

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 – Tuesday 11 November 2025

- Reading time is **15 minutes**: 9.00 am to 9.15 am
- Writing time is **1 hour 30 minutes**: 9.15 am to 10.45 am

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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Do not write in this area.

Section A

Instructions

- Refer as instructed to the images in the Resource Book.
- Indicate your selections in the boxes provided for each question.
- Answer **all** questions in the spaces provided.
- Write your responses in English.

Question 1 (4 marks)

Tick (✓) **one** design example from those provided on pages 2 and 3 of the Resource Book.

Messages

DesignHer+

Objects

vitaPACK

Environments

Magney House

Interactive experiences

SmartGym app

Identify a Gestalt principle of visual perception and discuss how it has been used in the selected design example.

Gestalt principle of visual perception _____

Do not write in this area.

Question 2 (4 marks)

Tick (✓) **one** design example from those provided on pages 4 and 5 of the Resource Book.

Messages

AFLW Indigenous Round

Objects

Pure Advance Flex

Environments

Northcote Aquatic Centre

Interactive experiences

EasyPark app

Using the selected design example as evidence, explain the legal obligations a designer may have needed to consider in the development of the design example.

Question 5 (4 marks)

Tick (✓) **one** design example from those provided on pages 6 to 9 of the Resource Book.

You may refer to one or more images from your selected design example.

Messages

Tronicwaste

Objects

Soufflé modular sofa

Environments

Christian Jenkins Pavilion

Interactive experiences

Melbourne Aquarium

Explain how **one** factor may have influenced the designer of your 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

The Swap Shop is the name of a not-for-profit organisation that organises pop-up clothing events. People are encouraged to bring their pre-loved clothing to the stores to swap with others, reducing the amount of fashion items ending up in landfill.

Design criteria

Your design must:

- be inspired by clothing and/or fashion items
- reflect sustainable practices
- attract an audience of 18- to 30-year-olds.

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

- Messages – four symbols, each representing a different fashion item applied to in-store signage
- Objects – a piece of display furniture that can be disassembled for transport
- Environments – a three-dimensional (3D) drawing of an entrance structure for the event
- Interactive experiences – two screens for an app that assists people in locating their nearest pop-up event.

VCD design process: Discover

Question 1 (6 marks)

- a. Discuss additional characteristics of the 18- to 30-year-old audience/user relevant to the design problem.

3 marks

- b. Identify your selected field of design practice and discuss the constraints relevant to your design problem.

