

STUDENT NUMBER  Letter

# VISUAL COMMUNICATION DESIGN

## Written examination

Friday 10 November 2023

Reading time: 9.00 am to 9.15 am (15 minutes)

Writing time: 9.15 am to 10.45 am (1 hour 30 minutes)

### QUESTION AND ANSWER BOOK

#### Structure of book

<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
9	9	90

- Students are permitted to bring into the examination room: pens, lead and coloured pencils, fineliners, highlighters, erasers, sharpeners, rulers, set squares, protractors, compasses, and circle and ellipse templates.
- Students are NOT permitted to bring into the examination room: markers, tee-squares and boards, texture boards, blank sheets of paper and/or correction fluid/tape.
- No calculator is allowed in this examination.

#### Materials supplied

- Question and answer book of 20 pages
- Resource book of 10 pages

#### Instructions

- Write your **student number** in the space provided above on this page.
- All written responses must be in English.

#### At the end of the examination

- You may keep the resource book.

**Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.**

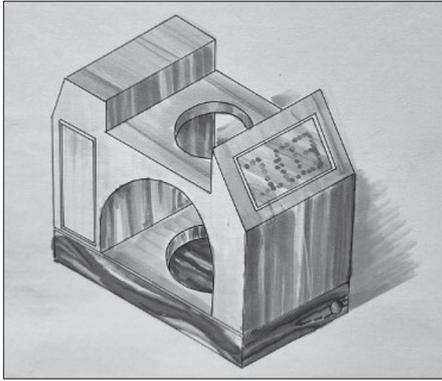
### Instructions

Answer **all** questions in the spaces provided.

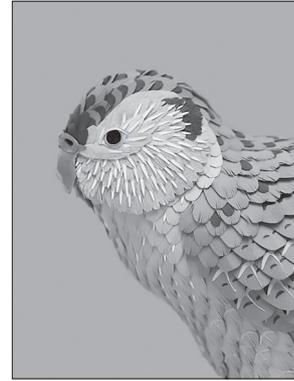
#### Question 1 (4 marks)

Refer to page 3 of the resource book for larger colour versions of the visual communications that are related to Question 1.

Tick (✓) the correct response for each image.



**Figure 1**



**Figure 2**

a. Identify the correct design field.

1 mark

- product design
- industrial design
- environmental design
- communication design

b. Identify the correct method.

1 mark

- collage
- drawing
- printing
- painting

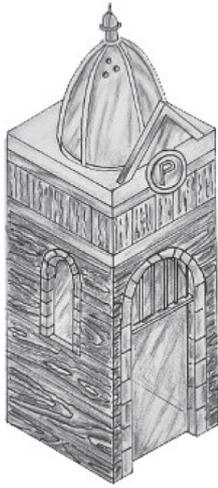


Figure 3



Figure 4

c. Identify the correct media.

1 mark

- paint
- pencil
- marker
- raster-based

d. Identify the correct design principle.

1 mark

- colour
- pattern
- balance – symmetrical
- balance – asymmetrical

**Question 2** (7 marks)

Refer to page 4 of the resource book for a larger colour version of the visual communication related to Question 2.



**Figure 5**

Figure 5 is a website banner for the 2021 Ballarat Begonia Festival.

- a. With reference to Figure 5, identify **two** design elements and describe how they have contributed to the aesthetic function of the visual communication. 4 marks

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- b. With reference to Figure 5, discuss **one** technique the designer has used to gain attention and **one** technique the designer has used to maintain attention of the target audience. 3 marks

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**Question 3** (6 marks)

Refer to page 4 of the resource book for a larger colour version of the visual communication that is related to Question 3.

**Figure 6**

Figure 6 shows a range of drawings for the design of a portable speaker.

Identify and discuss the **two** stages of the design process shown.

Stage \_\_\_\_\_

3 marks

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Stage \_\_\_\_\_

3 marks

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**Question 4 (16 marks)**

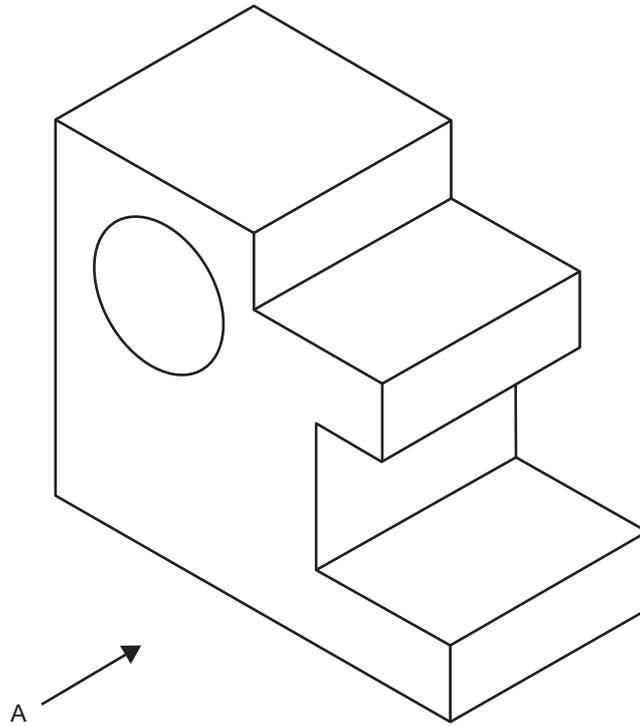
a. Figure 7 shows an isometric drawing of a wooden block.

