

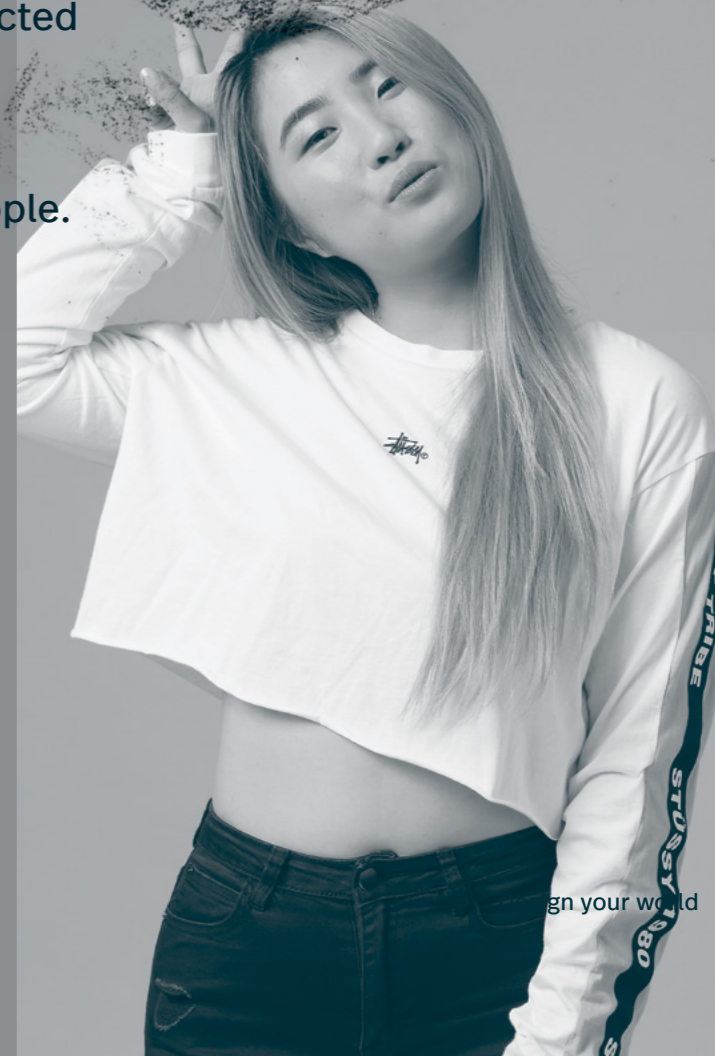


CD

## Communication Design – Course Map

# CD

In an increasingly connected world, integrate creative ideas within all areas of communication. Attract, inspire and motivate people.



- ◆ **Major**  
The main discipline you will study.
- **Professional**  
Development of industry skills.
- ◇ **Core**  
Core studies for Design Arts.
- ▽ **Sub-Major**  
A different Major that interests you.
- Ω **Contextual**  
Critical thinking and history of design.



- ◆ **AMA111 Media Strategy Principles**  
Understanding communication principles, market operation and buyer behaviour.
- ◇ **ACC111 Visual Literacy 1**  
Drawing skills and media as tools for concept development, presentation and communication.
- ◇ **ACC112 Introduction to Digital Media**  
Fundamentals of digital image production using vector, raster and capturing technologies.
- Ω **AXC111 The Rise of Visual Culture**  
Contemporary visual culture and the role of media in society.
- ▽ **AM\_111 Sub-Major Elective 1**  
An elective chosen from F&C Design 1, F&P 1, G&D Design 1, ID 1 or VA 1.



