How do I apply?

**STEP 1** Complete an eligible diploma or advanced diploma

**STEP 2** Go to www.canberra.edu.au/apply-now

**STEP 3** Click Apply Online (orange button)

**STEP 4** Create an Applicant Account to receive your user Identifier (ID) and password

**STEP 5** Complete your online application

Upgrade your diploma or advanced diploma to a Bachelor of Graphic Design from the University of Canberra.

How do I find out more?

For more information about the Bachelor of Graphic Design please contact

The Northern Sydney Institute

131 674

nsi.uoc@tafensw.edu.au

www.nsi.edu.au/degreeprograms

University of Canberra

1800 864 226 (Free call Australia)

study@canberra.edu.au

www.canberra.edu.au

Diploma to Degree in two years.
Advanced Diploma to Degree in 18 months.

Unlock your potential. It starts here.
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 around authentic design activities which address relevant problems in contemporary society, and provide 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 the 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 post graduate 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 costs of the degree component of the pathway are available online at www.canberra.edu.au/student-services/fees

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:

- Diploma Graphic Design (TAFE Code 19211 or 10418)
- Advanced Diploma Graphic Design (TAFE Code 19212 or 10422)

What will I be studying?

The University of Canberra Bachelor of Graphic Design is a 72 credit point program.

Diploma students are credited with 24 credit points and so must complete 16 subjects to accrue 48 credit points.

Advanced diploma students are credited with 36 credit points and so must complete 12 subjects to accrue 36 credit points.

881 Network Media Production

This unit will introduce students to fundamental concepts and practices in networked media production, 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, students 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

This unit 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 students 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 digital information sources, connecting contemporary web publication practices with their historical print origins.

8418 Design History

This subject offers a history of ideas and their expression in design. Particular attention is paid to the interrelationship between form and culture and the broad social and environmental circumstances in which design responses arise.

8973 User Centred Design

This unit deals with the fundamental area of user-centred approach to design and design thinking. The unit introduces the history and scope of human factors in design and how this governs human interaction with our environment. The theory is applied to the design of products and services.

9302 Design Strategies

Emerging approaches to design aim to deliver solutions which are not exclusively physical and 3-dimensional. A combination of theoretical and applied knowledge will expose the students to strategic projects which use user and context research, co-design, envisioning, prototyping and testing with potential applications in the design of services, systems, interactions and user experiences.

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

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

Students will consider and evaluate the relationships between media 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. Students 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 symbols, colour, communication and awareness in relation to culturally specific briefs.

9289 Professional Promotion

The 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.

Features of the program

- Class sizes are small which means more discussion time and personalised attention from teaching staff.
- All teachers have postgraduate qualifications in their subject area and work closely with University of Canberra to teach and assess the university degree material.
- Diploma graduates can complete the degree in two years full-time or four years part-time.
- Advanced diploma graduates can complete the degree in just 18 months full-time or three years part-time.
- There is no need to apply for credit at the university level as this is pre-arranged with the Northern Sydney Institute.
- The University of Canberra component of the program is supported under Commonwealth Supported Places (formerly HECS).

Why Study with UC?

Our graduates are among Australia’s most employable, with the university consistently awarded the maximum five stars for ‘getting a job’ and ‘positive graduate outcomes’ by the Good University Guide.

Source: My University website www.myuniversity.gov.au
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