BACHELOR OF Graphic Design

Practical hands-on learning
Guaranteed small class sizes
Excellent individual learner support
No ATAR required for entry

nsi.edu.au/degrees
We prepare you

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 centres around authentic design activities which address relevant problems in contemporary society. It provides understanding of design practice from both local and global perspectives.

The program adopts an integrated approach, combining history, theory and practice within a highly engaging studio context.

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
- Diploma of Interactive Digital Media

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.

Campus location

You will be studying at the Northern Sydney Institute’s St Leonards Campus. One of the largest campuses in Sydney, it is conveniently located in between the major commercial business areas of North Sydney and Chatswood.

Features of the program

- Small class sizes mean more discussion time and personalised attention from teaching staff.
- All teachers have postgraduate qualifications in their subject area and work closely with the University of Canberra to teach and assess the 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 12 months full-time or 2 years part-time.
- Credit will be automatically awarded for your advanced diploma or diploma studies when entering the bachelor degree.
- Commonwealth Supported Places are available for the University of Canberra component of the program.

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 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.

“This degree builds you as a person, it gives you extra skills, extra networking and great opportunities”

Caitlyn Robertson – Bachelor Graphic Design Graduate
What will I be studying?

7881 NETWORK MEDIA PRODUCTION
Concepts and practices in networked media production are explored.

7887 MOTION GRAPHICS
Creation of digital video compositions that combine multiple video sources, computer generated objects, text and digital special effects.

9291 USER INTERFACE EXPERIENCE
Examination of diverse forms and the cultures of practice surrounding user interface production and consumption.

9292 WEB DESIGN & PRODUCTION
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
Examination of contemporary branding, identity systems and how they are applied to a range of physical objects and digital technologies.

9633 PUBLICATION DESIGN
Principles of designing publications for dynamic information sources, connecting contemporary web publication practices with their historical print origins.

9290 TYPOGRAPHY AND LAYOUT
Connect historical typographic foundations with contemporary practices and technologies.

8600 GRAPHIC DESIGN THINKING AND RESEARCH
Explores the significance of the design process within a production work flow and more generally as a form of critical enquiry.

9286 INFORMATION GRAPHICS
Connecting traditional information design in the form of signage, way finding systems and early infographic works, with the contemporary fields of data visualisation and infographics.

9288 PROFESSIONAL PRACTICE AND ENGAGEMENT
Practicalities of commercial operation and consideration of contemporary demands for new levels of professionalism that address issues of sustainability and ethics.

7879 CROSS-MEDIA PRODUCTION
Consideration and evaluation of the relationships between media elements and participatory audiences that characterise the forms, cultures and practices of cross-media or hybrid production.

9287 PACKAGING AND ENVIRONMENTAL GRAPHICS
Practices for packaging and environmental graphics, with an emphasis on three-dimensional application.

8604 GLOBAL DESIGN STRATEGY
Creation of graphic design strategies for a global audience using internationally relevant projects.

9289 PROFESSIONAL PROMOTION AND EXHIBITION
Production of a personal graduate portfolio and a group exhibition.

9490 COMMUNICATION INTERNSHIP
Application of the theoretical knowledge and practical skills gained throughout the degree in a professional industry or academic setting.

7888 PROFESSIONAL MEDIA PROJECT
This unit examines the practices and theories of media business, financing and entrepreneurship through an analysis of the roles and strategies of a media producer.

Why study with the University of Canberra?

Ranked in the top 5% of universities in the world*
*Source: QS World University Ranking

Our graduates are among Australia’s most employable, with the University consistently receiving high rankings for ‘getting a job’ and ‘positive graduate outcomes’.**

** Source: www.myuniversity.gov.au
How do I apply?

If you have already completed a Diploma or Advanced Diploma of Graphic Design or Diploma of Interactive Digital Media:

EITHER
Go to nsi.edu.au/degrees
• click on the Bachelor of Graphic Design
• complete the Expression of Interest form and email to nsi.uc@tafensw.edu.au

OR
Go to www.canberra.edu.au/apply-now
• Click ‘Apply directly online’ (under Non school leavers)
• Create an Application Account to receive your user identifier (ID) and password
• Complete your online application
  Course code: 164JA
  Location: St Leonards Campus.

If you have not completed a Diploma, please email nsi.uc@tafensw.edu.au directly with your contact details and we will guide you through your options.

How do I find out more?

The Northern Sydney Institute
131 674 or 9472 1204
nsi.uc@tafensw.edu.au
nsi.edu.au/degreeprograms

University of Canberra
1800 864 226 (Free call Australia)
study@canberra.edu.au
www.canberra.edu.au

This document is intended as a general guide only. Information in this document is current as at October 2015. 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 (FTO Provider Number 90011).

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