

# Bachelor of Design (Visual Communication Design)

## (ARB203.2)

Please note these are the 2022 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	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Design and the Built Environment
UAC code	362109
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>	3.0 years
<b>Faculty</b>	Faculty of Arts and Design
<b>Discipline</b>	School of Design and the Built Environment
<b>CRICOS code</b>	095570B
<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

## Visualise a career in design

Study a Bachelor of Design (Visual Communication Design) and set yourself on the path to a successful design career. You'll explore how, as humans, we communicate and organise information in visually accessible ways, and develop a well-rounded understanding of the theory and practice of communication design. The course investigates both a traditional print-based design perspective and one which covers web-based applications and new technologies.

The degree has a strong focus on visual communication in the global marketplace and how to design for both business and consumer audiences across different cultural contexts. You'll graduate with a thorough knowledge of typography, logotype design, layout, publication design, environmental graphics, packaging and digital design.

## Study a Bachelor of Design (Visual Communication Design) at UC and you will:

- employ innovative use of different visual and emerging media types across print, screen and packaging

- develop effective design solutions for specific audiences
- gain fluency in the visual vocabulary and technical skills relevant to visual communication design
- acquire image-making expertise and the ability to develop visual design artefacts using a range of analogue and digital media.

## Work Integrated Learning

Take advantage of opportunities for direct industry engagement at every level of your study, including internships with private companies, government departments, advertising and design agencies, and more. You'll learn about design from real-world industry practitioners and will undertake live industry briefs with the opportunity to progress your designs into production. You'll work collaboratively with fellow Bachelor of Design students to create products with the potential to sell them on campus and throughout Canberra.

By the time you graduate you'll have amassed an impressive portfolio of genuine design projects, and will have opportunities to present it to, and have it reviewed by, industry professionals. Previous associations UC students have connected with include BMW, Canberra Design Festival, National Museum of Australia, FASHFEST, Australian Tax Office, Zoo Group, Cre8ive, Oxide Interactive, Red Corner Boxing and ThinkPlace.

## Career opportunities

- Graphic designer
- Multimedia designer
- Art director
- Creative director
- Digital designer
- Illustrator
- Package designer
- Design strategist
- Interactive designer
- Design researcher
- Visual designer

## Course-specific information

Signature overseas short-term study options have been tailored specifically to this course so that high-achieving students have an opportunity to work with leading designers and students at prestigious overseas institutions. Students can choose to use their breadth units for their overseas Study Abroad experience.

High-achieving students also have the option to take units in the Master of Design Strategies in their final year of study.

# 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:

### Canberra Institute Of Technology

[Advanced Diploma of Graphic Design \(30458\)](#)

[Adv Diploma of Graphic Design \(28576\)](#)

[Diploma of Graphic Design \(30459\)](#)

### Iact Malaysia

[Diploma in Graphic Design \(30820\)](#)

### Other Australian Tafe

[Any Australian Diploma \(AQF5\) \(28777\)](#)

[Diploma of Graphic Design \(28799\)](#)

### University Of Canberra College

[Diploma of Design \(29740\)](#)

# Course requirements

Bachelor of Design (Visual Communication Design) (ARB203) | 72 credit points

**Required - 48 credit points as follows**

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

## **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

## **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](#)

#### **Open Electives - 24 credit points as follows**

- - Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

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

#### **Year 1**

##### **Semester 1**

[Introduction to Interaction Design \(11655\)](#)

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

[Visual Communication Theory and Principles \(11062\)](#)

[Visual Representation Techniques \(11041\)](#)

##### **Semester 2**

Open Elective unit

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

Principles of Typography and Layout (11063)

## **Year 2**

### **Semester 1**

Visual Branding and Identity Systems (11065)

Two Open Elective units

Design for Digital Contexts (11064)

### **Semester 2**

Cross-Cultural Design Strategy (11068)

Packaging Design and Communication (11067)

Professional Practice (Industry Studios) (11831)

Open Elective unit

## **Year 3**

### **Semester 1**

Experiential Graphic Design (11066)

Two Open Elective units

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

### **Semester 2**

Two Open Elective units

Information Visualisation (11069)

Professional Evidence (Design) (11045)

## **Standard Full Time, Semester 2 Commencing**

### **Year 1**

### **Semester 2**

Principles of Typography and Layout (11063)

Open Elective unit

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

## Year 2

### Semester 1

[Introduction to Interaction Design \(11655\)](#)

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

[Visual Communication Theory and Principles \(11062\)](#)

[Visual Representation Techniques \(11041\)](#)

### Semester 2

[Professional Practice \(Industry Studios\) \(11831\)](#)

Open Elective unit

[Cross-Cultural Design Strategy \(11068\)](#)

[Packaging Design and Communication \(11067\)](#)

## Year 3

### Semester 1

[Design for Digital Contexts \(11064\)](#)

[Visual Branding and Identity Systems \(11065\)](#)

Two Open Elective units

### Semester 2

[Information Visualisation \(11069\)](#)

[Professional Evidence \(Design\) \(11045\)](#)

Two Open Elective units

## Year 4

### Semester 1

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

[Experiential Graphic Design \(11066\)](#)

Two Open Elective units

# Course information

## Course duration

Standard six semesters full-time or equivalent. Maximum duration is 10 years.

## Learning outcomes

Learning outcomes	Related graduate attributes
Demonstrate fluency in the visual vocabulary and technical skills relevant to visual communication design through display of image-making expertise and the development of visual design artefacts using a range of analogue and digital media.	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills; and</p> <p>1.6 UC graduates are professional: take pride in their professional and personal integrity.</p>

Apply innovative use of different visual and emerging media types across print, screen and packaging in developing effective design solutions for specific audiences.

1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;

2.1 UC graduates are global citizens: think globally about issues in their profession; and

2.5 UC graduates are global citizens: make creative use of technology in their learning and professional lives.

## Majors

- [Specialist Major in Visual Communication Design \(SM0012\)](#)
- [Core Major in Design \(CM0003\)](#)

## Awards

Award	Official abbreviation
Bachelor of Design (Visual Communication Design)	BDes (VisCommDes)

## Enquiries

Student category	Contact details
Prospective Domestic 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 [international@canberra.edu.au](mailto:international@canberra.edu.au) or Phone +61 2 6201 5342

Current and Commencing Students:

Email [artsanddesign.enquiries@canberra.edu.au](mailto:artsanddesign.enquiries@canberra.edu.au) or Phone (02) 6201 2570 or 6206 3887

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 10, May, 2025

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

---

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.