

# VCE Visual Communication Design 2024-2028

Assessing the School-assessed  
Task

Units 3 and 4

February update 2024

# Acknowledgement of Country

The VCAA respectfully acknowledges the Traditional Owners of Country throughout Victoria and pays respect to the ongoing living cultures of First Peoples.



# Key Documents

**VISUAL COMMUNICATION DESIGN**

Show student work in the VCE Season of Excellence

**ACCREDITATION PERIOD 2024-2028 STUDY DESIGN**

VCE Visual Communication Design Study Design  
Details on areas of study, outcomes and assessment for VCE Visual Communication Design Units 1-4, 2024-2028

## Support materials

These support materials incorporate the previously known Advice for teachers.

Planning	Teaching and learning	Assessment
Developing a curriculum and assessment program > Implementation videos >	Units 1-4 sample learning activities >	General assessment advice > Examination specifications, past examinations and reports >

Accreditation Period  
**2024-2028**  
Updated—version 1.1

Victorian Certificate of Education  
**Visual Communication Design**  
Study Design

**VICTORIAN CURRICULUM AND ASSESSMENT AUTHORITY**

**VICTORIA**  
State Government

# Assessment Support Material

Accreditation period for Units 1–4: 2024–2028

## General assessment advice

Advice on matters related to the administration of Victorian Certificate of Education (VCE) assessment is published annually in the [VCE and VCAL Administrative Handbook](#).

Updates to matters related to the administration of VCE assessment are published in the [VCAA Bulletin](#). [Subscribe](#) to the *VCAA Bulletin*.

Teachers must refer to these publications for current advice.

The [VCE assessment principles](#) underpin all VCE assessment practices and should guide teachers in their design and implementation of School-assessed Coursework (SACs).

When developing SAC tasks, teachers should also refer to the VCAA policies and school assessment procedures as specified in the VCE and VCAL Administrative Handbook section: [Scored assessment: School-based Assessment](#).

The VCAA assessment principles determine that assessment at VCE should be:

- valid and reasonable
- equitable
- balanced
- efficient.

Essentially, these principles invite schools and teachers to create assessment practices, including tasks and instruments, that enable students to demonstrate their understanding of the outcome statements as well as the key knowledge and skills. These should be demonstrated through a range of opportunities and in different contexts (balanced) that do not advantage or disadvantage certain groups on the basis of circumstances (equitable). Assessment practices should not be overly onerous in terms of workload and time (efficient) and they should only assess that which is explicitly described in the study design.

[VCE Visual Communication Design Study Design](#) examination specifications, past examination papers and corresponding examination reports can be accessed from the VCE [examination webpages](#).

Graded distributions for graded assessment can be accessed from the [VCAA Senior Secondary Certificate Statistical Information webpage](#).

Excepting third-party elements, schools may use this resource in accordance with the [VCAA's educational allowance](#) (VCAA Copyright and Intellectual Property Policy).

► Conditions of tasks

► Authentication

► Units 1 and 2

► Sample approach to developing an assessment task

► Unit 3 Performance descriptors

# Assessment Support Material

## ▼ Unit 3 Performance descriptors

The VCAA publishes performance descriptors for assessment task in Units 3 and 4. These performance descriptors are advice only and provide a guide to developing an assessment tool when assessing the outcomes of each area of study. The performance descriptors can be adapted and customised by teachers in consideration of their context and cohort, and to complement existing assessment procedures in line with the [VCE Administrative Handbook](#) and the [VCE assessment principles](#).

Performance descriptors can assist teachers in moderating student work, in making consistent assessment, in helping determine student point of readiness (zone of proximal development) and in providing more detailed information for reporting purposes. Using performance descriptors can assist students by providing them with informed, detailed feedback and by showing them what improvement looks like.

Teachers should note that, in modifying or developing unique performance descriptors, they should work from the study design and the key areas of outcome statements, key knowledge and key skills. Not all key knowledge and key skills will or can be formally assessed in an assessment task – some key knowledge and key skills are observable in classroom engagement and learning – but all criteria in any assessment tool must be drawn directly from the study design.

