

## Bachelor of Design/Bachelor of Communication and Media (ARAR02.3)

Please note these are the 2027 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 & Communication School of Design & 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

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.
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](#)

<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>	School of Arts & Communication School of Design & Built Environment
<b>CRICOS code</b>	099022J
<b>English language requirements</b>	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).  <a href="#">View IELTS equivalences</a>

## 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
2027	Bruce, Canberra	Semester 1	15 February 2027	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2027	Bruce, Canberra	Semester 2	09 August 2027	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### 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 Journalism (SM0007) | 24 credit points

###### Required - Must pass 21 credit points from the following

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

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

Podcasting (12229) | 3 credit points — Level 2

Note:

- Unit 12024 First Draft is no longer offered from Semester 1, 2026.

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

Reporting Diversity (12027) | 3 credit points — Level 2

Representation and Diversity (12220) | 3 credit points — Level 1

Note:

- Unit 12027 Reporting Diversity is no longer offered from Semester 1, 2026.

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

**Required - Must pass 15 credit points from the following**

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

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

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

Podcasting (12229) | 3 credit points — Level 2

Note:

- Unit 11933 Sports Broadcasting is no longer offered from Semester 1, 2026.

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

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

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

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

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

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

Sideline Eye: Sports Reporting (12224) | 3 credit points — Level 2

Note:

- From Semester 1, 2026, unit 12224 Sideline Eye: Sports Reporting has

replaced unit 11093 Sideline Eye: Sports Reporting.

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

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

Play-by-Play: Sports Media Values (12225) | 3 credit points — Level 3

Note:

- From Semester 1, 2026, unit 12225 Play-by-Play: Sports Media Values has replaced unit 11934 Sports Media and Society.

**Specialist Major in Media Production (SM0098) | 24 credit points**

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

Design for Digital Contexts (11064) | 3 credit points — Level 2

The Creative Producer (11144) | 3 credit points — Level 3

Digital Production Project (11840) | 3 credit points — Level 3

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

Sound Design (12219) | 3 credit points — Level 1

Film Tools (12226) | 3 credit points — Level 1

Image and Animation Production (12227) | 3 credit points — Level 1

Podcasting (12229) | 3 credit points — Level 2

**Specialist Major in Public Relations and Strategic Communication (SM0096) | 24 credit points**

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

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

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

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

Representation and Diversity (12220) | 3 credit points — Level 1

Communication Strategy and Campaign Planning (12221) | 3 credit points — Level 2

Communicating with Intent: Strategic Communication Foundations (12223) | 3

credit points — Level 1

**Specialist Major in Social Media and Content Creation (SM0097) | 24 credit points**

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

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

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

**Required - Must pass 21 credit points as follows**

Visual Communication Theory and Principles (11062) | 3 credit points — Level 1

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

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

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

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

Communicating with Intent: Strategic Communication Foundations (12223) | 3 credit points — Level 1

Podcasting (12229) | 3 credit points — Level 2

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

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

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

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

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

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

Communication Strategy and Campaign Planning (12221) | 3 credit points — Level 2

Channel Planning and Selection (12222) | 3 credit points — Level 2

**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

Note:

- From 2026, unit 12227 Image and Animation Production replaces 11836 Digital Media Art 2: Image Production.

## Specialist Major in Game Development (SM0092) | 24 credit points

### Required - Must pass 12 credit points as follows

Emerging Production Technologies (11839) | 3 credit points — Level 3

Digital Production Project (11840) | 3 credit points — Level 3

Game Studies (12126) | 3 credit points — Level 1

Concept Art Fundamentals (12127) | 3 credit points — Level 2

### Restricted Choice - Must pass 12 credit points as follows

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

Advanced Real-Time Production (11650) | 3 credit points — Level 3

Advanced Game Development (12169) | 3 credit points — Level 3

Note:

- From Semester 1 2025, unit 12169 Advanced Game Development has replaced 11650 Advanced Real-Time Production.

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

Introduction to Games Production (11683) | 3 credit points — Level 1

Indie Game Development (12170) | 3 credit points — Level 1

Note:

- From Semester 1 2025, unit 12170 Indie Game Development has replaced 11683 Introduction to Games Production.

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

Virtual Environments (11687) | 3 credit points — Level 2

Extended Realities (12171) | 3 credit points — Level 2

Note:

- From Semester 1 2025, unit 12171 Extended Realities has replaced 11687 Virtual Environments.

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

Introduction to Game Design (11689) | 3 credit points — Level 1

Tabletop Game Design (12172) | 3 credit points — Level 1

Note:

- From Semester 1 2025, unit 12172 Tabletop Game Design has replaced 11689 Introduction to Game Design.

