

Bachelor of Digital Design (Visual Communication Design) (ARB303.1)

Please note these are the 2022 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 | 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). View IELTS equivalences |

International students

| | |
|--------------------------------------|--|
| Academic entry requirements | <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 academic entry requirements page.</p> <p>View UC's academic entry requirements</p> |
| 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 |
| CRICOS code | 102462K |
| English language requirements | <p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p> |

About this course

Design a career you'll love in Visual Communication

Get creative with a degree in Visual Communication Design and set yourself up for a career that is all about creating experiences. Delivered in partnership with TAFE Queensland, you'll explore how as humans, we communicate and organise information in visually accessible ways in a wide variety of media and contexts. You'll learn to design experiences using traditional graphic design tools in combination with web, mobile, virtual, and augmented realities.

You will operate in a hands-on studio environment undertaking live industry briefs to explore typography, visual identity, illustration, image-making, publication and environmental graphics, as well as user experience, motion design, interface and app design. Emphasis is placed on building an impressive portfolio of genuine design projects, reviewed, and endorsed by industry practitioners.

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 within the industry anywhere you choose.

Study a Bachelor of Digital Design in Visual Communication at UC and you will:

- Learn how to communicate and organise information across a wide variety of media and contexts.
- Develop a thorough knowledge of typography, logotype design, layout, publication design, environmental graphics, packaging and digital design.
- Gain skills required to employ innovative uses of different visual and emerging media types and develop effective design solutions for specific audiences.
- Have the opportunity to combine university thinking with hands-on learning.

Upon successful completion of this course you'll have also developed a portfolio of work and be well equipped to take on a variety of design roles.

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

- Graphic Designer
- Visual Designer
- Multimedia Designer
- Illustrator
- Design Strategist
- Creative Director
- Digital Designer

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>

Additional admission requirements

None.

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:

Tafe Queensland

[Diploma of Graphic Design \(33767\)](#)

Course requirements

Bachelor of Digital Design (Visual Communication Design) (ARB303) | 72 credit points

Required - 48 credit points from the following

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 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

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 - TAFE Queensland, South Bank

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

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

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

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

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

Semester 2

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

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

[Principles of Typography and Layout \(11063\)](#)

One Open Elective Unit

Year 2

Semester 1

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

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

Two Open Elective Units

Semester 2

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

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

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

One Open Elective Unit

Year 3

Semester 1

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

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

Two Open Elective Units

Semester 2

Information Visualisation (11069)

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

Two Open Elective Units

Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

Evolution of Design (11610)

Introduction to Innovative Design Solutions (11612)

Principles of Typography and Layout (11063)

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

Year 2

Semester 1

Interactive Media, Design and Prototypes (11611)

Visual Communication Theory and Principles (11062)

Visual Ideation and Communication (11613)

One Open Elective Unit

Semester 2

Cross-Cultural Design Strategy (11068)

Packaging Design and Communication (11067)

Professional Practice 1: Work Integrated Learning (11017)

One Open Elective Unit

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 \(Creative Industries and Digital Design\) \(11592\)](#)

Two Open Elective Units

Year 4

Semester 1

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

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

Two Open Elective Units

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 |
|---|---|
| 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>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; 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 display initiative and drive, and use their organisational skills to plan and manage their workload.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; understand issues in their profession from the perspective of other cultures; 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> |

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

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 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; and be self-aware.

Majors

- [Specialist Major in Visual Communication Design \(SM0012\)](#)
- [Core Major in Professional and Digital Design \(CM0027\)](#)

Awards

| Award | Official abbreviation |
|--|--------------------------|
| Bachelor of Digital Design (Visual Communication Design) | BDigitalDes (VisCommDes) |

Honours

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

Enquiries

| Student category | Contact details |
|------------------------------------|---|
| Prospective Domestic Students | Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226) |
| Current and Commencing Students | Email: UCBrisbane@canberra.edu.au Phone: 07 3244 5129 |
| Prospective International Students | Email international@canberra.edu.au 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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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.