3 marks

Selected field of design practice _____

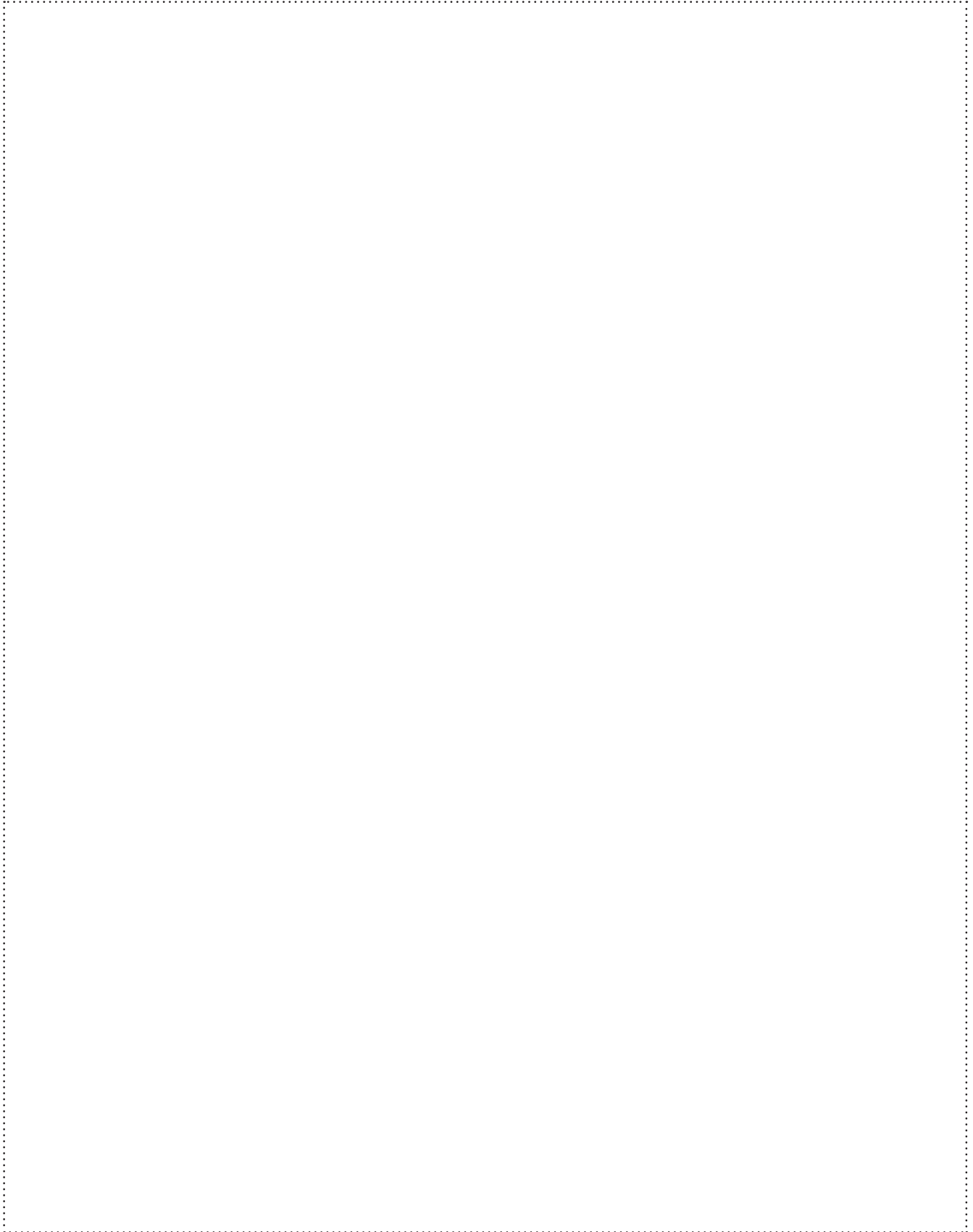
Constraints _____

Do not write in this area.

VCD design process: Develop

Question 2 (6 marks)

In the space provided, generate at least **three** diverse ideas using development drawings. Your drawings must respond to your selected field of design practice identified in Question 1 **part b**.

