Visual Communication Design

Resource Book

SAMPLE

VCE Examination – Day Date Month Year

Instructions

- Refer to the visual communications in this book for each question as instructed in the Question and Answer Book.
- You may keep this Resource Book.

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March 2024

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VICTORIAN CURRICULUM AND ASSESSMENT AUTHORITY

VICTORIA State Government

Section A

Environments

Banksia Apartments

McBride Charles Ryan Architects, 2017



SAMPLE

Image 1



Image 2

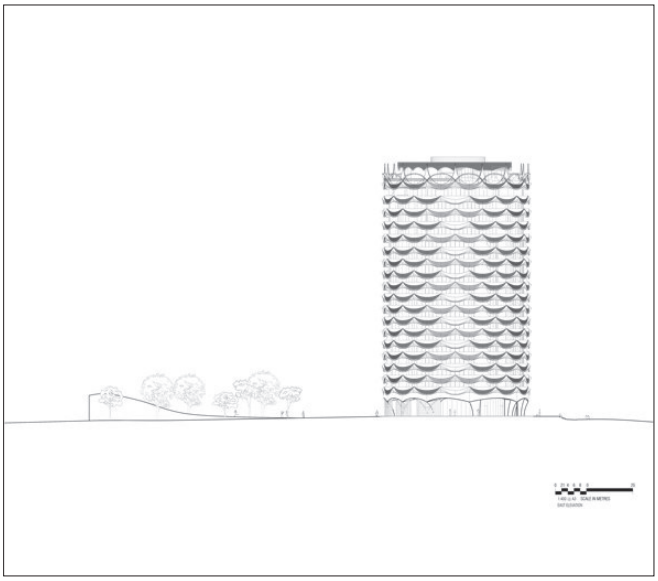


Image 3



Image 4

Source for Images 1 to 4: <https://www.mcbridecharlesryan.com.au/project/banksia-apartments/>;
© MCR McBride Charles Ryan architects, reproduced by permission

Environments

Bass Coast Farmhouse

John Wardle Architects, 2022



Image 5

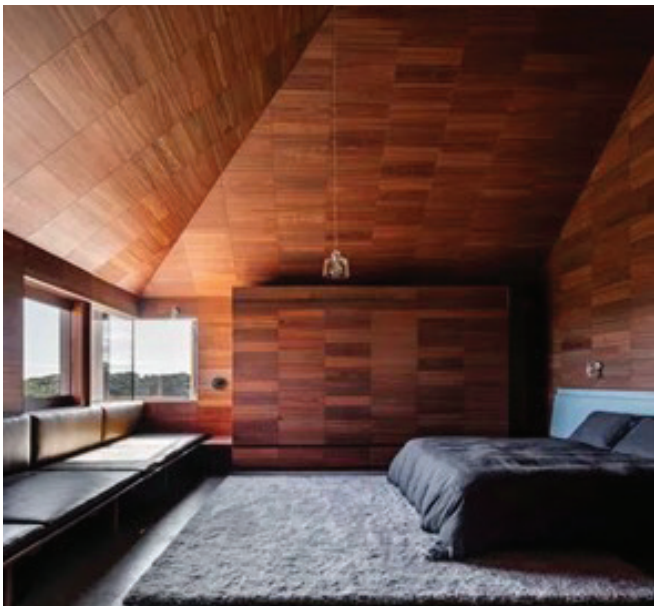
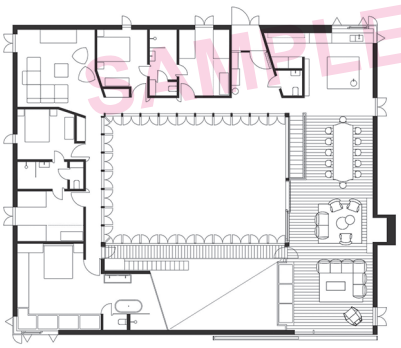


