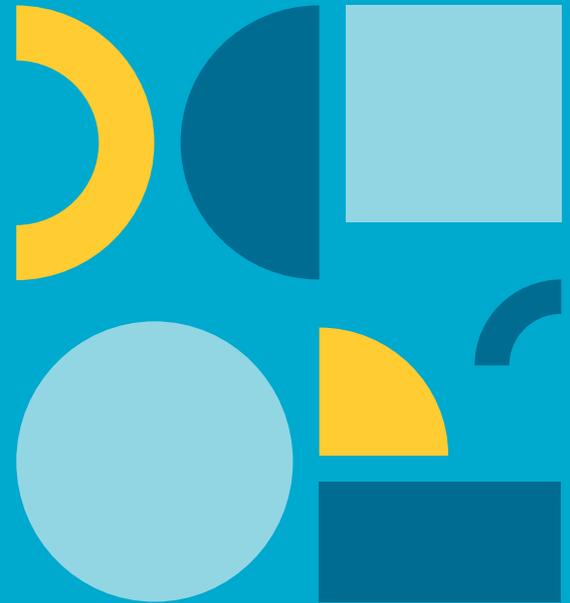




Bachelor of

DESIGN



Shape your future.

“

Explore how design can change the world.

”



At UC we teach you how to use sustainable design to solve global problems and help shape the world around you.

By developing your practical skills in our cutting-edge facilities, you won't only learn how to think big - you'll also learn the technical skills you need to make your vision a reality.

Study a Bachelor of Design at UC and pave your path to a bright future.

WHY CHOOSE UC?

#1 IN THE ACT

UC is ranked number one in the ACT for full-time employment and starting salaries.*

GAIN PRACTICAL EXPERIENCE

Benefit from Work Integrated Learning (WIL) opportunities where you'll connect with industry leaders, gain practical experience and build professional connections to succeed in your chosen field.

CREATE YOUR DEGREE

Our breadth in elective options empower you to pursue your interests and expand your career prospects.

STATE OF THE ART FACILITIES

Graduate with the practical skills needed for success with our purpose-built design workshop and access to industry standard software.

*Good Universities Guide, 2022

OUR DESIGN SPECIALISATIONS



INDUSTRIAL DESIGN

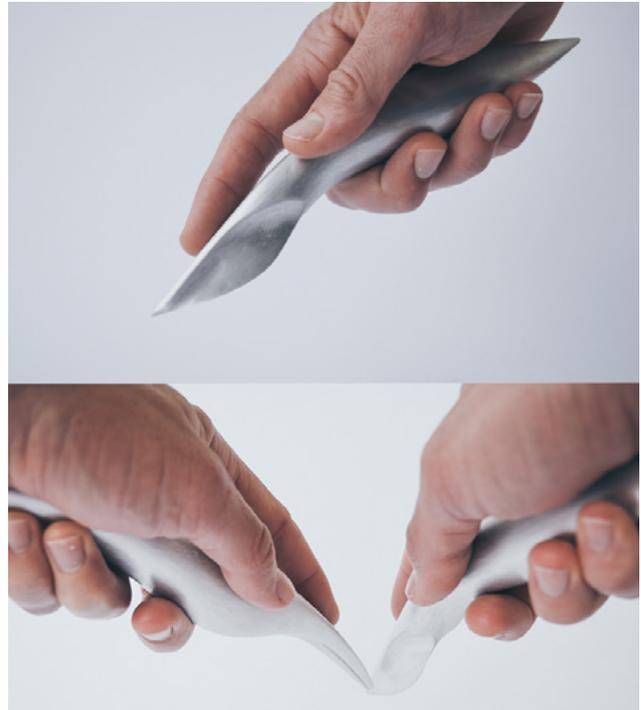
Innovate on an industrial scale

Identify and solve real-life problems with user-centered design and help shape the way the world lives.

With a Bachelor of Design (Industrial Design) you will learn a range of both traditional and advanced digital techniques that will allow you to design and develop a wide range of products whilst gaining invaluable knowledge of both materials and production processes.

Develop an in-depth understanding of 3D digital methodologies for the design of manufactured three-dimensional products whilst expanding your potential as a designer. Learn how to solve a wide array of design problems that will allow you to make significant contributions to any industrial design team.

Acquire a sound understanding of the 'design for manufacture' process that will see you designing and prototyping products with the right materials and methods for doing so.



WHAT YOU WILL STUDY

- Industrial Design Fundamentals
- Design Thinking Techniques
- Materials and Processes
- 3D Digital Design
- Design Culture and Society
- User-Centred Design

COMPLEMENTARY MAJORS

- Breadth Major in Visual Communication Design (BM0024)
- Breadth Major in Game Design (BM0047)
- Breadth Major in Digital Design (BM0020)
- Breadth Major in Digital Media (BM0035)

CAREER OPPORTUNITIES

- Design Consultant
- Design Strategist
- Digital Manufacturing Designer
- Design Researcher
- 3D Modeller
- Consumer Appliance Designer



Duration
3 years



Delivery mode
On-campus



Portfolio Entry
Available

ARB202



VISUAL COMMUNICATION DESIGN

Turn your visions into a reality

Learn how to design for both business and consumer audiences across different cultural contexts.

