EXTRA
EXPERIENCED TEACHER RESOURCES & ASSESSMENTS

Student Name: _____

2024 Visual Communication Design

Question and Answer Book

VCE Trial Examination

- Reading time: 15 minutes
- Writing time: 1 hour 30 minutes

Approved materials
- Lead and coloured pencils
- Fineliners (not exceeding 0.6mm line width)
- Set squares, protractors, compasses, circle and ellipse templates

Materials supplied
- Question and Answer Book of 18 pages
- Resource Book of 11 pages

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

Contents pages

Section A (6 questions, 40 marks) _____ 3-10

Section B (4 questions, 40 marks) _____ 11-18

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SAMPLE

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. With reference to **one** field of design practice and image from the resource book, describe **two** possible human-centred research methods that may have been used at various stages of the design process. 4 marks

SAMPLE

b. With reference to the same design, explain how this example demonstrates good design, including **two** principles of good design that are evident. 4 marks

SAMPLE

Section B

Instructions for Section B

- For larger 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 survey has revealed that a significant number of individuals avoid using a public toilet block in the Bayside suburb of Beaumaris due to several issues. These issues include poor lighting and ventilation, an unwelcoming atmosphere, safety concerns, difficulty in locating the facility, and accessibility issues. This has led to reduced usage and dissatisfaction among residents and visitors.

Design problem

To address this issue, Bayside Council is initiating a project to redesign the public toilet block located in the local outdoor shopping zone, Beaumaris Concourse. The goal is to apply human-centered design methods from any of the design fields of practice (Environments, Messages, Objects, or Interactive experiences) to create a more inviting, user-friendly, and accessible restroom facility that meets the needs and expectations of the community.

Design criteria

- Make the toilet block easier to locate for all users.
- Enhance the aesthetics to create an inviting and pleasant atmosphere.
- Ensure that the redesigned facility is functional, accessible and meets the needs of the community.

Figure 1

Figure 2

VCD Design Process: Discover

Question 1 (3 marks)

Reference the design problem and Figures 1 and 2 to identify and describe the user experience of **one** potential stakeholder.

SAMPLE

VCD Design Process: Define

Question 2 (7 marks)

Select **one** field of design practice. Write a design brief that defines the problem for the **one** specific need that will improve user experience. Include at least one of the design criteria from the design problem provided.

SAMPLE

EXTRA
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2024 Visual Communication Design

Resource Book

Written Trial Examination

Instructions

- Refer to the visual communications in this book for each question as instructed in the Question and Answer Book.
- You may keep this Resource Book.

Contents pages

Section A _____ 2-9

Section B _____ 10-11

SAMPLE

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Section A

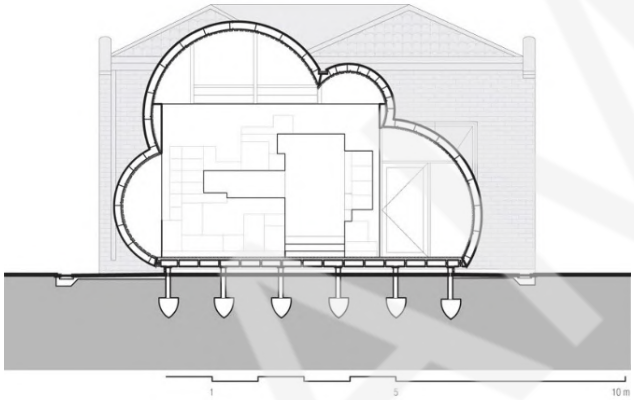
Environments

CLOUD HOUSE / DESIGNED BY McBRIDE CHARLES RYAN ARCHITECTS, 2012

Image 1

perspective showing all three phases of the extension image © john gollings

Image 2



section, including original house elevation (south)