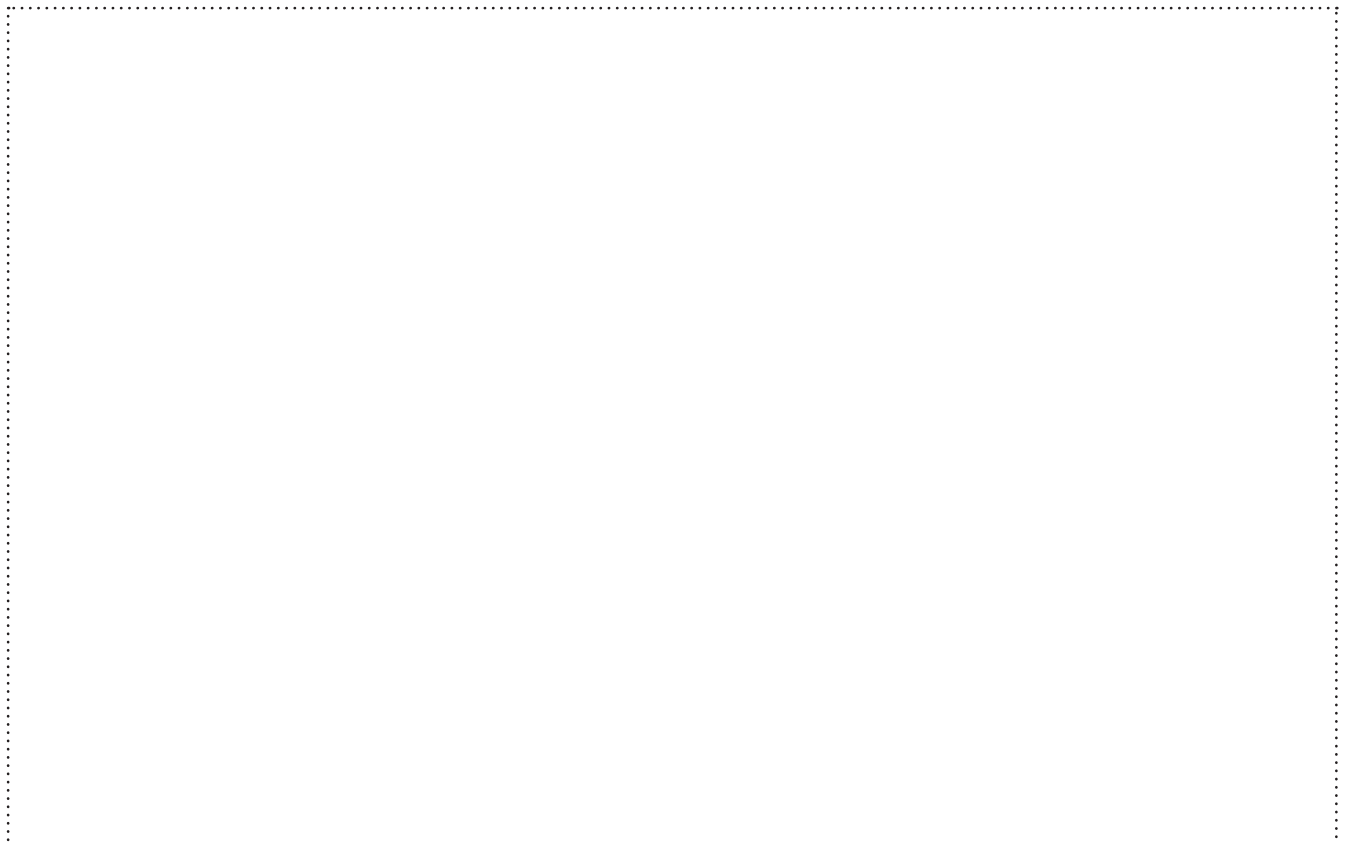


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Question 3 (12 marks)

Select **one** idea from Question 2.

Develop this idea into **two** concepts relevant to the design problem. Use annotations to explain the design elements and design principles used in both concepts.



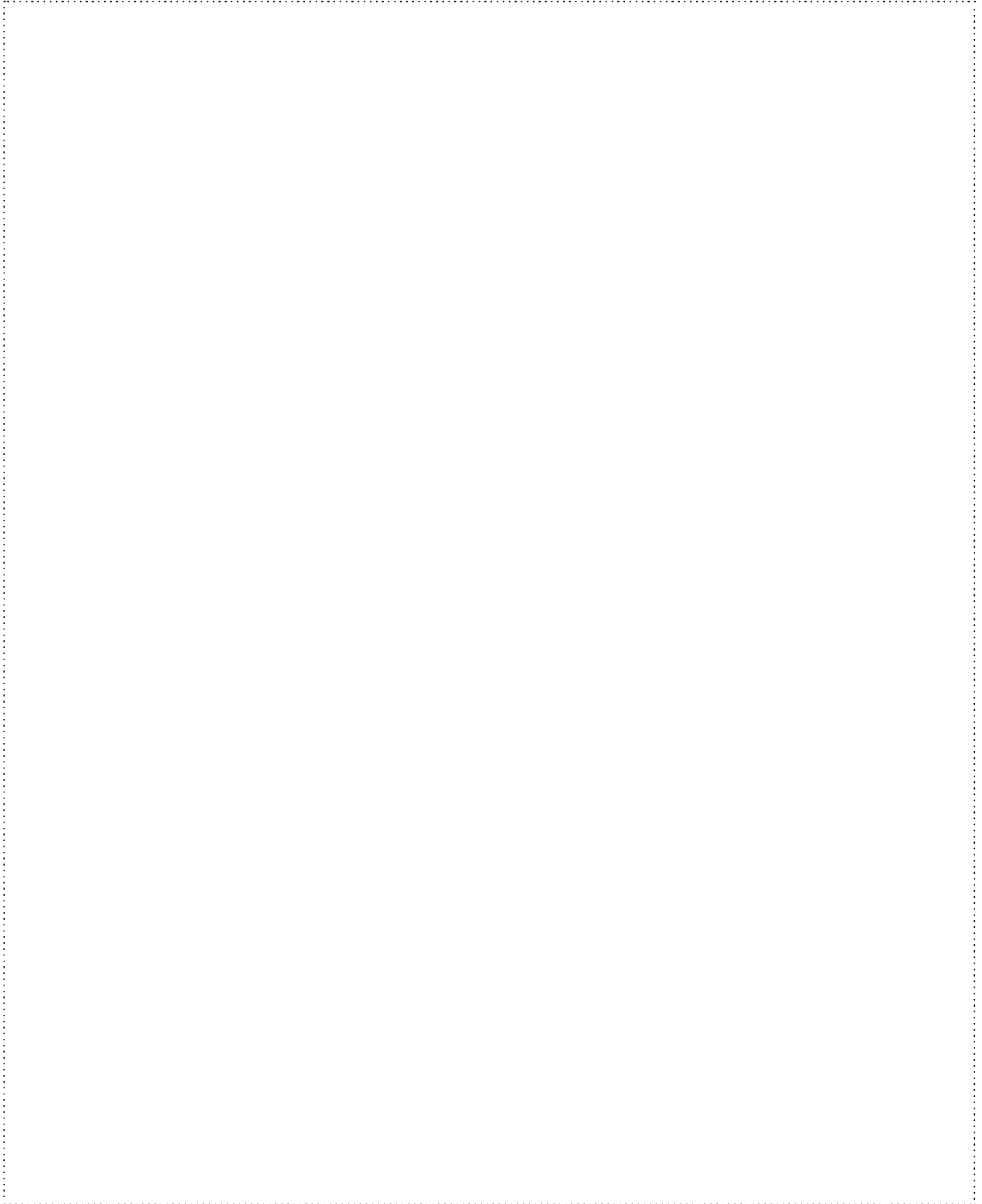
Do not write in this area.