In our state-of-the-art workshops you will learn how to use the newest technologies which will allow you to compile a portfolio full of impressive designs that will demonstrate your talents to prospective employers. With a strong focus on visual communication in the global marketplace you'll learn how to produce an array of print-based designs and explore web-based applications.

Graduate equipped with a thorough knowledge of typography, logotype, design, layout, publication design, environmental graphics, packaging and digital design.

WHAT YOU WILL STUDY

- Cross-Cultural Design
- Information Visualisation
- Packaging Design
- Graphic Design
- Visual Branding
- Experiential Design

COMPLEMENTARY MAJORS

- Breadth Major in Marketing Communication (BM0033)
- Breadth Major in Interaction Design (BM0022)
- Breadth Major in Digital Design (BM0020)
- Breadth Major in Digital Media (BM0035)

CAREER OPPORTUNITIES

- Graphic Designer
- Art Director
- Design Strategist
- Interactive Designer
- Illustrator
- Digital Designer
- Package Designer
- Multimedia Designer



Duration
3 years



Delivery mode
On-campus



Portfolio Entry
Available

ARB203

INTERACTION DESIGN

Shape the way the world interacts

Graduate in demand thanks to your ability to design products and interfaces that are useful, desirable and seamless to use.

Our interaction design degree will equip you with an understanding of how people engage with different digital technologies and help bring your ideas to life in our world class workshops where your designs will only be limited by your imagination.

Gain knowledge in usability, accessibility and the different stages involved in software development. You'll build and maintain screen-based and physical interactive tools that will aid companies and the individuals accessing their products through human-centric interaction systems.

Be involved in a variety of projects which will lead to an impressive portfolio of work that will demonstrate your creativity, problem solving and technological skills. Graduate as a well-rounded interaction designer and future leader who specialises in finding novel ways to help people access and seamlessly interact with technology.



WHAT YOU WILL STUDY

- Human Factors for Design
- Social Interaction Design
- Back End Web Development
- Data Informed User Experience
- Programming for Design
- Design Thinking Techniques

COMPLEMENTARY MAJORS

- Breadth Major in Industrial Design (BM0021)
- Breadth Major in Marketing Communication (BM0033)
- Breadth Major in Visual Communication Design (BM0024)
- Breadth Major in Digital Design (BM0020)
- Breadth Major in Digital Media (BM0035)

CAREER OPPORTUNITIES

- Digital Designer
- Interaction Designer
- Usability Researcher
- Information Architect
- Content Strategist
- Back-end Web Developer
- UX Developer
- UI Artist



Duration
3 years



Delivery mode
On-campus



Portfolio Entry
Available

ARB202

STUDENT SHOWCASE

Andrew Elliott



Carly McEwan



Laura Raemsch



Cassie Blanco



Maitlan Brown



Samuel Walker



Isabella Doszpot

As the game changers and rule breakers shaping Canberra's aesthetic, UC grads Tim Lynch and Colin Haining don't believe in doing things by the book. Since opening Inklab Creative Agency in 2009, the two young guns have been driven by the desire to create great work, exactly the way they want.

Tim and Colin met while studying a Bachelor of Graphic Design at UC, and their uni friendship easily transitioned into a fulfilling work partnership. 'We share a love of design and making things better. After graduating UC and opening Inklab, our business has grown every year in both size and the quality of our work.'

By shaping a work culture that fuses passion, talent and thoughtfulness, Tim and Colin help their team bring their clients' vision to life with equal measures of electric creativity and careful consideration. 'We have high standards and we're constantly pushing ourselves to produce better projects.'

The best part of our job is putting work into the world that we're proud of, and that helps our clients achieve their goals.'

When it comes to advice for incoming UC students, Tim and Colin shoot straight from the hip. 'Don't look for shortcuts — there aren't any. Be generous with your time and always seek to make things better.'

'Get as much real-life experience as you can. If your friend asks you to design their band's poster, make it the best poster they've ever seen. Find a mentor and annoy them with as many questions as they can tolerate.'

'This career is hard work, but it's worth it.'

“

After graduating UC and opening Inklab, our business has grown every year in both size and the quality of our work.

”

TIM LYNCH AND COLIN HAINING

UC Alumni, Inklab founders

Bachelor of Design (Visual Communication Design)





READY TO APPLY?

DOMESTIC STUDENTS

Current Year 12 students should apply through their relevant state University Admissions Centre:

All states (except Queensland)

Apply through Universities Admissions Centre (UAC)
www.uac.edu.au

Queensland only

Apply through Queensland Tertiary Admissions Centre (QTAC)
www.qtac.edu.au

NON-SCHOOL LEAVER AND INTERNATIONAL STUDENTS

Apply direct at
www.canberra.edu.au/apply-now

CURIIOUS?

Search for **Design** at canberra.edu.au/courses to find out more about course details and study options.



1800 UNI CAN (1800 864 226)

study@canberra.edu.au

University of Canberra
Canberra ACT 2617 Australia

 /universityofcanberra

 @unicanberra

 @universityofcanberra

#WeAreUC

#UCArtsDesign

#UCDesign

#UniCBR

@UC_ArtsDesign

www.canberra.edu.au/future-students/study-at-uc