

VCE Visual Communication Design: Performance descriptors

Visual Communication Design SCHOOL - ASSESSED COURSEWORK						
Performance descriptors						
DESCRIPTOR: typical performance in each range						
Section A Unit 3 Outcome 1 On completion of this unit the student should be able to compare the ways in which visual communication practices are used by contemporary designers, using research methods and practical exploration.	Key Skills	Very low	Low	Medium	High	Very high
	compare contexts in which contemporary designers work	Identifies contexts in which contemporary designers work in the comparison	Outlines contexts in which contemporary designers work in the comparison	Describes contexts in which contemporary designers work in the comparison.	Discusses contexts in which contemporary designers work in the comparison.	Analyses contexts in which contemporary designers work in the comparison.
	describe and compare past, present and future professional design practices in selected field(s) of design practice	Identifies past, present and future professional design practices in selected field(s) of design practice in the comparison	Outlines past, present and future professional design practices in selected field(s) of design practice in the comparison.	Describes past, present and future professional design practices in selected field(s) of design practice in the comparison	Discusses past, present and future design practices in selected field(s) of design practice.	Analyses past, present and future design practices in selected field(s) of design practice.
	analyse and evaluate the	Identifies the characteristics and role	Outlines the characteristics and role	Describes and evaluates the	Examines and evaluates the	Analyses and evaluates the characteristics and

	characteristics and role of visual language in selected field(s) of design practices	of visual language in selected field(s) of design practice	of visual language in selected field(s) of design practice	characteristics and role of visual language in selected field(s) of design practice	characteristics and role of visual language in selected field(s) of design practice	role of visual language in selected field(s) of design practice
	explain the roles of, and relationships between, designers, specialists and stakeholders when resolving design problems	Outlines the roles of, and relationships between, designers, specialists and stakeholders when resolving design problems	Describes the roles of, and relationships between, designers, specialists and stakeholders when resolving design problems	Discusses the roles of, and relationships between, designers, specialists and stakeholders when resolving design problems	Examines the roles of, and relationships between, designers, specialists and stakeholders when resolving design problems	Explains the roles of, and relationships between, designers, specialists and stakeholders when resolving design problems
	explain the economic, technological, cultural, environmental and social factors that influence design practices	Outlines the economic, technological, cultural, environmental and social factors that influence design practices	Describes the economic, technological, cultural, environmental and social factors that influence design practices	Discusses the economic, technological, cultural, environmental and social factors that influence design practices	Examines the economic, technological, cultural, environmental and social factors that influence design practices	Explains the economic, technological, cultural, environmental and social factors that influence design practices

	identify and analyse design practices that acknowledge ethical and legal obligations	Identifies design practices that acknowledge ethical and legal obligations	Identifies and outlines design practices that acknowledge ethical and legal obligations	Identifies and describes design practices that acknowledge ethical and legal obligations	Identifies and discusses design practices that acknowledge ethical and legal obligations	Identifies and analyses design practices that acknowledge ethical and legal obligations
	use appropriate design terminology.	Uses appropriate design terminology to outline the practices of contemporary designers	Uses appropriate design terminology to describe the practices of contemporary designers	Uses appropriate design terminology to discuss the practices of contemporary designers	Uses appropriate design terminology to examine the practices of contemporary designers	Uses appropriate design terminology to explain the practices of contemporary designers

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Section B Unit 3 Outcome 1 On completion of this unit the student should be able to compare the ways in which visual communication practices are used by contemporary designers, using research methods and practical exploration.	Key Skills	Very low	Low	Medium	High	Very high
	apply visual communication practices and processes used by contemporary designers in selected field(s) of design practice	Applies visual communication practices and processes relevant to a field of design practice.	Applies characteristics of visual communication practices and processes relevant to identified fields of design practice.	Applies specific practices and processes of the selected fields of design practice researched in section A	Manipulates specific practices and processes of the selected fields of design practice researched in section A	Synthesises specific practices and processes of the selected fields of design practice researched in section A
	use visual language to communicate ideas and/or information to specific audiences, and for specific purposes and	Applies visual language to communicate some ideas or information for a purpose and in context	Applies visual language to communicate ideas or information for a purpose and audience in a context.	Applies selected aspects of visual language in selected field(s) of design practice to communicate ideas and/or information in specific contexts and purposes for an audience.	Manipulates selected aspects of visual language in selected field(s) of design practice to communicate ideas and/or information in specific contexts, for specific purposes and audiences.	Synthesises selected aspects of visual language in selected field(s) of design practice to communicate ideas and/or information in specific contexts, for specific purposes and audiences.

	contexts in selected field(s) of design practice					
	incorporate relevant conventions in documentation or presentation drawings in selected fields of design practice	Applies conventions in documentation or presentation drawings using examples from a field of design practice.	Applies general conventions in documentation or presentation drawings in a field of design practice drawing on examples from Section A.	Selects and applies conventions in documentation or presentation drawings in a field of design practice drawing on research in Section A.	Applies specific conventions in documentation or presentation drawings drawing on aspects of the research in Section A.	Selects and applies specific conventions in documentation or presentation drawings incorporating aspects of the research in Section A.
	use presentation formats characteristic of selected field(s) of design practice	Applies characteristics of a selected field(s) of design practice to at least one presentation format.	Applies the characteristics of a selected field(s) of design practice to two presentation formats.	Selects and applies characteristics of two fields of design practice to two presentation formats linked to the research in Section A.	Applies specific characteristics of fields of design practices in two presentation formats linked to specific examples from the research in Section A.	Selects and applies specific characteristics of fields of design practice in two presentation formats linked to specific examples from the research in Section A.
	adopt conceptions of good design aligned with selected field(s) of	Applies conceptions of good design in practical explorations.	Applies conceptions of good design from selected field(s) of design practice in two practical explorations.	Applies conceptions of good design from selected field(s) of design practice in two practical explorations linked to research in Section A.	Adopts and applies concepts of good design with selected fields of design practice in two practical explorations influenced by research in Section A.	Adopts and synthesises concepts of good design with selected fields of design practice in two practical explorations informed by research in Section A

	design practice					
	apply legal and ethical obligations relevant to selected fields of design practice	Identifies legal and ethical obligations in practical explorations	Outlines legal and ethical obligations relevant to selected fields of design practice in two practical explorations.	Describes the application of aspects of legal and ethical obligations relevant to selected fields of design practice in two practical explorations.	Discusses the application of legal and ethical obligations relevant to selected fields of design practice in two practical explorations.	Explains the legal and ethical obligations relevant to selected fields of design practice in two practical explorations.

The table below provides an indication of the spread of scores for **Section A** of the task. (a COMPARATIVE CASE STUDY)

Total Marks	Very Low	Low	Medium	High	Very high
30 marks	1 - 6	7 - 12	13 - 18	19 - 24	25 - 30

The table below provides an indication of the spread of scores for **Section B** of the task. (TWO PRACTICAL DESIGN EXERCISES)

Total Marks	Very Low	Low	Medium	High	Very high
20 marks	1 - 4	5 - 8	9 - 12	13 - 16	17 - 20