

Bachelor of Graphic Design/Bachelor of Communication in Advertising (220JA.1)

Please note these are the 2018 details for this course

Domestic students

Selection rank	60 Note: 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.
Delivery mode	
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications School of Design and the Built Environment
UAC code	363116
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	<p>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.</p> <p>View UC's academic entry requirements</p>
Delivery mode	
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	<p>School of Arts and Communications</p> <p>School of Design and the Built Environment</p>
CRICOS code	077631K
English language requirements	<p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p>

About this course

A creative career? It's all about communication.

Dreaming of a career as a multi-media developer, creative director, copywriter or (why not channel your artistic entrepreneur) as the head honcho of your own graphic design business? This qualification will ensure you're technically and strategically equipped for the multi-faceted and rapidly evolving design and communications industry.

Immerse yourself in this highly engaging Double Degree and you'll be able to conceptualise design in a variety of contexts and media, explore brand development, media engagement and cross-platform digital communication, and of course, 'sell' your conceptual ideas like a first-rate advertising guru.

But wait! Hold onto that stylus, because you'll also have the opportunity of engaging in a professional internship or consultancy project that will have you participating in off-site workshops, excursions and even overseas study tours. Designer Extraordinaire? Yes, you are.

Combine a Bachelor of Graphic Design / Bachelor of Communication in

Advertising at UC and you will:

- be able to produce designs in a wide variety of contexts and media, including in the areas of print, packaging, video, environmental, web and interface for desktop and mobile devices
- develop in-depth knowledge and skills in communication and advertising strategy
- integrate the conceptual, technical and theoretical aspects of graphic design
- focus on strategic brand development, media engagement and cross-platform digital communication
- understand the societal, consumer and creative principles that underpin marketing communication.

Work-integrated learning

In this course, you can undertake consultancy projects or a workplace internship as part of the Faculty of Arts and Design's commitment to supporting work-integrated learning, which will enhance your employability and ensure you're armed with the right mix of skills and knowledge to take a super-confident leap into your future career.

Career opportunities

Opportunities exist for Bachelor of Graphic Design / Bachelor of Communication in Advertising graduates in the advertising, government, not-for-profit and public and private enterprise sectors, including as a:

- Multimedia Developer
- Art Director
- Graphic Designer
- Creative Director
- Illustrator
- Copywriter
- Desktop Publisher
- Production Manager
- Ad Executive
- Creative Consultant
- Design Educator
- Entrepreneur

Course specific information

Applicants must meet normal university requirements for admission to an undergraduate degree course.

Professional accreditation

None.

Admission requirements

Normal UC admission requirements to an undergraduate course.

Additional admission requirements

Refer to individual courses.

Assumed knowledge

Refer to individual courses.

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/Bachelor of Communication in Advertising (220JA) | 96 credit points

Required - 90 credit points as follows

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

Graphic Design - 48 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 12 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

Advertising - 39 credit points as follows

Major in Advertising (18cp) (MJ0227) | 18 credit points

Required - Must pass 9 credit points as follows

Agency-Client Relationships (9018) | 3 credit points — Level 3

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

Media Analysis and Buying (9120) | 3 credit points — Level 3

Restricted Choice - 9 credit points as follows

Part A - Must pass 3 credit points from the following

Advertising Strategy Development (9117) | 3 credit points — Level 2

Advertising Strategy Development (9484) | 3 credit points — Level 2

Part B - Must pass 3 credit points from the following

[Copywriting and Creative Execution \(9119\) | 3 credit points — Level 1](#)

[Copywriting and Creative Execution \(9491\) | 3 credit points — Level 1](#)

Part C - Must pass 3 credit points from the following

[Principles of Marketing Communication \(9121\) | 3 credit points — Level 1](#)

[Principles of Marketing Communication \(9496\) | 3 credit points — Level 1](#)

Major in Communication Studies (MJ0216) | 18 credit points

Restricted Choice - Must pass 18 credit points from the following

[Communication and Media Research \(7003\) | 3 credit points — Level 2](#)

[Risk, Crisis and Communication \(7545\) | 3 credit points — Level 3](#)

[Journalism and Political Process \(8127\) | 3 credit points — Level 2](#)

[Communication Technologies and Change \(8131\) | 3 credit points — Level 3](#)

[Communication Evolution \(9020\) | 3 credit points — Level 2](#)

[Digital Media Literacy \(9022\) | 3 credit points — Level 1](#)

[Introduction to Communication \(9023\) | 3 credit points — Level 1](#)

[Democracy and the Public Sphere \(9310\) | 3 credit points — Level 2](#)

[Law of Communication \(9424\) | 3 credit points — Level 2](#)

Required Units - Must pass 3 credit points as follows

[Advertising Project \(9116\) | 3 credit points — Level 3](#)

Required - Must pass 3 credit points as follows

[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 closed from Semester 1, 2015. Students who completed these units will have them counted towards course completion.

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](#)

[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](#)

[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.

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

Open Electives - 3 credit points as follows

- Internship: Students may wish to choose 9032 Communication Internship as one of their electives.

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 3 credit points from anywhere in the University.