VCD design process: Deliver

Question 4 (12 marks)

Select and resolve **one** concept from Question 3 to present to the client.

Use a convergent thinking strategy to evaluate how your resolved concept is informed by the design criteria.



Do not write in this area.

Question 5 (4 marks)

Discuss **one or more** relevant conventions to be considered when presenting your design concept to the client.

Do not write in this area.

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Visual Communication Design

Resource Book

VCE Examination – Tuesday 11 November 2025

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

Resource material for Question 1

Messages resource

DesignHer+ conference branding identity

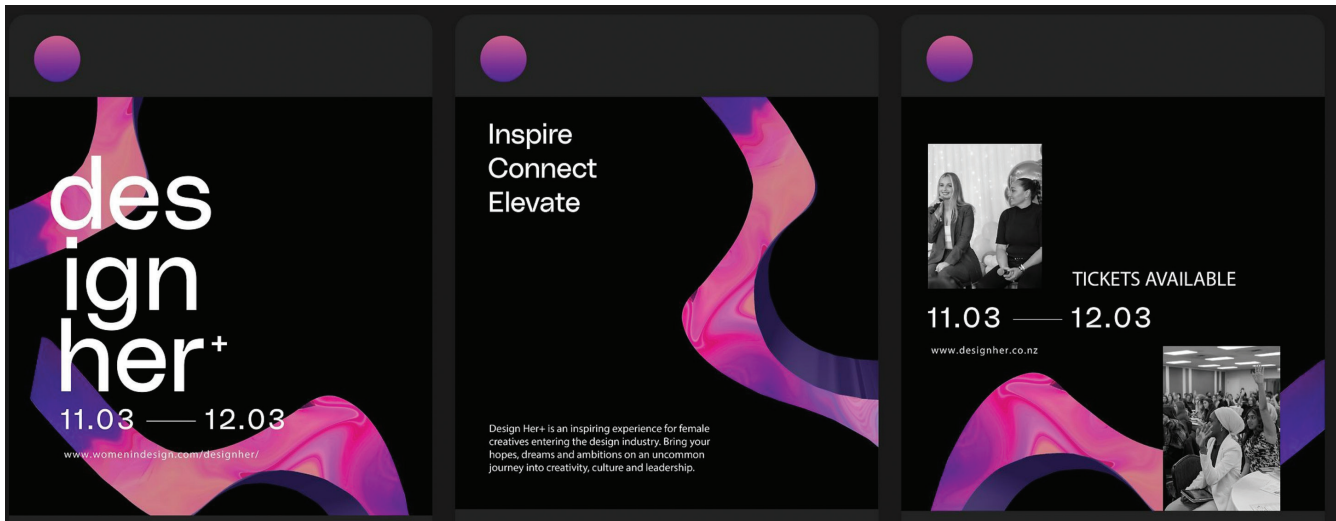


Image 1

Environments resource

Magney House



Image 2

Source for Image 1: Designer Institute of New Zealand <<https://bestawards.co.nz>>
Designs by Kirsty Leggett; reproduced with permission

