



## Bachelor of Graphic Design (164JA.3)

Please note these are the 2018 details for this course

### Domestic students

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Selection rank	60
	<b>Note:</b> The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.

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English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>
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Duration	3.0 years
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UAC code	363104
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Faculty	Faculty of Arts and Design
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Discipline	School of Design and the Built Environment
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Location	UC - TAFE Queensland, South Bank UC - Canberra, Bruce
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### International students

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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. <a href="#">View UC's academic entry requirements</a>
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English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>
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CRICOS code	071398G
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Faculty	Faculty of Arts and Design
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Discipline	School of Design and the Built Environment
Location	UC - TAFE Queensland, South Bank UC - Canberra, Bruce
Duration	3.0 years

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## About this course

### Enrol in one of the most progressive design courses in Australia

The Bachelor of Graphic Design at the University of Canberra is one of the most current and progressive courses of its kind in the country. You will tackle an exciting range of projects that mirror professional briefs and address relevant problems faced by society today. At the end of the three years your grasp of contemporary design practice will be outstanding.

### Study a Bachelor of Graphic Design at UC and you will:

- master the design process, production tools and practices
- learn critical thinking, problem solving and research techniques
- work in a wide variety of media and contexts including print, packaging, video, web and interface design for desktop and mobile devices
- have the opportunity to pursue areas of personal interest, such as motion graphics, advertising and film making
- learn to use industry-standard software including InDesign, Photoshop, Illustrator and web design platforms

## Work integrated learning

You will have the opportunity to participate in a rich and varied program of practical study that includes off-site workshops and excursions. The course also facilitates connections with the design industry through work placements, industry briefs and consultancy projects.

## Career opportunities

- website designer
- multimedia designer
- information design
- advertising account executive
- commercial artist
- corporate identity manager

## Course specific information

Standard entry to this course is by ATAR score however you can also apply via portfolio entry: [canberra.edu.au/arts-design/portfolio-entry](http://canberra.edu.au/arts-design/portfolio-entry)

## Professional accreditation

None.

## Admission requirements

Normal UC admission requirements to an undergraduate course.

Applicants for TAFE Queensland in Semester 2 2018 should note that admission is only available to students who are articulating with a 1 year Diploma.

## 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](#). Credit is not permitted towards completion of a graduate certificate.

## Course requirements

### Bachelor of Graphic Design (164JA) | 72 credit points

Location - UC Canberra - Bruce Campus Campus

[Expand All](#) | [Collapse All](#)

**Required - 51 credit points as follows**

**Required Units - Must pass 15 credit points as follows**

[Global Design Strategy \(8604\) | 3 credit points – Level 3](#)

[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](#)

[Professional Orientation \(Design\) \(10336\) | 3 credit points – Level 1](#)

- Students who completed 9799 Foundations of Professional Planning prior to 2018 may count this unit in lieu of 10336 Professional Orientation (Design)

- Units 9131, 9132 and 9437 have been replaced by unit 9799 from Semester 1, 2015. Students who completed these units will have them counted towards course completion.

**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 - 3 credit points as follows**

**Arts Foundation Units - Must pass 3 credit points from the following**

Introduction to Journalism (5565) | 3 credit points – Level 1

Study of Language (6166) | 3 credit points – Level 1

English Grammar (7707) | 3 credit points – Level 1

Editing Sound and Image (8120) | 3 credit points – Level 1

Introduction to Media Production (8121) | 3 credit points – Level 1

Writing Short Narratives (8147) | 3 credit points – Level 1

Globalisation and Resistance (8169) | 3 credit points – Level 1

Introduction to Creative Writing (8304) | 3 credit points – Level 1

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

Cultures and Diversity (8671) | 3 credit points – Level 1

People, Place and the Past (8948) | 3 credit points – Level 1

Digital Media Literacy (9022) | 3 credit points – Level 1

Introduction to Communication (9023) | 3 credit points – Level 1

Introduction to Political Communication (9024) | 3 credit points – Level 1

Media, Technology and Society (9027) | 3 credit points – Level 1

Design History (9483) | 3 credit points – Level 1

English Grammar (9494) | 3 credit points – Level 1

Study of Language (9498) | 3 credit points – Level 1

- 1. If one of the units in this list is already a required unit within the typical course structure, it cannot be counted as a Restricted Choice unit.

- 2. This list includes units from both Semesters 1 and 2 so you will need to check unit availability.

**Open Electives - 18 credit points as follows**

- Unit Levels: In choosing electives students should note that not more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 18 credit points from anywhere in the University, as a Major, a Minor and/or as individual units.