Draw a third-angle orthogonal drawing of the wooden block in the space provided on page 7.  
The arrow A indicates the front view.

Your drawing must:

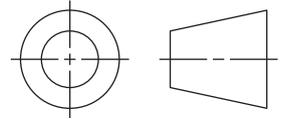
- maintain a scale of 1:1
- include **three** views
- use correct technical drawing conventions, including line styles and labels.

9 marks



**Figure 7**

Complete your answer to **part a.** in the space below.



DO NOT WRITE IN THIS AREA

b. Figure 8 shows a package net for a confectionery product.

Draw an isometric view of the package in the space provided on page 9.

Your drawing must:

- maintain a scale of 1:1
- be drawn from point A as indicated by the arrow
- include visible tabs.

7 marks

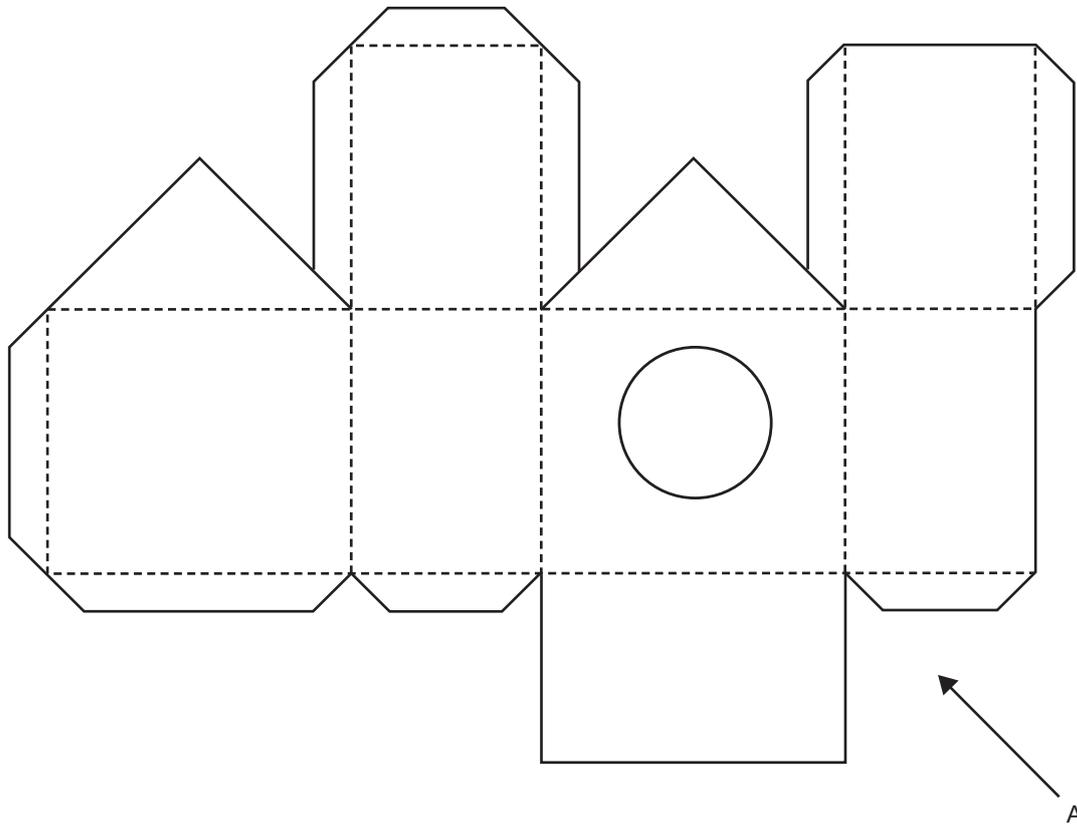


Figure 8

Complete your answer to **part b.** in the space below.

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TURN OVER

**Question 5** (10 marks)

Refer to page 5 of the resource book for larger colour versions of the visual communications that are related to Question 5.



**Figure 9**

The designer of the Golden Plains Shire sign has used design elements and design principles to create simplified images related to the shire. Other shires will also have signs designed using similarly simplified images.

- a. You have been asked to design a sign for the Shipwreck Coast Shire. Using the photos below, in order from **left to right**, design simplified images that relate to the shire. Draw your design in the space provided below.