Source for Image 2: Architecture Foundation Australia <www.ozetecture.org/magney-house-bingie-point>
Architect: Glenn Murcutt; photography: Anthony Browell; reproduced with permission

Objects resource

vitaPACK

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Image 3

Interactive experiences resource

SmartGym app

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Image 4

Resource material for Question 2

Messages resource

AFLW Indigenous Round guernsey poster

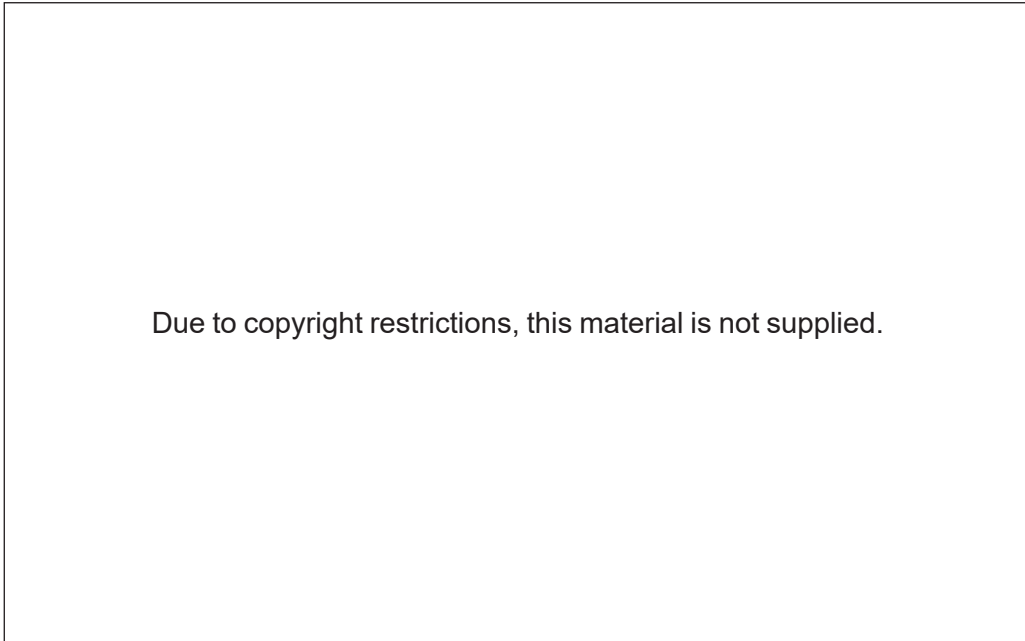


Image 5

Environments resource

Northcote Aquatic Centre waterplay area



Image 6

Source for Image 5: West Coast Eagles <www.westcoasteagles.com.au>

Source for Image 6: Life Floor <www.lifefloor.com/northcote-aquatic-and-recreation-centre>
© Lifefloor; reproduced with permission. Designer: Brett Diprose of Warren and Mahoney

