

This is a  
creative  
space.



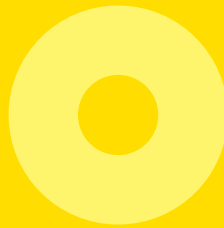
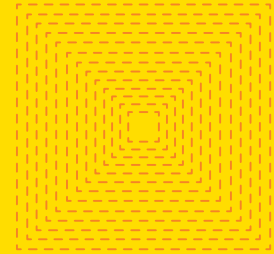
Raffles.

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# HELLO WELCOME

Raffles KvB Institute Pty Ltd trading as  
Raffles College of Design and Commerce  
ABN: 86 108 888 900  
CRICOS Provider Code: 02761J  
NTIS Provider Code: 91240

Course Codes:		
Master of Design	060733K	
Bachelor of Design	060732M	
Bachelor of Arts (Visual Communication)	060730B	
Associate Degree of Design	060731A	
Associate Degree of Visual Communication	060729F	
Certificate IV in Visual Arts and Contemporary Craft	057999K	CUV40103
Certificate II in Visual Arts and Contemporary Craft	044457C	CUV20103

Southern Cross Institute of Language Pty Ltd  
ABN: 99 101 756 049  
CRICOS Provider Code: 02407E

Course Codes:	
General English	044457C
English for Academic Purposes	047139D

# MEET RAFFLES

Raffles College of Design and Commerce is a unique education provider based in Sydney, Australia specialising in design, visual communication and commerce as it specifically relates to the design industries. We deliver premium higher education and vocational programs from Masters Degrees through to Bachelor Degrees and Certificates as well as English language.

We've been around for nearly 30 years. Keeping pace with industry, we deliver excellent courses and produce graduates who are well respected and successful in their creative careers. We do this by having lecturers who are active in industry which means their teaching skills are based on real-time knowledge of what's going on out there.

Students come from all over Australia and the world to study with us. And with our international network, you can shape your experience by studying part of your qualification in one of our network of affiliated colleges overseas.

Choice, flexibility and individuality are key concepts for us. We understand that you're an individual and have your own talents, interests and goals. Our programs take this into account and you can structure the course that suits you. Mixing with a variety of like-minded people, small class sizes, a personal atmosphere, space for you to create your own future... these are just some of the reasons to come and study with us.

Our staff – your lecturers and the dedicated team supporting them – really want to inspire you to get the most out of your course. We make the effort to get to know you and encourage you to do your best and realise your potential. Your time with us will equip you with a strong set of skills and the ability to keep learning, enabling you to enter the workforce confidently and continue to grow and develop as the industry – and your career – advances.



Let us introduce you to our yellow square. We call it our canvas. It's a space that allows us to be as creative as we want. It's a space we can do whatever we like with. It's our space to have fun with. It's our space. It represents the school and everything we stand for... creativity, innovation and flexibility.



And now our logo. It's heritage is shaped by the Raffles Education Corporation (REC) of which we are a member. REC is an international education group specialising in design and business courses, with campuses in over 28 locations, making it the largest private education provider in the Asia Pacific region.



The most significant part of our logo is the big yellow dot at the end. It represents the individual because it's individuals that are most important to us. All our students and staff are individuals and it's they who make up the wonderful, dynamic, eclectic community that is Raffles. It also represents the idea that it's individuals who make up communities.



➤ IF YOU TEAR OFF THIS SECTION, YOU ARE LEFT WITH A SQUARE BROCHURE AND AN OBLONG BROCHURE. ONE BROCHURE OR TWO BROCHURES, THE CHOICE IS YOURS :)

 OUTSIDE OF THE SQUARE

Our aim is to improve the design landscape with talented, motivated and inspirational designers and creators in all their various guises. And when our graduates tell us of their employment successes, there's nothing we like better.

We get a thrill in seeing new, fresh, enthusiastic and ready-to-go students develop into self-confident, motivated professionals, ready to take on the world.

We have an enviable employment record, with the majority of our students employed within the first 3–6 months of the completion of their course. Feedback from employers is extremely positive with comments generally praising our graduates for their professional approach, technical proficiency, good communication skills and enthusiasm.

Our lecturers are professional practitioners in their respective fields and they bring with them a wealth of knowledge and experience. Our learning environment benefits from their commitment to quality and creativity and their focus in helping students become accomplished design professionals.

Whether you already have a career pathway in mind, or you're unsure which direction to take, we can help you open the door to a future that's full of possibilities.

**THIS IS A  
CREATIVE  
SPACE**

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**A  
SPACE  
TO  
LEARN  
PLAY  
DISCOVER  
GROW**

Sydney is a beautiful and cosmopolitan city, internationally recognised for being an exciting and vibrant place to visit and live in. If you're thinking about studying design, Sydney is a great place to base yourself. Our art galleries, famous designers and an active alternative design scene will give you all the inspiration you could wish for. Creativity is all around.

## ABOUT SYDNEY



### Activities

If you're an outdoors kind of person, Sydney is your kind of place. Sydney is famous for its beaches, and with 37 of them within easy reach from most parts of the city, you have plenty of choice. Apart from the beaches, there are national parks and the world-famous Blue Mountains on the outskirts of the city. And we can't forget sport. Whether you're into watching or participating, you're sure to find something of interest in Sydney.

If the indoors is more your thing, Sydney offers an enormous range of choice... from museums to nightclubs and everything in between. There's plenty to keep you busy... shopping, galleries, bars, theatres, markets and more. Plus, our multicultural communities offer an amazing choice of cuisines from all over the world.

As you'd expect from one of the world's great cities, Sydney's got everything - modern city lifestyle, beaches, spectacular harbour and a wide variety of entertainment options to suit everyone. It also offers a unique multicultural experience, boasting a community of people from all corners of the globe. The result is a rich and diverse city that is also safe, clean and ready to welcome you.





We believe making friends and enjoying life is as important as study, so you'll also find places to hang out with your fellow students. You'll join a friendly and supportive community which goes beyond the group of people you study with. With a single campus, there are few barriers between you and our other students and the staff who make up who we are. You'll get to make loads of new friends from other disciplines and at different stages of learning.

**Rise above it all and still be in amongst it**

As far as inspiration goes, the views you'll see from our studio and classroom windows will take some beating. Soaring above North Sydney's central business district on Sydney Harbour's northern shore, our campus is a few minutes walk from North Sydney train station and is surrounded by the local cafés and shops.

On campus you'll discover well-equipped and modern facilities, with Mac and PC computer labs loaded with the software used in the industry today. Our library has a huge range of specialist resources and is linked to millions more through UniLinc, a university inter-lending service.

**Arrival and Accommodation**

If you're not from Sydney, there are plenty of accommodation choices for you, ranging from living with a family in a homestay arrangement through to renting a house or an apartment. Choosing whether you'd prefer to live in the city, close to the campus or by the beach will determine how much rent you will pay.

On average you can expect to pay between AUD\$150 – 220 for hostel accommodation, AUD\$210 – 250 for homestay accommodation and AUD\$200 – 400 per week for an apartment or house, usually shared.

**Cost of Living**

You will also need to budget for extra expenses such as electricity, telephone, public transport, food and entertainment. You should budget approximately AUD\$1000 per month in living expenses.

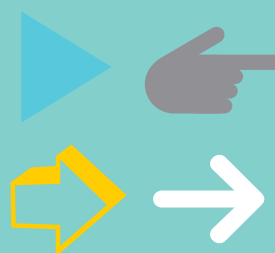
You can find more information about accommodation and arrival assistance on our website

# YOUR TURN

The rest of this brochure talks in more detail about the courses available. Have a look and see what inspires you. Take a look also at the application form that accompanies this brochure. It will give you information about entry requirements, fees, dates, course codes and conditions of enrolment.

To find out more, check out our website or contact us to discuss what you'd like to do and how we can help you achieve it.

Remember, today is the first day of the rest of your life. It all starts here.



# PATHWAYS



## How to apply

For Bachelor Degree courses, you will need to have completed high school and have a creative portfolio. If this isn't quite you yet, then the Certificate programs in Art and Design can help you bridge the gap.

If you've already done a Bachelor Degree or have industry experience, then you may be eligible to enter the Masters Degree program.

International students can apply for any of these courses and will need to show an appropriate level of English. If you need to do extra English study, we can help you with that as well. See the accompanying application form for full details.

We've also got some part-time colour and design programs on offer through our partnership with the International School of Colour and Design (ISCD). You can download their application form from our website

## The portfolio

When you apply to study a Bachelor or Masters Degree with us you'll need to submit a portfolio of your creative work. This gives you the opportunity to show us how you stand out from the crowd. We want to ensure that you'll have the ability to do well in the course.

Your portfolio doesn't have to have a lot of work. We're looking for quality, not quantity. With about 5-8 pieces of work that you're happy with, your portfolio will help give us some insights into your potential, originality and motivation.

## English

International students need to meet the minimum English entry requirements for each course. If you need help getting there, we can help. See page 52 for more info about English course options.



