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 2***  ***On completion of this unit the student should be able to discuss the practices of a contemporary designer from each of the design fields and explain factors that influence these practices.*** | **DESCRIPTOR: typical performance in each range** | | | | |
| **Very low** | **Low** | **Medium** | **High** | **Very high** |
| Very limited description of the roles and relationships between designers, specialists and clients, during key stages of the design processes as they relate to communication, industrial and environmental design. | Limited description of the roles and relationships between designers, specialists and clients, during key stages of the design processes as they relate to communication, industrial and environmental design. | Adequate descriptions of the roles and relationships between designers, specialists and clients, during key stages of the design processes as they relate to communication, industrial and environmental design. | Detailed and informative description of the roles and working relationships between designers, specialists and clients, during key stages of the design processes as they relate to communication, industrial and environmental design. | Comprehensive description of the roles and working relationships between designers, specialists and clients, during key stages of the design processes as they relate to communication, industrial and environmental design. |
| Very limited reference to the practices, techniques and processes used by designers when establishing and responding to briefs, and designing visual communications that fulfil clients’ needs. | Limited explanation of the some of the practices, techniques and processes used by designers when establishing and responding to briefs, and designing visual communications that fulfil clients’ needs. | Satisfactory explanation of the practices, techniques and processes used by designers when establishing and responding to briefs, and designing visual communications that fulfil clients’ needs. | Clear and informative explanation of the practices, techniques and processes used by designers when establishing and responding to briefs, and designing visual communications that fulfil clients’ needs. | Insightful and comprehensive explanation of the practices, techniques and processes used by designers when establishing and responding to briefs, and designing visual communications that fulfil clients’ needs. |
| Very limited discussion of the practices used for collaborating between designers and other specialists when developing, refining and presenting final presentations to clients. | Limited discussion of the practices used for collaborating between designers and other specialists when developing, refining and presenting final presentations to clients. | Satisfactory discussion of the practices used for collaborating between designers and other specialists when developing, refining and presenting final presentations to clients. | Clear and informative discussion of the practices used for collaborating between designers and other specialists when developing, refining and presenting final presentations to clients. | Insightful and comprehensive discussion of the practices used for collaborating between designers and other specialists when developing, refining and presenting final presentations to clients. |
| Very limited discussion of how design decisions may have been influenced by social, cultural, ethical, legal, financial and environmental factors. | Limited explanation of how design decisions may have been influenced by social, cultural, ethical, legal, financial and environmental factors. | Satisfactory explanation of how design decisions are influenced by a range of social, cultural, ethical, legal, financial and environmental factors. | Clear and informative explanation of how design decisions are influenced by a range of social, cultural, ethical, legal, financial and environmental factors. | Insightful and comprehensive explanation of how design decisions are influenced by a range of social, cultural, ethical, legal, financial and environmental factors. |
| Very limited description of evaluation techniques used by designers throughout the design and production of visual communications. | Limited description of evaluation techniques used by designers throughout the design and production of visual communications. | Adequate discussion of evaluation techniques used by designers throughout the design and production of visual communications. | Well-developed discussion of evaluation techniques used by designers throughout the design and production of visual communications. | Comprehensive discussion of evaluation techniques used by designers throughout the design and production of visual communications. |
| Very limited identification of how designers acknowledge ethical and legal obligations and how these influence designers’ decisions. | Limited discussion of how designers acknowledge ethical and legal obligations and how these influence designers’ decisions. | Identification and adequate explanation of practices that designers use to acknowledge ethical and legal obligations and how these influence designers’ decisions. | Clear identification and explanation of practices that designers use to acknowledge ethical and legal obligations and how these influence designers’ decisions. | Comprehensive identification and explanation of practices that designers use to acknowledge ethical and legal obligations and how these influence designers’ decisions. |

KEY to marking scale based on the Outcome contributing 25 marks

| Very Low 1–5 | Low 6–10 | Medium 11–15 | High 16–20 | Very High 21–25 |
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