Bachelor of Graphic Design

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Upgrade your diploma or advanced diploma to a Bachelor of Graphic Design

The Northern Sydney Institute and the University of Canberra have developed a unique pathway that provides a seamless transition from a diploma or advanced diploma to the Bachelor of Graphic Design. The Bachelor of Graphic Design is a highly progressive and contemporary program of study that stresses the creative and innovative analysis, interpretation and visualisation of ideas and information in all media forms. The course is centred on authentic design activities which address relevant problems in contemporary society, and provides understanding of design practice from local and global perspectives. The program adopts an integrated approach, combining history, theory and practice within a highly engaging studio context.

This program is delivered at the Northern Sydney Institute’s Learning and Innovation Campus at St Leonards, a central hub for design and innovation featuring state-of-the-art facilities.

What are my career options?

Graduates of this pathway possess the knowledge and expertise to work in a wide variety of contexts and media including print, packaging, video, environmental, web and interface for desktop and mobile platforms. Graduates are equipped to pursue careers in design, advertising, marketing, television, web, and emerging communication fields. The course also provides the expertise and qualifications necessary to progress to various postgraduate degrees.

What support will I receive?

You will have access to student support services and facilities provided by both the Northern Sydney Institute and the University of Canberra. This can include access to counselling, computers, internet and library facilities.

What will it cost?

The cost of the degree component of the pathway is available online at www.canberra.edu.au/arts-design/gd

You may be eligible for a Commonwealth Supported Placement and HECS-HELP for this program. For further information on fees and fee assistance please contact University of Canberra on 1300 301 727.

What are the entry requirements?

Entry to the Bachelor of Graphic Design is open to students with one of the following qualifications:

- Advanced Diploma of Graphic Design
- Diploma of Graphic Design

Why Study with the University of Canberra?

We are ranked in the top 5% of universities in the world* and our graduates are among Australia’s most employable, with the University consistently receiving high rankings for ‘getting a job’ and ‘positive graduate outcomes’.**

*Source: QS World University Rankings
** Source: www.myuniversity.gov.au
What will I be studying?

7881 Network Media Production
Fundamental concepts and practices in networked media production are explored, including web production and other networked media genres spanning text, image, audio and video.

7887 Motion Graphics
Through a combination of lectures, practical labs and studio shoots, you will learn the theory and practice of creating digital video compositions that combine multiple video sources, computer generated objects, text and digital special effects.

9291 User Interface Experience
Designers must create interfaces that are usable, reliable and also aesthetically engaging for an increasing range of devices and contexts. This unit examines these diverse forms and the cultures of practice surrounding their production and consumption. It equips students with the conceptual knowledge and practical skills required to devise and produce interface designs for a diversity of devices and contexts.

9292 Web Design & Production
The web is a rapidly evolving multi-faceted medium that is an integral component of contemporary communication. This unit focuses on the fundamental concepts and practices of web design and production. It examines the practical, cultural and technical distinctions of various web technologies and services.

8601 Identity Systems
In this unit you will develop an understanding of contemporary branding, identity systems and how they are applied to a range of physical objects and digital technologies with an emphasis on how identity systems are adapted globally.

8608 Publication Design
‘Publication’ is a term used to describe a broad field of activity spanning print and screen media. This unit examines the principles of designing publications for dynamic information sources, connecting contemporary web publication practices with their historical print origins.

9290 Typography and Layout
This unit aims to acquaint students with the significance of typography within the discipline of graphic design, as a history and continuing practice. Through a mix of formal research and practical exploration, students connect historical typographic foundations with contemporary practices and technologies. Students examine a diversity of typographic applications from the pragmatics of long-form document design to the expressive capabilities of display faces and custom type forms.

8600 Graphic Design Thinking and Research
This unit draws students’ attention to the significance of design process within a production work flow and more generally as a form of critical enquiry. It introduces concepts of design thinking and design research, and demonstrates how they can be incorporated within a production process.

7888 Professional Media Project
This unit brings together teams of media creators to produce short video and/or digital media products for real-world clients within the community and small business sector. Students learn effective project management skills directed towards developing theoretical and applied knowledge in preparing a project budget, production planning and scheduling, risk assessments, insurance, legal, ethical and copyright issues, strategic marketing and distribution, and leadership skills.

9286 Information Graphics
This unit explores the field of information design. It connects traditional information design in the form of signage, wayfinding systems and early infographic works, with the contemporary fields of data visualisation and infographics.

9288 Professional Practice and Engagement
This unit explores the concept of professionalism in Graphic Design as it relates to the work designers produce and the processes by which they produce it. The unit covers the practicalities of commercial operation and considers contemporary demands for new levels of professionalism that address issues of sustainability and ethics.

7879 Cross-Media Production
You will consider and evaluate the relationships between media elements and participatory audiences that characterise the forms, cultures and practices of cross-media or hybrid production, and develop a critical understanding of current practice and theory in cross-media production.

9287 Packaging and Environmental Graphics
This unit examines practices for packaging and environmental graphics. You engage in a mix of theoretical and practical production activities to develop critical and applied understanding of Graphic Design for three-dimensional application.

8604 Global Design Strategy
This unit looks at creating Graphic Design strategies for a global audience. Using internationally relevant projects the unit will explore symbolism, colour, communication and awareness in relation to culturally specific briefs.

9289 Professional Promotion and Exhibition
This unit involves the production of a personal graduate folio and the production of a group exhibition. In the process of completing their personal folio, students research employment opportunities and consider their professional goals. The group exhibition involves collaboration and management skills, as well as the development of innovative promotional and marketing strategies.

9437 Foundations of Research and Creative Enquiry
This unit will introduce students to: foundational academic literacies; critical thinking; research; attitudes and attributes necessary for successful participation in professional fields and the use of divergent thinking to generate ideas and create solutions to problems.

The University of Canberra Bachelor of Graphic Design duration is three years of full-time study. If you have a diploma or advanced diploma in a relevant field you will be eligible for credit. With a relevant diploma you will be awarded up to a year of credit towards your Bachelor of Graphic Design. With a relevant advanced diploma you may be awarded credit for up to one-and-a-half years.
This document is intended as a general guide only. Information in this document is current as at 5 November 2014. Prospective students should contact the Northern Sydney Institute, part of TAFE NSW to obtain more details and to confirm admission requirements and availability of courses.

The Northern Sydney Institute and University of Canberra reserve the right to alter any courses or admission requirements herein without further notice.

The Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) Provider Number for University of Canberra is 00212K; and 00591E for the Northern Sydney Institute (RTO Provider Number 90011).

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