

# 2025 Visual Communication Design

## Suggested Solutions

### Written Trial Examination

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**Section A** (6 questions, 40 marks)

**Section B** (4 questions, 40 marks)



## 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 space provided.

### Question 1 (3+3=6 marks)

Discuss **two** human-centred research methods that a designer might use to identify user needs. How do these methods influence design decision-making in the selected field of design practice?

#### Marking Guide

Marks	Description
1	The response identifies a research method but may not clearly show it is human-centred. The explanation is very brief or unclear, showing limited understanding of how the method helps identify user needs. It may also be unrelated or only loosely connected to the selected design field.
2	The response identifies a human-centred research method and includes a basic explanation of how it helps the designer understand user needs. It is somewhat relevant to the chosen design field and may touch on how the method influences early design thinking, such as identifying goals or problems.
3	The response clearly identifies a human-centred research method and explains in detail how it helps to understand the user's needs. It makes a clear connection to the selected design field and clearly explains how the method influences design decision-making e.g. helps shape the development of design criteria, presentation formats, aesthetic choices etc.

#### Sample Responses

Field of design practice: Messages

##### Research Method 1 – Focus Groups

*Designers can run focus groups with different users like students, teachers, or parents to find out what kind of messages they connect with. For example, they might ask students what types of posters or newsletters they actually read and understand easily. This helps the designer figure out what layout, colour, language, and style works best. It also helps shape the design so it is more appealing and clear, making sure the message is actually understood by the audience.*

##### Research Method 2 – Usability testing

*This is when the designer shows users a draft of something like a school newsletter or poster and watches how they react—like what they look at first, if they get confused, or if they miss key information. This helps the designer work out if the layout and visuals are working properly. From there, they can improve things like the type, colours, or spacing to make sure the message is easy to read and visually clear for the audience.*

## Field of design practice: Objects

**Research Method 1 – Journey Mapping**

*Journey mapping is where the designer follows the user through their day to see how they interact with a product. For example, they might look at how a student carries their bag from home to school, to sport and back. This shows the designer what problems come up—like the bag being too heavy, hard to open, or not fitting in a locker. From this, the designer can make changes so the object fits better into the user's life, like adding extra pockets or changing the shape.*

**Research Method 2 – Ergonomic Prototype testing**

*This is where the designer makes a prototype and gets users to try it out to see if it's comfortable and works properly. For example, if it's a backpack or a chair, they'd check if it fits different body types, if the straps dig in, or if it's easy to move. This kind of testing helps the designer adjust the size, shape, or materials so it is safer and more comfortable—especially for kids or teens who are still growing.*

**Question 4 (1+3=4 marks)**

Explain how a specific Gestalt principle influences the way a viewer perceives the selected design.

Marking Guide

Marks	Description
1	Relevant Gestalt design principle identified

Marks	Description
1	The response identifies a Gestalt principle, but the explanation is minimal, vague, or not clearly linked to how the viewer perceives the design. The example may be missing, unrelated, or unclear.
2	The response identifies a Gestalt principle and gives a basic explanation of how it influences the viewer's perception. A design example is included but may lack depth, be somewhat general, or not fully support the explanation.
3	The response clearly identifies a Gestalt principle and explains in detail how it influences the way the viewer perceives the selected design. A clear link to the chosen design example is used to support the explanation, showing strong understanding of visual perception and design thinking.

Sample Responses

## Field of design practice: Interactive Experiences

## Game On! Interactive gallery at the Australian Sports Museum

*One Gestalt principle used effectively in the Game On! interactive gallery at the Australian Sports Museum is similarity.*

*By similarity I mean, when elements that look the same—such as in colour, shape or style—are seen as belonging together. In this gallery, the designers use consistent colours, shapes, and bold sporty typefaces across all the activity stations to make the space feel connected. This helps visitors know which parts are interactive and makes it easier to move through the different experiences without confusion.*

*By using similarity, the design feels unified and visually clear. It also helps visitors understand how to use the space quickly, making the overall experience more fun and engaging.*

Field of design practice: Messages

Soochi Prebiotic Soda

*The Soochi Prebiotic Soda can design uses the Gestalt principle of figure–ground to create a clean and modern aesthetic. This principle helps the viewer identify the main image (figure) and distinguish it from the background (ground).*

*On the packaging, stylised line drawings of female figures are cleverly placed within geometric shapes. These shapes function as the background but also help define the figures, making the design more interactive for the viewer. A contrasting, on-trend colour palette allows the figures to stand out from the shapes around them. This use of figure–ground makes the design more engaging and gives it a soft, feminine feel that aligns with the brand’s focus on health and wellbeing. It also increases the product’s visual appeal for its target audience of health-conscious women, encouraging them to pick it up off the shelf.*

### Question 7 (4 marks)

Discuss the ethical considerations in a specified field of design practice.

#### Marking Guide

Marks	Description
1	The response identifies a basic ethical issue, but it may not be clearly linked to a specific design field or lacks relevance. The explanation is brief and shows limited understanding of ethical responsibility in design.
2	The response describes an ethical consideration with some relevance to the selected design field. The explanation is general and may lack depth or clarity but shows basic understanding of the ethical issue and how it relates to the design process.
3	The response discusses an ethical consideration that is clearly relevant to the selected field of design. The explanation includes some detail about how the ethical issue affects the designer’s choices and shows awareness of responsibility toward users or the environment.
4	The response presents a detailed and thoughtful discussion of a relevant ethical consideration in the selected field. The student clearly explains how the ethical considerations affect design decision-making, demonstrates strong understanding of ethical responsibility, and may include a relevant example or real-world connection.

#### Sample Responses

Field of design practice: Objects

*In the field of design practice Objects, an important ethical issue is making sure products are safe and last for a long time. Designers need to think about different types of users—like children, elderly people, or those with disabilities—and make sure the product is easy and safe for them to use. For example, a heater should have features like a steady base, safety locks, and easy-to-follow instructions to help prevent accidents.*

*Another key part is avoiding the idea of making products that break easily or stop working after a short time just so people must buy a new one. Instead, designers should follow **circular design practices**, which means creating products that can be fixed, reused, or recycled. This helps reduce waste and is much better for the environment. It also means users get more value out of the product because it’s made to last and be more useful over time.*

Field of design practice: Interactive Experiences

*In interactive digital design, one of the main ethical issues is protecting people's privacy and making sure the design supports users' wellbeing. Designers have to be careful about how apps or websites collect and use people's personal information—especially when the users are kids or people who might be more vulnerable. For example, in an app like KIT, which helps kids manage money, the designers have to follow strict rules to keep kids' data safe and private. They also need to make sure the app isn't using tricks or games to get kids to spend money they don't need to.*

*Another important part of ethical digital design is making sure the app or website works well for everyone. This means designing things that are easy to use, even for people who might not be super confident with technology or have different needs. This could include things like simple navigation, clear text, or features that help people with disabilities.*