Visual Communication Design scope and sequence: Levels 7 to 10

| **Levels 7 and 8** | **Levels 9 and 10** |
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| Achievement standard |  |
| By the end of Level 8, students analyse how visual language and visual communication practices are used in visual communication designs they create and experience. They describe ways designers across cultures, times, places and other contexts communicate ideas and information in a range of contexts and fields of design practice, including the work of Aboriginal and Torres Strait Islander Peoples. They identify and describe the ethical, legal and cultural responsibilities of designers working across fields of design practice and apply these principles in their own design practice. Students select and manipulate visual language, methods, media and materials when generating, developing and resolving design ideas, and refining concepts and solutions. They document and reflect on their design practice using design terminology. They produce visual communication design solutions by applying visual language and aspects of the visual communication design process. Students plan, present and discuss their own and/or others’ visual communication designs considering the communication need, context and audience or user. | By the end of Level 10, students analyse and evaluate how and why ideas and information are communicated in visual communication designs and solutions they design or experience. They evaluate the way designers across fields of design practice from different cultures, times, places and other contexts communicate ideas and information, including evaluating the practices of Aboriginal and Torres Strait Islander designers. They evaluate how designers celebrate and challenge perspectives of Australian identity in visual communications across fields of design practice and in different contexts.Students select and apply visual language, methods, media and materials to generate design ideas, refine concepts and present solutions. They document, reflect on and annotate their own visual communication design practice. Students apply the visual communication design process to address a communication need and develop visual communication designs for target audiences and users. Students manipulate methods, media and materials and use visual language to produce visual communication designs to address a communication need for target audiences and users. They document and evaluate their use of the visual communication design process to present visual communication designs that address specific communication needs, audiences or users and different contexts. |
| Content descriptions |  |
| **Strand: Exploring** |
| *Students learn to:* |
| investigate ways that visual communication practices are used to communicate ideas and information across cultures, times, places and other contextsVC2AVC8E01 | investigate the ways that designers from a range of cultures, times and places use visual communication practices to communicate ideas and information in different cultures, times, places and other contextsVC2AVC10E01 |
| explore the diversity of design solutions across different fields of design practice and contexts and consider culturally, legally and ethically responsive approaches, including the use of Indigenous Cultural and Intellectual Property rightsVC2AVC8E02 | investigate the ways that Australian designers, including Aboriginal and Torres Strait Islander Peoples, use visual communication design to celebrate and present multiple perspectives of Australian identity across fields of design practiceVC2AVC10E02 |
| **Strand: Developing Practices** |
| *Students learn to:* |
| develop skills in visual communication practices by exploring and experimenting with visual language, methods, media and materialsVC2AVC8D01 | experiment with visual language, methods, media and materials to generate and develop design ideas and concepts and refine visual communication designs across fields of design practiceVC2AVC10D01 |
| reflect on, analyse and document the ways that they and other designers investigate, generate, develop and resolve their ideas, concepts and solutions to inform decisions they make throughout the visual communication design processVC2AVC8D02 | reflect on, analyse, evaluate and document their own and others’ design ideas, concepts and solutions to inform decisions they make throughout the visual communication design processVC2AVC10D02 |
| **Strand: Creating** |
| *Students learn to:* |
| generate, develop, resolve and refine design ideas, concepts and solutions considering the communication need, specific audience or userVC2AVC8C01  | generate, develop, resolve and refine design ideas, concepts and solutions in a range of contexts for specific audiences and/or users using the visual communication design processVC2AVC10C01 |
| apply visual language, methods, media and materials to generate design ideas, refine concepts and present solutions for a communication need to a specific audience or userVC2AVC8C02 | select and apply visual language, methods, media and materials to generate design ideas, refine concepts and present visual communication designs for a communication need, target audiences and usersVC2AVC10C02 |
| **Strand: Presenting** |
| *Students learn to:* |
| present design ideas, concepts and solutions for a specific audience or users across fields of design practice VC2AVC8P01 | critique and evaluate the presentation of design ideas, concepts and solutions across different fields of design practice to present their own visual communication designsVC2AVC10P01 |