# ANIMATION

3 YEARS  
BACHELOR  
OF ARTS  
(VISUAL  
COMMUNICATION)

2 YEARS  
ASSOCIATE  
DEGREE OF 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.

You'll learn techniques developed by the great masters of traditional animation, as well as the very latest in digital tools. You'll watch and discuss masterworks as well as experiment with your own styles and techniques. While the focus is on the artistic and creative aspects of these media, we will focus on preparing you for a career. You'll graduate with the knowledge, skill and attitude to get that first job; that is, the ability to use the software to work quickly and competently, as required as part of a production team.

At the same time, the course emphasises the 'higher level' skills that you can transfer across media, over time, or as the technology develops. We'll help you develop all these skills as well as add value to what you do by drawing on a creative and artistic background.

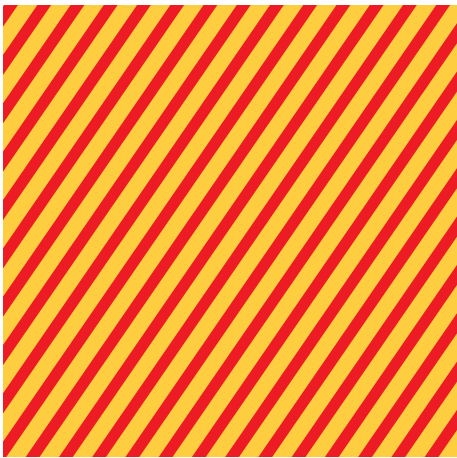
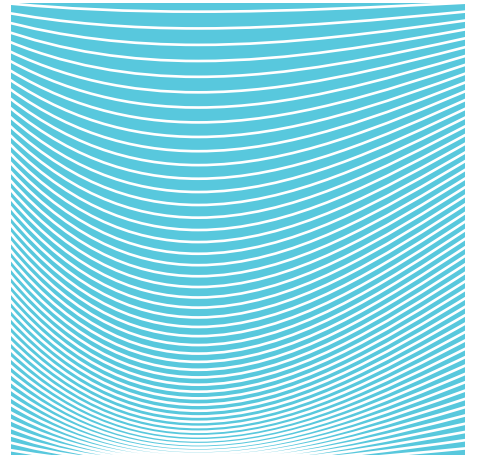
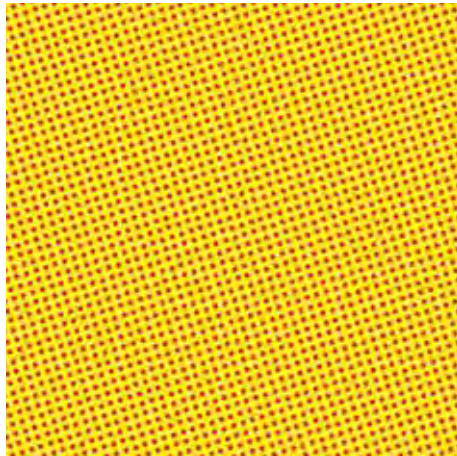
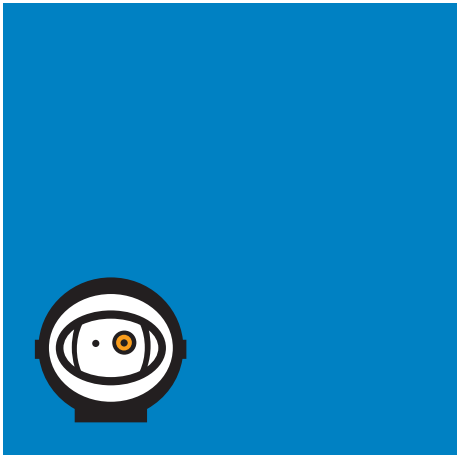
This range of skills and creative qualities will help you stand out and propel you through a fun career.

#### The Rewards

Rewards vary depending on the budget and size of production, the demand of a particular skill at a particular time and the experience and ability of the artist. As a junior starting out, you could expect to earn around \$35,000 pa, with more senior salaries around \$80,000 - \$90,000. Top salaries, particularly in the international area, can easily skyrocket well over \$100,000.

#### Animation Course Outline

YEAR 1	YEAR 2	YEAR 3		
<b>Semester 1</b> The Moving Image Animation Computing for Design Ideas and Thought	<b>Semester 3</b> Understanding Acting Character Design History of Visual Communication Elective	<b>Semester 5</b> Major Project (Part 1) Elective Business Communication Elective	<b>The Bachelor of Arts (Visual Communication) Degree (majoring in Animation) is 3 years full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Motion Graphics · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Compositing and Special Effects · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery
<b>Semester 2</b> Art Direction 3D Studies Drawing, Design Principles and Colour Theory Visual Communication	<b>Semester 4</b> Story and Drama Directing Animation Design Meaning and Culture Elective <b>Associate Degree Exit point</b>	<b>Semester 6</b> Industry Experience Major Project (Part 2)		



THIS IS  
A CREATIVE  
SPACE ↘

anything having this form or a form approximating it, as a city block, rectangular piece of candy, etc.

15	15	15	15
8	1	6	15
3	5	7	15
4	9	2	15
15	15	15	15

a magic square is a square of numbers arranged so that the sum of the numbers in any horizontal, vertical, or main diagonal line is always the same number

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.

## Careers

As a graduate, you can set your goals in one or more of the following broad areas. They are only described briefly here and many more actual roles exist.

### Production

A **producer** brings a team together to make a project and is interested in project quality, cost, and saleability.

A **production manager** makes sure the production runs on time and on budget.

### Direction

An **animation director** is in charge of overall creativity. Making sure that the story is told well by the artists, animators, voice actors, musicians, sound engineers and editors.

The **storyboard artist** works with the director to make a preliminary drawn comic strip version of the project. The director uses this to clarify their vision and communicate it to their crew. Sometimes the storyboard is made into a moving version complete with sound called an animatic. This is used to fine tune things before the expensive step of animating.

### Animation

An **animator** is someone who, in the broad sense, makes something move, more particularly though an animator is someone who makes a character move. Their craft is to make the character move either naturally, give 'the illusion of life', or stylistically as the script dictates.

### 3D

**Modellers** use 3D software to create objects and characters. If they create a character they may have to 'rig' it. This means adding controls to individual body parts so that animators can move them.

**Texture and lighting artists** When a character is first built it is very plain and simple. By adding a combination of textures and lighting effects the character gains detail, personality and, if required, life-like character. Texture and lighting artists also help to develop style, mood and setting.

### Design

A **character designer** creates the character. They must consider artistic as well as practical animation problems. They sometimes work on paper, sometimes screen and sometimes sculpting real objects.

**Concept artists** make visuals using natural media or digital drawings to bring out the director's vision.

A **motion graphics artist** creates things like titles for movies using a combination of text, image and computer generated content.

### Visual effects

A **visual effects supervisor** works out the best way to digitally create things like explosions, flying objects and difficult to build sets in live action movies.

**Matte painter** refers to anyone who creates backgrounds to be inserted digitally. They tend to use programs like Photoshop or Painter rather than the traditional paint on glass.

A **compositor** assembles all the components backgrounds, objects, live action footage in layers. They then manipulate those layers to create the most effective result.

With my drawing skills and my love of animation, this course has been the best choice for me.

Rachael Starmans  
Animation Student



# DESIGN MANAGEMENT

3 YEARS  
BACHELOR  
OF DESIGN

2 YEARS  
ASSOCIATE  
DEGREE 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 are becoming more 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. Design management focuses on the needs of both the client organisation and the design team; whether they are in-house or freelance. By joining this course, you'll develop the skills needed for a career in design management, design leadership, design project management, creative account handling, strategic design portfolio management and brand management.

You'll learn that design management is all about making design-relevant decisions in a market and customer-oriented way as well as optimising design-relevant commercial processes. Design management acts as the interface between management and design and functions as the link between technology, design, marketing and sales.

