

# Bachelor of Design/Bachelor of Communication and Media (ARAR02.1)

Please note these are the 2021 details for this course

## Domestic students

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.
Delivery mode	On campus
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	363205
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>

## International students

<b>Academic entry requirements</b>	<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 <a href="#">academic entry requirements page</a>.</p> <p><a href="#">View UC's academic entry requirements</a></p>
<b>Delivery mode</b>	On campus
<b>Location</b>	Bruce, Canberra
<b>Duration</b>	4.0 years
<b>Faculty</b>	Faculty of Arts and Design
<b>Discipline</b>	<p>School of Arts and Communications</p> <p>School of Design and the Built Environment</p>
<b>CRICOS code</b>	099022J
<b>English language requirements</b>	<p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p><a href="#">View IELTS equivalences</a></p>

# About this course

## Ignite your creativity and show the world what you can do

Explore the intricacies of design and discover how creativity, form and function can inspire and influence. Then combine this with the hands-on knowledge and experience required of journalists, marketing managers and other media and communications professionals around the world to forge an exciting creative career with tangible results with UC's Bachelor of Design/Bachelor of Communications and Media double degree.

As a student of design, your job is to create an experience that is functional, beautiful, intuitive and accessible. As a communications and media student your challenge is to examine creative ideologies, a range of platforms and target audiences and develop solutions to influence change. Together these two disciplines will give you the knowledge and skills to forge a creative career full of inspiration, problem-solving and great stories.

Taught in small, more personalised classes, the course offers an individually tailored learning environment that ensures each student receives the highest level of support and encouragement throughout their UC journey.

## Combine a Bachelor of Design and a Bachelor of Communications and Media at UC and you will:

- identify the different stages of the 'design for manufacture' process
- gain the knowledge and skills necessary to launch your own interaction design business or seek employment within global markets across all industries.
- select appropriate methods, materials and processes for designing and prototyping products
- employ innovative use of different visual and emerging media types across print, screen and packaging
- develop effective design solutions for specific audiences and learn to apply advanced 2D and 3D digital design technologies
- specialise in one of four professional communications areas: journalism, marketing communication, corporate and public communication and sports media
- apply professional judgement and knowledge in adapting marketing communication theories, principles and methodologies across diverse social, cultural and organisational contexts
- explore narratives that inform, persuade and generate change.

## Career opportunities

The career choices are virtually endless with UC's Bachelor of Design/Bachelor of Communications and Media. Graduates will be able to explore working in a wide range of creative and/or communications roles, such as:

- industrial designer
- urban planner
- set designer
- graphic designer
- design consultant
- digital manufacturing designer
- creative copywriter
- editor
- advertising account manager
- content developer
- digital media specialist
- social media manager
- journalist
- campaign manager
- media or marketing analyst
- producer
- publisher.

## Professional accreditation

Refer to individual courses.

# Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs and admissions schemes.

More information is available on our Alternative Entry page: <http://www.canberra.edu.au/future-students/applications/apply-now/alternative-entry>

## Assumed knowledge

None.

## Periods course is open for new admissions

This course is not open for new admissions.

## Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

Iact Malaysia

[Diploma in Graphic Design \(30779\)](#)

[Diploma in Marketing and Advertising \(30782\)](#)

# Course requirements

Bachelor of Design/Bachelor of Communication and Media (ARAR02) | 96 credit points

**Restricted Choice - 48 credit points as follows**

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

**Communication and Media - Must select 1 of the following**

**Specialist Major in Journalism (SM0007) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Journalism Now and Next (11084) | 3 credit points – Level 1

Street Stories (11085) | 3 credit points – Level 1

Sound Stories (11086) | 3 credit points – Level 2

In-Depth: Feature and Specialist Writing (11087) | 3 credit points – Level 3

Data Journalism (11088) | 3 credit points – Level 2

Video Live (11089) | 3 credit points – Level 2

Newsfeed (11090) | 3 credit points – Level 3

Advocacy and Influence: Shaping Public Opinion (11091) | 3 credit points – Level 3

