



Bachelor of Design/Bachelor of Communication and Media (ARAR02.2)

Please note these are the 2024 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	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). 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	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
CRICOS code	099022J
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

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

Year	Location	Teaching period	Teaching start date	Domestic	International
2024	Bruce, Canberra	Semester 1	05 February 2024	✓	✓
2024	Bruce, Canberra	Semester 2	29 July 2024	✓	✓
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	02 February 2026	✓	✓
2026	Bruce, Canberra	Semester 2	27 July 2026	✓	✓

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 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 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 Journalism (SM0007) | 24 credit points

Required - Must pass 24 credit points as follows

- First Draft (12024) | 3 credit points – Level 1
- On Assignment (12025) | 3 credit points – Level 1
- Streaming and Social (12026) | 3 credit points – Level 2
- Reporting Diversity (12027) | 3 credit points – Level 2
- Deep Dives (12028) | 3 credit points – Level 3
- Radio and TV (12029) | 3 credit points – Level 2
- Public Opinion (12030) | 3 credit points – Level 3
- Editorial Leadership (12031) | 3 credit points – Level 3

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

Required - Must pass 24 credit points as follows

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

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

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

Public Opinion (12030) | 3 credit points – Level 3

Ethics and Inclusion in Organisational Communication (12080) | 3 credit points – Level 2

Reputation: Issues and Crisis Communication (12081) | 3 credit points – Level 3

Social Media Campaigns (12082) | 3 credit points – Level 3

Organisational Storytelling: Producing Earned and Owned Media (12083) | 3 credit points – Level 1

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

Required - Must pass 24 credit points as follows

Sideline Eye: Sports Reporting (11093) | 3 credit points – Level 1

Game On: Sports Media Foundations (11932) | 3 credit points – Level 1

Sports Broadcasting (11933) | 3 credit points – Level 2

Sports Media and Society (11934) | 3 credit points – Level 3

Streaming and Social (12026) | 3 credit points – Level 2

Deep Dives (12028) | 3 credit points – Level 3

Radio and TV (12029) | 3 credit points – Level 2

Editorial Leadership (12031) | 3 credit points – Level 3

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

- 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

Note:

- 1. From 2022 11017 Professional Practice 1: Work Integrated Learning and 11018 Professional Practice 2: Work Integrated Learning are no longer offered.
- 2. Students in the Sports Media Specialisation must complete unit 11575, students in Journalism specialisation must complete unit 11830 and then can choose for their final Professional Practice unit.
- 3. All other students must select two units from 11829, 11830, 11832 and 11833. Please email 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 21 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

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

Restricted Choice - Must pass 3 credit points as follows

Specialisations - Must pass 1 of the following

Visual Communication and Interaction Design - Must pass 3 credit points from the following

[Professional Practice \(Internships A\) \(11829\) | 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](#)

Industrial Design - Must pass 3 credit points as follows

[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.

Note:

- Open Elective
- Two Open Electives

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

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

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.

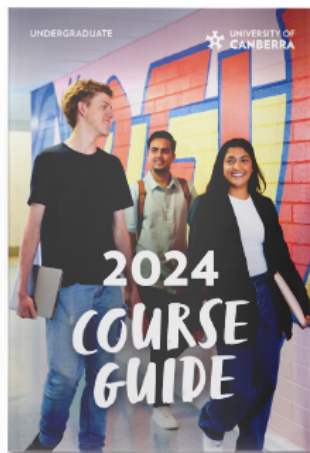
Related courses

- [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 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
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

Download your course guide



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CRICOS 00212K

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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.