Your design must:

- use only black and white
- use shape
- use figure-ground.

8 marks



Due to copyright restrictions, this material is not supplied.

**Figure 10**



b. Explain the decisions you have made to adapt the images to the sign.

2 marks

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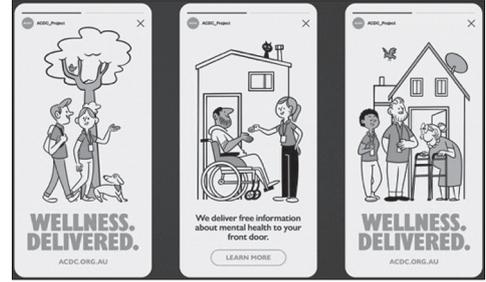
TURN OVER

**Question 6 (9 marks)**

Refer to page 6 of the resource book for larger colour versions of the visual communications that are related to Question 6.



**Figure 11**



**Figure 12**

The Assisting Communities through Direct Connection project reaches out to householders in different communities across Australia and invites them to have meaningful and respectful conversations about their health and wellbeing, as well as that of their families, friends and the wider community.

- a. Describe how the original design in Figure 11 has been adapted for the digital media context in Figure 12.

3 marks

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- b. Using evidence from Figure 12, describe two different characteristics of the target audience.

4 marks

Characteristic 1 \_\_\_\_\_

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Characteristic 2 \_\_\_\_\_

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- c. With reference to Figure 11, identify **one** factor and describe how it might have influenced the design of the visual communication. 2 marks

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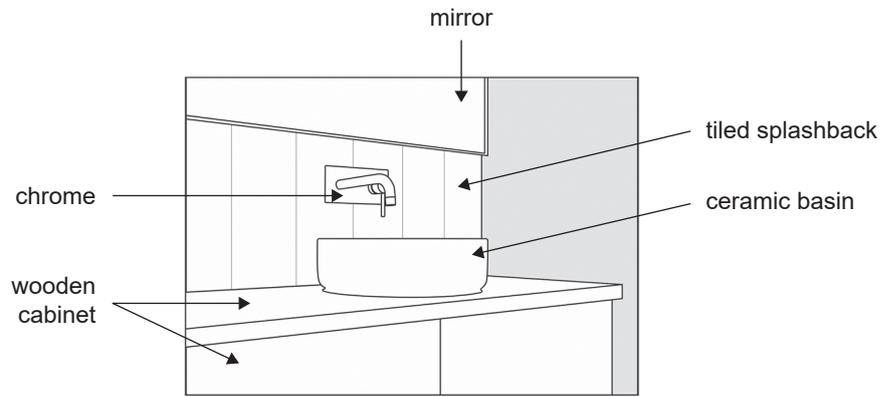
TURN OVER

**Question 7** (10 marks)

Figure 14 is a drawing of a bathroom vanity unit. Render the drawing to represent the surface textures indicated by the labels in Figure 13. You may refer to the images on page 7 of the resource book.

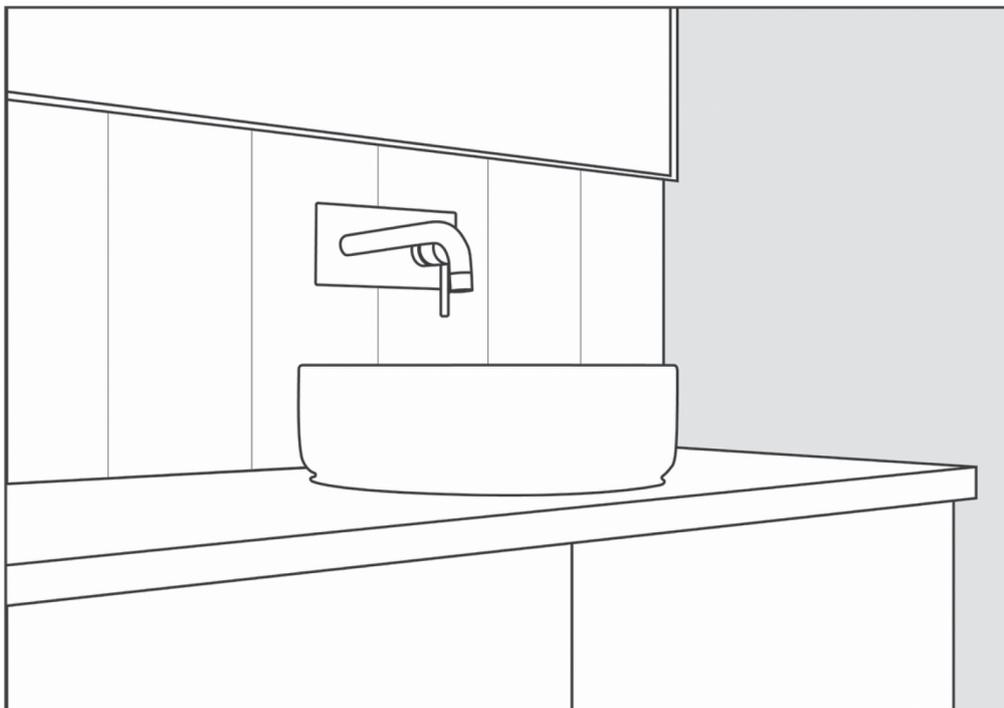
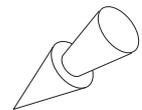
Your response must:

- use the light source as indicated by the arrow to enhance form
- include cast shadows
- use tone, texture and colour to render surfaces.



