

# Design is a serious business

RESPONDING to growth in the digital media industry has led Raffles KvB, a leading design education provider in North Sydney, to introduce two new majors to its degree programs this year.

The digital media industry is now estimated to be worth 3.3 per cent of Australia's gross domestic product and is growing rapidly.

The introduction of the two new digital technology majors - Animation and Game Design - with a unique conceptual design focus reflects RKvB's mission to provide one of the most creative and flexible curriculums in Australian design education.

Raffles KvB prides itself on its offer of diverse course options that equip students with unique creative career flexibility. It offers a range of nationally and internationally recognised courses in design education.

The addition of the new majors builds on the success of design as a study choice for increasing numbers of students, with the current hot favourites being Fashion Design, Interior Design and Graphic Design.

Second year, Bachelor of Arts (Visual Communication) student, Sarah McKinnon who is majoring

in Graphic Design said the course isn't what she expected.

"You're taught everything and in the BA classes you do common subjects across all the majors in the first semester so you're in with students studying different majors," Ms McKinnon said.

"You do something different everyday and you don't have to be particularly good at everything.

"Everyone talks about their work so you have great interaction and exchange of ideas and it's all very 'hands on'."

RKvB recently boosted its range of courses under their new RKvB+ short course banner with the introduction of practical Business Management, Marketing and Information Technology courses. Design is a business and RKvB is strengthening this link by focusing on the business of design in all aspects.

Whether a career pathway in mind, or unsure which direction to take, Raffles KvB courses help students open the door to a future that's full of possibilities.

For more information about Raffles KvB, check out the website [www.kvb.edu.au](http://www.kvb.edu.au), phone 02 9922 4278 or visit the campus on Open Day, Saturday, September 15 at 99 Mount St, North Sydney.



Raffles KvB visual design student Sarah McKinnon.

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New England Consultancy and Training Services have just moved to their new location in the Armidale Business Centre in Cinders Lane to be closer to their client base.

Why not give them a call today? New England Consultancy and Training Services is there to offer you the help you need.

### Like to think different and push the boundaries?

At RKvB, we can help you shape your creativity into a brilliant career in Animation, Games Design, Graphic Design, Moving Image, Multimedia Design, Photography, Fashion, Interior Design and more.

We offer undergraduate and postgraduate\* degrees, plus vocational programs in Art and Design, Business Marketing, Business Management and IT. And you can apply now to start in July.

\*Subject to final approval

### RafflesKvB.

**FREE-HELP available for Bachelor and Master Degrees OPEN DAY Sat 15 Sep 2007 (10am - 3pm)**

**T 9922 4278 E [contact@kvb.edu.au](mailto:contact@kvb.edu.au) www.kvb.edu.au**

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**RafflesKvB. Design | Visual Communication | Business | Information Technology**



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