

VCE Visual Communication Design

Written examination – End of year

Sample questions

These sample questions are intended to demonstrate how new aspects of Units 3 and 4 of VCE Visual Communication Design may be examined. They do **not** constitute a full examination paper.

Question 1 (10 marks)



Figure 1

The images shown in Figure 1 are part of the ‘Explore the World of Melbourne by Bus’ campaign launched by Public Transport Victoria (PTV). PTV worked closely with Australian illustrators to capture the vibrancy of some of Melbourne’s iconic destinations. Part of the campaign involves distributing free postcards of the destinations in public places.

- a. With reference to Figure 1, identify a purpose of the postcards and explain your response. 4 marks

Purpose _____

Explanation _____

- b.** PTV is continuing to add other iconic destinations to the campaign. Illustrators will be invited to design postcards for these new destinations.

With reference to the characteristics of the images in Figure 1, identify and describe two constraints that PTV could have specified in the brief to the illustrators.

4 marks

Constraint 1 _____

Constraint 2 _____

- c.** The images in Figure 1 are of free postcards found in public places.

Describe another relevant context and presentation format that PTV could choose to promote its campaign.

2 marks

Question 2 (3 marks)

Copy the type shown below, in the same size and font, between the two lines provided. Apply kerning to make the word more readable.

W A V I N G

Question 3 (4 marks)

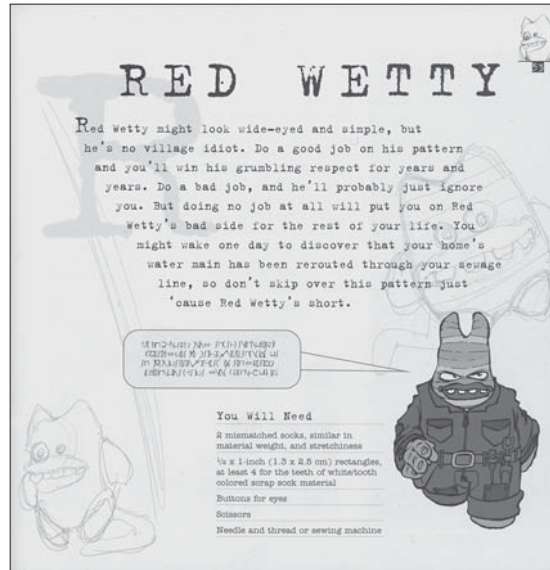


Figure 2

Explain how leading and tracking have been used effectively in Figure 2.

Question 4 (11 marks)



Figure 3

Figure 3 is a business card for a building company.

- a.** With reference to Figure 3, describe two relevant communication needs the building company could have included in the brief to the designers. 4 marks

Communication need 1 _____

Communication need 2 _____

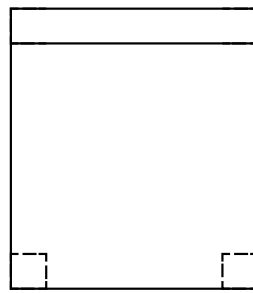
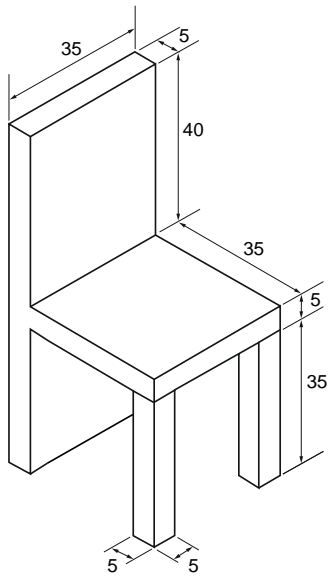
- b.** Devise a pitch the designers could have delivered to the building company during the refinement stage of the business card. 4 marks

- c.** Explain **one** legal obligation the designers could have been required to fulfil when designing the business card. 3 marks

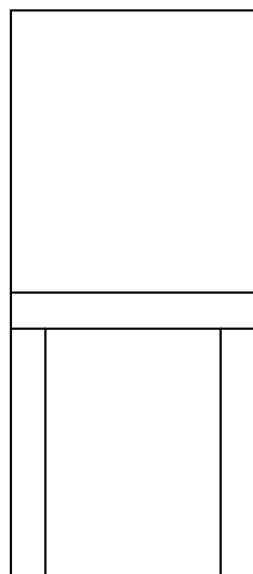
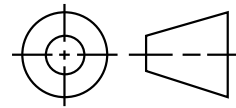
Question 5 (7 marks)

Figure 4 is an isometric and orthogonal drawing of a chair. Measurements have been applied to the isometric drawing.