Image 3

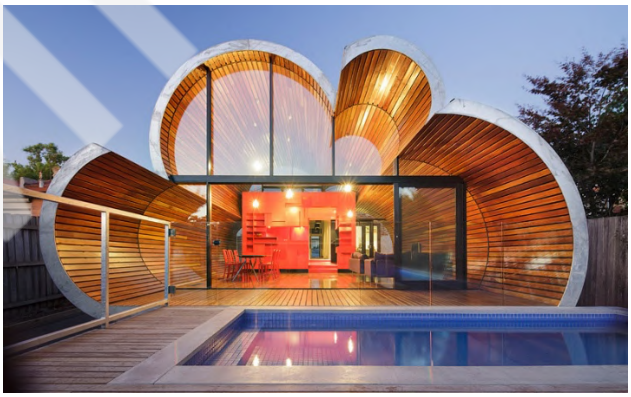


Image 4

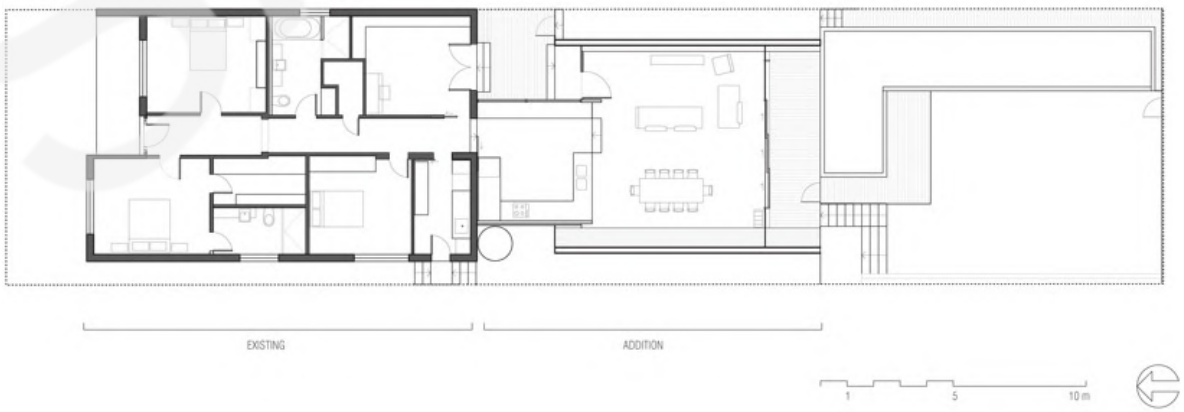


Image 5

Sources for Images 1 to 5: 24 May 2024 <https://www.mcbridecharlesryan.com.au/project/cloud-house/>;

© MCR McBride Charles Ryan architects

Environments

GLENROY STATION / DESIGNED BY GENTON ARCHITECTURE, MALA STUDIO - LANDSCAPE ARCHITECTURE, 2022

Image 6

Image 7

Image 8

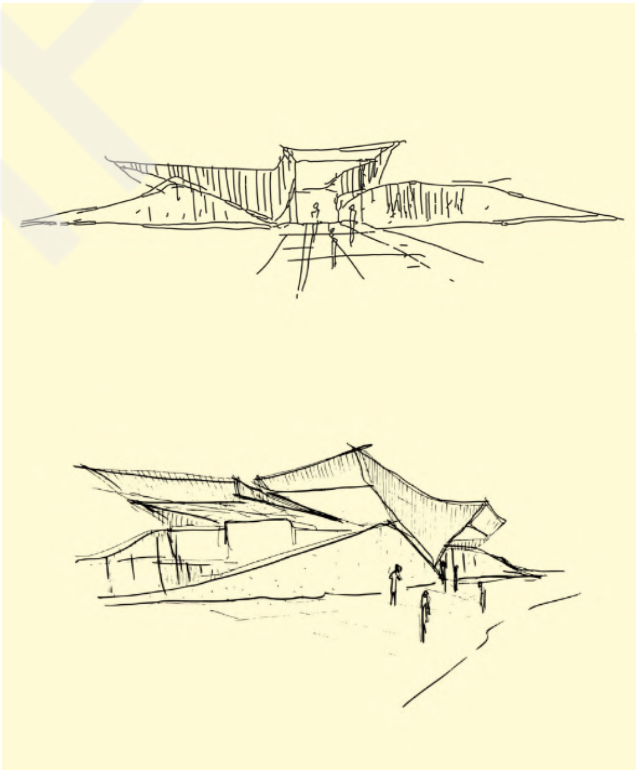


Image 9

Sources for Images 6 to 9: 24 May 2024 Photography Peter Clarke <https://www.genton.com.au/projects/glenroy-station/>; GENTON ARCHITECTURE, MALA STUDIO - LANDSCAPE ARCHITECTURE

Messages

CITY OF PORT PHILLIP CREATIVE WAYFINDING / DESIGNED BY ARTERIAL DESIGN, 2022

Image 10

Image 11

Image 12

Sources for Images 10 to 12: 24 May 2024 Photography Tania Jovanovic <https://www.arterialdesign.com.au/port-phillip-creative-wayfinding>; ARTERIAL DESIGN