Objects resource

Pure Advance Flex electric scooter



Image 7

Interactive experiences resource

EasyPark app

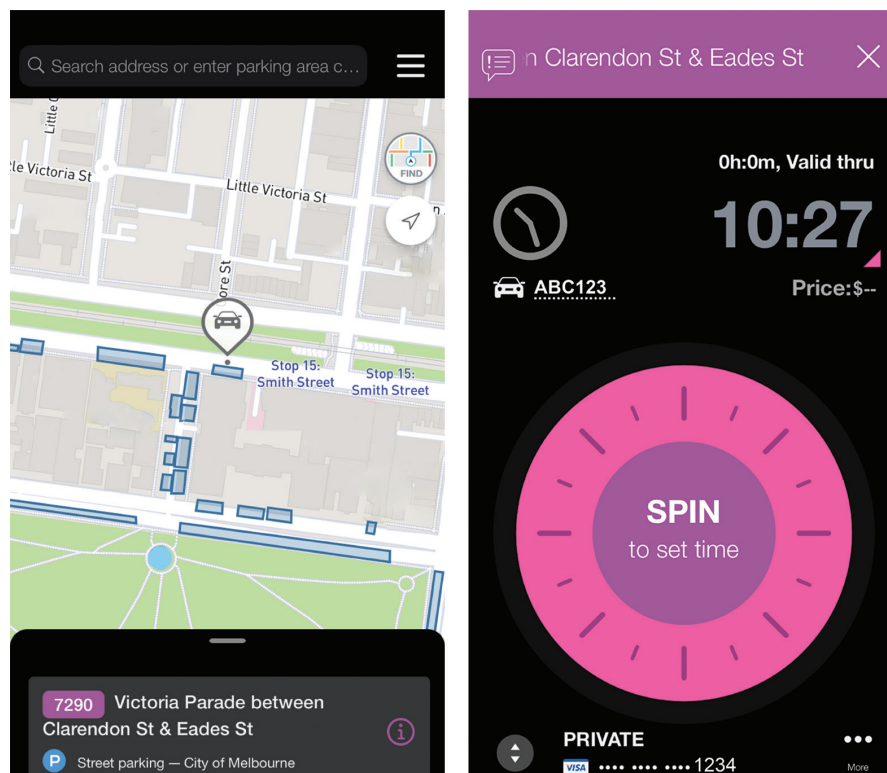


Image 8

Source for Image 7: Good Design Awards <<https://good-design.org/projects/pure-advance-range>>
Image reproduced courtesy of Good Design Australia