**Location - UC Sydney - St Leonards Campus Campus**

**Required - 63 credit points as follows**

**Required Units - Must pass 27 credit points as follows**

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

Major Creative Project (8145) | 6 credit points – Level 3

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

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

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

Design History (9483) | 3 credit points – Level 1

**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**

- From Semester 1, 2015 9799 Foundations of Professional Planning replaces 9437 Foundations of Research & Creative Inquiry. Students who have not previously passed 9437 are now required to pass 9799.

Foundations of Research and Creative Inquiry (9437) | 3 credit points – Level 1

Foundations of Professional Planning (9799) | 3 credit points – Level 1

**Part B - Must pass 3 credit points from the following**

Digital Media Literacy (9022) | 3 credit points – Level 1

Foundations of Research and Creative Inquiry (9437) | 3 credit points – Level 1

**Part C - Must pass 3 credit points from the following**

Cultural Research (8902) | 3 credit points – Level 2

Research and Practice (9989) | 3 credit points – Level 2

Location - TAFE Queensland Brisbane - South Bank Campus Campus

Required - 63 credit points as follows

**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](#)

**Required Units - Must pass 27 credit points as follows**

[Professional Media Project \(7888\) | 3 credit points – Level 3](#)

[Major Creative Project \(8145\) | 6 credit points – Level 3](#)

[Visual Representation \(8322\) | 3 credit points – Level 1](#)

[Global Design Strategy \(8604\) | 3 credit points – Level 3](#)

[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](#)

[Design History \(9483\) | 3 credit points – Level 1](#)

**Restricted Choice - 9 credit points as follows**

**Part A - Must pass 3 credit points from the following**

- From Semester 1, 2015 9799 Foundations of Professional Planning replaces 9437 Foundations of Research & Creative Inquiry. Students who have not previously passed 9437 are now required to pass 9799.

[Foundations of Research and Creative Inquiry \(9437\) | 3 credit points – Level 1](#)

[Foundations of Professional Planning \(9799\) | 3 credit points – Level 1](#)

**Part B - Must pass 3 credit points from the following**

Digital Media Literacy (9022) | 3 credit points – Level 1

Foundations of Research and Creative Inquiry (9437) | 3 credit points – Level 1

**Part C - Must pass 3 credit points from the following**

Cultural Research (8902) | 3 credit points – Level 2

Research and Practice (9989) | 3 credit points – Level 2

In addition to course requirements, in order to successfully complete your course you may need to meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

## Typical study pattern

### UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

#### Year 1

##### Semester 1

Motion Graphics (7887)

Typography and Layout (9290)

User Interface and Experience (9291)

Web Design and Production (9292)

##### Semester 2

Graphic Design Thinking and Research (8600)

Identity Systems (8601)

Packaging and Environmental Graphics (9287)

Publication Design (9633)

#### Year 2

##### Semester 1

Cross-Media Production (7879)

Professional Practice and Engagement (9288)

Open Elective Unit

Information Graphics (9286)

##### Semester 2

Open Elective Unit

Global Design Strategy (8604)

Industry & Community Engagement (Internships) (10115)

Professional Promotion and Exhibition (9289)

Standard Full-Time, Semester 1 Commencing (2017)

#### Year 1

##### Semester 1

Open Elective Unit

Foundations of Professional Planning (9799)

Introduction to Graphic Design Practice (8602)

Networked Media Production (7881)

##### Semester 2

Arts Foundation Unit

Graphic Design Thinking and Research (8600)

Open Elective Unit

Web Design and Production (9292)

#### Year 2

##### Semester 1

Motion Graphics (7887)

##### Semester 2

Identity Systems (8601)

Packaging and Environmental Graphics (9287)

Open Elective Unit

[Typography and Layout \(9290\)](#)

[User Interface and Experience \(9291\)](#)

### Year 3

#### Semester 1

[Cross-Media Production \(7879\)](#)

Open Elective Unit

[Information Graphics \(9286\)](#)

[Professional Practice and Engagement \(9288\)](#)

Open Elective Unit

[Publication Design \(9633\)](#)

#### Semester 2

[Professional Promotion and Exhibition \(9289\)](#)

MJ0182 Part A Unit

MJ0182 Restricted Choice Unit

Open Elective Unit

[Global Design Strategy \(8604\)](#)

Standard Full-Time, Semester 1 Commencing (2018)

### Year 1

#### Semester 1

Open Elective Unit

[Introduction to Graphic Design Practice \(8602\)](#)

[Networked Media Production \(7881\)](#)

[Professional Orientation \(Design\) \(10336\)](#)

#### Semester 2

Open Elective Unit

Arts Foundation Unit

[Graphic Design Thinking and Research \(8600\)](#)

