

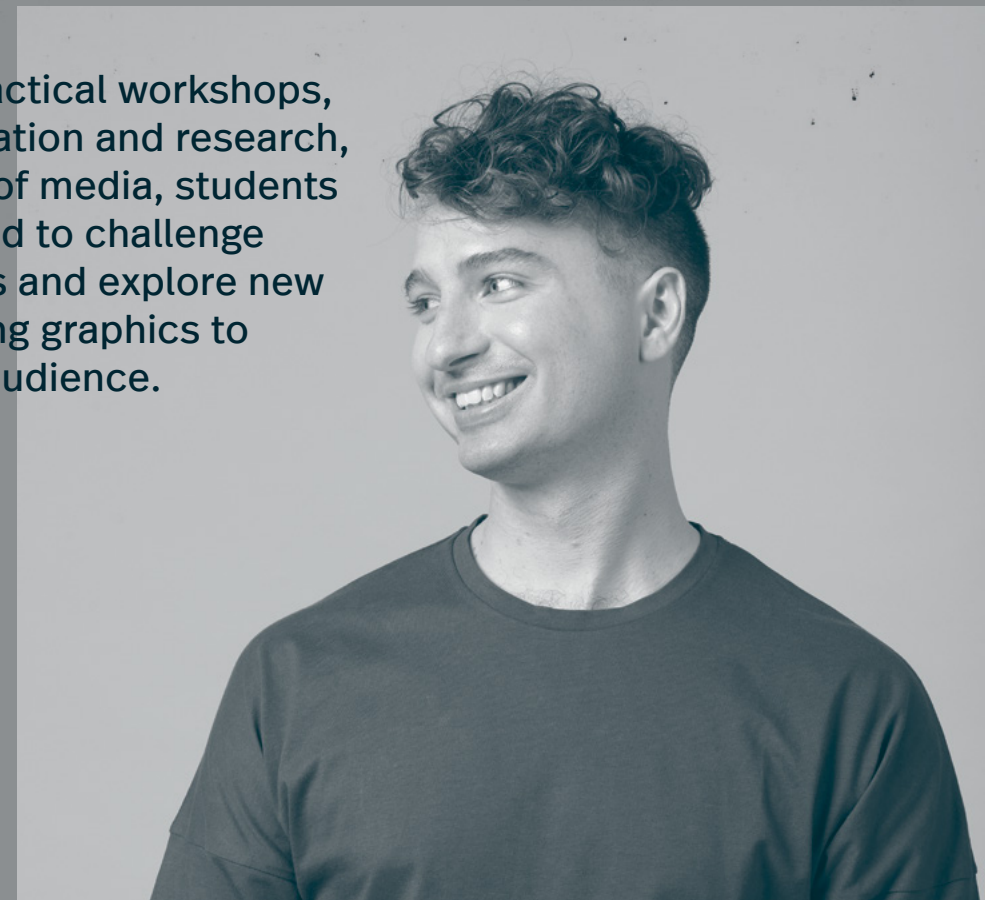


GDD

Graphic Design & Digital – Course Map

GDD

Through practical workshops, experimentation and research, in a variety of media, students are equipped to challenge conventions and explore new ways of using graphics to engage an audience.





- ◆ **AMG111 History and Contemporary Practice**
Introduction to historical and important designers, idea generation and industry-standard software.
- ◇ **ACC111 Visual Literacy 1**
Drawing skills and media as tools for concept development, presentation and communication.
- ◇ **ACC112 Introduction to Digital Media**
Fundamentals of digital images 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 CD 1, F&C Design 1, F&P 1, ID 1 or VA 1.



- ◆ **AMG231 Packaging Design**
Designing for applied information with a focus on package design.
- Ω **AXC231 Visual Thinking**
Methods for cultivating thinking about problem solving, visual meaning and creativity.
- **ACC241 Business Communications 1**
Communication skills, presentation, negotiation, & teamwork.
- ◆ **BMG351 Portfolio Production**
Comprehensive design processes applied through 'live' projects including competition based work.
- Ω **BXE35_ Contextual Studies Elective**
An elective chosen from Contemporary Cultural Movements or Cinema Studies.

* Subject to change

- ◆ **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.

- ◆ **AMG121 Editorial Design (for Print & Screen)**
Further idea development, design techniques with type and prepress a focus.
- ◇ **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 CD 2, F&C Design 2, F&P 2, ID 2 or VA 2.

- ◆ **APG231 Industry Practice**
Incorporating print requirements such as coatings, finishes, cuts and embossing into a design concept.
- **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

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- ◆ **APG121 Graphic & Digital Design Technologies**
Further skills in design software including digital processes and file management such as archiving and storage.
- ◇ **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.
- ◆ **AMG241 Promotional Design**
Experimental and communication design gained through process management including scheduling and budget.
- 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 CD 3, F&C Design 3, F&P 3, ID 3 or VA 3.
- ◆ **BMG361 Major Portfolio**
Production of a contemporary design folio that reflects advanced skills and aesthetics.
- **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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Y2

- ◆ **AMG231 Packaging Design**
Designing for applied information with a focus on package design.
- 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 CD 1, F&C Design 1, F&P 1, ID 1 or VA 1.

Y3

- ◆ **BMG351 Portfolio Production**
Comprehensive design processes applied through 'live' projects including competition based work.
- **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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