- [Unit 3 Outcome 1 Performance descriptors](#)
- [Unit 3 Outcome 2 Performance descriptors](#)

## 2024 Administrative Information for School-based Assessment

- [VCE Visual Communication Design: Administrative Information for School-based Assessment In 2024](#)
  - [Authentication record form: VCE Visual Communication Design 2024](#)

## VCE·Visual·Communication·Design· Administrative·information·for· School-based·Assessment·in·2024¶

### Units·3·and·4¶

#### School-assessed·Task¶

The [School-assessed Task \(SAT\)](#) contributes 50 per cent to the study score and is commenced in Unit 3.¶

Teachers will provide to the Victorian Curriculum and Assessment Authority (VCAA) a score against each criterion that represents an assessment of the student's level of performance for Unit 3 Outcome 3 and Unit 4 Outcomes 1 and 2. The recorded scores must be based on the teacher's assessment of the student's performance according to the criteria on pages 8-15. This assessment is subject to the VCAA's statistical moderation process.¶

The 2024 Visual Communication Design assessment sheet on page xx is to be used by teachers to record scores. The completed assessment sheet must be made available on request by the VCAA.¶

The mandated assessment criteria are published annually on the Visual Communication Design study page of the VCAA website and notification of their publication is given in the February VCAA Bulletin.¶

Details of authentication requirements and administrative arrangements for School-Assessed Tasks are published annually in the [VCE Administrative Handbook 2024](#).¶

The Authentication record form on pages xx must be used to record information for each student and must be made available on request by the VCAA.¶

The SAT has three components.¶

- → Unit 3 Outcome 3¶
- → Unit 4 Outcome 1¶
- → Unit 4 Outcome 2.¶

Students must acknowledge and employ appropriate health and safety practices relevant to their practical work with respect to themselves and their environment.¶

Teachers should be aware of the dates for submission of scores into VASS in July and November. These dates are published in the [2024 Important Administrative Dates](#) and Assessment Schedule, published annually on the VCAA website.¶

.....Page Break.....¶

# School-based assessment Advice

- **Scope and nature of task**
- **Assessment criteria, indicators of performance, and descriptors**
- **Authentication material**
- **Scoring sheet**

# Glossary of command terms

The same terms are used in SAT criteria and descriptors

## GLOSSARY OF COMMAND TERMS

This glossary of command terms provides a list of terms commonly used across the Victorian Curriculum F–10, VCE study designs and VCE examinations.

The glossary can be used by:

- teachers across Foundation to Level 10 and VCE to develop internal assessment tasks and prepare students for tests and examinations
- examination panels in the development of assessment items for external examinations.

The glossary may be used in classrooms by teachers across all F–10 curriculum areas and VCE studies to help students better understand the requirements of command terms in the context of their discipline. Students may benefit from using the glossary in the context of questions and tasks they are working on as opposed to learning the terms in isolation.

It is important that the command terms are not interpreted in an overly prescriptive way. Teachers are reminded that study-specific nuances may elicit different kinds of responses to a given term as the term may carry a particular meaning within a discipline that is not necessarily represented in the glossary. For example, an 'evaluate' question will require a different response in Mathematics than it will in History.

The list of terms in the glossary is not intended to be exhaustive or limiting; other terms may be used if required and/or appropriate, allowing study-specific questions to be constructed. Additionally, not all terms in the glossary will be suitable for use in all disciplines and studies. Reference to the relevant curriculum and VCE study design is paramount when developing internal and external assessments.

When using command terms in the construction of assessment items, questions, tasks and marking rubrics, the following definitions may be useful in considering what the term requires students to do.

 [Glossary of command terms](#)

[Pages - Glossary of command terms \(eduweb.vic.gov.au\)](https://eduweb.vic.gov.au)

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Term	Explanation
account of	Describe a series of events or transactions.
account for	State reasons for; report on.
analyse	Identify components/elements and the significance of the relationship between them; draw out and relate implications; determine logic and reasonableness of information.
apply	Use; employ in a particular situation or context.
assess	Make a judgment about, or measure, determine or estimate, the value, quality, outcomes, results, size, significance, nature or extent of something.
calculate	Determine from given facts, figures or information, obtain a numerical answer showing the relevant stages in the working; determine or find (e.g. a number, answer) by using mathematical processes.
clarify	Make a statement or situation more comprehensible.
compare	Recognise similarities and differences and the significance of these similarities and differences.

# Scope and Nature of task

## Nature of task

As described on p. 41 of the VCE Visual Communication Study Design, the student is required to:

- → Research using divergent and convergent thinking to identify and analyse a design problem.
- → A brief that identifies two communication needs and develops design criteria including the purposes, contexts, audience or user characteristics and design constraints.
- → Generation of a range of ideas drawing on the design criteria documented in the brief.
- → Presentation and critique of design ideas to a group based on the client needs and criteria documented in the brief.
- → Deliver and respond to feedback using written reflective and critical evaluations.

Describes the task

Describes the scope of assessment for the task

## Scope of task

The task for Unit 3 Outcome 3 is comprised of three components. Students:

1. → Conduct research to define two communication needs for a client.
2. → Prepare a brief.
3. → Generate, develop and present ideas.

Students will apply the following stages of the VCD design process and design thinking strategies when undertaking these tasks.