Image 6



Image 7



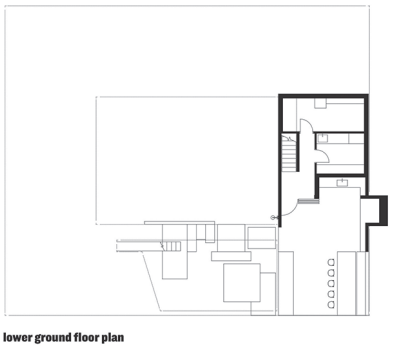


Image 8

SAMPLE

Bass Coast Farmhouse
Architecture & interior design, Wardle; photography, Trevor Mein
Source for Images 5 and 6: Rachel Hurst, 'Bass Coast Farmhouse by John Wardle Architects', *Architecture AU*, 6 December 2022; <https://architectureau.com/articles/bass-coast-farmhouse/>
Source for Image 7: <https://wardle.studio/projects/bass-coast-farmhouse/>
Source for Image 8: Calvin Po, 'Bass Coast Farmhouse in Victoria, Australia by John Wardle Architects', *Architectural Review*, 17 December 2022; <https://www.architectural-review.com/awards/ar-house/bass-coast-farmhouse-in-victoria-australia-by-john-wardle-architects>

Messages

Carlton Primary School



SAMPLE

Image 9



Image 10



Image 11

Source for Images 9 to11: <https://www.nexusdesigns.com.au/carlton-learning-precinct-signage>; photographs © Rhiannon Slatter; reproduced with permission from Nexus Designs

Messages

Package Design

'Ena Karo Rebranding'

Lazy Snail Design, 2022



SAMPLE

Image 12



Image 13

Source for Images 12 and 13: 'Ena Karo Rebranding by Lazy Snail Design', World Brand Design Society, 4 January 2022; <https://worldbranddesign.com/ena-karo-rebranding-by-lazy-snail-design/>; © Lazy Snail Design

