

# Bachelor of Digital Design (Digital Media)

## (ARB301.2)

Please note these are the 2023 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	South Bank, QLD
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Design and the Built Environment
UAC code	
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>	South Bank, QLD
<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>	102460A
<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

## Design your way with Digital Media

Design your dream career with a Bachelor of Digital Design (Digital Media). Delivered in partnership with TAFE Queensland, this specialist course focuses on the essential practical knowledge needed to create complex interactive media.

You'll learn to identify and anticipate emerging technological trends; critically analyse digital and interactive media works and production processes; create advanced digital media artefacts and work effectively in production environments which mirror those found in digital and interactive media workplaces.

Complete your degree at our TAFE Queensland Brisbane campus where you'll build the foundations of your career and upon graduation, you'll be ready to jump into a role in the industry anywhere you choose.

## Study a Bachelor of Digital Design in Digital Media at UC and you will:

- Gain specialist knowledge and skills needed to work across a range of creative areas from animation to virtual reality

(VR).

- Develop an understanding of how digital technology has revolutionised the way we communicate, work, learn and play.
- Gain up-to-date skills using industry-standard technologies in virtual and augmented reality, digital photography, digital audio, interactive fiction, video and animation.

Upon successful completion you may be able to find work across a range of creative areas.

## Work Integrated Learning

You'll be encouraged and supported to find relevant work placements, enabling you to experience the reality of working within the industry or a particular company, and the opportunity to build useful networks for a future career.

## Career opportunities

- Digital Media Designer
- Digital Media Producer
- Multimedia Artist
- Animator
- Digital Photographer
- Videographer
- Virtual and Augmented Reality Designer
- Creative Director

## Course Specific information

Standard entry to this course is by selection rank, but a portfolio entry is also possible.

## Professional accreditation

None.

# Admission requirements

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

- Year 12 ATAR
- diploma pathway
- 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
2025	South Bank, QLD	Semester 1	03 February 2025	✓	✓
2025	South Bank, QLD	Semester 2	28 July 2025	✓	✓
2026	South Bank, QLD	Semester 1	16 February 2026	✓	✓
2026	South Bank, QLD	Semester 2	10 August 2026	✓	✓
2027	South Bank, QLD	Semester 1	15 February 2027	✓	✓
2027	South Bank, QLD	Semester 2	09 August 2027	✓	✓

## Credit arrangements

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

### Academy Of Interactive Entertainment Ltd (Aie)

[Diploma of Screen and Media \(CUA51020\) - 24 credit points \(33067\)](#)

### Other Australian Tafe

[Diploma of Information Technology \(33046\)](#)

# Course requirements

Bachelor of Digital Design (Digital Media) (ARB301) | 72 credit points

Required - 48 credit points from the following

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

Core Major in Professional and Digital Design (CM0027) | 24 credit points

Required - Must pass 24 credit points as follows

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 Orientation (Creative Industries and Digital Design) (11591) | 3 credit points – Level 1

Professional Evidence (Creative Industries and Digital Design) (11592) | 3 credit points – Level 3

Evolution of Design (11610) | 3 credit points – Level 1

Interactive Media, Design and Prototypes (11611) | 3 credit points – Level 1

Introduction to Innovative Design Solutions (11612) | 3 credit points – Level 1

Visual Ideation and Communication (11613) | 3 credit points – Level 1

## **Specialist Major in Digital Media (SM0003) | 24 credit points**

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

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

Character Design and Animation (11133) | 3 credit points – Level 2

Sound Design (11134) | 3 credit points – Level 2

Digital Media Art 2: Image Production (11836) | 3 credit points – Level 1

Digital Media Art 1: Narrative Production (11837) | 3 credit points – Level 1

3D Media Art Production (11838) | 3 credit points – Level 2

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

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

### **Open Electives - 24 credit points from the following**

- Must pass 24 credit points from any other TAFE QLD units.

1. 6 credit points of open electives must be completed at level 3 or above to ensure compliance with the Course Procedure - Courses and Course Components.

2. For further details, see the Course Procedure - Courses and Course Components at <https://policies.canberra.edu.au/document/view-current.php?id=180>

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**

[Interactive Media, Design and Prototypes \(11611\)](#)

One Open Elective Unit

[3D Media Art Production \(11838\)](#)

[Digital Media Art 1: Narrative Production \(11837\)](#)

### **Semester 2**

[Digital Media Art 2: Image Production \(11836\)](#)

One Open Elective Unit

[Evolution of Design \(11610\)](#)

[Professional Practice 1: Work Integrated Learning \(11017\)](#)

## **Year 2**

### **Semester 1**

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

[Professional Practice 2: Work Integrated Learning \(11018\)](#)

One Open Elective Unit

[Emerging Production Technologies \(11839\)](#)

### **Semester 2**

[Professional Evidence \(Creative Industries and Digital Design\) \(11592\)](#)

One Open Elective Unit

[Digital Production Project \(11840\)](#)

[Sound Design \(11134\)](#)

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

## **Year 1**

### **Semester 2**

[Character Design and Animation \(11133\)](#)

[Character Design and Animation \(11133\)](#)

[Digital Media Art 2: Image Production \(11836\)](#)

[Digital Media Art 2: Image Production \(11836\)](#)

[Evolution of Design \(11610\)](#)