# Assessment Criterion

VCE Visual Communication Design 2024: School-assessed Task Assessment Sheet											
Assessment Criteria	Indicators	Levels of Performance									
		1-2 (very low)	3-4 (low)	5-6 (medium)	7-8 (high)	9-10 (very high)					
<p><b>Discover</b></p> <p><b>Unit 3 Outcome 3</b></p> <p><b>Criterion 1</b></p> <p>Design research methods to define communication problems.</p>	<ul style="list-style-type: none"> <li>The Discover phase of the VCD process</li> <li>Research methods and diverse thinking to gather insights, identify and analyse the design problem.</li> <li>Use of ethical and legal obligations in research</li> <li>Demonstration of an understanding of good design</li> <li>Analyse and define a design problem.</li> <li>Annotations analyse and evaluate research to define the design problem</li> </ul>	<p>A research method is evident.</p> <p>Application of divergent thinking strategies</p> <p>Identifies good design concepts</p>	<p>Research methods and divergent thinking strategies gather insight and identify a design problem.</p> <p>Concepts of good design are used in the gathering of insights and to identify the design problem.</p>	<p>A range of research methods and divergent thinking gather insights, i and identify a design problem.</p> <p>Concepts of good design are used to gather insights and define the problem.</p>	<p>A diverse range of research methods and divergent thinking strategies are used to gather insights and examine a design problem.</p> <p>Concepts of good design are used to gather insights and analyse the problem.</p>	<p>A diverse range of research methods and divergent thinking strategies are applied to the investigation to gather insights, analyse and evaluate a design problem.</p> <p>Concepts of good design are used to gather insights and evaluate the problem.</p>					
		1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>

Assessment criterion



Indicators of performance



Performance descriptors

# Assessment Sheet

# Authentication record form

VCE Administrative Information for School-based Assessment 2024: Visual Communication Design

2024

## VCE Visual Communication Design School-assessed Task Assessment Sheet

STUDENT NAME

Student No. \_\_\_\_\_  
Assessing school No. \_\_\_\_\_

This assessment sheet will assist teachers to determine their score for each student. Teachers need to make judgments on the student's performance for each criterion. Teachers will be required to choose one number from 0–10 to indicate how the student performed on each criterion with comments, as appropriate. Teachers then add the subtotals to determine the total score.

Criteria for the award of grades  
The extent to which the student demonstrates achievement in the following:

	Not Shown (0)	Very Low (1–2)	Low (3–4)	Med (5–6)	High (7–8)	Very High (9–10)
<b>Unit 3, Outcome 3</b>						
1. Design research methods to define communication problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Documentation of a design brief defining two distinct communication needs and the presentation of design criteria.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Generate, develop and present a range of design ideas drawing on the design criteria documented in the brief.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Develop and present a range of design ideas using methods, materials, media, design elements, design principles and Gestalt principles of visual perception.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Unit 4 Outcome 1</b>						
5. Refinement and resolution of design concepts for two communication needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Evaluation and presentation of design concepts drawing on requirements of the brief.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Unit 4, Outcome 2</b>						
7. Presentation of design solutions to address the communication needs specified in the brief.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Use of visual language to address the distinct communication needs specified in the brief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Performance on Criteria: Teacher's Comments**  
You may wish to comment on aspects of the student's work that led to your assessment.

If a student does not submit the School-assessed Task at all, N/A should be entered in the total score box.

SUBTOTALS

TOTAL SCORE



## Authentication record form VCE Visual Communication Design School-assessed Task 2024 Units 3 and 4

This form must be completed by the class teacher. It provides a record of the monitoring of the student's work in progress for authentication purposes. This form is to be retained by the school and filed. It may be collected by the VCAA as part of its School-based Assessment Audit.

Student name ..... Student No.....  
School..... Teacher.....