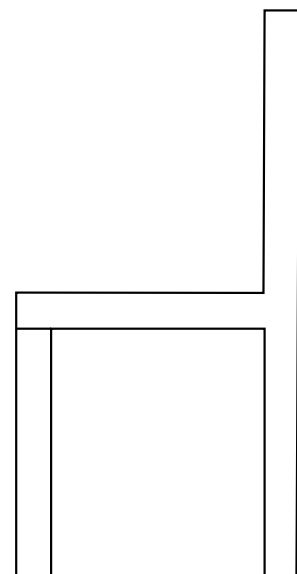
Apply the measurements correctly to the orthogonal drawing.



TOP VIEW



FRONT VIEW



RIGHT SIDE VIEW

Figure 4

Question 6 (9 marks)

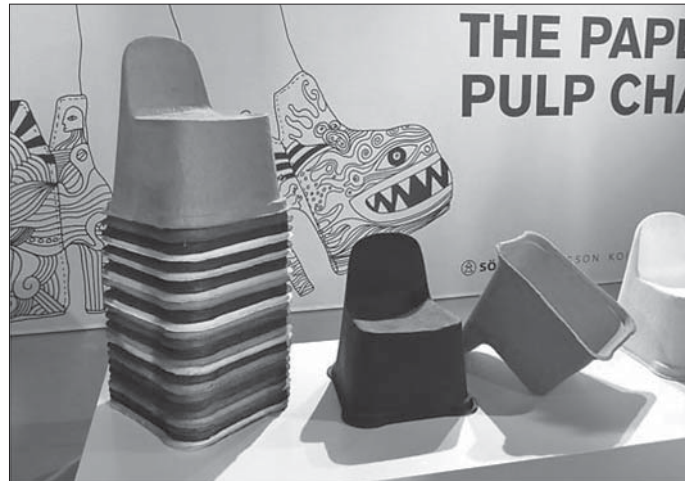


Figure 5

Figure 5 shows the Parupu chair, designed by Claesson Koivisto Rune and made from Durapulp. Durapulp is a type of recycled cardboard. The designers considered social and environmental factors when designing this chair.

- a.** With reference to Figure 5, identify and explain **one** design decision influenced by environmental factors.

4 marks

- b. With reference to Figure 5, describe the characteristics of one possible audience for this chair and two social factors that could have influenced the designers when considering this audience.

5 marks

Audience _____

Social factors _____

Sources

Figure 1: Public Transport Victoria, <www.melbournebybus.com.au/>, illustrations by Nigel Buchanan ('Werribee Mansion') and Stuart McLachlan ('Bay Street Port Melbourne', 'Footscray Restaurants'); Figure 2: J Murphy, *Stupid Sock Creatures*, Lark Books, New York, 2005, p. 53; Figure 3: Resicon Master Builders business card, <www.resicon.com.au>; Figure 5: Durapul Parupu chair by Claesson Koivisto Rune and Södra, 2009, <www.claessonkoivistorune.se/projects/parupu/>, photograph by Lea Bogdan, 27 April 2009, <www.flickr.com/photos/inhabitat/3478427658/in/photolist-6inRmE>, CC-BY-NC ND