Evolution of Design (11610)

Professional Practice 1: Work Integrated Learning (11017)

Professional Practice 1: Work Integrated Learning (11017)

## **Year 2**

### **Semester 1**

One Open Elective Unit

One Open Elective Unit

3D Media Art Production (11838)

3D Media Art Production (11838)

Digital Media Art 1: Narrative Production (11837)

Digital Media Art 1: Narrative Production (11837)

Interactive Media, Design and Prototypes (11611)

Interactive Media, Design and Prototypes (11611)

### **Semester 2**

Digital Production Project (11840)

Digital Production Project (11840)

Sound Design (11134)

One Open Elective Unit

Professional Evidence (Creative Industries and Digital Design) (11592)

One Open Elective Unit

Professional Evidence (Creative Industries and Digital Design) (11592)

Sound Design (11134)

## **Year 3**

### **Semester 1**

Design for Digital Contexts (11064)

Design for Digital Contexts (11064)

Emerging Production Technologies (11839)

Emerging Production Technologies (11839)

Professional Practice 2: Work Integrated Learning (11018)

Professional Practice 2: Work Integrated Learning (11018)

One Open Elective Unit

One Open Elective Unit

# UC - TAFE Queensland, South Bank

## Standard Full Time, Semester 1 Commencing

### Year 1

#### Semester 1

[Digital Media Art 1: Narrative Production \(11837\)](#)

[Interactive Media, Design and Prototypes \(11611\)](#)

[Professional Orientation \(Creative Industries and Digital Design\) \(11591\)](#)

[Visual Ideation and Communication \(11613\)](#)

#### Semester 2

[Digital Media Art 2: Image Production \(11836\)](#)

[Evolution of Design \(11610\)](#)

[Introduction to Innovative Design Solutions \(11612\)](#)

One Open Elective Unit

### Year 2

#### Semester 1

Two Open Elective Units

[3D Media Art Production \(11838\)](#)

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

#### Semester 2

[Character Design and Animation \(11133\)](#)

[Professional Practice 1: Work Integrated Learning \(11017\)](#)

[Sound Design \(11134\)](#)

One Open Elective Unit

### Year 3

#### Semester 1

[Emerging Production Technologies \(11839\)](#)

[Professional Practice 2: Work Integrated Learning \(11018\)](#)

Two Open Elective Units

#### Semester 2

[Digital Production Project \(11840\)](#)

Two Open Elective Units



Professional Evidence (Creative Industries and Digital Design) (11592)

## Standard Full Time, Semester 2 Commencing

### Year 1

#### Semester 2

Digital Media Art 2: Image Production (11836)

Evolution of Design (11610)

Introduction to Innovative Design Solutions (11612)

Professional Orientation (Creative Industries and Digital Design) (11591)

### Year 2

#### Semester 1

3D Media Art Production (11838)

Digital Media Art 1: Narrative Production (11837)

One Open Elective Unit

Interactive Media, Design and Prototypes (11611)

#### Semester 2

One Open Elective Unit

Character Design and Animation (11133)

Professional Practice 1: Work Integrated Learning (11017)

Sound Design (11134)

### Year 3

#### Semester 1

Visual Ideation and Communication (11613)

Two Open Elective Units

Design for Digital Contexts (11064)

#### Semester 2

Two Open Elective Units

Digital Production Project (11840)

Professional Evidence (Creative Industries and Digital Design) (11592)

### Year 4

## Semester 1

[Professional Practice 2: Work Integrated Learning \(11018\)](#)

Two Open Elective Units

[Emerging Production Technologies \(11839\)](#)

# Course information

## Course duration

Standard 3 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
Identify and anticipate emerging technological trends and adapt their knowledge and skills to a changeable industrial context.	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; communicate effectively in diverse cultural and social settings; and make creative use of technology in their learning and professional lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>

Systematically and critically analyse and evaluate digital and interactive media works and production processes, and to effectively and efficiently communicate that evaluation.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; and take pride in their professional and personal integrity.

UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures;

communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; and evaluate and adopt new technology.

Converse in the concepts, theories and knowledge related to digital and interactive media and apply this knowledge to augment technical production processes.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.

UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; and communicate effectively in diverse cultural and social settings.

UC graduates are lifelong learners: Be self-aware.

Create advanced digital media artefacts and systems that combine multiple media forms through the application of advanced technical skills and knowledge.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; and display initiative and drive, and use their organisational skills to plan and manage their workload.

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

UC graduates are lifelong learners: Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.

Work effectively in production environments typical of those found in digital and interactive media workplaces.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.

UC graduates are global citizens: Understand issues in their profession from the perspective of other cultures.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; adapt

to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.

## Majors

- [Specialist Major in Digital Media \(SM0003\)](#)
- [Core Major in Professional and Digital Design \(CM0027\)](#)

## Awards

Award	Official abbreviation
Bachelor of Digital Design (Digital Media)	BDigitalDes (DigitalMedia)

## Honours

High performing students may be eligible to enroll in the Bachelor of Arts and Design (Honours) course.

## 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)
Current and Commencing Students	Email: <a href="mailto:UCBrisbane@canberra.edu.au">UCBrisbane@canberra.edu.au</a> Phone: 07 3244 5129
Prospective International Students	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342

## 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.