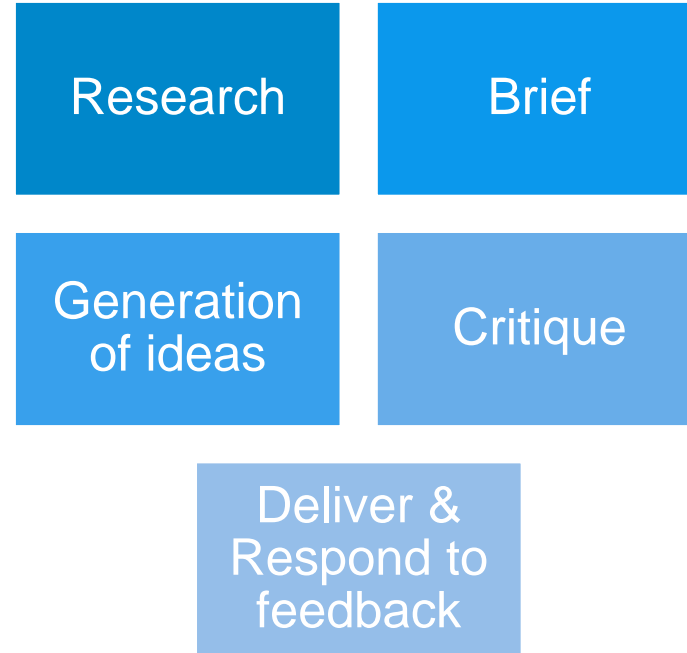
### Instructions for use

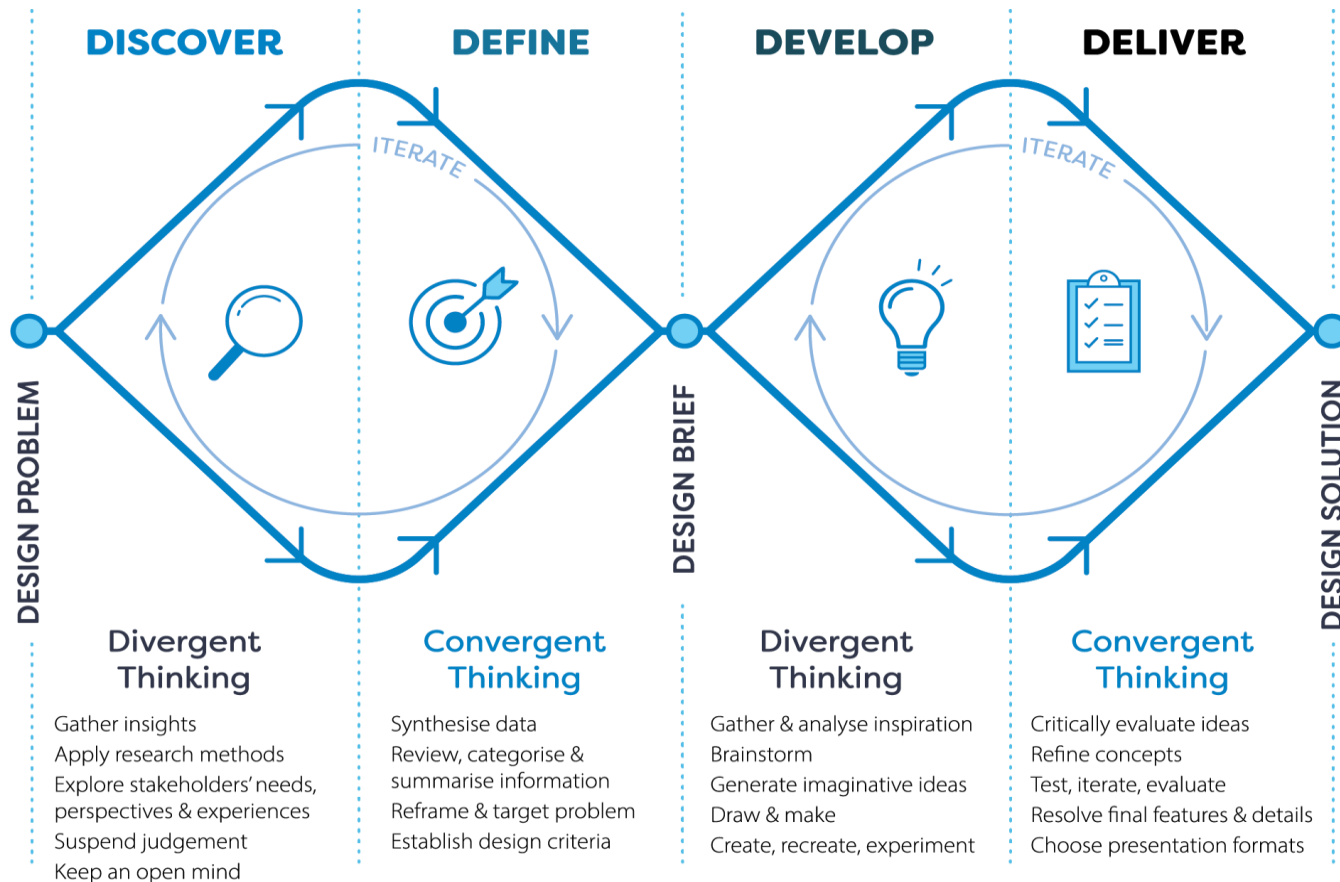
Teachers are required to carry out a regular observation and documentation of the school assessed task and provide written feedback to students. The form is to be signed and dated by the teacher and student at each observation and submission of the School-assessed Task.

