Visual Communication and Design

Unit 3

Areas of Study

Students will investigate the production of visual communications.

Outcomes and Assessment

<table>
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<th>Outcomes</th>
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| **Outcome 1**  
Use manual and electronic production systems and apply the visual communication production process to design a final presentation(s) that satisfies a specified communication need(s). | A folio that demonstrates the selection, refinement, and evaluation of design alternatives to produce a final presentation(s) that satisfies a specified communication need(s). | 60 |
| **Outcome 2**  
Analyse and evaluate the effectiveness of a range of visual communications. | A written report with accompanying visual material analysing the effectiveness of a range of visual communications. | 40 |
| **Outcome 3**  
Describe the roles of professional communicators and analyse processes and procedures used in professional practice to produce visual communications. | A written report, with accompanying visual material, on an investigation of the process of visual communication in a professional setting. | 40 |

* School-assessed coursework for Unit 3 contributes 33 per cent to the final assessment.