design elements and principles.
The examination will make use of both visual and written stimulus material.

Visual stimulus material
Visual stimulus material may be drawings, advertisements, three-dimensional objects, photographs, diagrams, symbols, typography and images that communicate information that is relevant to the question.

Written stimulus material
Written stimulus material may include excerpts from briefs, case studies and scenarios, content that provides instructions, diagrams and descriptions of the design process.

Approved materials and equipment
Students are permitted to bring into the examination room: pens, lead and coloured pencils, water-based pens and markers, highlighters, erasers, sharpeners, rulers, set squares, protractors, compasses, and circle and ellipse templates.
Students are not permitted to bring into the examination room: tee-squares and boards, texture boards, blank sheets of paper and/or white out liquid/tape.
No calculator is allowed in this examination.
Advice
During the 2013–2017 accreditation period for VCE Visual Communication Design, examinations will be prepared according to the examination specifications above. Each examination will conform to these specifications and will test a representative sample of key knowledge and key skills. Further advice will be made available through the VCAA Bulletin VCE, VCAL and VET.

Student responses

Drawing and/or design-based responses
These may require students to
• draw and/or render solutions to visual communication tasks
• design solutions to visual communication needs that may involve concept development or final presentations
• demonstrate knowledge and skills in the use of drawing methods, two- and three-dimensional drawing, design elements and principles, and the design.
In any given year, not all drawing methods or two- and three-dimensional drawing may be represented in the examination paper.

Written responses
Some questions may require short and/or extended responses, and may ask students to respond to written material.
The lined spaces provided for responses should be used as a guide to the length of the expected response. Further guidance will be provided by the number of marks allocated to each question. The marks allocated to each question may vary from year to year.
For further information regarding the appropriate technical drawing conventions that are required for this examination, teachers and students must refer to the VCE Visual Communication Design 2013–2017 Technical drawing specifications document that is on the VCAA website.
VISUAL COMMUNICATION DESIGN

Written examination

Day Date
Reading time: *.* to *.* (15 minutes)
Writing time: *.* to *.* (1 hour 30 minutes)

QUESTION AND ANSWER BOOK

<table>
<thead>
<tr>
<th>Structure of book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of questions</td>
</tr>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

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- No calculator is allowed in this examination.

Materials supplied
- Question and answer book of 17 pages.

Instructions
- Write your student number in the space provided above on this page.
- All written responses must be in English.
- At the end of the examination
- You may keep the resource book.

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

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February 2013
**Instructions**

Answer all questions in the spaces provided.

**Question 1 (4 marks)**

Match the following terms that are used in typography with the corresponding number on the diagram above. Record your answers in the table below.

<table>
<thead>
<tr>
<th>Term used in typography</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>ascender</td>
<td></td>
</tr>
<tr>
<td>baseline</td>
<td></td>
</tr>
<tr>
<td>descender</td>
<td></td>
</tr>
<tr>
<td>x-height</td>
<td></td>
</tr>
</tbody>
</table>

**Figure 1**

Match the following terms that are used in typography with the corresponding number on the diagram above. Record your answers in the table below.
Question 2 (6 marks)
Figure 2 is a packaging net. You are required to draw the assembled package as a planometric drawing.
Your drawing should
• include the two ellipses
• maintain the same proportions as Figure 2
• be drawn from the direction of arrow A.
Complete your answer in the space provided on page 5.

Figure 2
Complete your answer to **Question 2** in the space below.
Question 3 (10 marks)
Figure 3 is a section of a floorplan. You are required to dimension the north side using the appropriate line and layout conventions. You are required to place your dimensions on Figure 3. A grid has been supplied to assist you with your answer.
Question 4 (10 marks)

Figure 4 is a set of symbols that are used on playing cards. The set shows a diamond, club, heart and spade.

In a deck of cards, the ace card represents the unit one.

You are required to design an original ace card featuring one of the four symbols in Figure 4.