Criteria for assessment	Indicators	Date observed/submitted	Authentication issues/comments	Teacher initials	Student initials
<b>Criterion 1</b> Design research methods to define communication problems.	<ul style="list-style-type: none"> <li>The Discover phase of the VCD process</li> <li>Research methods and diverse thinking to gather insights, identify and analyse the design problem.</li> </ul>				
	<ul style="list-style-type: none"> <li>Use of ethical and legal obligations in research</li> <li>Demonstration of an understanding of good design</li> <li>Analyse and define a design problem.</li> <li>Annotations analyse and evaluate research to define the design problem</li> </ul>				

# Unit 3 Outcome 3 task

On completion of this unit the student should be able to identify **two communication needs** for a client, prepare a brief and develop design ideas, while applying the **VCD design process and design thinking strategies**.





DESIGN PROBLEM

**DISCOVER**

**Divergent Thinking**

- Gather insights
- Apply research methods
- Explore stakeholders' needs, perspectives & experiences
- Suspend judgement
- Keep an open mind

**DEFINE**

**Convergent Thinking**

- Synthesise data
- Review, categorise & summarise information
- Reframe & target problem
- Establish design criteria

DESIGN BRIEF

**DEVELOP**

**Divergent Thinking**

- Gather & analyse inspiration
- Brainstorm
- Generate imaginative ideas
- Draw & make
- Create, recreate, experiment

**DELIVER**

**Convergent Thinking**

- Critically evaluate ideas
- Refine concepts
- Test, iterate, evaluate
- Resolve final features & details
- Choose presentation formats

DESIGN SOLUTION

VCE Visual Communication Design 2024: School-assessed Task Assessment Sheet											
Assessment Criteria	Indicators	Levels of Performance									
		1–2 (very low)	3–4 (low)	5–6 (medium)	7–8 (high)	9–10 (very high)					
<b>Discover</b> <b>Unit 3 Outcome 3</b> <b>Criterion 1</b> Design research methods to define communication problems.	<ul style="list-style-type: none"> <li>The Discover phase of the VCD process</li> <li>Research methods and diverse thinking to gather insights, identify and analyse the design problem.</li> <li>Use of ethical and legal obligations in research</li> <li>Demonstration of an understanding of good design</li> <li>Analyse and define a design problem.</li> <li>Annotations analyse and evaluate research to define the design problem</li> </ul>	A research method is evident.	Research methods and divergent thinking strategies gather insight and identify a design problem.	A range of research methods and divergent thinking gather insights, i and identify a design problem.	A diverse range of research methods and divergent thinking strategies are used to gather insights and examine a design problem.	A diverse range of research methods and divergent thinking strategies are applied to the investigation to gather insights, analyse and evaluate a design problem.					
		Application of divergent thinking strategies	Concepts of good design are used in the gathering of insights and to identify the design problem.	Concepts of good design are used to gather insights and define the problem.	Concepts of good design are used to gather insights and analyse the problem.	Concepts of good design are used to gather insights and evaluate the problem.					
		1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>

## VCE Visual Communication Design 2024 : School-assessed Task Assessment Sheet

Assessment Criteria	Indicators	Levels of Performance									
		1–2 (very low)		3–4 (low)		5–6 (medium)		7–8 (high)		9–10 (very high)	
<b>Define</b> <b>Unit 3 Outcome 3</b> <b>Criterion 2</b> Documentation of a design brief defining two distinct communication needs and the presentation of design criteria.	<ul style="list-style-type: none"> <li>The Define phase of the VCD design process is evident.</li> <li>Use of convergent thinking to define a design problem</li> <li>Brief - Identification of a client, two communication needs are defined, presentation of design criteria (including purpose, context, audience or users, and constraints)</li> <li>Design criteria demonstrates an understanding of good design</li> </ul>	Uses convergent thinking and identifies a design problem	Uses convergent thinking to reframe and outline a design problem.	Uses convergent thinking to define and describe a design problem.	Uses convergent thinking to examine and discuss a design problem.	Uses convergent thinking to synthesise and explain a design problem.					
		Lists two communication needs in a design brief.	Identifies two communication needs in a design brief.	Describes a client and two distinct communication needs in a design brief.	Discusses a client and two distinct communication needs in a design brief.	Explains a client and two distinct communication needs in a design brief.					
		Lists design criteria.	Outlines design criteria.	Describes design criteria.	Discusses design criteria.	Explains design criteria.					
		1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>