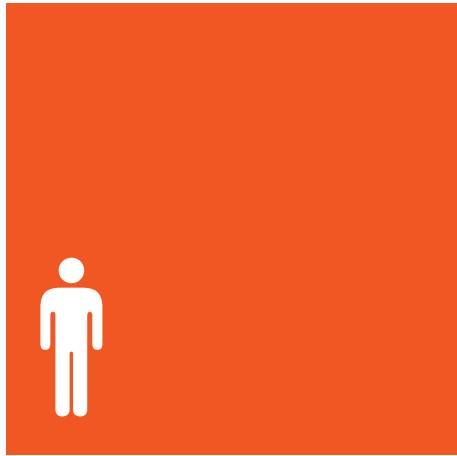
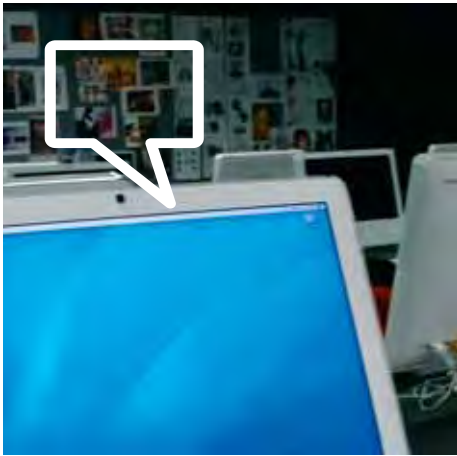
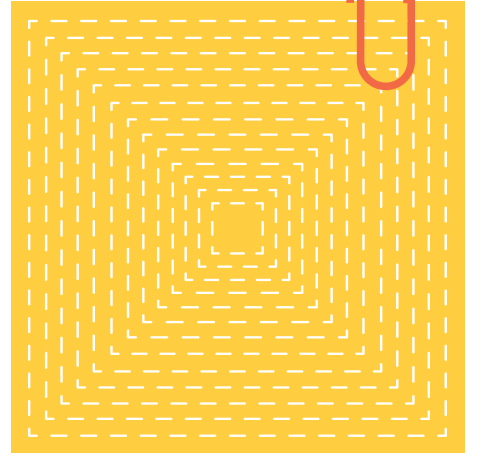
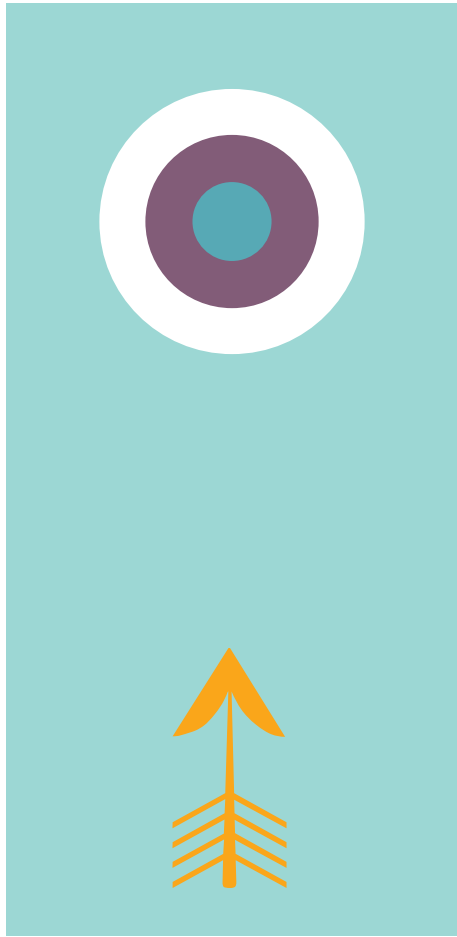
Being a successful design manager requires a good knowledge of all aspects of visual communication, from the creation of design concepts all the way through to the final product. It also requires a good understanding of design business practice. Because our courses cover a wide range of design disciplines and business applications, students studying design management are surrounded by every aspect of this important industry.

**The Rewards**

**The careers opportunities for design management professionals are huge as design becomes increasingly integrated with mainstream business. Salaries range from around \$35,000 pa for a new assistant design manager to \$120,000 or more for an internationally effective design manager / leader working offshore.**

**Design Management Course Outline**

YEAR 1	YEAR 2	YEAR 3			
<b>Semester 1</b> Design, Business & Law Drawing, Design Principles and Colour Theory Computing for Design 20th Century Design and Culture	<b>Semester 3</b> Business Communication Design Leadership Sustainable Design Elective	<b>Semester 5</b> Human Resource Management Brand Management Design Futures Elective	<b>The Bachelor of Design            Degree (majoring in            Design Management) is            3 years full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Motion Graphics · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Compositing and Special Effects · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery	· Photography Essentials · Photojournalism · Post Production · Sight for Sound · Understanding Acting · Understanding Programming  With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.
<b>Semester 2</b> Design and Marketing Applied Graphics and Imaging Design Research Interactive Systems Elective	<b>Semester 4</b> Business Studies for Designers Project Management Design and Subculture Elective <b>Associate Degree            Exit point</b>	<b>Semester 6</b> Industry Experience Major Research Project or Major Studio Project			



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SPACE ↘



Square meals often  
make round people.  
E. Joseph Cossman

## Careers

### Design Manager

Design Managers provide the management of the design process both within an organisation and often as a consultant external to an organisation. The design manager's role can range from where they oversee all design processes in an organisation to the management of a simple design project.

### Design Studio Managers

Commercial design studios require comprehensive management by an experienced design manager. Graduates of this course will find themselves ideally suited to this type of career.

### Project Managers

There are some forms of project management that require design knowledge and design management expertise.

### Special Events Coordinator

All new designed products from the car to the fashion collection are launched at the beginning of the marketing cycle. As a graduate of this degree you would be able to be a leader in the development and organisation of these design-led events.

### Product development and buying

Retailers often rely on a design manager to develop their range of products for sale and presentation in their retail environment. The design manager / buyer seeks out the product, the manufacturer, briefs the designers, assists with the logistics and leads the in-store placement.

### Brand Manager

Many organisations require individuals to become responsible for their brand to ensure the development of the brand, to enhance brand value, and to improve profitability brand recognition and brand equity.

### Advertising account executives

Advertising and promotion agencies are the leaders in developing the consumers' response to new products and new brands. Agencies need expert staff to guide in the development of communications and design, promoting their commercial clients and their products.

What I like about studying here is the quality of teaching and level of support. I really appreciate the small class sizes and personal recognition within class. We're all like minded students and mix together well. It's also given me universal scope so I'm looking forward to having a portable degree and working overseas after graduating.

Elise Watson  
Student



# FASHION DESIGN

3 YEARS  
BACHELOR  
OF DESIGN

2 YEARS  
ASSOCIATE  
DEGREE 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.

You'll work on developing a design idea for a collection from concept through to production and marketing. You'll also work with classmates on professional presentations which simulate real-world scenarios. Our innovative approach to specialised market sectors like knitwear is one of the most distinguishing features of the course, which allows you to approach fashion design from various creative angles.

At the end of each academic year, you'll get to present your final range to your family and friends, the public and industry during a professional live fashion show which highlights all students work across the semesters. The fashion show is the prime example of our aims and objectives in the course which are to identify and develop the talents and interests of each student, polish their technical skills, and introduce them to real-life fashion design environments.

Fashion is a global as well as local multi-million dollar business, which increasingly demands students to be multi-skilled in both manual and digital technologies. When you complete your Degree, you'll have a magnificent final range and a professional portfolio to take you straight into your first job.

**The Rewards**

**From \$35,000 pa for a new design assistant, to \$120,000 for a local head designer or product developer working offshore. When you're internationally recognised you can name your price. In other careers, such as a production coordinator, salaries start from around \$40,000. A patternmaker can earn around \$60 per hour freelance, or up to \$60,000 pa full time.**

**Fashion Design Course Outline**

**YEAR 1**

**Semester 1**  
Fashion Design Studio  
Drawing, Design  
Principles and  
Colour Theory  
Computing for Design  
20th Century Design  
and Culture

**Semester 2**  
Fashion Design  
and Development  
Applied Graphics  
and Imaging  
Fashion Past  
and Present  
Design Research  
Interactive Systems

**YEAR 2**

**Semester 3**  
Textile Technology  
and Design  
Pattern Design Systems  
Sustainable Design  
Elective

**Semester 4**  
Fashion and Culture  
Digital Marker  
and Grading  
Design and Subculture  
Elective  
**Associate Degree  
Exit point**

**YEAR 3**

**Semester 5**  
Men's Wear and  
Women's Wear Collection  
Brand Management  
Design and Business  
Management  
Design Futures

**Semester 6**  
Industry Experience  
Major Research Project or  
Major Studio Project

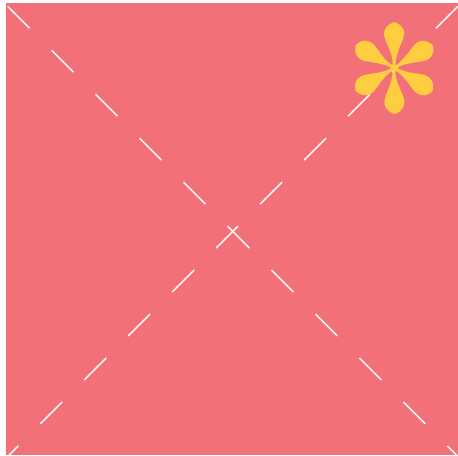
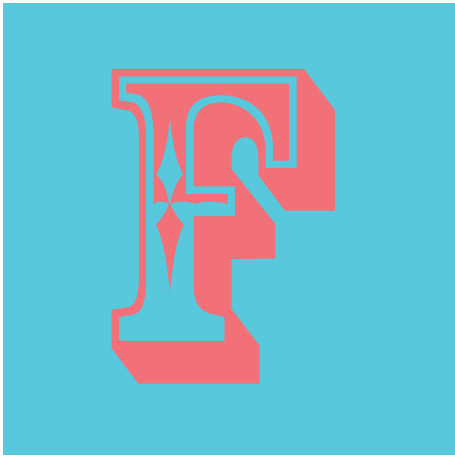
**The Bachelor of  
Design Degree  
(majoring in Fashion  
Design) is 3 years  
full time.**

**Electives (BA & BDes)**

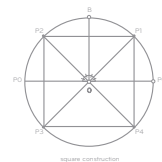
- 3D Lighting and Texturing
- 3D Studies
- Accounting for Designers
- Advanced Motion Graphics
- Advanced Pattern Making and Garment Construction
- Animation
- Applied Fashion Design Workshop
- Body Adornment
- Cine
- Compositing and Special Effects
- Constructing Prototypes
- Couture Techniques
- Digital Video and Audio
- Exhibition Design
- Explorations of the Set Jewel
- Fashion Merchandise
- Furniture Design
- Graphic Construction
- Millinery

- Photography Essentials
- Photojournalism
- Post Production
- Sight for Sound
- Understanding Acting
- Understanding Programming

With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.