- 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 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

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 6 credit points from the following**

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

**Game Development - Must pass 3 credit points as follows**

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

**Visual Comm, Industrial Design & Interaction Design - Must pass 3 credit points as follows**

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

**Part B - 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

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

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

Note:

- From 2025, unit 12144 Professional Practice (Internships A) replaces 11829 Professional Practice (Internships A).
- From 2026, unit 11833 Professional Practice (Industry and Creative Projects) is no longer offered.

**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

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

Understanding Communication and Media (12217) | 3 credit points — Level 1

Making Media (12218) | 3 credit points — Level 1

Communication and Media: Find Your Path (12228) | 3 credit points — Level 1

The Responsible Communicator (12230) | 3 credit points — Level 1

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

**Option A - Must pass 6 credit points from the following**

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

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

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

**Option B - Must pass 6 credit points as follows**

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

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

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

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

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

Word and Image (11119) | 3 credit points — Level 3

Global Environmental Futures (11150) | 3 credit points — Level 3

Global Activism and Social Change (11151) | 3 credit points — Level 3

The Kids are All Right: Literature for 0-18 (11154) | 3 credit points — Level 3

Impact and Enterprise G (11155) | 3 credit points — Level G

Heritage Materials and Their Environments G (11160) | 3 credit points — Level G

The Cultural Significance of Patina G (11161) | 3 credit points — Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points — Level G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points — Level G

Communicating Politics G (11627) | 3 credit points — Level G

Communication Trends and Innovation G (11630) | 3 credit points — Level G

Industry and Identity: Challenges and Triumphs G (11638) | 3 credit points — Level G

Emerging Production Technologies (11839) | 3 credit points — Level 3

Digital Production Project (11840) | 3 credit points — Level 3

Indigeneity and the Creative Sector G (11863) | 3 credit points — Level G

Visual Communication for Creative Businesses G (11869) | 3 credit points — Level G

UX Design G (11870) | 3 credit points — Level G

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

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

Integrated Digital Marketing and Communication G (12033) | 3 credit points — Level G

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

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

Play-by-Play: Sports Media Values (12225) | 3 credit points — Level 3

Note:

- Students must select Restricted Choice units that are not already part of their chosen major.

- 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

### UC - Canberra, Bruce

#### Current and Commencing Students

##### Year 1

###### Semester 1

Students are advised to contact their faculties to obtain a personalised study plans incorporating their chosen specialisation combination

## Course information

### Course duration

Standard 4 years full time or part-time equivalent. Maximum 10 years from date of enrolment to date of course completion.

### Learning outcomes

Learning outcomes	Related graduate attributes
Refer to individual courses.	-

### Majors

- [Core Major in Design \(CM0003\)](#)
- [Core Major in Communication and Media \(CM0002\)](#)
- [Specialist Major in Game Development \(SM0092\)](#)
- [Specialist Major in Industrial Design \(SM0010\)](#)
- [Specialist Major in Social Media and Content Creation \(SM0097\)](#)
- [Specialist Major in Media Production \(SM0098\)](#)
- [Specialist Major in Interaction Design \(SM0011\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)
- [Specialist Major in Public Relations and Strategic Communication \(SM0096\)](#)
- [Specialist Major in Visual Communication Design \(SM0012\)](#)
- [Specialist Major in Journalism \(SM0007\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)

## Awards

Award	Official abbreviation
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)
Bachelor of Design (Game Development)	BDes (GameDev)
Bachelor of Communication and Media (Public Relations and Strategic Communication)	BComm&Media (PRSC)
Bachelor of Communication and Media (Social Media and Content Creation)	BComm&Media (SMCC)
Bachelor of Communication and Media (Media Production)	BComm&Media (MediaProd)

## Honours

Refer to individual courses.

## Related courses

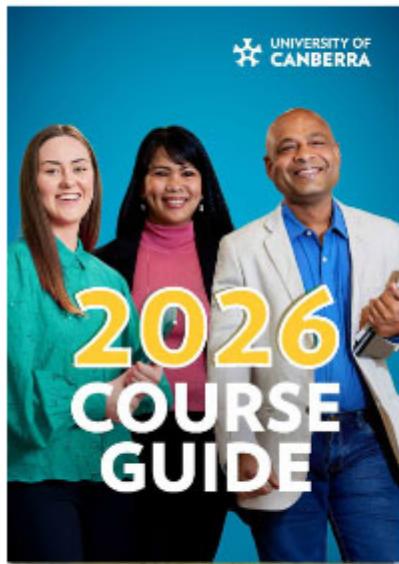
- Bachelor of Communication and Media (Corporate and Public Communication) (ARB101)
- Bachelor of Communication and Media (Journalism) (ARB102)
- Bachelor of Communication and Media (Marketing Communication) (ARB103)
- Bachelor of Communication and Media (Sports Media) (ARB104)
- Bachelor of Design (Industrial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

## Enquiries

Student category	Contact details
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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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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

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gather.