DO NOT RENDER THIS DRAWING

**Figure 13**



**Figure 14**

DO NOT WRITE IN THIS AREA

**Question 8** (5 marks)**Figure 15**

Refer to page 8 in the resource book for a larger colour version of the visual communication that is related to Question 8.

Figure 15 shows the book cover of *The Curiosity of the Black Cat* by Linda Coggin.

- a.** Identify **one** design element and **one** design principle used in the book cover design. 2 marks

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- b.** Discuss how the design element and design principle identified in **part a.** have been used together to effectively reflect the title of the book. 3 marks

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**TURN OVER**

**Question 9** (23 marks)

Refer to page 9 of the resource book for the images that are related to Question 9.

The City Circle Tram service provides a free and convenient way for tourists and local residents to get around central Melbourne.

In 2024, the City Circle Tram service will celebrate 30 years of operation. In preparation for the anniversary, the company requires a unique design for one of their heritage W-class trams and a poster, which will be displayed at tram stops.

The aesthetic is to reflect the excitement and fun nature of the event, using simplified representations of well-known buildings along the tram route.

- a.** In the space below, generate at least **three** visualisation drawings for the surface design of the tram, using simplified representations of the Melbourne buildings included in the resource book.

Your design must:

- demonstrate a recognisable connection to **four** of the Melbourne buildings as provided in the resource book
- use the design elements of colour and shape
- not include type.

4 marks

Complete your answer to **part a.** in the space below.

- b. Apply your chosen design to the tram template, Figure 16, below. Your design must demonstrate a recognisable but simplified connection to the source images and to the ideas generated in **part a**.

5 marks

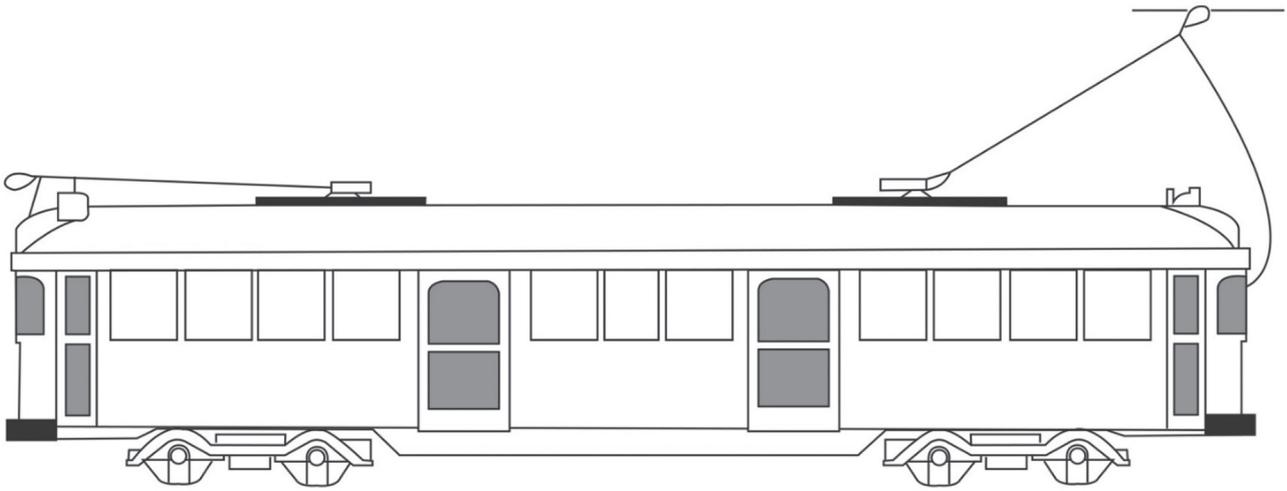


Figure 16

DO NOT WRITE IN THIS AREA

Your tram design is to be adapted to a poster format for display at tram stops and locations where the 30-year anniversary will be promoted.

- c. In the space provided below, generate at least **three** ideas for your poster design. You must demonstrate a clear connection to your tram surface design and include type. Use design thinking to evaluate your concepts.

Your design must:

- adapt your tram surface design from **part b**.
- manipulate type for 30 and the City Circle Tram
- use the following order of hierarchy: 30, image and City Circle Tram
- include design thinking to evaluate concepts.

