

Visual culture shapes what you see, think and do. In VCD you learn how images, spaces and systems are built to influence you. How to understand your place in that system, and shape it yourself.

YOU ARE BEING DESIGNED



**VISUAL
COMMUNICATION
DESIGN · YEAR 9/10
ELECTIVE**

Pathways — VCE VCD,
architecture, graphic
design, UX, branding

○··········○

Thursday 12 June 2026 ·

6:00pm – 8:00pm ·

School Hall

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Victorian Curriculum 2.0

DESIGN BACK

and claim your voice

CLAIM YOUR VOICE

"Imagination is more important than knowledge, for knowledge is limited to all we know and understand, while imagination embraces the entire world." - Albert Einstein

Visual Communication Design teaches you to read, question and shape the visual world around you. In a world built on images, screens and designed experiences, VCD gives you the knowledge and tools to participate on your own terms.

LIFESKILLS

Through the design process you develop capabilities that transfer to every area of life and work:

- Resilience — sitting with a problem and keeping going
- Critical thinking — reading how visual systems influence and persuade
- Creative confidence — making decisions and trusting your judgment
- Communication — presenting ideas clearly to different audiences
- Digital literacy — using design tools with purpose
- Cultural awareness — understanding how design shapes identity and society

These capabilities are embedded in the Victorian Curriculum 2.0 general capabilities framework (VCAA, 2024).

PATHWAYS

Year 9/10 VCD → VCE VCD → Bachelor of Design · Architecture · Communication Design · Graphic Arts · TAFE

Careers: Graphic designer · Architect · UX designer · Art director · Brand strategist · Web designer · Illustrator · Urban planner

WHAT YOU'LL ACTUALLY DO

In VCD you work through the full design process from brief to resolution. You research your audience and context, sketch and develop ideas, build prototypes and refine them based on feedback. You learn to use typography, layout, colour theory and visual communication conventions with purpose and precision. You present and defend your design decisions to an audience.

You will make things: posters, identities, spatial designs, digital interfaces. And you will learn to understand how visual culture works and shapes societies in their thinking, acting and being. That understanding changes how you see the world. And how you move through it.

COME FIND US

Electives Night · Thursday 12 June 2026 · 6:00pm – 8:00pm · School Hall Speak to the VCD teacher or your year level coordinator.