[Web Design and Production \(9292\)](#)

### Year 2

#### Semester 1

[Motion Graphics \(7887\)](#)

[Typography and Layout \(9290\)](#)

[User Interface and Experience \(9291\)](#)

Open Elective Unit

#### Semester 2

[Identity Systems \(8601\)](#)

[Packaging and Environmental Graphics \(9287\)](#)

Open Elective Unit

[Publication Design \(9633\)](#)

### Year 3

#### Semester 1

[Cross-Media Production \(7879\)](#)

[Information Graphics \(9286\)](#)

[Professional Practice and Engagement \(9288\)](#)

Open Elective Unit

#### Semester 2

MJ0182 Part A Unit

MJ0182 Restricted Choice Unit

[Global Design Strategy \(8604\)](#)

Open Elective Unit

[Professional Promotion and Exhibition \(9289\)](#)



# UC - TAFE NSW Northern Sydney, St Leonard's

Standard Full-Time, Semester 1 Commencing

## Year 1

### Semester 1

Foundations of Professional Planning (9799)  
Introduction to Graphic Design Practice (8602)  
Networked Media Production (7881)  
Visual Representation (8322)

### Semester 2

Design History (9483)  
Graphic Design Thinking and Research (8600)  
Web Design and Production (9292)

## Year 2

### Semester 1

Motion Graphics (7887)  
Research and Practice (9989)  
Typography and Layout (9290)  
User Interface and Experience (9291)

### Semester 2

Packaging and Environmental Graphics (9287)  
MJ0182 Restricted Choice Unit  
Identity Systems (8601)  
Publication Design (9633)  
MJ0182 Part A Unit

## Year 3

### Semester 1

Cross-Media Production (7879)  
Information Graphics (9286)  
Professional Media Project (7888)  
Professional Practice and Engagement (9288)

### Semester 2

Global Design Strategy (8604)  
Major Creative Project (8145)  
Professional Promotion and Exhibition (9289)

# UC - TAFE Queensland, South Bank

Articulating from Dip Website Development (ICA50611)

Standard Full-Time, Semester 1 Commencing

## Year 1

### Semester 1

Foundations of Professional Planning (9799)  
Introduction to Graphic Design Practice (8602)  
Motion Graphics (7887)  
User Interface and Experience (9291)

### Semester 2

Graphic Design Thinking and Research (8600)  
Identity Systems (8601)  
Packaging and Environmental Graphics (9287)  
Publication Design (9633)

## Year 2

## Semester 1

Cross-Media Production (7879)

Information Graphics (9286)

Professional Practice and Engagement (9288)

Typography and Layout (9290)

## Semester 2

Professional Promotion and Exhibition (9289)

Restricted Choice Unit

Global Design Strategy (8604)

MJ0182 Part A Unit

MJ0182 Restricted Choice Unit

## Course information

### Course duration

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

### Learning outcomes

Learning outcomes	Related graduate attributes
Cultural and critical understanding of graphic design practice, media forms and production techniques in the national and international contexts.	<ul style="list-style-type: none"><li>- Communication</li><li>- Analysis and inquiry</li><li>- Professionalism and social responsibility</li></ul>
Ability to work with current and emerging design technologies to produce creative, engaging and accessible graphic media.	<ul style="list-style-type: none"><li>- Communication</li><li>- Problem solving</li><li>- Working independently and with others</li><li>- Professionalism and social responsibility</li></ul>
Ability to identify, evaluate, and adapt concepts and techniques from a range of sources for a variety of contexts.	<ul style="list-style-type: none"><li>- Analysis and inquiry</li><li>- Problem solving</li><li>- Working independently and with others</li></ul>
Ability to work independently and as a productive member of an interdisciplinary team.	<ul style="list-style-type: none"><li>- Communication</li><li>- Problem solving</li><li>- Working independently and</li></ul>

with others

- Professionalism and social responsibility

Ability to define and communicate a clear rationale for design decisions to both expert and non-expert audiences.

- Communication

- Analysis and inquiry

## Majors

- [Major in Graphic Design Studio \(Restricted\) \(MJ0183\)](#)
- [Major in Digital Design and Production \(MJ0182\)](#)

## 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.

## Alternative exits

220JA Bachelor of Graphic Design/Bachelor of Communication in Advertising

## Enquiries

Student category	Contact details
Prospective Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Bruce Current and Commencing Students	Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> or Phone 1300 301 727
TAFE-QLD Current and Commencing Students	TAFE Queensland Brisbane: Email: <a href="mailto:UCQueensland@canberra.edu.au">UCQueensland@canberra.edu.au</a> Phone: 13 72 48

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UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.