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SPACE ↘



The Fashion Design major will help you discover and explore the individual style and talent you can offer this high profile industry.

## Careers

### Designer

A fashion designer needs to be in touch with global trends, and to have the talent to add something new to them. Knowledge of fabrics and pattern-making combined with good illustration and teamwork skills are essential.

### Production Coordinator

The person responsible for coordinating the manufacture of an individual garment or an entire collection, from concept and sample stage through to delivery to the sales outlet.

### Pattern Maker

The pattern maker creates templates of the different shapes of fabric which, when combined, form the finished garment. The skill is in the ability to visualise how two-dimensional shapes will join to form the three-dimensional shape.

### Fashion Illustrator

A fashion illustrator works with a wide range of people creating images which represent the visions of garments needed at pre-production and post production stage. Often designers and production manufacturers are unable to capture the look of both the potential client and the garment, but an illustrator will take the design brief and quickly draw this vision so that the designer can make an assessment of the success and validity of their vision. An illustrator needs to be a good listener and be able to work under pressure. They must have good drawing skills, a talent for mixed media and be able to use computer technology to develop illustrations.

### Fashion Stylist

The fashion stylist plays a vital part in the representation of fashion garments. They work with magazine editors, photographers and designers and are responsible for the entire look of the fashion model when placed in front of a camera and on a catwalk in a fashion parade. They design and coordinate the model, the hair, make up, the mix of garments and location. They must have a strong interest in global trends, be aware of the differing style agendas of editors, photographers and designers, possess a keen eye for design, know what the world needs next and have their 'finger on the fashion pulse' at all times.

### Other careers include:

Design Room Assistant  
Design Room Co-ordinator  
Product Developer  
Pattern maker's assistant  
Production Manager  
Production Assistant  
Despatch Room Co-ordinator  
Production and maintenance in Theatre and Costume departments  
Cutter  
Textile Designer  
Fabric/Textile development and Consultation  
Fashion Buyer  
Buyer's Assistant  
Visual Merchandiser  
Fashion Retailer

...enthusiastic, creative, relaxed and beyond my expectations.

Brad Butler  
Fashion Design student



# FASHION MARKETING

3 YEARS  
BACHELOR  
OF DESIGN

2 YEARS  
ASSOCIATE  
DEGREE 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.

As the fashion and retail industries continue to grow, more trained fashion marketers and managers are needed by fashion houses to remain competitive. The broad-based skills acquired in this course can be applied to many areas such as marketing, merchandising, publishing, advertising and fashion show productions as well as luxury goods and mainstream consumer products. Our Fashion Marketing graduates will be ready to assume professional work in the fast-paced fashion industry in public relations and marketing consultancies.

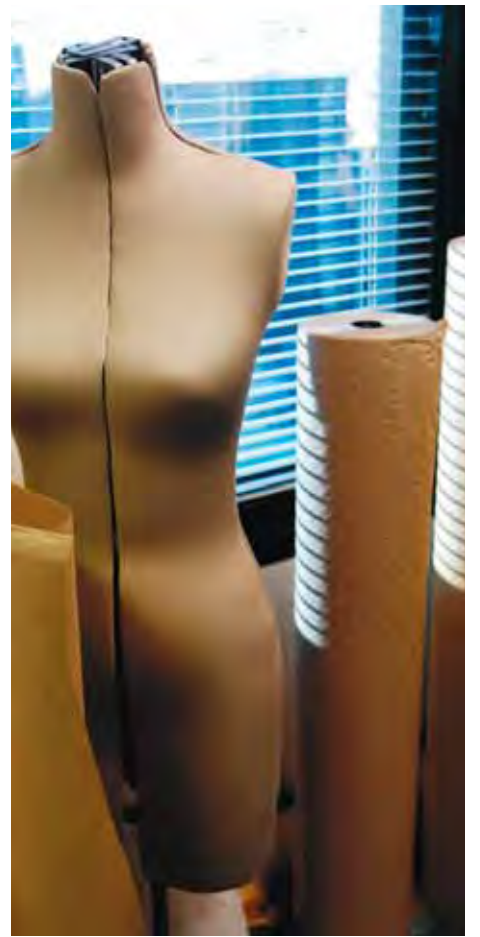
You'll work with classmates on professional presentations with real-world scenarios and you'll complete your Degree with fashion marketing proposals and a professional portfolio that will take you straight into your first job.

.....

**The Rewards**  
**A career in fashion marketing is challenging, fast-paced and rewarding and provides opportunities to drive trends and sales in fashion. As a new marketing assistant you can expect to earn about \$35,000 pa. With more experience this can easily increase to \$120,000 for a local brand manager or product buyer working offshore.**

**Fashion Marketing Course Outline**

YEAR 1	YEAR 2	YEAR 3			
<b>Semester 1</b> Design, Business and Law Drawing, Design Principles and Colour Theory Computing for Design 20th Century Design and Culture	<b>Semester 3</b> Business Communication Fashion Communication Sustainable Design Elective	<b>Semester 5</b> Social Psychology of Fashion Brand Management Design Futures Elective	<b>The Bachelor of Design Degree (majoring in Fashion Marketing) is 3 years full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Motion Graphics · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Compositing and Special Effects · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery	· Photography Essentials · Photojournalism · Post Production · Sight for Sound · Understanding Acting · Understanding Programming  With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.
<b>Semester 2</b> Design and Marketing Applied Graphics and Imaging Design Research Interactive Systems Elective	<b>Semester 4</b> Strategic Marketing E-Fashion Design and Subculture Elective <b>Associate Degree Exit point</b>	<b>Semester 6</b> Industry Experience Major Research Project or Major Studio Project			



## Careers

Fashion marketing and merchandising professionals are responsible for identifying and creating fashion trends to sell the products created by fashion designers. Marketing, merchandising and buying are all closely related and include both retail and wholesale. Depending on the job, it may be just one or a combination.

### Fashion Merchandiser

It is the role of the fashion merchandiser to create a positive customer experience in store. This sometimes includes choosing what to sell. A fashion merchandiser needs to understand how customers think and feel as where and how items are displayed has a huge impact on sales.

### Fashion Marketer

Simply put, the job is to promote fashion. Being able to connect the world of fashion with the general public involves advertising, being aware of current trends and being able to help set future ones.

### Fashion Buyer / Fashion Agent

Retailers rely on buyers and agents to develop their range for sale for presentation in the retail environment and the fashion buyer seeks out the product, briefs the designers and manufacturers and lead the in-store placement.

Other specialist careers can include:

### Photoshoot Stylist / Television Styling

When a photographer, cameraman or cinematographer approaches the photo shoot a stylist is needed to guide the shoot to ensure that the brand and marketing aspirations of the shoot is met. This is the job of the Photoshoot Stylist

### Fashion Journalist

Being able to write about designers, trends and new collections requires a knowledge of fashion history as well as an ability to predict successful trends. Fashion journalism helps to build success of the industry and consumer understanding of new design and new approaches to existing products.

### Brand Manager

Many organisations require individuals to become responsible for their brand/s to ensure the development of the brand, to enhance brand value, and to improve profitability, brand recognition and brand equity.

### Visual Merchandiser

In the retail sector the presentation of goods both "in the flesh" or in photographs displays or presentations require special design management and creative skills. The visual merchandiser brings these skills to bear on achieving visual attraction to merchandise and point of sale.

### Magazine Layout / Publishing

In the publishing industry the layout of magazines, the development of the community of critical comment is guided by experts in the field of fashion, brand and consumerism. This course is the beginning point for this type of career.

I was attracted to Raffles because of its good reputation, great North Sydney location and interesting courses. It was also a big advantage to be able to start the course mid-year. The course isn't what I expected. You're taught everything and you do common subjects across all the majors in the first semester. Everyone talks about their work so you have great interaction and exchange of ideas.