5 marks

Complete your answer to **part c**. in the space below.

DO NOT WRITE IN THIS AREA

- d. In the template provided below, Figure 17, select your preferred layout design from **part c.** and produce a presentation drawing for the tram stop poster.

Your design must:

- include type from **part c.**
- adapt your tram surface design for the different format
- apply the following hierarchy: 30, image and City Circle Tram.

9 marks

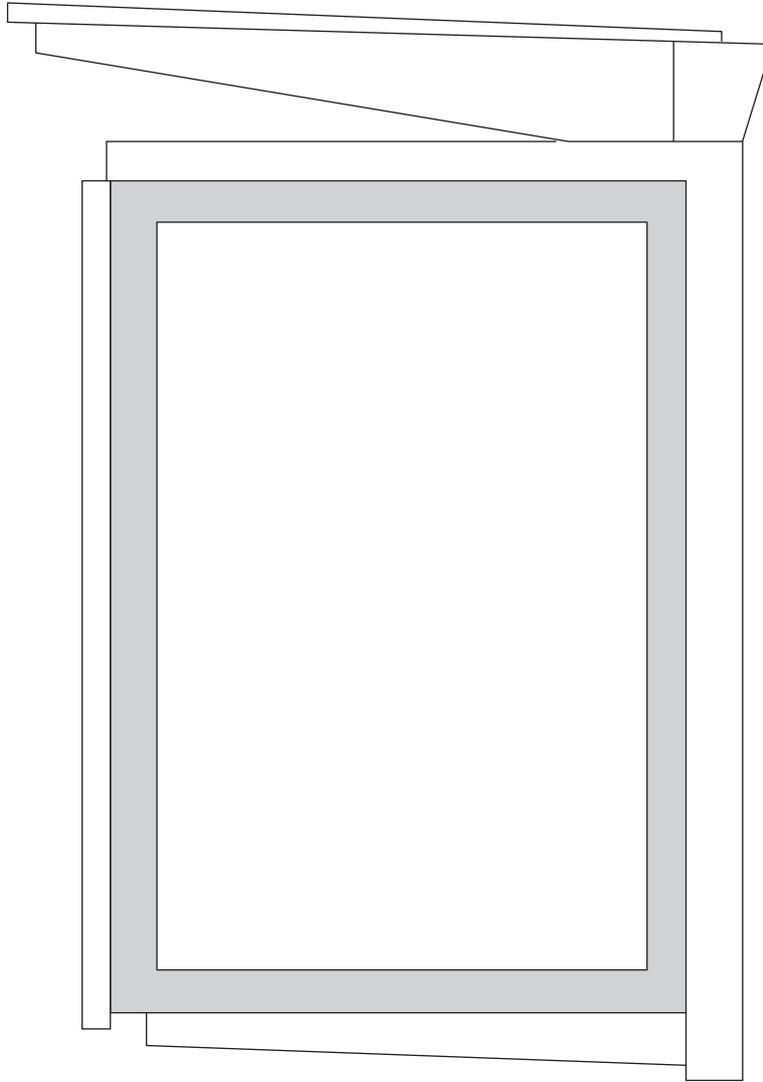


Figure 17

**Sources**

- Figure 2: D Beltrán Herrera, 'Crombie Lockwood campaign', webpage, Domestika, <[domestika.org/en/projects/560379-crombie-lockwood-campaign](https://domestika.org/en/projects/560379-crombie-lockwood-campaign)>, reproduced with permission;
- Figure 4: S Han, 'BIGSOUND 2021', webpage, Bigfish, <[bigfish.tv/work/bigsound-2021](https://bigfish.tv/work/bigsound-2021)>, reproduced with permission;
- Figure 5: City of Ballarat, 'A different Ballarat Begonia Festival set to bloom', online article, <[ballarat.vic.gov.au/news/different-ballarat-begonia-festival-set-bloom](https://ballarat.vic.gov.au/news/different-ballarat-begonia-festival-set-bloom)>, reproduced with permission;
- Figure 6: Hamid Bekhradi, <[behance.net](https://behance.net)>;
- Figure 9: Golden Plains Shire, webpage/logo, <[goldenplains.vic.gov.au](https://goldenplains.vic.gov.au)>, reproduced with permission;
- Figure 10: alefbet/Shutterstock.com, Patryk Kosmider/Shutterstock.com;
- Figures 11 and 12: Thursday Design, 'ACDC Mental Health Awareness Campaign', webpage, <[thursdaydesign.com.au/works/wellness-delivered/](https://thursdaydesign.com.au/works/wellness-delivered/)>, reproduced with permission;
- Figure 15: <[amazon.com.au/Curiosity-Black-Cat-Linda-Coggin/dp/B08WV1SBZC](https://amazon.com.au/Curiosity-Black-Cat-Linda-Coggin/dp/B08WV1SBZC)>

**END OF QUESTION AND ANSWER BOOK**

**Victorian Certificate of Education  
2023**

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**Writing time: 9.15 am to 10.45 am (1 hour 30 minutes)**

**RESOURCE BOOK**

**Instructions**

A question and answer book is provided with this resource book.