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Sample resource book

Reference material for Question 1

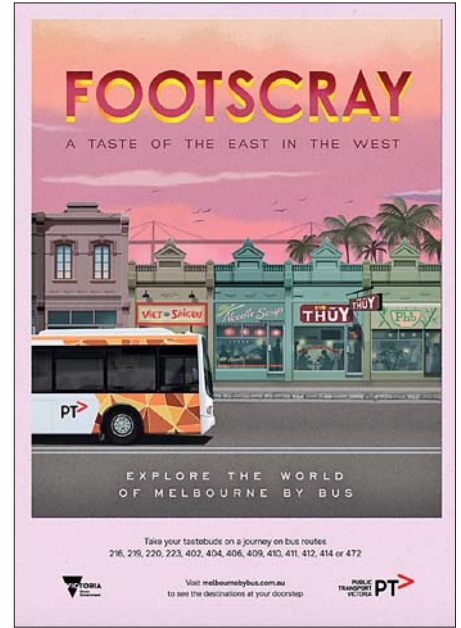
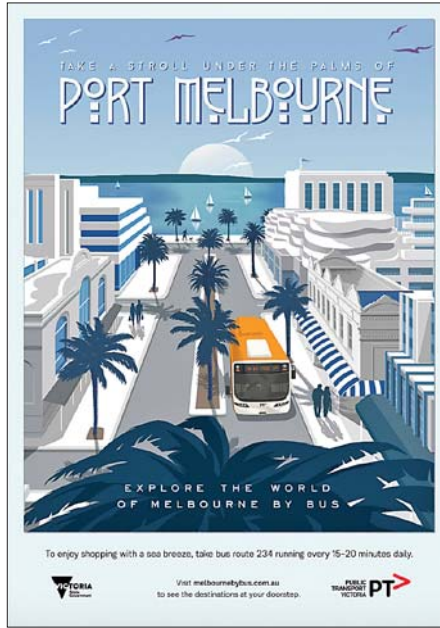
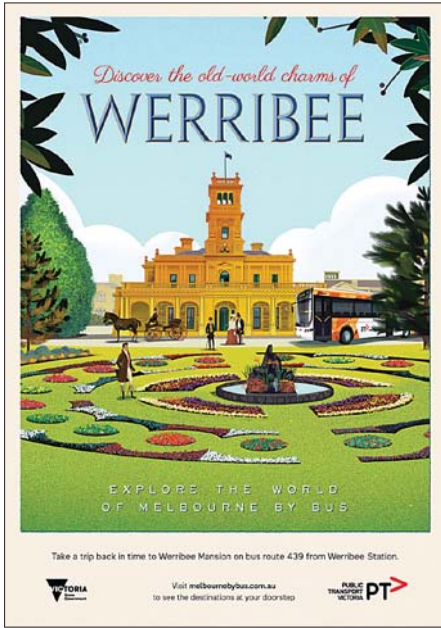



Figure 1

Reference material for Question 3



RED WETTY

Red Wetty might look wide-eyed and simple, but he's no village idiot. Do a good job on his pattern and you'll win his grumbling respect for years and years. Do a bad job, and he'll probably just ignore you. But doing no job at all will put you on Red Wetty's bad side for the rest of your life. You might wake one day to discover that your home's water main has been rerouted through your sewage line, so don't skip over this pattern just 'cause Red Wetty's short.

24 in 2-1/2 inch X 1 1/2 inch (1.3 x 2.5 cm) rectangles, at least 4 for the teeth of white/tooth colored scrap sock material

You Will Need

- 2 mismatched socks, similar in material weight, and stretchiness
- 1/2 x 1-inch (1.3 x 2.5 cm) rectangles, at least 4 for the teeth of white/tooth colored scrap sock material
- Buttons for eyes
- Scissors
- Needle and thread or sewing machine




Figure 2

Reference material for Question 4



Figure 3

Reference material for Question 6



Figure 5

Sources

Figure 1: Public Transport Victoria, <www.melbournebybus.com.au/>, illustrations by Nigel Buchanan ('Werribee Mansion') and Stuart McLachlan ('Bay Street Port Melbourne', 'Footscray Restaurants'); Figure 2: J Murphy, *Stupid Sock Creatures*, Lark Books, New York, 2005, p. 53; Figure 3: Resicon Master Builders business card, <www.resicon.com.au/>; Figure 5: Durapulp Parupu chair by Claesson Koivisto Rune and Södra, 2009, <www.claessonkoivistorune.se/projects/parupu/>, photograph by Lea Bogdan, 27 April 2009, <www.flickr.com/photos/inhabitat/3478427658/in/photolist-6inRmE/>, CC-BY-NC ND