

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

Please note these are the 2024 details for this course

## Domestic students

<b>Selection rank</b>	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.

<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>

<b>Duration</b>	3.0 years
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**UAC code**

<b>Faculty</b>	Faculty of Arts and Design
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<b>Discipline</b>	School of Arts and Communications
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<b>Location</b>	UC - TAFE Queensland, South Bank
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Fees 

Per Unit	Per Annum	Full Course
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## International students

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**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](#)

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**English language requirements** An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

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**CRICOS code** 102462K

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**Faculty** Faculty of Arts and Design

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**Discipline** School of Arts and Communications

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**Location** UC - TAFE Queensland, South Bank

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**Duration** 3.0 years

Fees 

Per Unit

Per Annum

Full Course

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# About this course

Visual Communication Design is about creating experiences. It embraces design thinking and makes it visual. It's about designing experiences using traditional graphic design tools in combination with web, mobile, virtual and augmented realities.

The curriculum explores how, as humans, we communicate and organise information in visually accessible ways in a wide variety of media and contexts. Key focus areas include graphic design, app design, interactive design and design for user experience.

Students 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.

## 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
2024	UC - TAFE Queensland, South Bank	Semester 1	05 February 2024	✓	✓
2024	UC - TAFE Queensland, South Bank	Semester 2	29 July 2024	✓	✓

## Credit arrangements

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

### Tafe Queensland

[Diploma of Graphic Design \(28393\)](#)

# Course requirements

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

**Required - 48 credit points from the following**

[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 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.

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 \(11611\)](#)

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

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

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

### Semester 2

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

One Open Elective Unit

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

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

## Year 2

### Semester 1

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

Two Open Elective Units

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

### Semester 2

One Open Elective Unit

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

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

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

## 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

# Course information

## Course duration

Standard 3 years full-time or part-time 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>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.

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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 <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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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.