

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 – Day Date Month Year

- Reading time is **15 minutes**: — to —
- Writing time is **1 hour 30 minutes**: — to —

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 (6 questions, 40 marks) _____	3–8
Section B (4 questions, 40 marks) _____	9–15

SAMPLE

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Section A

Instructions

- Refer as instructed to the images in the Resource Book.
- Each question can be answered with reference to the same image or to different images.
- Indicate your selections in the boxes provided for each question.
- Write your responses in English.
- Answer all questions in the spaces provided.

Question 1 (4 marks)

Tick (✓) your chosen field of design practice **and** write the number of the image you have selected to answer this question in the box provided.

Field of design practice

- Environments
- Messages
- Objects
- Interactive experiences

Image number

With reference to an aesthetic consideration, explain why the designer may have chosen a method for use in the development of the design solution.

SAMPLE

Do not write in this area.

Question 2 (4 marks)

Tick (✓) your chosen field of design practice **and** write the number of the image you have selected to answer this question in the box provided.

Field of design practice

- Environments
- Messages
- Objects
- Interactive experiences

Image number

Using evidence from **one** field of design practice illustrated in the Resource Book, identify **one** dominant design element and evaluate its effectiveness within the design.

SAMPLE

Do not write in this area.

Question 3 (8 marks)

Answer both **part a** and **part b** using the **same** selected example from the Resource Book.

Tick (✓) your chosen field of design practice **and** write the number of the image you have selected to answer this question in the box provided.

Field of design practice

- Environments
- Messages
- Objects
- Interactive experiences

Image number

- a.** Referring to **one** field of design practice illustrated in the Resource Book, identify **one** design principle and explain how it effectively communicates to an intended stakeholder. 4 marks

SAMPLE

- b.** Explain **one** legal and **one** ethical obligation a designer would be required to consider when designing the selected design example. 4 marks

Legal obligation _____

Ethical obligation _____

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Section B

Instructions

- For larger colour versions of Figures 1 and 2, refer to pages 10 and 11 of the Resource Book.
- Answer all questions in the spaces provided.

A recent report on the accessibility of tram services found that only 15% of tram services in Victoria delivered a fully accessible service of a low-floor vehicle at a level-access stop. Due to the lack of accessibility and inclusive design, there has been a reduction in the use of public transport in Melbourne by many people with disabilities.

Design problem

To respond to this report, Yarra Trams is requiring the use of human-centred design methods from any one of the design fields (Environments, Messages, Objects or Interactive experiences) to improve Tram Stop No. 34, located on High Street in Northcote, enabling the tram stop to better suit the needs of people with disabilities. It is intended that this solution will be used to upgrade similar tram stops across the tram network.

Design criteria

- Enable safer access to the tram stop for people with disabilities.
- Improve the aesthetics of the tram stop for local community members.
- Ensure that the design solution could be adapted to other tram stops.



Figure 1

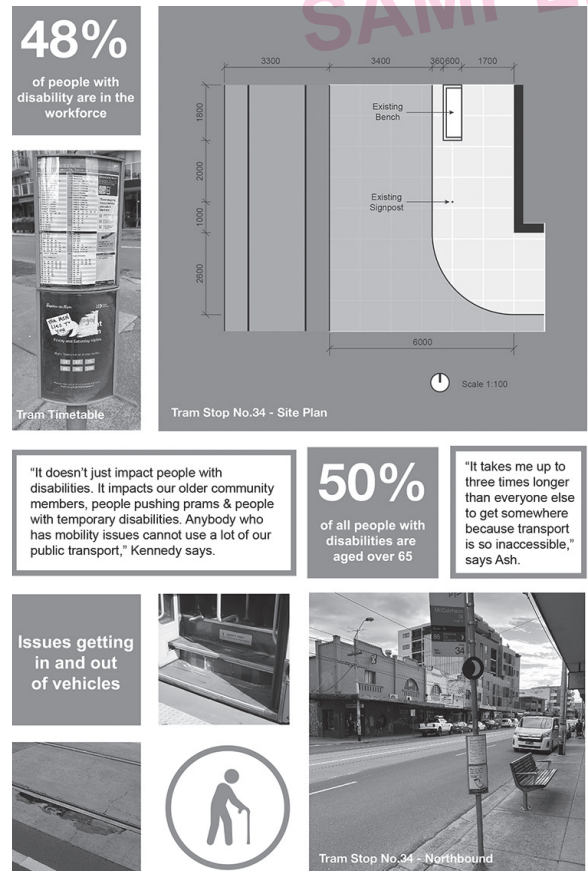


Figure 2

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VCD Design Process: Develop

Question 3 (17 marks)

- a. In the space provided below, brainstorm **two or more** ideas for your concept, using the design criteria.

4 marks

A large rectangular area enclosed by a dotted line, intended for brainstorming ideas. A large, pink, diagonal watermark reading "SAMPLE" is overlaid on the right side of this area.

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- b. In the space provided below, generate at least three development drawings for **one** design concept. Annotate the drawings using design thinking strategies to critique and evaluate your design decisions.

10 marks



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- c. Identify and describe **one** of the proposed methods, media or materials that would be applied in the design solution.

3 marks

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VCD Design Process: Deliver

Question 4 (13 marks)

- a. In the space provided below, present the design solution that you identified in your design brief, using appropriate presentation drawing methods from the selected field of design practice.

8 marks

A large rectangular area enclosed by a dotted line, intended for the student to present their design solution. A large, semi-transparent pink watermark reading "SAMPLE" is overlaid on the left side of this area.

Do not write in this area.