# GAMES DESIGN

3 YEARS  
BACHELOR  
OF ARTS  
(VISUAL  
COMMUNICATION)

2 YEARS  
ASSOCIATE  
DEGREE OF 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.

A good game designer is someone who knows games and has a feel for what the consumer wants. Good communication and planning skills is also a key, as the process of creating a game is a collaborative one. Designers work in large teams in which elements are created separately and have to be seamlessly combined into a great game.

A great game needs to include a number of factors: gameplay, drama and storytelling, great graphics, player interaction, sound and music. They reflect human experience much more, which means that games have to involve many experiences. First and foremost though, games have to be fun.

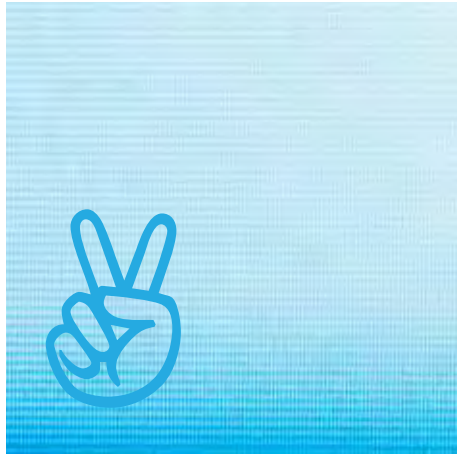
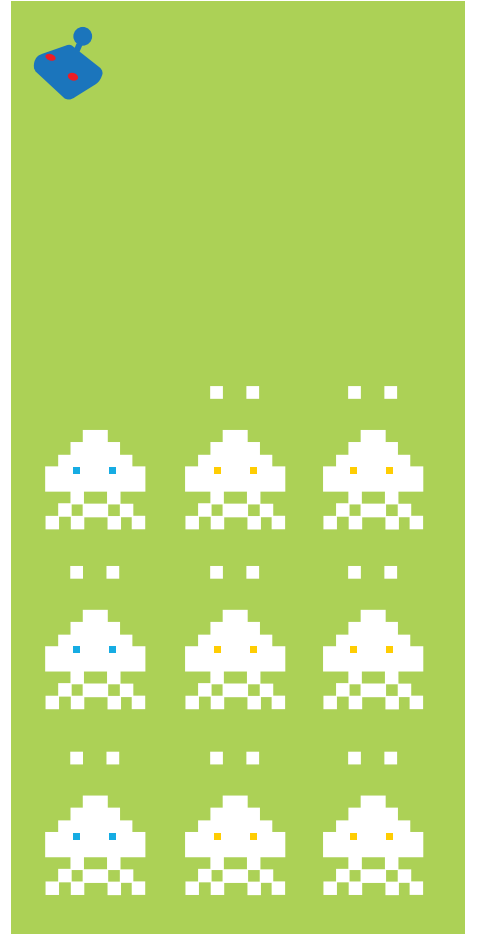
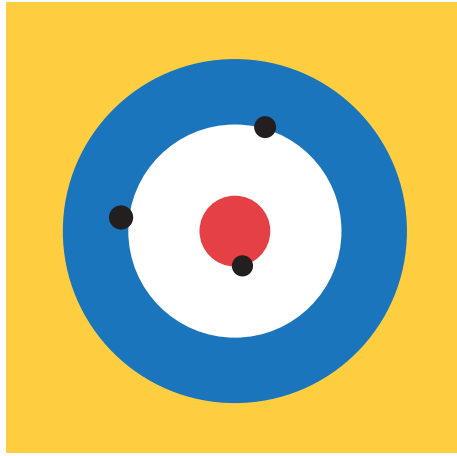
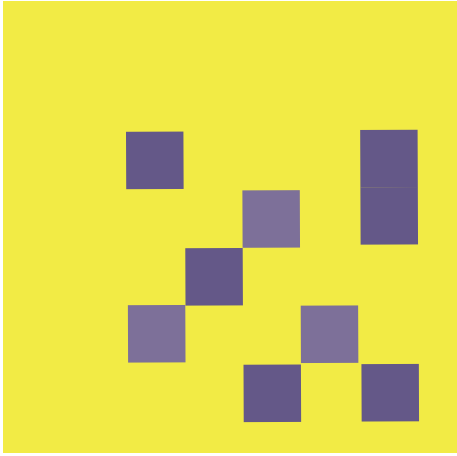
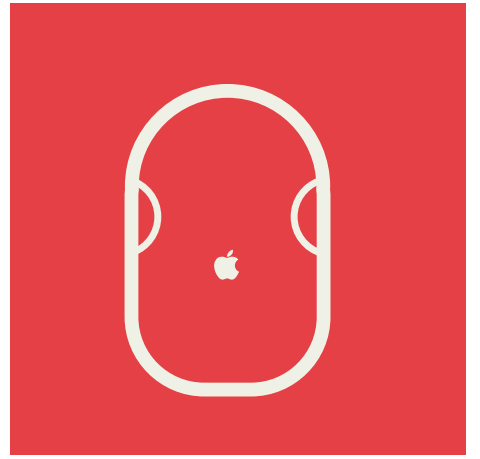
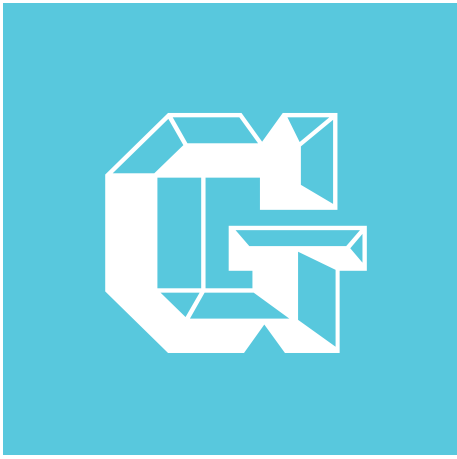
This course concentrates on the artistic side of game creation. Using industry standard software, you'll design and create small works. Though not a technical course, you will learn how to work within the production pipeline with people like programmers and follow game development from concept to publishing.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

**The Rewards**

Considering the explosion of this industry, salaries are going up quite quickly. Current salaries start at around \$35,000 pa for a Junior Artist; Senior Designers can expect about \$70,000 and a Studio Director around \$140,000. And not to mention the serious street cred that goes with working in games...

**Games Design Course Outline**

YEAR 1	YEAR 2	YEAR 3			
<b>Semester 1</b> The Moving Image Animation Computing for Design Ideas and Thought	<b>Semester 3</b> Game Play Character Design History of Visual Communication Elective	<b>Semester 5</b> Elective Major Project (Part 1) Business Communication Elective	<b>The Bachelor of Arts (Visual Communication) Degree (majoring in Games Design) is 3 years full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Motion Graphics · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Compositing and Special Effects · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery	· Photography Essentials · Photojournalism · Post Production · Sight for Sound · Understanding Acting · Understanding Programming  With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.
<b>Semester 2</b> Art Direction 3D Studies Drawing, Design Principles and Colour Theory Visual Communication	<b>Semester 4</b> Story and Drama Games Development Design Meaning and Culture Elective Associate Degree Exit point	<b>Semester 6</b> Industry Experience Major Project (Part 2)			



If you're looking to launch into a career in games design, now is a great time. Not only is it a strong industry in need of talented people, but it's currently one of the fastest-growing industries in the world.

## Careers

If you're looking to launch into a career in games design, now is a great time. Not only is it a strong industry in need of talented people, but it's currently one of the fastest-growing industries in the world. If you have excellent technical skills, a strong and positive work ethic as well as a passion for and knowledge of games, then employers will be looking for you. If you're still trying to convince your parents that it's a real job and not just playing around, show them the money!

### Career goals might be:

**Creative Director** - Responsible for the look and the feel of the game. Makes sure the games keep a high level of visual and game play quality. Manages the design team.

**Senior animator** - Has creative duties, blocking out the animation, as well as management duties, distributes work to and coordinates the animators.

**2D Artist** - Everything from HUD assets (Head-Up Display), characters, little sprites to backgrounds.

**Technical artist** - Does all of the slightly programming-related tasks to do with the art team. Scripts and plug-ins that speed productivity.

**3D modeller** - Builds and textures assets used in the game.

**Animator** - Is given the 3D models, rigs them and creates animations for them. Anything from people jumping or throwing things, to cars crashing, to animals or creatures running.

**Lead Designer** - Responsible for the overall vision of the game. Comes up with the overall idea on what the game's going to be about, what you do in the game, what you spend the bulk of your time playing, the story behind the game.

**Sound design** - encompasses all the sound audio that you can hear in the game.

**Level designer** - More a game designer in the sense that they design the layouts and scenarios on paper or in text form, and then hand that to a level builder for them to construct.

**Level builder** - Builds the game worlds from the level designer's plans.

**Audio designer** - Is involved in the various stages of the audio development process within the games life cycle, includes designing systems that operate the game audio i.e. how to actually get the actual sounds to play at certain times.

**Senior producer** - Is the contact between the production company and the publisher. The conduit between the vision and the team that will actually make the game a reality.