Objects

Wooden model car

Toys for Life, 2002



Image 14



Image 15

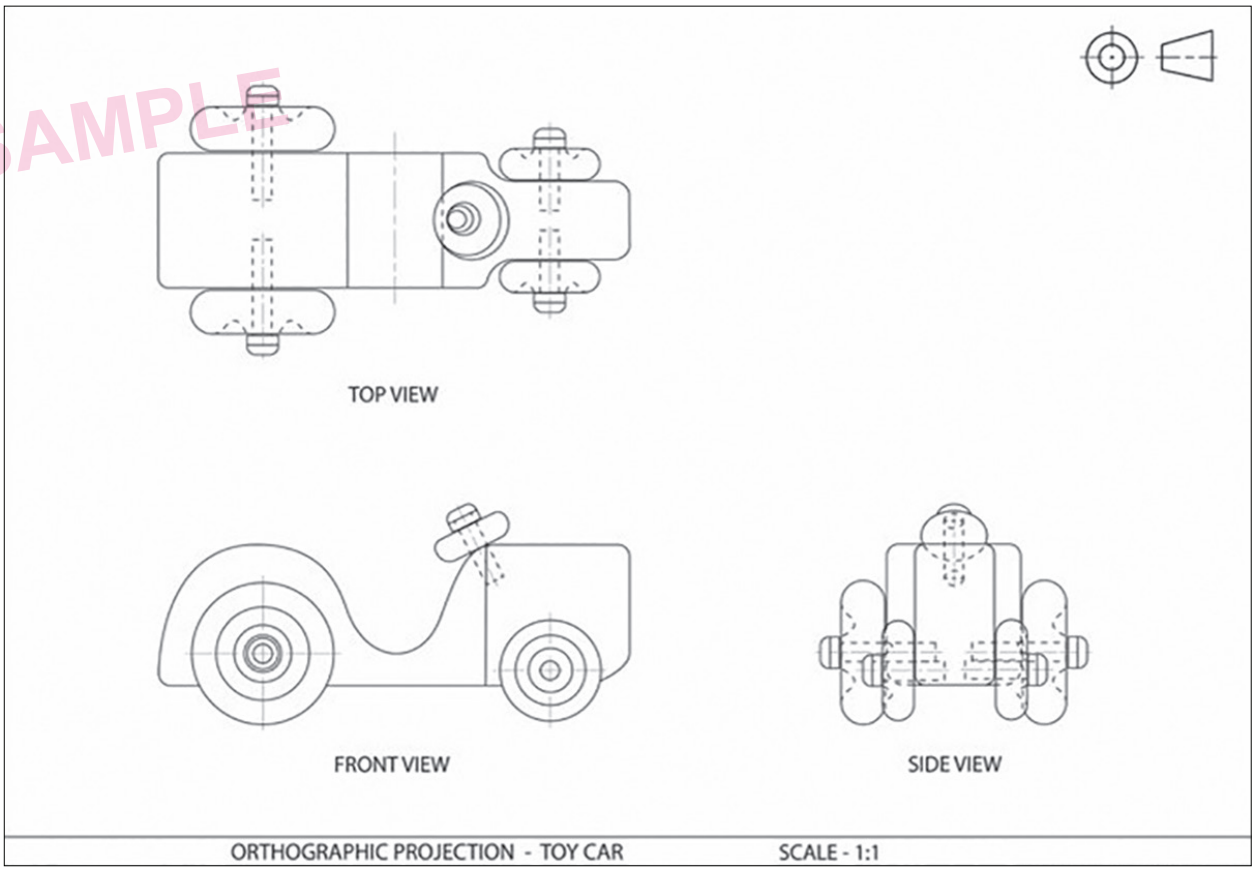


Image 16

Objects

Featherston Chair

Grant Featherston, 1947



Image 17

SAMPLE



Image 18



Image 19

Source for Image 17: <featherston.com.au>; The Featherson Archive
Source for Image 19: <lawsons.com.au>; © Lawsons, reproduced by permission

