VCE Visual Communication Design 2018–2023

Performance Descriptors

| **VCE VISUAL COMMUNICATION DESIGN****SCHOOL-ASSESSED COURSEWORK** |
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| **Performance Descriptors** |
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| ***Unit 3******Outcome 1*** ***Create visual communications for specific contexts, purposes and audiences that are informed by their analysis of existing visual communications in the three design fields.*** | **DESCRIPTOR: typical performance in each range** |
| **Very low** | **Low** | **Medium** | **High** | **Very high** |
| **Analysis of visual communications** |
| Very limited analysis of the audience characteristics, purpose, context and features of existing visual communications in relation to relevant design field. | Limited analysis of the audience characteristics, purpose, context and features of existing visual communications in relation to relevant design field. | Satisfactory analysis of the audience characteristics, purpose, context and features of existing visual communications in relation to relevant design field. | Detailed and clear analysis of the audience characteristics, purpose, context and features of existing visual communications in relation to relevant design field. | Comprehensive and perceptive analysis of the audience characteristics, purpose, context and features of existing visual communications in relation to relevant design field. |
| Limited discussion of how materials, methods, media, design elements and principles, convey ideas, information or contribute to the function in existing visual communications from each design field.Very little explanation of how visual language is used to gain attention, maintain engagement of audiences in existing visual communications. | Limited analysis of how materials, methods, media, design elements and principles, convey ideas, information or contribute to the function in existing visual communications from each design field.Some explanation of how visual language is used to gain attention, maintain engagement of audiences in existing visual communications. | Adequate analysis of how materials, methods, media, design elements and principles, convey ideas, information or contribute to the function in existing visual communications from each design field.Satisfactory explanation of how visual language is used to gain attention, maintain engagement of audiences in existing visual communications. | Clear analysis of how materials, methods, media, design elements and principles, convey ideas, information or contribute to the function in existing visual communications from each design field.Clear explanation of how visual language is used to gain attention, maintain engagement of audiences in existing visual communications. | Comprehensive analysis of how materials, methods, media, design elements and principles, convey ideas, information or contribute to the function in existing visual communications from each design field.Insightful explanation of how visual language is used to gain attention, maintain engagement of audiences in existing visual communications. |
| Very little evidence that details the connections between existing visual communications and design decisions.Very limited use of terminology. | Some evidence that details the connections between existing visual communications and design decisions.Limited use of terminology. | Satisfactory evidence that details the connections between existing visual communications and design decisions.Appropriate use of terminology. | Detailed evidence that details the connections between existing visual communications and design decisions.Effective use of terminology. | Highly detailed evidence that details the connections between existing visual communications and design decisions.Sophisticated use of terminology. |
| ***Unit 3******Outcome 1*** ***Create visual communications for specific contexts, purposes and audiences that are informed by their analysis of existing visual communications in the three design fields.*** | **Production of visual communications** |
| Very limited skills in the use of 2D and 3D drawing methods to visualise ideas and concepts. | Limited skills in the use of 2D and 3D drawing methods to visualise ideas and concepts. | Adequate skills and appropriate use of 2D and 3D drawing methods to visualise ideas and concepts. | Well-developed skills and effective use of 2D and 3D drawing methods to visualise ideas and concepts. | Highly developed skills and effective use of 2D and 3D drawing methods to visualise ideas and concepts. |
| Very limited selection and very limited application of design elements and principles, manual and digital methods, materials and media to develop visual communication for specific purposes, audiences and contexts. | Limited selection and limited application of design elements and principles, manual and digital methods, materials and media to develop visual communication for specific purposes, audiences and contexts. | Satisfactory selection and application of design elements and principles, manual and digital methods, materials and media to develop visual communication for specific purposes, audiences and contexts. | Effective selection and consistent application of design elements and principles, manual and digital methods, materials and media to develop visual communication for specific purposes, audiences and contexts. | Highly effective selection and consistent application of design elements and principles, manual and digital methods, materials and media to develop visual communication for specific purposes, audiences and contexts. |
| Very limited knowledge and very limited skills in the application of conventions for specific design fields, audiences, purposes and contexts including: technical drawing conventions for industrial, environmental design, typographic and layout conventions for communication design. | Limited knowledge and limited skills in the application of conventions for specific design fields, audiences, purposes and contexts including: technical drawing conventions for industrial, environmental design, typographic and layout conventions for communication design. | Satisfactory knowledge and adequate skills in the application of conventions for specific design fields, audiences, purposes and contexts including: technical drawing conventions for industrial, environmental design, typographic and layout conventions for communication design. | Knowledgeable and skillful application of conventions for specific design fields, audiences, purposes and contexts including: technical drawing conventions for industrial, environmental design, typographic and layout conventions for communication design. | Highly knowledgeable and highly skillful application of conventions for specific design fields, audiences, purposes and contexts including: technical drawing conventions for industrial, environmental design, typographic and layout conventions for communication design. |
| Very limited evidence of design decisions accompanied by very limited documentation that is informed by analysis of existing visual communications. | Limited evidence of design decisions accompanied by some documentation that is informed by analysis of existing visual communications. | Considered and adequately documented design decisions informed by adequate analysis of existing visual communications. | Soundly considered and well-documented design decisions informed by perceptive analysis of existing visual communications.  | Highly considered and comprehensively documented design decisions informed by perceptive analysis of existing visual communications. |
| Very limited skills shown in the construction of visual communications that satisfy few requirements of the brief, within the conventions of relevant design field. | Limited skills shown in the construction of visual communications that satisfy some requirements of the brief, within the conventions of relevant design field. | Adequately constructed visual communications that satisfy most requirements of the brief, within the conventions of relevant design field. | Well-developed constructed visual communications that satisfy the requirements of the brief innovatively and within the conventions of relevant design field. | Highly developed constructed visual communications that comprehensively satisfy the requirements of the brief innovatively and within the conventions of relevant design field. |

KEY to marking scale based on the Outcome contributing 75 marks

| Very Low 1–15 | Low 16–30 | Medium 31–45 | High 46–60 | Very High 61–75 |
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