**Producer** - Responsible for the project – from start to finish. The producer has to source a team to make sure they have enough staff to do it. They have to make sure the team has enough hardware. They have to make sure that the customer is happy. And, that the team is scheduled properly.

**Quality Assurance Lead** - Manages a team of testers who go through the game, and find all the problems and report them back to the development team who fix them and return them for re-testing.

My dad bought me my first video game and I've been hooked ever since. At Raffles you're taught what makes games appealing to the market through creative and critical thinking. We're taught how to turn creative ideas into visual form.



# GRAPHIC DESIGN

3 YEARS  
BACHELOR  
OF DESIGN

2 YEARS  
ASSOCIATE  
DEGREE 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.

First you'll master the basics. You'll begin by learning all the practical and theoretical skills needed. With confidence and expertise in these core skills, you'll start to explore all the different areas of graphic design, including corporate identity, advertising, editorial design, package design and website design. You'll be given individual tuition by industry-based lecturers and encouraged to focus your energies on developing your own personal creativity.

Taught by inspirational lecturers, you'll gather great skills, techniques and useful knowledge in a diverse range of areas including illustration, design, desktop publishing, multimedia, and history of graphic design. Gathering skills and technical knowledge in a diverse range of areas, you'll graduate with the ability to find creative solutions to problems using your own individual style.

By the end of the course, you will be confident, capable and ready to work. You'll graduate with a strong sense of creative wisdom that will be greatly valued and highly desirable to future employers. You'll also have created for yourself an outstanding portfolio of high quality work that will showcase your individual style, talent and specialist skills to a world that's full of exciting opportunities.

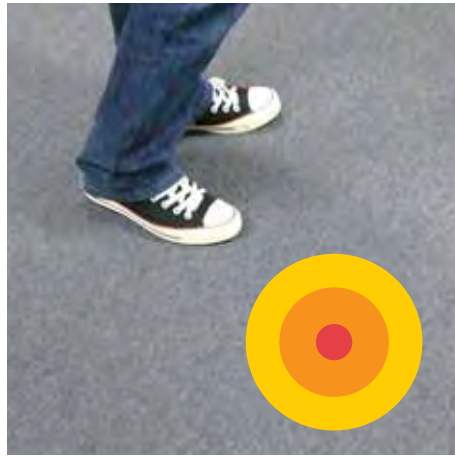
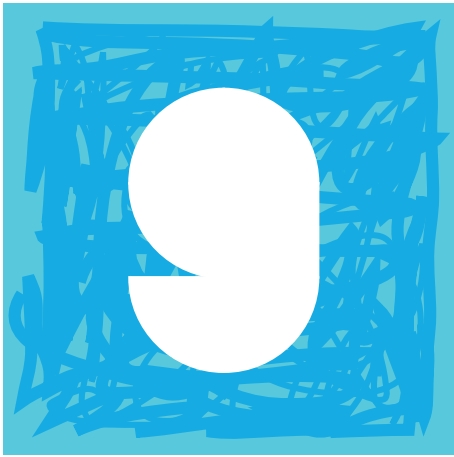
**The Rewards**

**You salary will depend totally on your talent, determination and passion for your job. Generally a graduate will earn up to \$35,000 pa in their first job. Also depending on talent and determination, this could increase over a career to a salary of \$200,000 or more.**

**And how about the cool factor of seeing your work on the side of a bus, on a supermarket shelf, bookstore or on TV...**

**Graphic Design Course Outline**

YEAR 1	YEAR 2	YEAR 3		
<b>Semester 1</b> Graphic Design and Communication Studio Drawing, Design Principles and Colour Theory Computing for Design 20th Century Design and Culture	<b>Semester 3</b> Print Media and Graphic Design Visual Communication and Imaging Sustainable Design Elective	<b>Semester 5</b> Graphic Design and Society Print and Pre-Press Portfolio Design and Business Management Design Futures	<b>The Bachelor of Design (majoring in Graphic Design) is 3 years full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Motion Graphics · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Compositing and Special Effects · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery
<b>Semester 2</b> Graphic and Multimedia Studio Applied Graphics and Imaging Visual Language Past and Present Design Research Interactive Systems	<b>Semester 4</b> Graphics for Products and Spaces Integrated Visual Systems Design and Subculture Elective <b>Associate Degree Exit point</b>	<b>Semester 6</b> Industry Experience Major Research Project or Major Studio Project		· Photography Essentials · Photojournalism · Post Production · Sight for Sound · Understanding Acting · Understanding Programming  With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.



THIS IS  
A CREATIVE  
SPACE

Studying graphic design will encourage you to identify and develop your individual creative personality.

## Careers

### Graphic Designer

Graphic designers are usually responsible for the design and production of a broad range of graphics used in corporate identity, brochures, packaging and a whole lot more. You could be designing a logo for a restaurant or multinational company one day, a wine label the next and a CD cover after that.

### Advertising Art Director

Advertising art directors usually work with a copywriter to create advertising campaigns. Your work could include television commercials, a magazine or press advertisement, outdoor posters or even on-line advertising.

### Editorial Designer

As an editorial designer you could work for a publishing company, such as ACP or Murdoch Magazines, designing the latest edition of Marie Claire, Wired or FHM, or even the look for a whole new magazine.

### Illustrator

If you've got a special talent for illustration, you could become involved in book, magazine and press illustration, rendering storyboards for advertisements or animation.

### Website Designer

As a website designer you'll be involved in developing the look and structure of web sites. This can include everything from site navigation to overall design and visual execution.

I originally did accounting, a career direction encouraged by my parents, but my early interest in drawing as a young girl fostered my love for art as a young adult. The opportunity to study graphic design at Raffles has allowed me to pursue a career that I am truly passionate about. The Degree's flexibility allows me to choose subjects that suit my interests and it's providing all of us with a sound background in the business side of the graphic design industry too.

Danling Xiao  
Graphic Design student



# INTERIOR DESIGN

3 YEARS  
BACHELOR  
OF DESIGN

2 YEARS  
ASSOCIATE  
DEGREE 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.

You'll learn to convert your ideas from conceptual drawings to detailed building specifications and technical drawings of practical projects which will challenge you to find creative, functional solutions to a variety of briefs. There is a very good balance between the theories that underpin the understanding and articulation of design ideas and concepts, and the hands-on practical application of those theories.

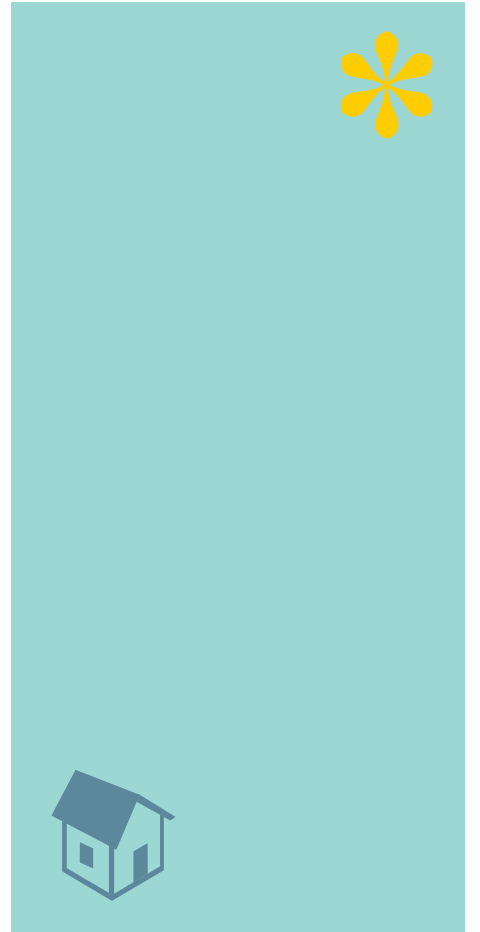
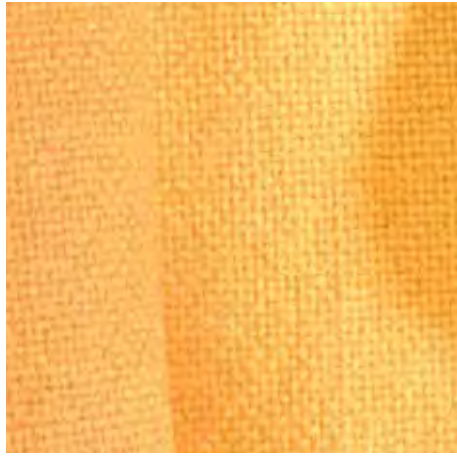
To fully support you, we provide the appropriate building, construction and communication technologies to give you the confidence needed to have an impact on your professional world. From awkward domestic spaces to vast shopping malls, interior design is a diverse and global discipline which can take you and your talent wherever you want to go.

**The Rewards**

As with most professions, the salary range is pretty broad and very much depends on your drive and passion. The starting salary for graduates is up to \$30,000 pa. As your career progresses so will your salary. Interior design is a profession with great possibilities for advancement. You may begin as a junior designer or assistant and soon become a senior designer, project manager, or partner in a firm. A head of design or design director can easily command a six-figure salary.