Interactive experiences

Melbourne Zoo



Image 20

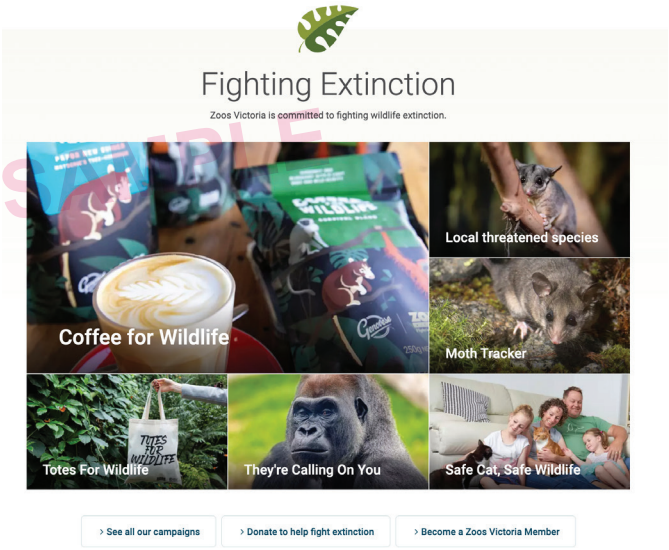


Image 21

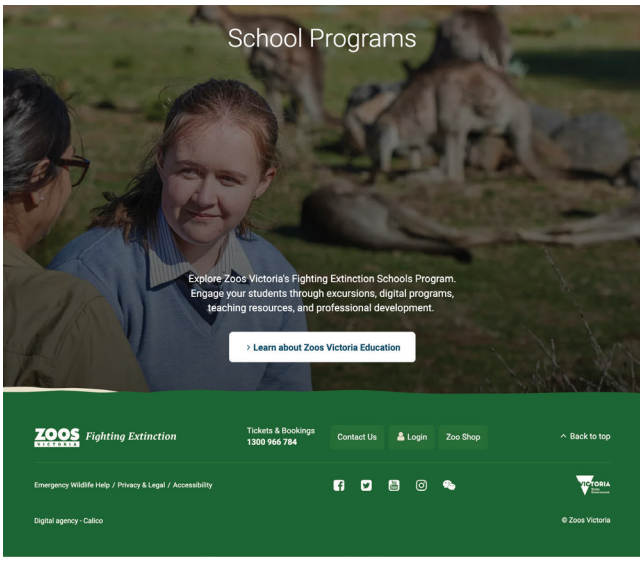


Image 22

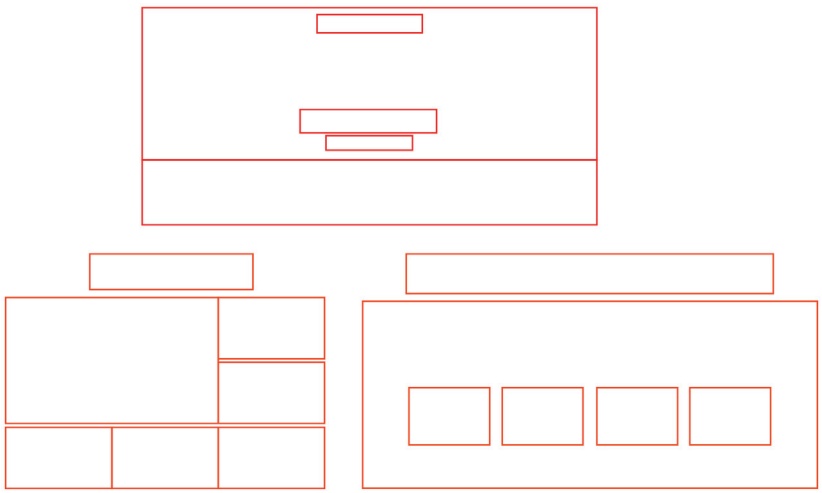


Image 23

Source for Images 20 to 22: <https://www.zoo.org.au>; courtesy of Zoos Victoria

Interactive experiences

Merri-bek City Council (formerly Moreland City Council) self-service bike repair station; includes tyre air pump and retractable tools for minor repairs.



Image 24



Image 25



Image 26



Image 27



Image 28

SAMPLE

Section B



Access to stops and signage

"As a person who uses a wheelchair, you can't just step over things, like the kerb or large gaps," says Jamie.

18%

of Australians live with disability





40%

of people with disability use public transport



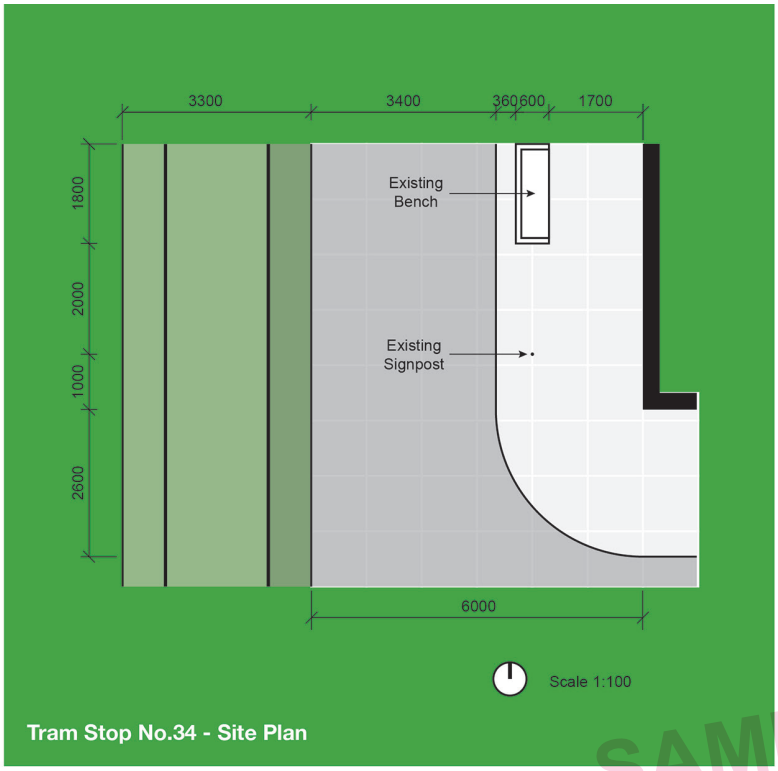
Figure 1

Data: <www.drc.org.au>, <www.abs.gov.au>

48%

of people with disability are in the workforce





SAMPLE

"It doesn't just impact people with disabilities. It impacts our older community members, people pushing prams & people with temporary disabilities. Anybody who has mobility issues cannot use a lot of our public transport," Kennedy says.

50%

of all people with disabilities are aged over 65

"It takes me up to three times longer than everyone else to get somewhere because transport is so inaccessible," says Ash.

Issues getting in and out of vehicles









Figure 2

Data: <www.aihw.gov.au>, <www.abs.gov.au>

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