Messages

GRO-TO COMMUNICATION PACKAGING / DESIGNED BY HILARY THACKWAY, 2019

Image 13

Image 14

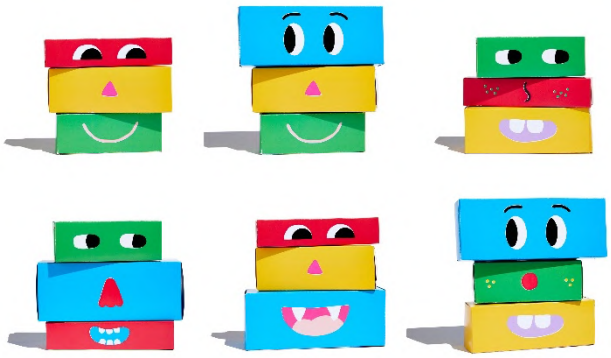


Image 15

Sources for Images 13 to 15: 24 May 2024 <https://good-design.org/projects/gro-to-2/>; HILARY THACKWAY

Section B

"The toilets are dark and the smell is awful. I would rather avoid using these restrooms if i can"
- Frank

"As someone new to the area, I did not even realise this was a toilet block! It's imposible to recognise if you don't see it from the correct side . It's a very ugly building" - Bill

Figure 1

"I don't feel comfortable using this restroom, and my children feel scared beause its so dark & uninviting" - Sarah

48% think public toilets are dirty or smelly

30% said they don't feel safe or comfortable using public toilets.

Figure 2

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Student Name: _____

2024 Visual Communication Design

Suggested Solutions

Written Trial Examination

Section	Number of questions	Number of marks
A	6	40
B	4	40
		Total 80

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Question 3 (8 marks)

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

Field of design practice

☑ Objects Image number 18

a. With reference to **one** field of design practice and image from the resource book, describe **two** possible human-centred research methods that may have been used at various stages of the design process.

Marking Guide

Marks	Description
0	Irrelevant response
1	One human-centred method used is described
2	Two human-centred methods used are described, response may be unclear or vague.
3	Two human-centred methods used are described and refer to a stage/s of the design process (one or two stages are mentioned).
4	Two human-centred methods are described with a clear explanation of their how they were used referring to stages of the design process.

Suggested Response

User Interviews and Surveys:

During the discovery stage of designing the Tekpeg, the team likely conducted user interviews and surveys to gather insights directly from potential users. This method helps in understanding user needs, preferences, and concerns related to traditional clothes pegs. This early data provides an understanding of user requirements and expectations.

Usability Testing:

Once initial prototypes of the Tekpeg were developed early in the delivery stage, usability testing likely played a crucial role in refining the design. This method involves observing real users interacting with the prototypes to identify any usability issues and gather feedback on functionality and design features.

b. With reference to the same design, explain how this example demonstrates good design, including **two** principles of good design that are evident.

Marks	Description
0	Irrelevant response
1	One good design principle is described
2	Two good design principles are described, response may be unclear or vague.
3	Two good design principles are described and refer to the example in the explanation.
4	Two good design principles are described with a clear explanation of their how they were used are evident with reference to the selected example.

Suggested Response

Principle 1: Innovative Design

The Tekpeg revolutionises the traditional clothes peg by incorporating clever mechanical engineering and thoughtful industrial design. This innovation transforms the enhanced grip from mechanical improvements, providing a stronger, more reliable hold, and preventing clothes from slipping off the line. The use of high-quality materials and advanced design techniques ensures the Tekpeg is more durable than traditional pegs, reducing the need for frequent replacements.

Principle 2: Understandable Design

The Tekpeg also adheres to the principle that good design makes a product understandable. This means the product is easy to comprehend and use, even for someone seeing it for the first time. The Tekpeg achieves this through intuitive use; its design is straightforward, ensuring users can easily understand how to use it without complicated instructions. The visual clarity of the Tekpeg's design includes visual cues that help users quickly realise how it works. For example, a simple and clean design with clearly defined gripping areas and a hook for use with clothes hangers makes it easy to see how the peg works.

Question 4 (8 marks)

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

Field of design practice

☑ Interactive experiences Image number 25

Identify **two** potential stakeholders, describe their experience and explain how they may have impacted design decisions.