The design of your ace card should

- include two-dimensional imagery of one of the symbols in Figure 4
- feature the letter A in the top left and bottom right corners of the card
- use hierarchy to emphasise the symbol
- be black and white or red and white
- incorporate the design principles of balance and pattern.

Complete your answer in the space provided on page 9.

The imagery on page 3 of the resource book may assist you when answering this question.
Complete your answer to **Question 4** in the space below.
**Question 5** (16 marks)

Figure 5 is an isometric drawing of an object. Use the information and dimensions that have been provided to complete a third-angle orthogonal drawing of Figure 5.

Your drawing must
- include three views that are drawn from the direction of arrow A
- adhere to VCAA technical drawing specifications conventions for third-angle orthogonal drawings, including labelling and line conventions.

Complete your answer in the space provided on page 11.

![Figure 5](image-url)
Complete your answer to **Question 5** in the space below.
Question 6 (11 marks)

On page 4 of the resource book is a visual communication for a VCE graduation invitation. You are to refer to this visual communication when answering all parts of this question.

a. Identify the design field of this visual communication.  
   
   
   
   1 mark

b. Propose two characteristics of the typical audience at whom this visual communication is targeted.  
   
   
   
   2 marks

c. Describe two techniques for gaining the attention and maintaining the engagement of the target audience.  
   
   
   
   4 marks

d. Identify one specific stage of the design process and discuss the contribution of visualisation drawing within that stage.  
   
   
   
   4 marks
Question 7 (14 marks)

Paper Craft is a company that sells arts and crafts media and materials. It specialises in imported papers, French inks and handmade brushes. The design studio Red Concepts was responsible for creating the visual identity and a range of promotional material for the company. The owner of Paper Craft wanted a contemporary approach that included both type and imagery.

On page 5 of the resource book are two visual communications: a business card and a poster for Paper Craft. You are to refer to these visual communications when answering all parts of this question.

a. Name two other potential presentation formats that the surface graphics of this project may be applied to. 2 marks

b. Describe two ways in which the client may be involved in the design process of the visual communications. 4 marks

1. 

2. 

c. Evaluate the effectiveness of one key feature of the visual communications and suggest how this could be presented in a pitch to the client. 4 marks


d. Explain the legal obligations that the designer may have needed to consider when addressing the brief. 4 marks

TURN OVER
**Question 8** (19 marks)

Mouse Tek is a company that designs and manufactures different products for computer technologies, including mouses. As a new company, it will need promotional material to attract its target customers.

Mouse Tek’s target customers are people who need new or replacement computer technologies. The company also wants to attract families with children and teenagers.

Mouse Tek’s company warehouse is located at 62 Hope Street, Hawthorn. Its opening hours are Monday to Saturday, 10.00 am to 6.00 pm.

a. Figure 6 is a line drawing of a computer mouse. Using colour and tone, render the computer mouse to enhance its form.

Your rendering should show

• a light source indicated by an arrow

• a shadow cast by the light source.  

7 marks
b. You are required to design the artwork for a poster that will assist in advertising Mouse Tek. Your design must
- combine type with image to create the title
- include computer-related imagery
- use form and colour
- effectively apply the design principle of balance (asymmetrically)
- demonstrate the following hierarchy of information
  - company title
  - computer imagery
  - address details and opening hours.

Produce your final design in the space provided on page 17. 12 marks

Working space
Complete your answer to **Question 8b**. in the space below.
VISUAL COMMUNICATION DESIGN

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Reading time: *.* to *.* (15 minutes)
Writing time: *.* to *.* (1 hour 30 minutes)

RESOURCE BOOK

Instructions

- A question and answer book is provided with this resource book.
- Refer to instructions on the front cover of the question and answer book.
- You may keep this resource book.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.
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Reference material for Question 4

Playing cards
Reference material for Question 6

VCE graduation invitation
Reference material for Question 7

Paper craft business card

Paper craft poster