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 - Canberra, Bruce

Standard Full-Time, Semester 1 Commencing (2017)

Year 1

Semester 1

Foundations of Professional Planning (9799)

Introduction to Communication (9023)

Introduction to Graphic Design Practice (8602)

Networked Media Production (7881)

Semester 2

Digital Media Literacy (9022)

Graphic Design Thinking and Research (8600)

Web Design and Production (9292)

Arts Foundation Unit

Year 2

Semester 1

Motion Graphics (7887)

Principles of Marketing Communication (9496)

Typography and Layout (9290)

User Interface and Experience (9291)

Semester 2

Copywriting and Creative Execution (9491)

Identity Systems (8601)

Packaging and Environmental Graphics (9287)

Publication Design (9633)

Year 3

Semester 1

Communication Evolution (9020)

Cross-Media Production (7879)

Information Graphics (9286)

Professional Practice and Engagement (9288)

Semester 2

Advertising Strategy Development (9117)

Global Design Strategy (8604)

Professional Promotion and Exhibition (9289)

User Centred Design (8973)

Year 4

Semester 1

Agency-Client Relationships (9018)

Brand Management (9118)

Communication and Media Research (7003)

Media Analysis and Buying (9120)

Semester 2

Advertising Project (9116)

Communication Technologies and Change (8131)

Law of Communication (9424)

Open Elective

Standard Full-Time, Semester 1 Commencing (2018)

Year 1

Semester 1

Introduction to Communication (9023)

Introduction to Graphic Design Practice (8602)

Networked Media Production (7881)

Professional Orientation (Design) (10336)

Semester 2

Digital Media Literacy (9022)

Graphic Design Thinking and Research (8600)

Web Design and Production (9292)

Arts Foundation Unit

Year 2

Semester 1

Motion Graphics (7887)

Principles of Marketing Communication (9496)

Typography and Layout (9290)

User Interface and Experience (9291)

Semester 2

Copywriting and Creative Execution (9491)

Identity Systems (8601)

Packaging and Environmental Graphics (9287)

Publication Design (9633)

Year 3

Semester 1

Communication Evolution (9020)

Cross-Media Production (7879)

Information Graphics (9286)

Professional Practice and Engagement (9288)

Semester 2

Advertising Strategy Development (9117)

Global Design Strategy (8604)

Industry & Community Engagement (Internships) (10115)

Professional Promotion and Exhibition (9289)

Year 4

Semester 1

Agency-Client Relationships (9018)

Brand Management (9118)

Communication and Media Research (7003)

Media Analysis and Buying (9120)

Semester 2

Advertising Project (9116)

Communication Technologies and Change (8131)

Law of Communication (9424)

Open Elective

Course information

Course duration

Standard eight 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;	1. Communication; 2. Analysis and inquiry; 5. Professionalism and social responsibility.
Ability to work with current and emerging design technologies to produce creative, engaging and accessible graphic media;	1. Communication; 3. Problem solving; 4. Working independently and with others; 5. Professionalism and social responsibility.
Ability to identify, evaluate, and adapt concepts and techniques from a range of sources for a variety of contexts;	2. Analysis and inquiry; 3. Problem solving; 4. Working independently and with others.
Ability to work independently and as a productive member of an interdisciplinary team;	1. Communication; 3. Problem solving; 4. Working independently and with others; 5. Professionalism and social responsibility.

Ability to define and communicate a clear rationale for design decisions to both expert and non-expert audiences.	<p>1. Communication;</p> <p>2. Analysis and inquiry.</p>
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.	<p>1. Communication;</p> <p>2. Information literacy and numeracy;</p> <p>4. Problem solving.</p>
An understanding of current information technology and in particular of the software used in the design profession to explore and communicate ideas.	<p>1. Communication;</p> <p>3. Information and communication technology.</p>
<p>An understanding of the position and role of the profession in the wider community.</p> <p>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.</p>	<p>5. Working with others;</p> <p>6. Effective workplace skills;</p> <p>7. Professional ethics;</p> <p>Social responsibility.</p>
<p>The ability to relate to other professionals in mono or multi-disciplinary teams.</p> <p>To develop an attitude to design which recognises that change is constant and that a personal commitment to skills maintenance is essential.</p>	<p>5. Working with others;</p> <p>8. Lifelong learning;</p> <p>Personal attributes.</p>
- To provide students with a thorough understanding of the nature and functions of contemporary advertising and marketing communications.	<p>- Communicate and present arguments and ideas effectively.</p> <p>Select and use appropriate information and communication technology for analysis and enquiry.</p>
- To provide practical workshops which are integral to the course supported by internships to improve professional skills.	- Identify problems and analyse the main

	<p>features of problems relevant to their professional field;</p> <ul style="list-style-type: none"> - Demonstrate entrepreneurial skills including creativity, initiative, adaptability, leadership, resourcefulness; - Create and present new ideas; - Express knowledge, ideas and opinions in their professional field, both orally and in written form, with confidence and clarity; - Working independently and with others; - Work with others as part of a group; - Work sensitively and co-operatively with diverse stakeholders.
<ul style="list-style-type: none"> - To provide electives in social science, humanities, business or creative arts. 	<ul style="list-style-type: none"> - Comprehend socio-economic, cultural, political, ethical and legal contexts in which they will practice their specialisation.
<ul style="list-style-type: none"> - To provide professional subjects which are supported by broad-based foundation units to inform communication theory within the context of society and consumerism. 	<ul style="list-style-type: none"> - Apply concepts, principles and professional methodologies to professional communication tasks; - Understand the social and professional influence of advertising and marketing communications and their role in ethical practice.

Majors

- [Major in Graphic Design Studio \(Restricted\) \(MJ0183\)](#)
- [Major in Digital Design and Production \(MJ0182\)](#)
- [Major in Advertising \(18cp\) \(MJ0227\)](#)

- [Major in Communication Studies \(MJ0216\)](#)

Awards

Award	Official abbreviation
Bachelor of Graphic Design	B GraphicDes
Bachelor of Communication in Advertising	BComm Advt

Honours

Refer to individual courses.

Enquiries

Student category	Contact details
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students	Email FAD.Student@canberra.edu.au or Phone 1300 301 727

Download your course guide



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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.