Source for Image 8: EasyPark app screenshots generated by VCAA

Resource material for Questions 3–6

Messages resource

Tronicwaste Electronic Waste Information Kit



Image 9



Image 10



Image 11

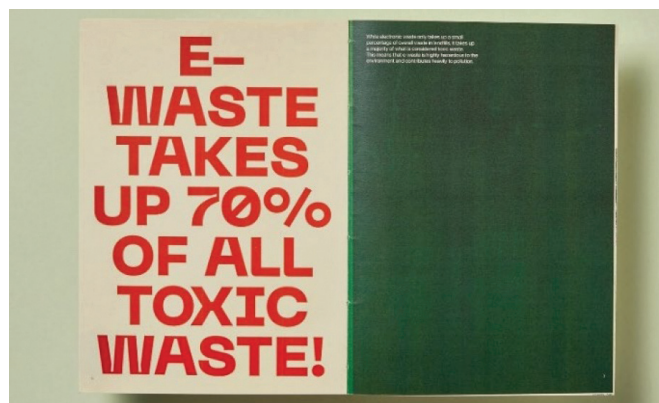


Image 12

Objects resource

Soufflé modular sofa

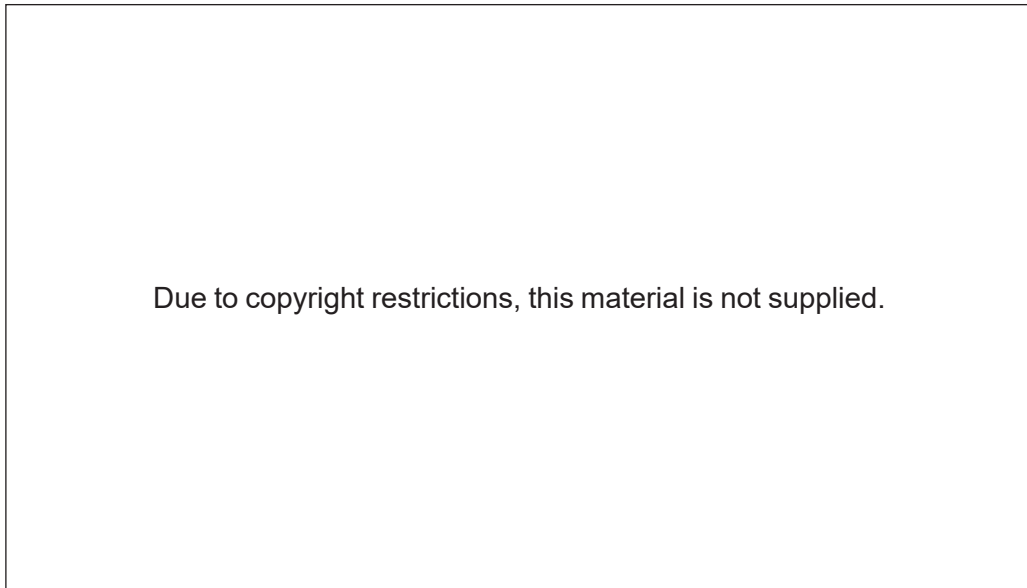


Image 13

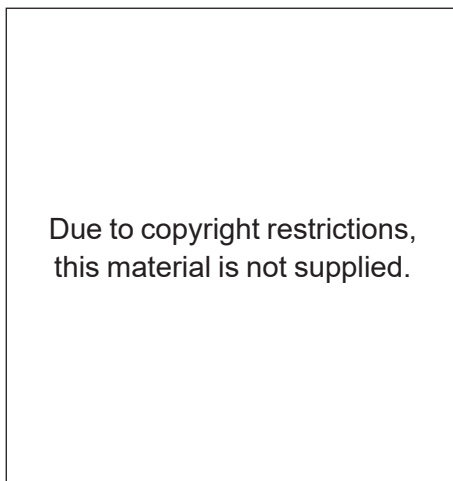


Image 14

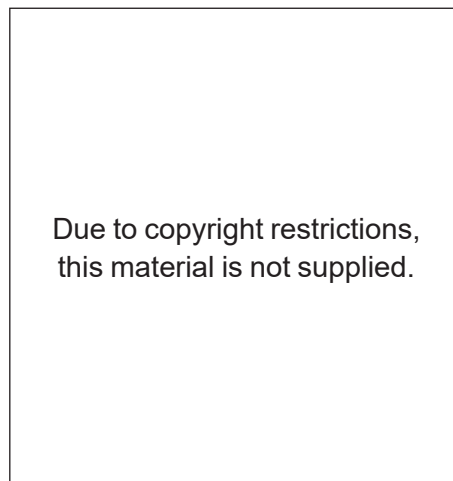


Image 15

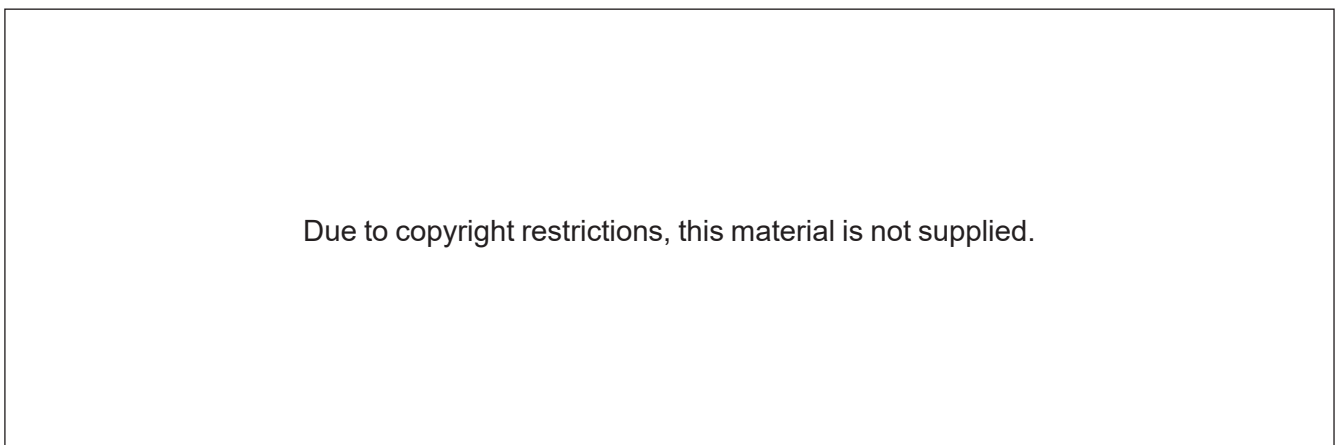


Image 16

Resource material for Questions 3–6 – continued

Environments resource

Christian Jenkins Pavilion, Melbourne International Garden Show 2022

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Image 17

Image 18



Image 19



Image 20

Source for Image 17: Horticultural Media Association <hmaustralia.com.au>

Source for Images 18–20: Christian Jenkins <www.christianjenkins.com.au>
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Interactive experiences resource