## VCE Visual Communication Design 2024 : School-assessed Task Assessment Sheet

Assessment Criteria	Indicators	Levels of Performance				
		1–2 (very low)	3–4 (low)	5–6 (medium)	7–8 (high)	9–10 (very high)
<p><b>Develop</b></p> <p><b>Unit 3 Outcome 3</b></p> <p><b>Criterion 3</b></p> <p>Generate, develop and present a range of design ideas drawing on the design criteria documented in the brief</p>	<ul style="list-style-type: none"> <li>The Develop phase of the VCD design process</li> <li>An understanding of good design</li> <li>Use of ethical and legal obligations in the development of design ideas</li> <li>Divergent thinking strategies</li> <li>Annotations explain and evaluate design ideas using appropriate design terminology</li> <li>Design ideas are presented in a critique through written and visual material using design terminology. Feedback strategies are designed for the critique based on the design criteria.</li> <li>Feedback is provided to other students using critical and reflective evaluations and design terminology. Feedback is responded to using critical and reflective evaluations;</li> </ul>	<p>Generation, development and presentation of design ideas through the application of divergent thinking.</p> <p>Design ideas and feedback strategies are identified in a critique.</p> <p>Annotations identify the further development of ideas.</p>	<p>Generation and development of design ideas applying divergent thinking and drawing on design criteria.</p> <p>Design ideas are outlined in a critique. Feedback strategies are identified and responded to.</p> <p>Annotations outline the further development of ideas.</p>	<p>Generation and development and presentation of design ideas, using divergent thinking, that draw on the design criteria described in the brief.</p> <p>Design ideas are described in a critique. Feedback strategies are designed and delivered.</p> <p>Annotations reflectively evaluate design ideas and feedback</p>	<p>Generation, development and presentation of design ideas, integrating divergent thinking, that expand on the design criteria discussed in the brief.</p> <p>Design ideas are discussed in a critique drawing on specific aspects of the design criteria.</p> <p>Feedback strategies are designed and explained drawing on specific aspects of individual design criteria.</p> <p>Annotations critically and reflectively evaluate design ideas and feedback</p>	<p>Generation, development and presentation of design ideas, integrating divergent thinking that explore and expand on the design criteria explained in the brief.</p> <p>Design ideas are explained in a critique that evaluates specific aspects of design criteria. Feedback strategies are designed and explained drawing on specific aspects of individual design criteria.</p> <p>Annotations critically and reflectively evaluate design ideas and key aspects of feedback</p>
		1 <input type="checkbox"/> 2 <input type="checkbox"/>	3 <input type="checkbox"/> 4 <input type="checkbox"/>	5 <input type="checkbox"/> 6 <input type="checkbox"/>	7 <input type="checkbox"/> 8 <input type="checkbox"/>	9 <input type="checkbox"/> 10 <input type="checkbox"/>

VCE Visual Communication Design 2024 : School-assessed Task Assessment Sheet											
Assessment Criteria	Indicators	Levels of Performance									
		1–2 (very low)		3–4 (low)		5–6 (medium)		7–8 (high)		9–10 (very high)	
<b>Develop</b> <b>Unit 3 Outcome 3</b> <b>Criterion 4</b> Develop and present a range of design ideas using methods, materials, media, design elements, design principles and Gestalt principles of visual perception.	<ul style="list-style-type: none"> <li>The Develop phase of the VCD design process</li> <li>Design elements, design principles and Gestalt principles of visual perception are used to develop and present design ideas drawing on criteria documented in the brief.</li> <li>Methods, materials and media are used to develop and present a range of design ideas drawing on design criteria</li> <li>Annotations document the use of methods, materials, media, design elements, design principles and Gestalt principles of visual perception in the development and presentation of ideas.</li> </ul>	Development of design ideas applying methods, materials, media, design elements, design principles and Gestalt principles of visual perception.		Development and presentation of design ideas using methods, materials, media, design elements, design principles and Gestalt principles of visual perception.		Development and presentation of design ideas that draw on the design criteria described in the brief that use divergent thinking to explore and experiment with methods, materials, media, design elements, design principles and Gestalt principles of visual perception.		Development and presentation of design ideas that expand on the design criteria described in the brief by integrating divergent thinking with the exploration of methods, materials, media design elements, design principles and Gestalt principles of visual perception.		Development and presentation of design ideas that explore and expand on the design criteria by integrating divergent thinking with the exploration and experimentation of methods, materials, media, design elements, design principles and Gestalt principles of visual perception.	
		Annotations identify the use of methods, materials, media, design elements and Gestalt principles of visual perception		Annotations outline the use of methods, materials, media, design elements and Gestalt principles of visual perception.		Annotations reflectively evaluate the use of methods, materials, media, design elements and Gestalt principles of visual perception.		Annotations critically and reflectively evaluate the use of methods, materials, media, design elements and Gestalt principles of visual perception.		Annotations critically and reflectively explain and evaluate the use of methods, materials, media, design elements and Gestalt principles of visual perception.	
		1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>



# Unit 4 Outcome 1 task

On completion of this unit the student should be able to **refine and resolve distinct design concepts for each communication need**, and **devise and deliver a pitch** to communicate concepts **to an audience or users**, **evaluating the extent to which these meet the requirements of the brief**.

