COURSE OBJECTIVES
• Identify and develop creative solutions for clients and their brands
• Develop a deep and strategic understanding of consumer behaviour and the motivations and emotion surrounding brand engagement.
• Expand and refine planning and craft skills, such as art direction and copywriting
• Ability to conceptualise and manage a campaign, from brief to channel delivery,
• Exposure to agency engagement and industry mentoring.
• Build industry contacts via professional placement and international exchange opportunities
• Enhance creative skills via a sub-major from either the Graphic & Digital Design stream or one of the other creative disciplines.

PROSPECTIVE STUDENT PROFILE
• Creative students
• Excellent communication skills
• Interest in how emotion influences human behaviour
• Innovative thinker

ELIGIBILITY CRITERIA
To be considered for admission, applicants are generally required to have successfully completed their VCE or equivalent. Mature-aged applicants who have attained sufficient industry experience will also be considered.

Depending on your circumstances, you can apply to study at the Academy in one of two ways:
1. Through VTAC
2. Directly to the Academy

In both cases, you must fill out a Direct Applicant / VTAC Supplementary form and send it to the Academy so we can arrange your interview and portfolio presentation.

All applicants are assessed and selected primarily on an interview and portfolio presentation.

CAREER POSSIBILITIES
As an Academy graduate with a major in Communication Design you can capitalise on the mobility and global opportunities the advertising industry now offers, and look forward to professional roles such as creative director, branding consultant, finished artist, PR agent, trend analyst or visual merchandiser.

PROGRAM LENGTH
The Bachelor of Design Arts is completed over 3 years or part-time equivalent. The course consists of five credit-bearing units of study per semester. 15-17 hours per week. 16 week semesters.

CLASS SIZE & FACILITIES
• Small classes. Generally no more than 18.
• State of the art facilities, including industry standard computing equipment and software.

REQUIRED MATERIALS
During Orientation the Academy will provide you with a detailed list of the required materials for the program.
Year 1 - Semester 1
AMA111 Communication Design 1
Understanding communication principles, market operation and buyer behaviour.
ACC111 Visual Literacy 1
Drawing skills and media as tools for concept development, presentation and communication.
ACC112 Introduction to Digital Media
Fundamentals of digital images production using vector, raster and capturing technologies.
APC111 Design Concepts
Principles of design and their application in image and object production.
AXC111 The Rise of Visual Culture
Contemporary visual culture and the role of media in society.

Year 1 – Semester 2
AMA121 Communication Design 2
The role of advertising in marketing and communication, especially the dynamic relation between advertising methods and consumer behavioural response.
ACC121 Visual Literacy 2
Drawing and design solutions in a variety of formats, materials and strategies.
APA121 Communication Design Practice 1
Industry regulations and ethics, roles and responsibilities and the development of marketing communication campaigns.
AXC121 Analysing Visual Culture
Meaning and interpretation in visual culture.
ASx12x Sub-Major Studio Elective
An elective* chosen from Fashion & Costume Design 1, Filmmaking & Photography 1, Graphic & Digital Design 1, Interior Design 1 or Visual Arts 1.

Year 2 – Semester 1
AMA231 Communication Design 3
Selecting channels and media and development and production process for integrating communications.
ACC231 Visual Communication 1
Introduction to typography, storyboarding, and print design software.
APA231 Communication Design Practice 2
Development of copywriting and art direction skills for the broadcast media, especially television.
AXC231 Thinking about Visual Thinking
Methods for cultivating thinking about problem solving, visual meaning and creativity.
ASx13x Sub-Major Studio Elective

Year 2 – Semester 2
AMA241 Communication Design 4
Focuses on the creative process and creative concept development, particularly for print production; includes the use of design software.
ACC241 Communication
Communication skills, presentation, negotiation, teamwork.
APE24x Professional Studies Elective
An elective* chosen from Professional Practice Placement 1 or Professional Study Tour.
AXE24x Non-Studio Elective
An elective* chosen from 20th Century Design & Culture or 20th Century Australian Art (Pre WW2).
ASx24x Sub-Major Studio Elective

Year 3 – Semester 1
BMA351 Communication Design 5
Strategic planning, setting and managing campaign budgets, developing account management skills.
BCC351 Visual Communication 2
Understanding imagery as visual language and the context it functions within.
BXE35x Non-Studio Elective
An elective* chosen from Contemporary Cultural Movements or Cinema Studies.
BPE35x Professional Studies Elective
An elective* chosen from Arts Management or Project Management.
BPC351 Extended Professional Practice
Students gain a broader perspective by participating in collaborative projects in the creative community. Work for exhibition is developed.

Year 3 – Semester 2
BMA361 Communication Design 6
Applying knowledge and skills in developing and evaluating marketing communication strategies; portfolio preparation.
BCC361 Visual Communication 3
Working as part of a multi-disciplinary team in creative collaborations. Roles and responsibilities are identified.
BPE36x Professional Studies Elective
An elective* chosen from Professional Practice Placement 2 or Business Communications.
BXE36x Non-Studio Elective
An elective* chosen from 20th Century International Art, 20th Century Australian Art (Post WW2), or Contemporary Design Issues.
BPC361 Extended Professional Practice
Development of portfolios, blogs or websites, and other promotional activities required for a successful creative career. Work for exhibition is refined.

Course Code: CRS1201242 / CRICOS Code: 058836K