COURSE OBJECTIVES
• Adeptness with a broad range of skills, including: print and collateral, brand, packaging, or digital design.
• Conceive, develop and produce technically refined designs to meet a creative brief
• Detailed knowledge of leading edge digital tools
• Use the design process to achieve sophisticated design outcomes
• Build industry contacts via professional placement and international exchange opportunities
• Enhance creative skills via a sub-major from either the Communication Design stream or one of the other creative disciplines.

PROSPECTIVE STUDENT PROFILE
• Creative students
• Excellent communication skills
• Innovative thinker
• Interest in new and emerging creative technologies

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 Graphic & Digital Design you are poised to enter an exciting industry with job possibilities such as Graphic Designer, Web Designer, Multimedia Designer Animator, Packaging Designer, Typographer or Motion Graphic Designer.

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
**AMG111 Graphic & Digital Design 1**
Introduction to historical and important designers, idea generation and industry-standard software.

**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
**AMG121 Graphic & Digital Design 2**
Further idea development, design techniques with type and prepress a focus.

**ACC121 Visual Literacy 2**
Drawing and design solutions in a variety of formats, materials and strategies.

**APG121 Graphic & Digital Design Practice 1**
Further skills in design software including digital processes and file management such as archiving and storage.

**AXC121 Analysing Visual Culture**
Meaning and interpretation in visual culture.

**ASx12x Sub-Major Studio Elective**
An elective* chosen from Communication Design 1, Fashion & Costume Design 1, Filmmaking & Photography 1, Interior Design 1 or Visual Arts 1.

Year 2 – Semester 1
**AMG231 Graphic & Digital Design 3**
Designing for applied information with a focus on package design.

**ACC231 Visual Communication 1**
Understanding imagery as visual language and the context it functions within.

**APG231 Graphic & Digital Design Practice 2**
Incorporating print requirements such as coatings, finishes, cuts and embossing into a design concept.

**AXC231 Thinking about Visual Thinking**
Methods for cultivating thinking about problem solving, visual meaning and creativity.

**ASx13x Sub-Major Studio Elective**
An elective* chosen from Communication Design 2, Fashion & Costume Design 2, Filmmaking & Photography 2, Interior Design 2 or Visual Arts 2.

Year 2 – Semester 2
**AMG241 Graphic & Digital Design 4**
Experimental and communication design gained through process management including scheduling and budget.

**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
**BMG351 Graphic & Digital Design 5**
Comprehensive design processes applied through ‘live’ projects including competition based work.

**BCC351 Visual Communication 2**
Understanding imagery as visual language and the context it functions within.

**BPE35x Professional Studies Elective**
An elective* chosen from Professional Practice Placement 1 or Business Communications.

**BXE35x Non-Studio Elective**
An elective* chosen from Contemporary Cultural Movements or Cinema Studies.

**BPC351 Extended Professional Practice**
Students gain a broader perspective by participating in collaborative projects.

Year 3 – Semester 2
**BMG361 Graphic & Digital Design 6**
Production of a contemporary design folio that reflects advanced skills and aesthetics.

**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