Refine and  
resolve design  
concepts

Devise and  
deliver a pitch

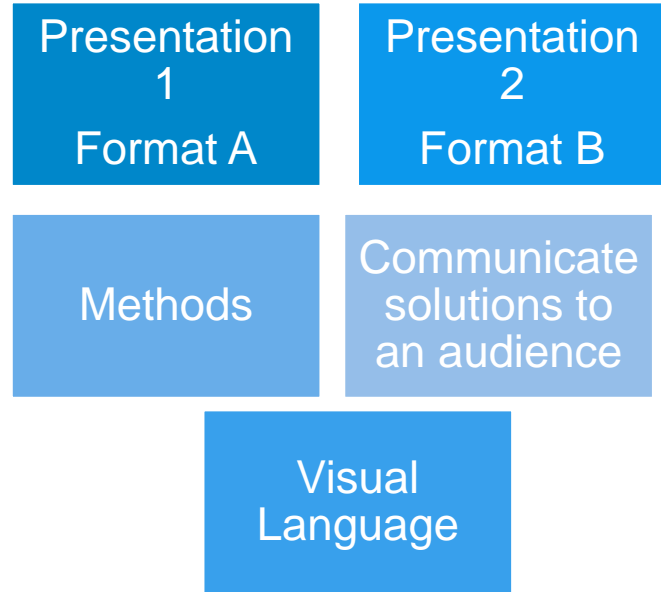
Documentation

VCE Visual Communication Design 2024: School-assessed Task Assessment Sheet														
Assessment Criteria	Indicators	Levels of Performance												
		1–2 (very low)		3–4 (low)		5–6 (medium)		7–8 (high)		9–10 (very high)				
<b>Deliver</b> <b>Unit 4 Outcome 1</b> <b>Criterion 5</b> Refinement and resolution of design concepts for two communication needs.	<ul style="list-style-type: none"> <li>The Deliver phase of the VCD design process</li> <li>Further development and refinement of design ideas</li> <li>Refinement and resolution of design concepts for two communication needs</li> <li>Design elements and principles are used to refine and resolve design concepts in development and documentation drawings</li> <li>Manual and digital methods, media, materials and conventions are used to refine and resolve design concepts</li> <li>Use of ethical and legal obligations in the resolution and refinement of design concepts</li> <li>Understanding of good design</li> <li>Annotations used to document the refinement and resolution of design concepts.</li> </ul>	Design concepts are linked to the ideas developed in Unit 3.	Design concepts are linked to the ideas developed in Unit 3.	Design ideas from the critique in Unit 3 are linked to the design concepts.	Design concepts for two communication needs are refined and resolved.	The design concepts are refined and resolved considering the criteria outlined in the brief.	Design concepts for two communication needs are refined and resolved applying methods, media, materials, design elements, design principles and Gestalt principles of visual perception.	The design concepts are refined and resolved drawing on the criteria outlined in the brief.	Further development of design ideas from the critique in Unit 3 focusing on design criteria	Design concepts for two communication needs are refined and resolved using convergent thinking and integrating methods, media, materials, design elements, design principles and Gestalt principles of visual perception. Design criteria are considered throughout.	The design concepts are refined and resolved drawing on specific aspects of the design criteria discussed in the brief.	Further development of ideas from the critique in Unit 3 focusing on specific design criteria.	Design concepts for two communication needs are refined and resolved integrating convergent thinking with specific methods, materials, media, design elements, design principles and Gestalt principles of visual perception that address the design criteria.	The design concepts are refined and resolved synthesising on specific aspects of design criteria explained in the brief.
		1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>			