## **Specialist Major in Marketing Communication (SM0008) | 24 credit points**

### **Required - Must pass 24 credit points as follows**

Visual Representation Techniques (11041) | 3 credit points – Level 1

Foundations of Marketing Communication (11096) | 3 credit points – Level 1

Managing Brands (11097) | 3 credit points – Level 1

Media Analysis and Planning (11098) | 3 credit points – Level 2

Marketing Communication Strategy (11099) | 3 credit points – Level 2

The Craft of Creative Communication (11100) | 3 credit points – Level 3

Stakeholder Engagement (11101) | 3 credit points – Level 2

Global Brand Communication (11102) | 3 credit points – Level 3

## **Specialist Major in Corporate and Public Communication (SM0006) | 24 credit points**

### **Required - Must pass 24 credit points as follows**

Visual Representation Techniques (11041) | 3 credit points – Level 1

Advocacy and Influence: Shaping Public Opinion (11091) | 3 credit points – Level 3

Managing Brands (11097) | 3 credit points – Level 1

Corporate and Public Communication Foundations (11103) | 3 credit points – Level 1

Digital Engagement and Analytics (11104) | 3 credit points – Level 2

Strategic Communication Research and Planning (11105) | 3 credit points – Level 2

Organisational Communication (11106) | 3 credit points – Level 3

Strategic Project Management (11107) | 3 credit points – Level 3

## **Specialist Major in Sports Media (SM0009) | 24 credit points**

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

[In-Depth: Feature and Specialist Writing \(11087\)](#) | 3 credit points — Level 3

[Data Journalism \(11088\)](#) | 3 credit points — Level 2

[Video Live \(11089\)](#) | 3 credit points — Level 2

[Newsfeed \(11090\)](#) | 3 credit points — Level 3

[Sideline Eye: Sports Reporting \(11093\)](#) | 3 credit points — Level 1

## **Restricted Choice - Must pass 9 credit points as follows**

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

[Game On: Sports Journalism Foundations \(11092\)](#) | 3 credit points — Level 1

[Game On: Sports Media Foundations \(11932\)](#) | 3 credit points — Level 1

Note:

- From S2 2023 unit 11092 Game On: Sports Journalism Foundations has been replaced with 11932 Game On: Sports Media Foundations.

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

[Live and Exclusive: Sports Broadcasting \(11094\)](#) | 3 credit points — Level 2

[Sports Broadcasting \(11933\)](#) | 3 credit points — Level 2

Note:

- From S2 2023 unit 11094 Live and Exclusive: Sports Broadcasting has been replaced with 11933 Sports Broadcasting.

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

[The Sports Journalist: Ethical, Lawful and Professional \(11095\)](#) | 3 credit points — Level 3

[Sports Media and Society \(11934\)](#) | 3 credit points — Level 3

Note:

- From S2 2023 unit 11095 The Sports Journalist: Ethical, Lawful and Professional has been replaced with 11934 Sports Media and Society.

## **Design - Must select 1 of the following**

**Specialist Major in Industrial Design (SM0010) | 24 credit points**

### **Required - Must pass 24 credit points as follows**

Industrial Design Fundamentals (11046) | 3 credit points – Level 1  
3D Digital Design Fundamentals (11047) | 3 credit points – Level 1  
Design for Low-Complexity (11048) | 3 credit points – Level 2  
3D Digital Design Advanced (11049) | 3 credit points – Level 2  
Design for Medium-Complexity (11050) | 3 credit points – Level 2  
Materials and Processes (11051) | 3 credit points – Level 2  
Materials and Processes - Advanced (11052) | 3 credit points – Level 3  
Design for High-Complexity (11053) | 3 credit points – Level 3

### **Specialist Major in Visual Communication Design (SM0012) | 24 credit points**

#### **Required - Must pass 24 credit points as follows**

Visual Communication Theory and Principles (11062) | 3 credit points – Level 1  
Principles of Typography and Layout (11063) | 3 credit points – Level 1  
Design for Digital Contexts (11064) | 3 credit points – Level 2  
Visual Branding and Identity Systems (11065) | 3 credit points – Level 2  
Experiential Graphic Design (11066) | 3 credit points – Level 3  
Packaging Design and Communication (11067) | 3 credit points – Level 2  
Cross-Cultural Design Strategy (11068) | 3 credit points – Level 2  
Information Visualisation (11069) | 3 credit points – Level 3

### **Specialist Major in Interaction Design (SM0011) | 24 credit points**

#### **Required - Must pass 24 credit points as follows**

Human Factors for Interaction Design (11054) | 3 credit points – Level 1  
Programming for Design (11055) | 3 credit points – Level 1  
Front-end Web Design (11056) | 3 credit points – Level 2  
Digital Media Art 2: Image Production (11836) | 3 credit points – Level 1  
Emerging Production Technologies (11839) | 3 credit points – Level 3  
Digital Production Project (11840) | 3 credit points – Level 3  
Web Frameworks and Dynamic Data (11841) | 3 credit points – Level 2  
Designing for UX (User Experience) (11842) | 3 credit points – Level 2

- The Specialist Major in Interaction Design has been revised for 2022 & contains new units. The previous version

of this major can be found in the 'Superseded Majors' section.

