UNIVERSITY OF CANBERRA

Bachelor of Graphic Design (164HG.1)

Please note these are the 2013 details for this course

Domestic students

Selection rank	
Delivery mode	
Location	
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	Discipline of Creative and Cultural Practice
UAC code	
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).
	View IELTS equivalences

International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.
	View UC's academic entry requirements

Delivery mode	
Location	
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	Discipline of Creative and Cultural Practice
CRICOS code	079271B
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

About this course

The Bachelor of Graphic Design stresses creativity, innovation and communication in the interpretation, analysis and visualisation of ideas and information, and their initiation and implementation through all media. It provides a unique insight into graphic design in both the Australian and global contexts and connects history and theory with contemporary practice. The course provides a general introduction to graphic design followed by specific technical and artistic studies in both analogue and digital modes. Students will achieve high level of proficiency in the execution of design processes and procedures. Graduates will be equipped to pursue design careers in industry or in design consultancies, to extend their expertise in further studies, or to initiate design or design related enterprises. Subject to Government approval, Commonwealth Supported Places will be available for this course.

Professional accreditation

None.

Admission requirements

Applicants must meet normal University requirements for admission to an undergraduate course or hold qualifications deemed to be equivalent.

Additional admission requirements

None.

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current course rules and university policy.

Course requirements

Bachelor of Graphic Design (164HG) | 72 credit points

Required - 63 credit points as follows

Required Units - Must pass 27 credit points as follows

Introduction to Marketing (6357) | 3 credit points — Level 1

Professional Media Project (7888) | 3 credit points — Level 3

Visual Representation (8322) | 3 credit points — Level 1

Design History (8418) | 3 credit points — Level 1

Global Design Strategy (8604) | 3 credit points — Level 3

Brand Management (9118) | 3 credit points — Level 2

Information Graphics (9286) | 3 credit points — Level 3

Professional Practice and Engagement (9288) | 3 credit points — Level 3

Professional Promotion and Exhibition (9289) | 3 credit points — Level 3

Major in Graphic Design Studio (Restricted) (MJ0183) | 18 credit points

Required - Must pass 18 credit points as follows

Motion Graphics (7887) | 3 credit points — Level 2

Graphic Design Thinking and Research (8600) | 3 credit points — Level 1

Identity Systems (8601) | 3 credit points — Level 2

Introduction to Graphic Design Practice (8602) | 3 credit points — Level 1

Packaging and Environmental Graphics (9287) | 3 credit points — Level 2

Typography and Layout (9290) | 3 credit points — Level 2

Major in Digital Design and Production (MJ0182) | 18 credit points

Required - Must pass 12 credit points as follows

Cross-Media Production (7879) | 3 credit points — Level 3

Networked Media Production (7881) | 3 credit points — Level 1

User Interface and Experience (9291) | 3 credit points — Level 2

Web Design and Production (9292) | 3 credit points — Level 1

Restricted Choice - 6 credit points as follows

Part A - Must pass 3 credit points from the following

User Centred Design (8973) | 3 credit points — Level 3

Communication Internship (9490) | 3 credit points — Level 3

Industry & Community Engagement (Internships) (10115) | 3 credit points — Level 3

Part B - Must pass 3 credit points from the following

Publication Design (8608) | 3 credit points — Level 1

Publication Design (9633) | 3 credit points — Level 2

Restricted Choice - 9 credit points as follows

Part A - Must pass 3 credit points from the following

Principles of Marketing Communication (9121) | 3 credit points — Level 1

Part B - Must pass 3 credit points from the following

Understanding Media (9273) | 3 credit points — Level 1

Part C - Must pass 3 credit points from the following

Marketing Research Methods (6372) | 3 credit points — Level 2

Leadership, Innovation and Change (7075) | 3 credit points — Level 2

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the inherent requirements statement applicable to your course

Typical study pattern
UC Melbourne - Chadstone Campus

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Introduction to Graphic Design Practice (8602)

Networked Media Production (7881)

Visual Representation (8322)

Restricted Choice Part A Unit

Semester 2

Design History (8418)

Graphic Design Thinking and Research (8600)

Web Design and Production (9292)

Restricted Choice Part B Unit

Year 2

Semester 1

Brand Management (9118)

Motion Graphics (7887)

Typography and Layout (9290)

User Interface and Experience (9291)

Semester 2

Identity Systems (8601)

Introduction to Marketing (6357)

Packaging and Environmental Graphics (9287)

Publication Design (8608)

Year 3

Semester 1

Cross-Media Production (7879)

Information Graphics (9286)

Professional Media Project (7888)

Professional Practice and Engagement (9288)

Semester 2

Communication Internship (9490)

Course information

Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

Learning outcomes

Learning outcomes	Related graduate attributes
An ability to explore and resolve problems beyond the existing knowledge base. An approach to learning that encourages the development of creativity. An ability to communicate ideas to others and to identify the most suitable media for such communication.	1 Communication 2 Analysis and inquiry 3 Problem solving
An understanding of current information technology and in particular of the software used in the design profession to explore and communicate ideas.	1 Communication 2 Analysis and Inquiry 3 Problem Solving
An understanding of the position and role of the profession in the wider community. An awareness of the associated design disciplines and how Graphic Design can interact with them. An awareness of the imperatives of sustainable design and an understanding of professional responsibilities and ethical behaviour.	4 Working independently and with others 5 Professionalism and social responsibility
The ability to relate to other professionals in mono or multi-disciplinary teams. To develop an attitude to design which recognises that change is constant and that a personal	4 Working independently and with others

commitment to skills maintenance is essential.

5 Professionalism and
social responsibility

Majors

- Major in Digital Design and Production (MJ0182)
- Major in Graphic Design Studio (Restricted) (MJ0183)

Awards

Award	Official abbreviation
Bachelor of Graphic Design	B GraphicDes

Honours

High performing students may be eligible to enrol in the Bachelor of Arts (Honours) course offered at the UC Canberra campus.

Enquiries

Student category	Contact details
Prospective Students	Please telephone: 1800 864 226.
Current and Commencing Students	Email: UCM.Enquiry@canberra.edu.au Phone: (03) 9564 1648

Download your course guide

Scholarships

Find the scholarship that's the right fit for you

Explore Scholarships