- ◆ **AMA231 Digital Strategy Basics**  
Selecting channels and media, and development and production process for integrating communications.
- Ω **AXC231 Visual Thinking**  
Methods for cultivating thinking about problem solving, visual meaning and creativity.
- **ACC241 Business Communications 1**  
Communication skills, presentation, negotiation, & teamwork.
- ◆ **BMA351 Communication Essentials**  
Strategic planning, setting and managing campaign budgets, developing account management skills.
- Ω **BXE35\_ Contextual Studies Elective**  
An elective chosen from Contemporary Cultural Movements or Cinema Studies

\* Subject to change LCI Melbourne

- ◆ **AMA121 Brand Strategy and Development**  
The role of advertising in marketing and communication, especially the dynamic relation between advertising methods and consumer behavioural response.
- ◇ **APC111 Design Concepts**  
Principles of design and their application in image and object production.
- Ω **AXC121 Analysing Visual Culture**  
Meaning and interpretation in visual culture.
- ◇ **BCC351 Visual Communication 2**  
Understanding imagery as visual language and the context it functions within.
- ▽ **AM\_121 Sub-Major Elective 2**  
An elective chosen from F&C Design 2, F&P 2, G&D Design 2, ID 2 or VA 2.

- ◆ **APA231 Multimedia & TV Production**  
Development of copywriting and art direction skills for broadcast media, especially television.
- **APE24\_ Professional Studies Elective**  
An elective chosen from Professional Placement 1 or Professional Study Tour.
- ◇ **BCC361 Visual Communication 3**  
Working as part of a multi-disciplinary team in creative collaborations. Roles and responsibilities are identified.
- **BPC351 Professional Practice 1**  
Students gain a broader perspective by participating in collaborative projects in the creative community. Work for exhibition is developed.
- Ω **BXE36\_ Contextual Studies Elective**  
An elective chosen from International Art: Modernism to Now or Contemporary Design Issues.

Course Map

2018

- ◆ **APA121 Ideas Generation Masterclass**  
Industry regulations and ethics, roles and responsibilities and the development of marketing communication campaigns.
- ◇ **ACC121 Visual Literacy 2**  
Drawing and design solutions in a variety of formats, materials and strategies.
- ◇ **ACC231 Visual Communication 1**  
Introduction to typography, storyboarding, and print design software.
- ◆ **AMA241 Production Pragmatics**  
Focuses on the creative process and creative concept development, particularly for print production; includes the use of design software.
- Ω **AXE24\_ Contextual Studies Elective**  
An elective chosen from Design & Culture: Modernism to Now or Australian Art
- **BPE35\_ Professional Studies Elective**  
An elective chosen from Arts Management or Project Management.
- ▽ **AM\_231 Sub-Major Elective 3**  
An elective chosen from F&C Design 3, F&P 3, G&D Design 3, ID 3 or VA 3.
- ◆ **BMA361 Big Ideas Generation**  
Applying knowledge and skills in developing and evaluating marketing communication strategies; portfolio preparation.
- **BPC361 Professional Practice 2**  
Development of portfolios, blogs or websites, and other promotional activities required for a successful creative career. Work for exhibition is refined.
- **BPE36\_ Professional Studies Elective**  
An elective chosen from Professional Placement 2 or Business Communications 2.

Design your world

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Contemporary visual culture and the role of media in society.

Y2

- ◆ **AMA231 Digital Strategy Basics**  
Selecting channels and media, and development and production process for integrating communications.
- Ω **AXC231 Visual Thinking**  
Methods for cultivating thinking about problem solving, visual meaning and creativity.
- **ACC241 Business Communications 1**  
Communication skills, presentation, negotiation, & teamwork.
- ▽ **AM\_111 Sub-Major Elective 1**  
An elective chosen from F&C Design 1, F&P 1, G&D Design 1, ID 1 or VA 1.

Y3

- ◆ **BMA351 Communication Essentials**  
Strategic planning, setting and managing campaign budgets, developing account management skills.
- **APE24\_ Professional Studies Elective**  
An elective chosen from Professional Placement 1 or Professional Study Tour.
- Ω **BXE35\_ Contextual Studies Elective**  
An elective chosen from Contemporary Cultural Movements or Cinema Studies
- ▽ **AM\_231 Sub-Major Elective 3**  
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