**Interior Design Course Outline**

YEAR 1	YEAR 2	YEAR 3			
<b>Semester 1</b> Interior Design Studio Drawing, Design Principles and Colour Theory Computing for Design 20th Century Design and Culture	<b>Semester 3</b> Residential Interiors CAD for Interior Design Sustainable Design Elective	<b>Semester 5</b> Public Space Design Architectural Drawing and Digital Interiors Design and Business Management Design Futures	<b>The Bachelor of            Design Degree            (majoring in Interior            Design) is 3 years            full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Motion Graphics · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Compositing and Special Effects · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery	· Photography Essentials · Photojournalism · Post Production · Sight for Sound · Understanding Acting · Understanding Programming  With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.
<b>Semester 2</b> Interior Design Materials and Technologies Computer Aided Drawing Interior Design Past and Present Design Research Interactive Systems	<b>Semester 4</b> Commercial Interior Design Building Materials and Technology Design and Subculture Elective <b>Associate Degree            Exit point</b>	<b>Semester 6</b> Industry Experience Major Research Project or Major Studio Project			



This is a  
Creative  
Space

Interior design is a diverse and global discipline which can take you and your talent wherever you want to go.

## Careers

As more developing countries move from manufacturing to a service-based industry, the interior design professional tends to benefit the most. In recent years the scope of work for interior designers has expanded from designing residential interiors to:

- **Residential** – Houses and Units
- **Office Design** (General, Commercial, Professional)
- **Financial Institutions** (Banks, Insurance, Brokers)
- **Hospitality** (Resort / Hotels, Restaurants, Bars / Pubs)
- **Exhibition** (Museums, Trade Exhibitions)
- **Retail** (Shopping Centres, Malls, Shops, Food Courts)

These institutions also employ interior designers to look after their interests, especially in property management and maintenance.

### Other consultancy prospects include:

#### Interior designer for an architectural firm

You'll be working closely with the architects to develop a style that's consistent with their vision for the project. You could also have an individual responsibility for aspects of the project.

#### Interior designer for an interior design firm

Interior design firms can work with any architectural firm, developer or private client on almost any kind of project. The job is varied and can include working on a hospital one week, an exhibition another week, and a nightclub the next.

#### Interior designer for theatre set design

This specialised area requires specific skills related to dramatic staging, not only in traditional theatre, but also in movies, videos, and TV commercials.

I'm discovering more about where my creative competence lies and what I'm really capable of, now that I'm studying interior design here.

David Irawan  
Interior Design student



# MOVING IMAGE

3 YEARS  
BACHELOR  
OF ARTS  
(VISUAL  
COMMUNICATION)

2 YEARS  
ASSOCIATE  
DEGREE OF 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.

You'll study and discuss masterworks, as well as work on your own creative projects. The aim is to develop you creatively and to introduce you to the craft. Either as a solo project or as part of a team, you can expect to make projects and programs which reflect current broadcast style programs and commercials. Work is in both digital and video which reflect industry practice and the work shown in festivals both local and overseas. We shoot on HD (High Definition) and do our post production on industry software such as Final Cut Pro and Express and AfterEffects.

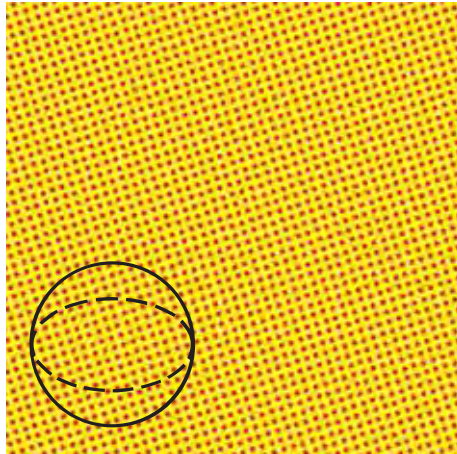
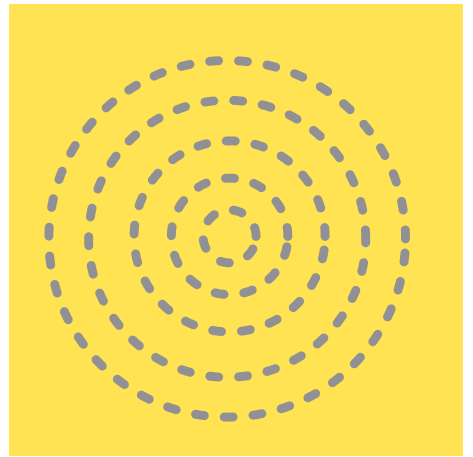
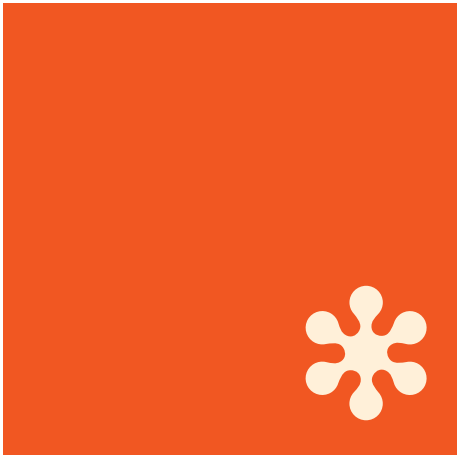
The diversity of work produced is inspiring and enriching. Many projects touch on social issues; others are very strong in portraying drama; all include from writing the script through to presenting works as part of their Major Project. After the course you'll have specialised talents that will lead you into any of the new or traditional areas of moving image.

### The Rewards

Rewards depend very much what part of the industry you wish to be in. On the commercial end base salaries are around \$40,000 pa, average around \$75,000 top around \$140,000. Or you may even become a world-wide celebrity and have famous actors lining up to work with you on your latest project...

### Moving Image Course Outline

YEAR 1	YEAR 2	YEAR 3		
<b>Semester 1</b> The Moving Image Cine Computing for Design Ideas and Thought	<b>Semester 3</b> Understanding Acting Producing and Production History of Visual Communication Elective	<b>Semester 5</b> Post Production Major Project (Part 1) Business Communication Elective	<b>The Bachelor of Arts                      (Visual Communication)                      Degree (majoring in                      Moving Image) is 3 years                      full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery · Motion Graphics · Motion Graphics and Special Effects
<b>Semester 2</b> Art Direction The Shoot Drawing, Design Principles and Colour Theory Visual Communication	<b>Semester 4</b> Story and Drama Directing Live Action Design Meaning and Culture Elective Associate Degree Exit point	<b>Semester 6</b> Industry Experience Major Project (Part 2)		



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## Careers

Careers flowing from the Moving Image major encompass a wide range of occupations within the creative industries. That is, from broadcast media like film and television, to online media like streaming video to new media found on devices like mobile phones.

Many of the traditional roles in this area have changed, or are changing. Many roles may now cross over into areas like games and interactive media.

Below is a list of general areas and what they involve. An individual, depending on circumstance and scale, may be involved in one or more roles.

### Direction

This is the key creative area; the director literally calls the shots. Directors interpret a script and instruct actors and crew, then supervises the editing and the addition of sound. The director is assisted by a 'First', 'Second' and sometimes 'Third' assistant director. These people concern themselves with logistics, allowing the director to concentrate on their creative role.

### Writing

The writer creates the script which the director uses. They are mainly interested in story, character and drama. Writers may be needed to create something as short as a TV commercial or as long as a feature film.

### Production

Many people are needed to manage a project. The chief of these is the producer. The producer is interested in much it will cost and how much money the project might make. This may also be a very creative role. Often a film is the producer's idea. They develop it with a writer, raise money then hire a crew, including a director. Helping the producer are people like the production manager and production assistants.

### Camera department

Depending on the size of a production as many as ten or more people are needed to capture moving images. The key person in this area is the Director of Photography, who decides how each shot will be framed and where the lights will be placed. Other roles include camera assistants, grips and gaffers who set and operate the equipment.

### Art Department

The art department is responsible for everything, bar the actors in front of the camera. The art department has creative roles like; Production Designer, Art Director, Costume Designer. More hands-on roles include set builder, standby props and costume coordinator

### Post Production

Whilst most people think of moving image making as being about what goes on on-set, the greater period of time is often spent after the film is shot putting it together. The key role in this area is the editor whose job it is to assemble the images. However there are many specialists needed including composers, sound editors, compositors and special effects artists to name only a few.

As a graduate, you may choose to:

- Develop you own projects, increasing the scale and scope as your career progresses.
- Join the industry and work your way to the top through the established departments, e.g. Camera, Directing, Production, Editing
- Devote yourself to a speciality. (That is, become expert in an area that interests you.)

