



Bachelor of Arts (Visual Communication) & Bachelor of Design Majors descriptions

Bachelor of Arts (Visual Communication)

Animation

Games Design

Moving Image

Multimedia Design

Photography

Bachelor of Design

Design Management

Fashion Design

Fashion Marketing

Graphic Design

Interior Design

Animation – Bachelor of Arts (Visual Communication)

Animation is about bringing things to life. If you spent most of your high school years populating your books with new characters in fantastic worlds, this is the ideal course for you.

It is also an evolving career choice as digital technology continues to bring great changes and many new opportunities. Areas that were separate, but related, are merging. Traditional, underlying knowledge and skills remain.

At the same time the craft is also broadening and its application is changing considerably. Using digital technology, people coming into the industry can be involved in feature films or TV programs made entirely using 3D; 2D animation; visual effects that enhance the movies and TV shows we watch; creating simulations and visualisations; as well as a variety of media such as the Internet, mobile devices and games consoles.

Design Management – Bachelor of Design

Design Management is an increasingly important discipline linking design and business.

It's now well understood that good design is good business. Graduates with design management skills care are becoming increasingly sought after as design studios, advertising agencies and the wider business community recognise the commercial significance of good design. If you're interested in managing the design process and working with both designers and clients, then this is the course for you.

Fashion Design – Bachelor of Design

Fashion Design is a fabulous choice if you've got your finger on the pulse and you have a passion for what's fashionable.

Our course will help you to discover and explore the individual style and talent you can offer this high profile industry. You'll develop your skills and interests with projects which build technical know-how in everything from concept to catwalk. This major will introduce you to both high fashion (haute couture) as well as ready-to-wear fashion, using both the computer as well as traditional manual skills. You'll explore the complete garment-making process and will be presenting your finished pieces at the end of each semester to a marking panel of experts, which include fashion industry experts such as famous designers and retailers.

Fashion Marketing – Bachelor of Design

Fashion Marketing requires an eye for style and a head for business and will put you at the intersection of fashion and business.

This course teaches you how to market fashion, bringing the world's fashion from the designer's studio to the wholesale showroom and to the retail outlets. You'll learn a wide range of business activities in fashion, branding, retail, merchandising and international marketing that fosters creativity, innovation and good business acumen.

Fashion marketing is an exciting field that opens up many opportunities in the fashion industry. It's one of the major components that drive the fashion industry. You'll learn how to develop, analyse and implement brand strategies, study buying and merchandising practices, plan and execute effective advertising and promotional strategies.

Games Design – Bachelor of Arts (Visual Communication)

Games Design is a huge industry with an amazing range of career opportunities, and it's only going to get bigger. Designing games will give you far more challenges than just playing them... and it's much more fun. If you're interested in creating stories, characters, animations and gameplay for games, this is the course to do.

This course concentrates on the artistic side of game creation. Using industry standard software, you'll design and create small works. Though not a technical course, you will learn how to work within the production pipeline with people like programmers and follow game development from concept to publishing. You'll play and analyse games and you'll learn to create stories and original design concepts and integrate these into game play.

Graphic Design – Bachelor of Design

Graphic Design is everywhere you look. Think packaging, advertising, brochures, signage, corporate identity, magazines, and the internet. It deals with and shapes communication in a visual world and as such, is a broad and flexible discipline offering amazing possibilities.

Studying graphic design will encourage you to identify and develop your own individual creative personality. The course provides a structure which opens the door to your creativity and personal growth. It will provide all the necessary ingredients including freedom, structure and encouragement, empowering your personal and professional life.

Interior Design – Bachelor of Design

Interior Design is about spaces and the needs of the people that occupy them. Interior designers work in three-dimensions and need to consider space allocation, building services, traffic flow, furniture, fixtures and surface finishes. The designer not only works on the aesthetic, but also the functional, social, safety and cultural aspects of the environment.

The interior design course will give you the confidence and skill you need to really make a difference in this booming discipline. A successful interior designer needs to understand the technical requirements of a project, as well as have good interpersonal communication skills and management strategies. This major will teach you an appreciation of design, lighting and colour, and provide you with technical skills to create unique spaces.

Moving Image – Bachelor of Arts (Visual Communication)

Moving Image will propel you into the contemporary world of moving image making; cinema, TV and much more. If you have an interest in creating moving images with live action, then this course is ideal for you. The course looks at the entire moving image making process, so you'll learn traditional crafts like story telling and character development, as well as up-to-date tools and methods. Much of the course is based around the young and emerging film / video maker with strong craft skills supporting the knowledge component of the course.

Multimedia Design – Bachelor of Arts (Visual Communication)

Multimedia Design is an exciting career choice if you have a broad interest in media production and web design, love technology and have the creative passion of an artist. It will allow you to work in a wide range of media including print, web and broadcast as an artist/designer.

The multimedia design industry is very fluid. Our syllabus is constantly evolving, not only in response to the technology itself, but also to evolving nature of the industry. As a multimedia design graduate your higher skills will include graphic design, interface design, and information design. Your practical skills will include; web design, basic game production, CD-ROM/DVD creation, animation and compositing.

Photography – Bachelor of Arts (Visual Communication)

Photography works within the dimensions of time and place. Whether we are looking at images of an horrific war scene, an alluring sunset, or a romantic perfume shot, photography has the undeniable power of communicating the meaning of a particular moment. Great photography is made up of essential elements such as statement, mood, feeling and visual happening and is one of the most powerful forms of visual communication.

This course allows you to develop the creative vision and individual style that differentiates great photography from average photography. You'll be given a solid foundation in both the creative chemistry of film photography and in the new possibilities offered by digital technology. You'll get a thorough grounding in theory and practice as well as valuable exposure to the industry through professional photographers and printmakers who make up the lecturing team.