- Specialist majors determine the course award names. E.g. A Major in Industrial Design & a Major in Journalism lead to the awards B Design (Industrial Design) & B Communication & Media (Journalism).

Note:

- Open Elective
- Two Open Electives

## **Required - 48 credit points as follows**

### **Core Major in Communication and Media (CM0002) | 24 credit points**

#### **Required - Must pass 18 credit points as follows**

Professional Orientation (Communication and Media) (10335) | 3 credit points — Level 1

The Art and Power of Communication (11079) | 3 credit points — Level 1

Digital Media Fundamentals (11080) | 3 credit points — Level 1

Producing Credible Communication (11081) | 3 credit points — Level 1

Engaging Audiences (11082) | 3 credit points — Level 1

Professional Evidence (Communication and Media) (11083) | 3 credit points — Level 3

#### **Restricted Choice - Must pass 6 credit points from the following**

Professional Practice 1: Work Integrated Learning (11017) | 3 credit points — Level 2

Professional Practice 2: Work Integrated Learning (11018) | 3 credit points — Level 3

Professional Practice Internship (11575) | 6 credit points — Level 3

Professional Practice (Internships A) (11829) | 3 credit points — Level 2

Professional Practice (Specialist Skills) (11830) | 3 credit points — Level 2

Professional Practice (Internships B) (11832) | 3 credit points — Level 3

Professional Practice (Industry and Creative Projects) (11833) | 3 credit points — Level 3

Professional Practice (Internships A) (12144) | 3 credit points — Level 3

Note:

- 1. From 2022 11017 Professional Practice 1: Work Integrated Learning and 11018 Professional Practice 2: Work Integrated Learning are no longer offered.
- 2. From 2025, unit 12144 Professional Practice (Internships A) replaces unit 11829 Professional Practice (Internships A)
- 3. Students in the Bachelor of Communication and Media (Sports Media) must complete one of 11575 or 12144 and 11832.
- 4. Students in the Bachelor of Communication (Journalism) must complete 11830 and can then



choose their final Professional Practice unit.

- 5. All other students must select two units from 12144, 11830, 11832 and 11833. Please email [FAD.student@canberra.edu.au](mailto:FAD.student@canberra.edu.au) and request a personalised course plan if you are not sure.

## **Core Major in Design (CM0003) | 24 credit points**

### **Required - Must pass 18 credit points as follows**

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

[Visual Representation Techniques \(11041\) | 3 credit points – Level 1](#)

[Design Culture and Society \(11044\) | 3 credit points – Level 1](#)

[Professional Evidence \(Design\) \(11045\) | 3 credit points – Level 3](#)

[Introduction to Interaction Design \(11655\) | 3 credit points – Level 1](#)

[Design Thinking and User Centered Design \(11656\) | 3 credit points – Level 1](#)

### **Restricted Choice - Must pass 6 credit points as follows**

#### **Specialisations - Must pass 1 of the following**

#### **Visual Communication Design - Must pass 6 credit points as follows**

##### **Required - Must pass 3 credit points as follows**

[Professional Practice \(Industry Studios\) \(11831\) | 3 credit points – Level 2](#)

##### **Restricted Choice - Must pass 3 credit points from the following**

[Professional Practice \(Internships B\) \(11832\) | 3 credit points – Level 3](#)

[Professional Practice \(Industry and Creative Projects\) \(11833\) | 3 credit points – Level 3](#)

#### **Interaction Design - Must pass 6 credit points as follows**

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

[Professional Practice \(Internships A\) \(11829\) | 3 credit points – Level 2](#)

[Professional Practice \(Specialist Skills\) \(11830\) | 3 credit points – Level 2](#)

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

[Professional Practice \(Internships B\) \(11832\) | 3 credit points – Level 3](#)

Professional Practice (Industry and Creative Projects) (11833) | 3 credit points — Level 3

## **Industrial Design - Must pass 6 credit points as follows**

Professional Practice (Industry Studios) (11831) | 3 credit points — Level 2

Professional Practice (Advanced Industry Studios) (11834) | 3 credit points — Level 3

- 1. Where units are duplicated in these majors, additional open elective units will be taken instead to meet credit point requirements.
- 2. The Core Major in Design has been revised for 2022 & contains new units. The previous version of this major can be found in the 'Superseded Majors' section.