Stakeholder 1

Marking Guide

Marks	Description **stakeholders identified must be relevant*
0	Irrelevant response
1	One stakeholder identified, and weak or vague user experience mentioned.
2	One stakeholder identified, explains a design decision based on user experience response may be unclear or vague.
3	One stakeholder identified, explains a design decision based on user experience.
4	One stakeholder identified, with a clear explanation of how design decisions were made based on user experience.

Suggested Response

***Homeowners and DIY renovators** are key users of the 3D bathroom planner, requiring easy-to-use tools to visualize and plan bathroom renovations without advanced technical skills. Their feedback led to the creation of a simple, easy-to-navigate interface, featuring drag-and-drop functionality, a variety of design templates, and easy customisation options. Additionally, the need for realistic previews influenced the inclusion of high-quality 3D renderings, allowing users to see lifelike representations of materials, fixtures, and room layouts, making it easier to plan their projects.*

SAMPLE

Suggested Response

The use of visual language in Gro-To packaging design plays a vital role in conveying messages and shaping the audience's experience and perceptions. Gro-To's packaging uses bright, cheerful colours and playful illustrations that communicate a sense of fun and approachability. This visual style appeals to both parents and children, making the products feel friendly and safe. The clean, simple typography used on the packaging further enhances readability and reinforces the brand's straightforward and honest messaging. This simplicity in design suggests transparency and trustworthiness, key qualities for skincare products aimed at young children. Additionally, the consistent use of visual elements such as the whimsical characters and bold colours creates a strong brand identity. This helps consumers quickly recognise Gro-To products on the shelf, creating brand loyalty. The playful and engaging visuals also enhance the unboxing experience, making it enjoyable and memorable for the user. Gro-To's visual language effectively communicates the brand's values of safety, fun, and reliability, while positively shaping the audience's perceptions and experiences with the product.

Section B

Instructions

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

A recent survey has revealed that a significant number of individuals avoid using a public toilet block in the Bayside suburb of Beaumaris due to several issues. These issues include poor lighting and ventilation, an unwelcoming atmosphere, safety concerns, difficulty in locating the facility, and accessibility issues. This has led to reduced usage and dissatisfaction among residents and visitors.

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Figure 1

Figure 2

VCD Design Process: Discover

Question 1 (3 marks)

Reference the design problem and Figures 1 and 2 to identify and describe the user experience of **one** potential stakeholder.

Marks	Description
0	Irrelevant response
1	Identifies one stakeholder and describes an experience – weak or vague
2	Identifies one stakeholder and describes the user experience
3	Identifies one stakeholder and clearly describes the user experience with reference to an aspect of the public toilet

Suggested Response

One stakeholder is an elderly resident - the current signage and wayfinding are inadequate, making it challenging for the elderly resident to find the toilet block easily. Poor visibility and unclear directions add to their frustration, causing them to avoid the facility altogether.

VCD Design Process: Define

Question 2 (7 marks)

Select **one** field of design practice. Write a design brief that defines the problem for the **one** specific need that will improve user experience. Include at least one of the design criteria from the design problem provided.

Marks	Description ***Award marks for each specific element the student includes in their response.***
2	Identifies the client and design field and demonstrates an understanding of their needs
1	Describes relevant target audience/stakeholder
2	Describes the specific need that will improve user experience and connects it to the problem.
1	Includes at least one design criterion from the design problem provided and explains its relevance.

Suggested Response

Client: *Bayside Council*

Design Field: *Messages*

Project - *improved wayfinding and signage for Beaumaris Concourse Public Toilets*

A recent survey has revealed that the public toilet block in Beaumaris Concourse is underused for various reasons, including difficulty in locating the toilets. This design aims to address these concerns by redesigning the wayfinding and signage to improve visibility and accessibility for all users, particularly focusing on creating a welcoming and easily navigable environment.

Purpose: *The purpose of this design project is to develop a comprehensive wayfinding and signage system that enhances the visibility, accessibility, and overall user experience of the public toilet block at Beaumaris Concourse.*

Target Audience: *elderly residents, families with young children, people with disabilities, visitors to the area and local shoppers.*

Design Problem: *Currently, the public toilet block is difficult to locate due to poor signage. This has led to decreased usage and frustration among community members. The challenge is to create a wayfinding and signage system that is clear and accessible to all users.*

The design should include highly visible and legible signage that stands out within the environment of Beaumaris Concourse and use contrasting colours, large fonts, and simple icons to enhance readability from a distance. The design should provide multiple forms of information (text, icons, audio) to cater to diverse needs. This will meet the design criteria:

- *Make the toilet block easier to locate for all users.*