VCE Visual Communication Design 2024: School-assessed Task Assessment Sheet														
Assessment Criteria	Indicators	Levels of Performance												
		1-2 (very low)		3-4 (low)		5-6 (medium)		7-8 (high)		9-10 (very high)				
<b>Deliver</b> <b>Unit 4 Outcome 1</b> <b>Criterion 6</b> Evaluation and presentation of design concepts drawing on requirements of the brief.	<ul style="list-style-type: none"> <li>The Deliver phase of the VCD design process</li> <li>Produce mock-ups or prototypes of one design concept for each communication need that test and evaluates their suitability, drawing on the requirements of the brief.</li> <li>Devise and deliver an oral pitch using visual and written material that evaluates the suitability and quality of one design concept for each communication need, drawing on the requirements of the brief.</li> <li>Use of convergent thinking in the presentation and evaluation of design concepts in the pitch, and in the further refinement of design concepts</li> <li>Use of ethical and legal obligations in the presentation of design concepts in the pitch</li> <li>An understanding of good design</li> <li>Use of appropriate terminology</li> </ul>	One mock-up or prototype of a design concept is evaluated and presented.	Two mock-ups or prototypes are created and evaluated.	Two refined design concepts are presented in a pitch.	Application of convergent thinking to further refine design concepts.	Mock-ups or prototypes are created and described drawing on design criteria.	A pitch is devised and delivered to describe one refined design concept for each communication need.	Application of convergent thinking to further refine design concepts drawing on feedback from the pitch and the requirements of the brief.	Mock-ups or prototypes are created and analysed drawing on specific aspects of design criteria.	One refined design concept for each communication need is presented and evaluated in a pitch.	Application of convergent thinking to further refine design concepts by analysing feedback from the pitch and drawing on the requirements of the brief.	Mock-ups or prototypes are created and evaluated drawing on specific aspects of the design criteria.	One refined design concept for each communication need is presented and evaluated in a pitch drawing and elaborating on specific design criteria.	Application of convergent thinking to further refine design concepts by evaluating feedback from the pitch and synthesising the requirements of the brief.
		1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>			

# Unit 4 Outcome 2 task

On completion of this unit the student should be able to **produce a design solution for each communication need** defined in the brief, **satisfying the specified design criteria.**



VCE Visual Communication Design 2024 : School-assessed Task Assessment Sheet									
Assessment Criteria	Indicators	Levels of Performance							
		1–2 (very low)	3–4 (low)	5–6 (medium)	7–8 (high)	9–10 (very high)			
<b>Deliver</b> <b>Unit 4 Outcome 2</b> <b>Criterion 7</b> Presentation of design solutions to address the communication needs specified in the brief.	<ul style="list-style-type: none"> <li>The Deliver phase of the VCD design process is evident</li> <li>Two distinct design solutions that meet the communication needs defined in the brief.</li> <li>Feedback from the pitch is incorporated into the two distinct design solutions</li> <li>Selection of suitable presentation formats for two distinct design solutions that meet the communication needs defined in the brief</li> <li>Application of methods, media and materials in distinct design solutions that meet the communication needs defined in the brief</li> <li>Use of convergent thinking in the presentation of design solutions</li> <li>Use of ethical and legal obligations in the presentation of design solutions</li> <li>An understanding of good design</li> </ul>	Two distinctly different design solutions are identified.	Two distinctly different design solutions are presented on presentation formats.	Two distinctly different design solutions that meet the communication needs defined in the brief and the design criteria are presented on selected presentation formats.	Two distinctly different design solutions that meet the communication needs of the brief and the design criteria are presented on selected presentation formats manipulating methods, media and materials.	Two distinct design solutions that meet the communication needs of the brief and the design are presented on selected presentation formats.  Methods, media and materials are selected and manipulated considering the design criteria outlined in the brief.			
		1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>

## VCE Visual Communication Design 2024 : School-assessed Task Assessment Sheet

Assessment Criteria	Indicators	Levels of Performance				
		1–2 (very low)	3–4 (low)	5–6 (medium)	7–8 (high)	9–10 (very high)
<p><b>Deliver</b></p> <p><b>Unit 4 Outcome 2</b></p> <p><b>Criterion 8</b></p> <p>Use of visual language to address the distinct communication needs specified in the brief.</p>	<ul style="list-style-type: none"> <li>The Deliver phase of the VCD design process</li> <li>Use of visual language that communicate two distinct design solutions to stakeholders</li> <li>Use of ethical and legal obligations with visual language in design solutions</li> <li>An understanding of good design in the use of visual language</li> <li>Documentation of the resolution and refinement of visual language in design solutions.</li> </ul>	<p>Use of visual language in design solutions.</p> <p>Identifies the use of visual language in design solutions.</p>	<p>Use of visual language is evident in two distinctly different design solutions.</p> <p>Outlines the use of visual language in the design solutions.</p>	<p>Visual language communicates the needs specified in the brief in two distinctly different solutions.</p> <p>Describes the use of visual language in the final solutions and in relation to the communication needs and design criteria described in the brief.</p>	<p>Visual language is selected to communicate the needs specified in the brief in two distinctly different solutions.</p> <p>Analyses the selection of visual language in the solutions considering the communication needs and design criteria discussed in the brief.</p>	<p>Visual language is selected and manipulated drawing on individual aspects of the communication needs specified in the brief in two distinctly different solutions.</p> <p>Evaluates the selection and manipulation of visual language to specifically address the design criteria and communication needs explained in the brief.</p>
		<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p>	<p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p>	<p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p>	<p>7 <input type="checkbox"/></p> <p>8 <input type="checkbox"/></p>	<p>9 <input type="checkbox"/></p> <p>10 <input type="checkbox"/></p>

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