Note:

- Open Elective
- Two Open Electives

## **Superseded Majors - May select from**

### **Core Major in Design (CM0003) | 24 credit points**

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

Professional Orientation (Design) (10336) | 3 credit points — Level 1

Professional Practice 1: Work Integrated Learning (11017) | 3 credit points — Level 2

Visual Representation Techniques (11041) | 3 credit points — Level 1

Design Culture and Society (11044) | 3 credit points — Level 1

Professional Evidence (Design) (11045) | 3 credit points — Level 3

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

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

Introduction to Design Thinking Techniques (11042) | 3 credit points — Level 1

Design Thinking and User Centered Design (11656) | 3 credit points — Level 1

Note:

- From 2021 unit 11042 has been replaced by unit 11656. Students who have already passed 11042 do not need to pass 11656.

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

Professional Practice 2: Work Integrated Learning (11018) | 3 credit points — Level 3

Professional Practice: WIL Studio 3 (11574) | 3 credit points — Level 3

Note:

- Students enrolled in ARB201 B Design (Industrial Design) must complete 11574 Professional Practice: WIL Studio 3. All other students should complete 11018 Professional Practice 2: WIL.

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

Introduction to Interaction and User-Centred Design (11043) | 3 credit points — Level 1

Introduction to Interaction Design (11655) | 3 credit points — Level 1

Note:

- From 2021 unit 11043 has been replaced by unit 11655. Students who have already passed 11043 do not need to pass 11655.

## Specialist Major in Interaction Design (SM0011) | 24 credit points

### Required - Must pass 24 credit points as follows

Human Factors for Interaction Design (11054) | 3 credit points — Level 1

Programming for Design (11055) | 3 credit points — Level 1

Front-end Web Design (11056) | 3 credit points — Level 2

Affective Interaction Design (11057) | 3 credit points — Level 2

Back-end Web Development (11058) | 3 credit points — Level 2

Tangible and Embodied Interaction Design (11059) | 3 credit points — Level 2

Designing for Data Informed User Experience (11060) | 3 credit points — Level 3

Social Interaction Design (11061) | 3 credit points — Level 3

- These majors have been revised from 2022. Students who commenced before 2022 should seek course advice.

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

# Course information

## Course duration

Standard 4 years full time or equivalent. Maximum 10 years.

## Learning outcomes

Learning outcomes	Related graduate attributes
Refer to individual courses.	-

## Majors

- [Specialist Major in Interaction Design \(SM0011\)](#)
- [Core Major in Design \(CM0003\)](#)
- [Core Major in Design \(CM0003\)](#)
- [Core Major in Communication and Media \(CM0002\)](#)
- [Specialist Major in Industrial Design \(SM0010\)](#)
- [Specialist Major in Interaction Design \(SM0011\)](#)
- [Specialist Major in Visual Communication Design \(SM0012\)](#)
- [Specialist Major in Journalism \(SM0007\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)
- [Specialist Major in Corporate and Public Communication \(SM0006\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)

## Awards

Award	Official abbreviation
Bachelor of Communication and Media (Corporate and Public Communication)	BComm&Media (Corp&PubComm)
Bachelor of Communication and Media (Journalism)	BComm&Media (Jnl)
Bachelor of Communication and Media (Marketing Communication)	BComm&Media (MktgComm)
Bachelor of Communication and Media (Sports Media)	BComm&Media (SportsMedia)
Bachelor of Design (Industrial Design)	BDes (IndDes)

Bachelor of Design (Interaction Design)	BDes (InteractionDes)
Bachelor of Design (Visual Communication Design)	BDes (VisCommDes)

## Honours

Refer to individual courses.

## Related courses

- [Bachelor of Communication and Media \(Corporate and Public Communication\) \(ARB101\)](#)
- [Bachelor of Communication and Media \(Journalism\) \(ARB102\)](#)
- [Bachelor of Communication and Media \(Marketing Communication\) \(ARB103\)](#)
- [Bachelor of Communication and Media \(Sports Media\) \(ARB104\)](#)
- [Bachelor of Design \(Industrial Design\) \(ARB201\)](#)
- [Bachelor of Design \(Interaction Design\) \(ARB202\)](#)
- [Bachelor of Design \(Visual Communication Design\) \(ARB203\)](#)

## Enquiries

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

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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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.