Refer to the visual communications in this book for each question as indicated in the question and answer book.

**Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.**

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Reference material for Question 1

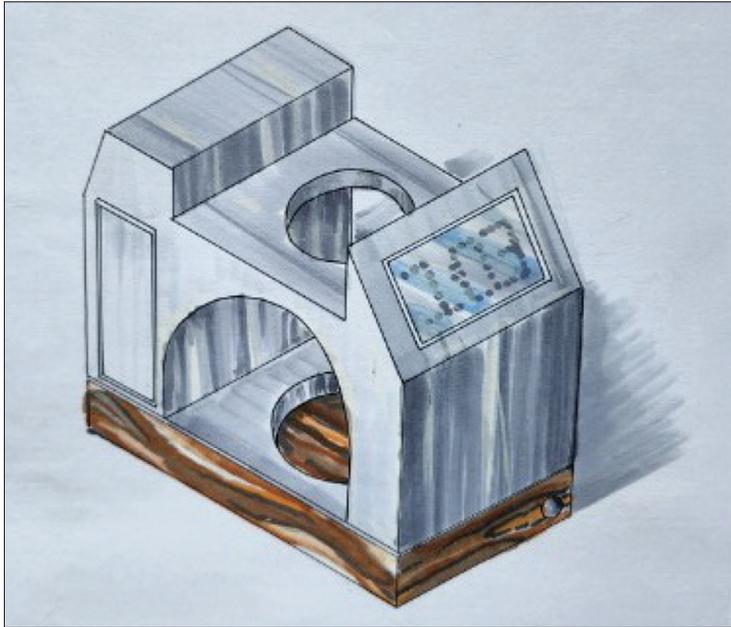


Figure 1

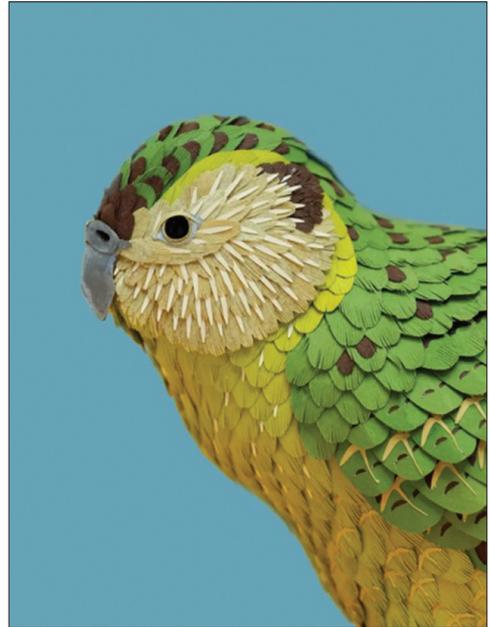


Figure 2

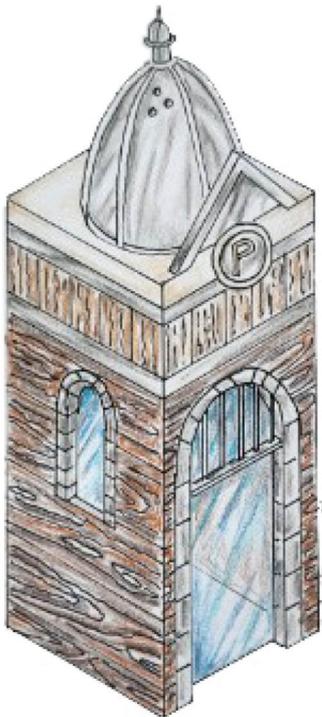


Figure 3



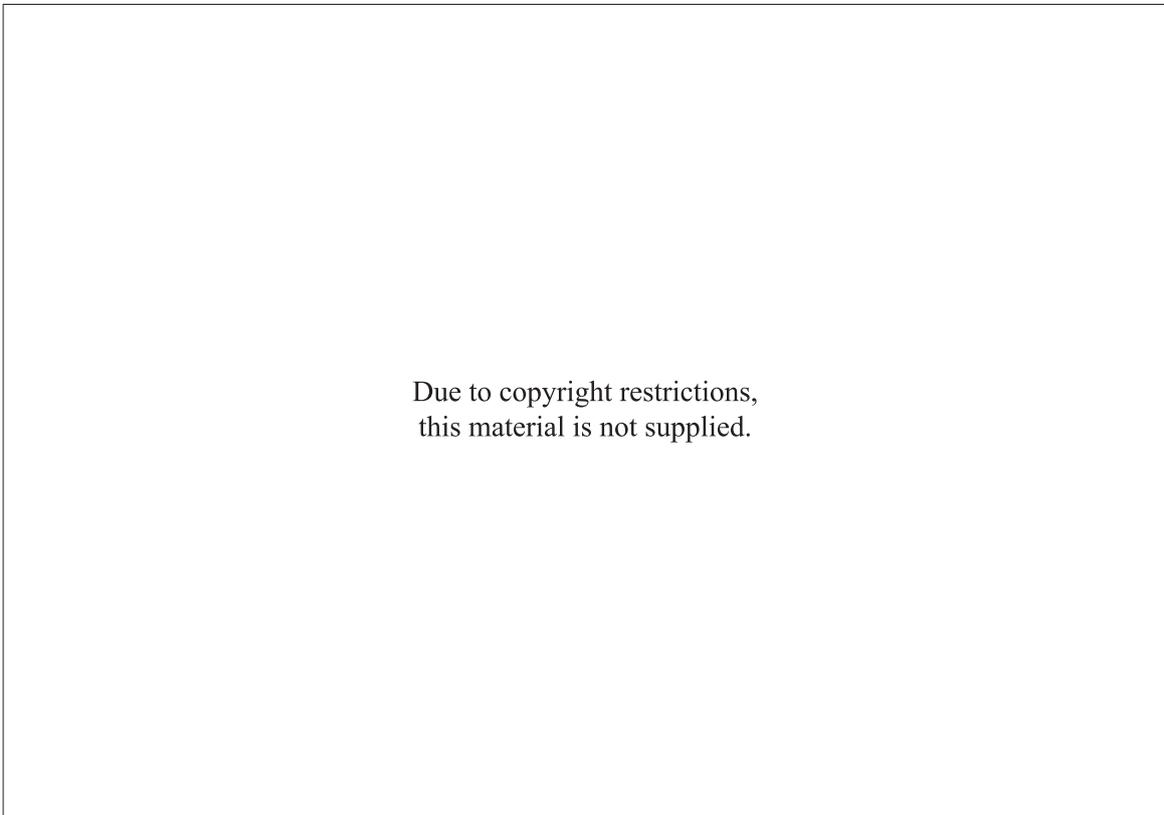