Melbourne Aquarium

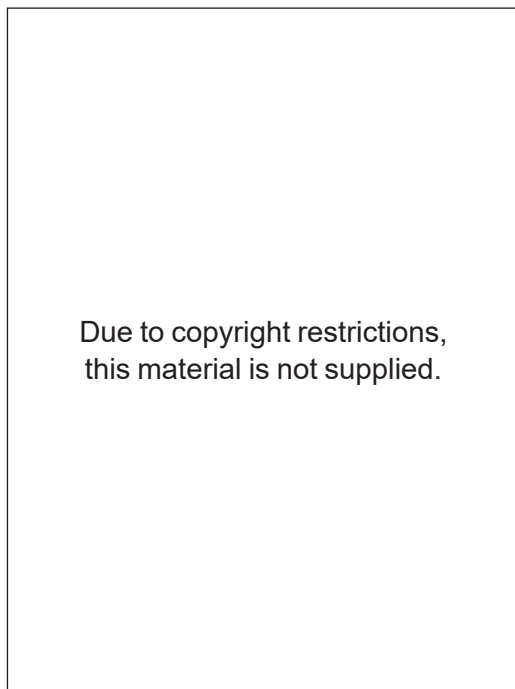


Image 21

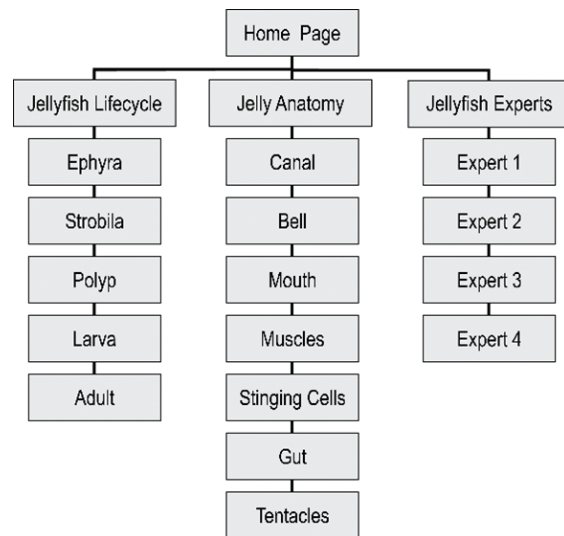


Image 22

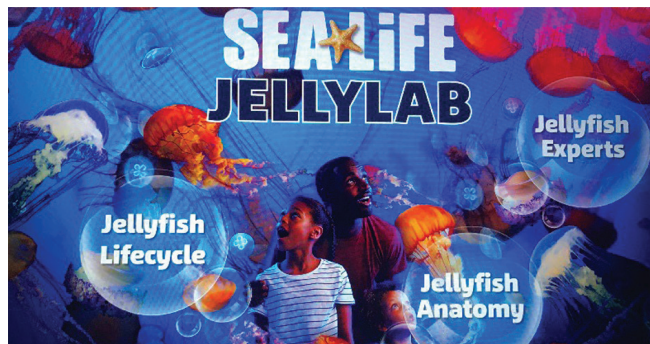


Image 23

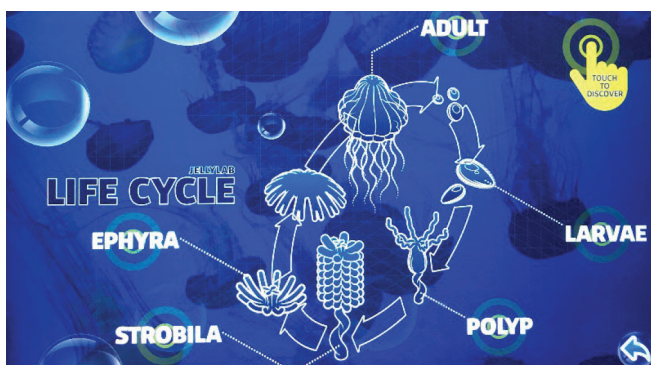


Image 24



Image 25

Source for Image 21: The Jelly Lab <www.facebook.com/9Postcards/videos/the-jelly-lab/1454885924671478>

Source for Image 22: Sitemap by VCAA

Source for Images 23–25: Photos by VCAA

Section B

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Photo by VCAA;
Olympic Games Museum <www.olympic-museum.de>;
The Little Food Market <www.instagram.com/thelittlefood_market>

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Sources (from top): TimeOut <www.timeout.com/melbourne/shopping/the-best-markets-in-melbourne>;
What's On Melbourne <whatson.melbourne.vic.gov.au/things-to-do/australian-sports-museum>
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