Figure 4

**Reference material for Question 2**



**Figure 5**

**Reference material for Question 3**



**Figure 6**

Reference material for Question 5



Figure 9



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Figure 10

Reference material for Question 6



Figure 11

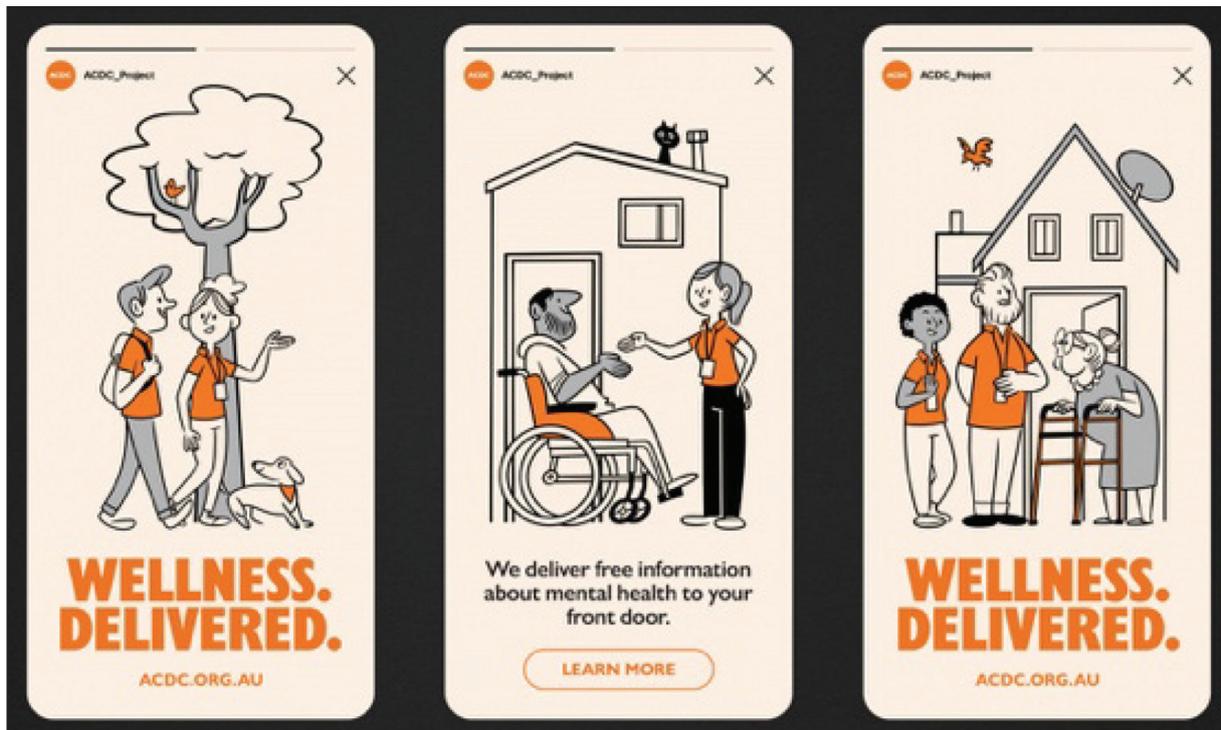
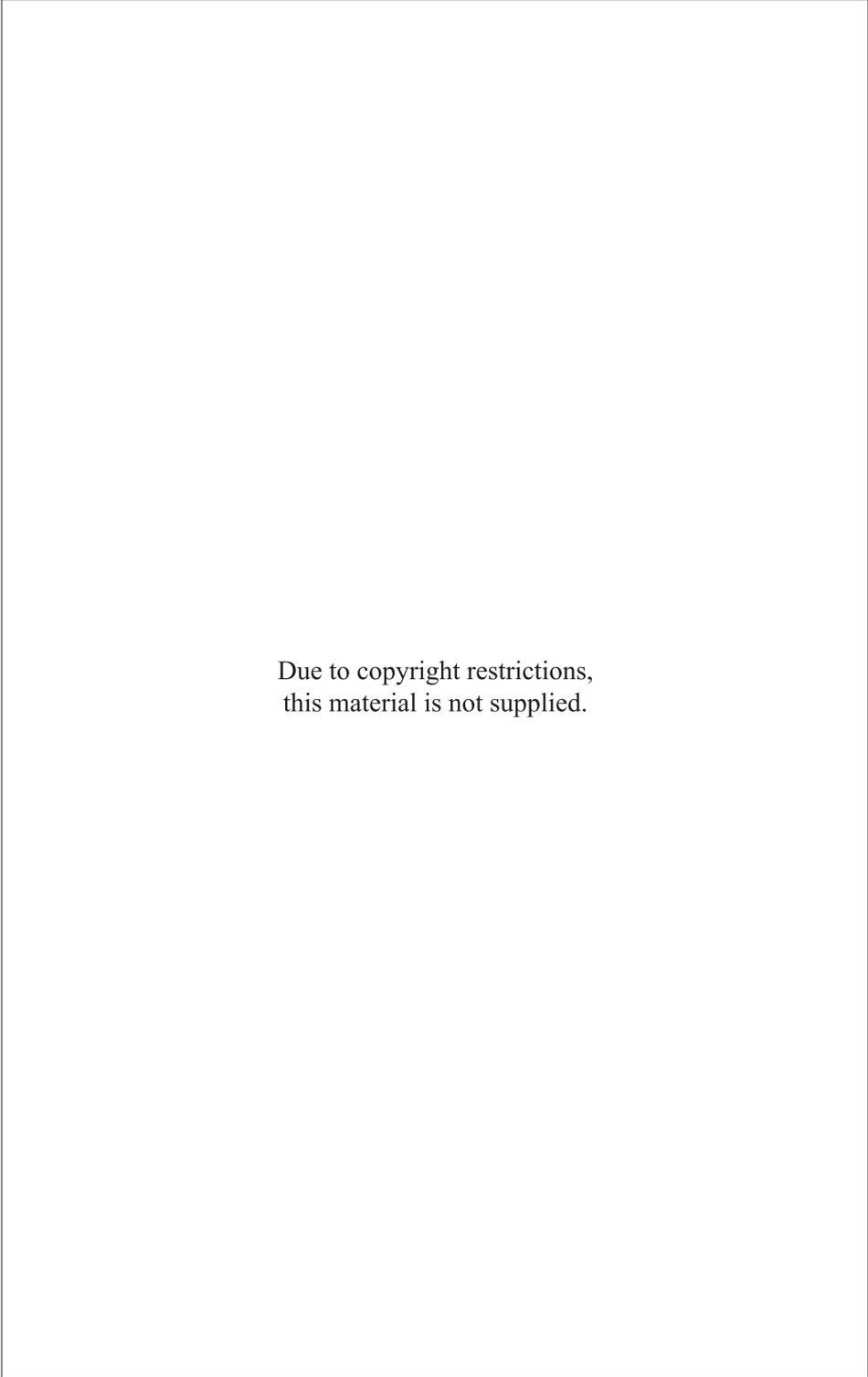


Figure 12

Reference material for Question 7



**Reference material for Question 8**



**Figure 15**

Reference material for Question 9



**Sources**

Figure 2: D Beltrán Herrera, 'Crombie Lockwood campaign', webpage, Domestika, <[domestika.org/en/projects/560379-crombie-lockwood-campaign](https://domestika.org/en/projects/560379-crombie-lockwood-campaign)>, reproduced with permission;

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Question 7 reference material: top-right image: Gert Cornelis/Shutterstock.com; bottom-right image: Tonstock/Shutterstock.com