You may work in areas such as:

- Short films
- Music videos
- Television commercials
- Documentaries
- Archiving /documentation
- Television
- Feature film
- Research

I was drawn to the Degree where I could major in moving image because it's a broad program and covers all aspects of film making. The course is very hands on, challenging and lots of fun. We get involved with camera shoots, research what's been done before and apply it to what we're doing. It's very interesting and rewarding. It's fantastic being part of an enthusiastic group of students and having inspiring lecturers. They are not afraid to challenge you – you get great feedback with constructive and positive criticism.



# MULTIMEDIA DESIGN

3 YEARS  
BACHELOR  
OF ARTS  
(VISUAL  
COMMUNICATION)

2 YEARS  
ASSOCIATE  
DEGREE OF 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.

Companies also often create other media like print and video. People in this area may find themselves working on a number of aspects of one project. For example, a client may want brochures, a web site, a Powerpoint presentation and a video to promote a new product. Multimedia designers have to be aware of the requirements of a variety of mediums.

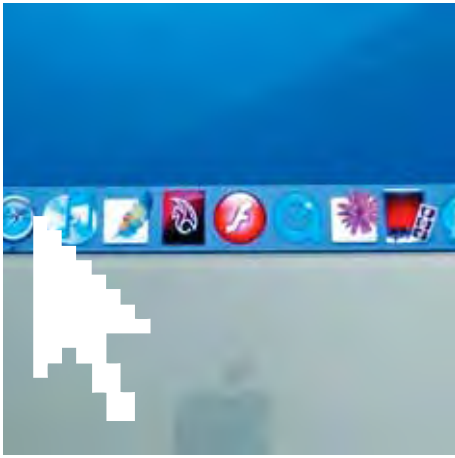
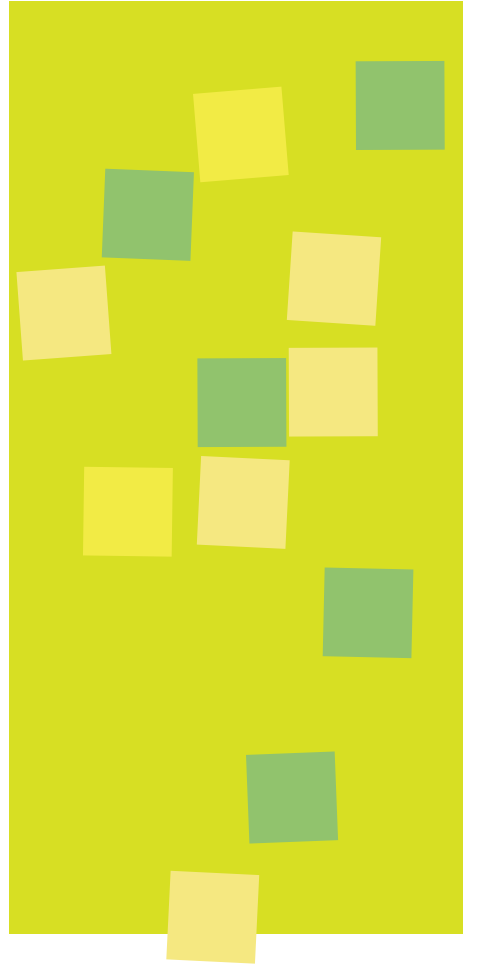
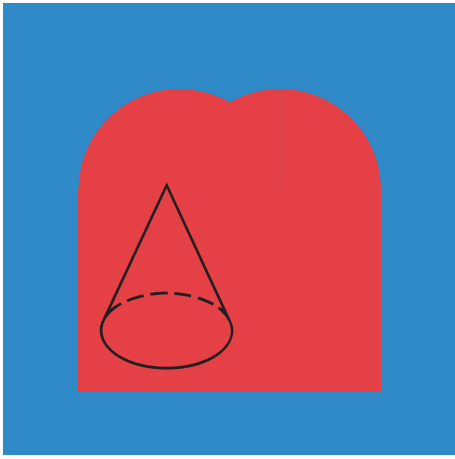
This major will equip you with the skills and knowledge required to work in this dynamic and exciting industry. With a sound knowledge of the basic principles associated with multimedia design and production, you'll also be ideally placed to benefit from and market your own special talents.

**The Rewards**

This is largely a freelance-based industry in which rewards vary greatly, from \$25 ph for a graduate to well over \$100 for a top flight designer. For salaries it is about a \$30,000 pa starting point, \$60,000 for a mid point, with senior designers able to command salaries over \$100,000.

**Multimedia Design Course Outline**

YEAR 1	YEAR 2	YEAR 3			
<b>Semester 1</b> Graphic Design and Communication Graphic Design and Multimedia Studio Computing for Design Ideas and Thought	<b>Semester 3</b> Motion Graphics Information and Interface Design History of Visual Communication Elective	<b>Semester 5</b> New Media and Interactive Environments Major Project (Part 1) Business Communication Elective	<b>The Bachelor of Arts (Visual Communication) Degree (majoring in Multimedia Design) is 3 years full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Motion Graphics · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Compositing and Special Effects · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery	· Photography Essentials · Photojournalism · Post Production · Sight for Sound · Understanding Acting · Understanding Programming  With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.
<b>Semester 2</b> Applied Graphics and Imaging Multimedia Drawing, Design Principles and Colour Theory Visual Communication	<b>Semester 4</b> Advanced Motion Graphics Game On Design Meaning and Culture Elective <b>Associate Degree Exit point</b>	<b>Semester 6</b> Industry Experience Major Project (Part 2)			



THIS IS  
A CREATIVE  
SPACE ↘

The Internet is  
becoming the town  
square for the global  
village of tomorrow.  
Bill Gates

DO

With a sound knowledge of the basic principles associated with multimedia design and production, you'll be ideally placed to benefit from and market your own special talents.

## Careers

Careers are less defined in this area. People tend to build a set of skills that allow them to take on a number of different roles that change from project to project. Below are some of the roles required in the production of a multimedia project:

Multimedia Designers assess a client's needs and create appropriate solutions by applying:

- Functional design i.e deciding what technologies are best used
- Interaction/interface design. i.e. making web site easy and pleasurable to use
- Information design. i.e. making large amounts of information useful and understandable.

**Web Designer** - The name applied to the multimedia designer when they work specifically on the web

**Interactive learning creator** - Specialist who creates multimedia designed to teach people

**Visual or graphic designer** - Creates the graphics used in multimedia applications and content

**Programmer or coder** - Writes computer instructions that make things happen

**Content creators** - These people create, or adapt media, to be played within the strict limitations of any number of platforms.

The specialist media creation includes:

- Simple text and images (see graphic designer)
- Video
- Animation
- Virtual worlds
- Games
- New media creator - A term applied to those who create games, interactive web sites or streaming media.

Our teachers are great as they help prepare you before you jump in the deep end.

Emma Kendal  
Multimedia Design student



# PHOTOGRAPHY

3 YEARS  
BACHELOR  
OF ARTS  
(VISUAL  
COMMUNICATION)

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2 YEARS  
ASSOCIATE  
DEGREE OF 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.

Although photography has seen huge changes with the advent of digital photography and is continually evolving with innovations in style and technique; it is not purely about technology. Photography is used to advertise, to persuade, and to inform. It challenges the viewer and demands an emotional response.

To become a professional photographer, you'll need to know more than how to take a photo. The studio photographer starts off with an empty canvas and fills it with light, props, people, etc. The location photographer will use the viewfinder as the frame to bring graphic order to something that already exists. You'll learn current non-destructive image editing and printmaking. You'll be encouraged to think, work and see as a professional with projects which not only teach technical skills but, more importantly, focus on creative photography.

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.

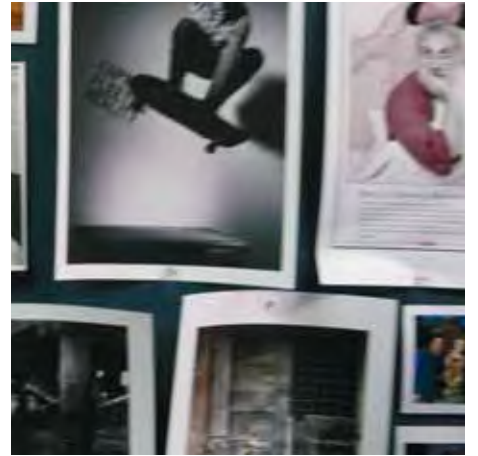
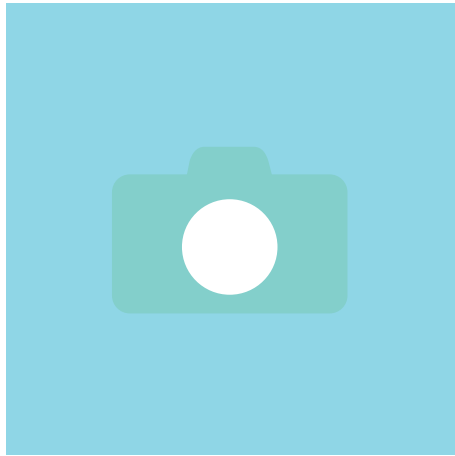
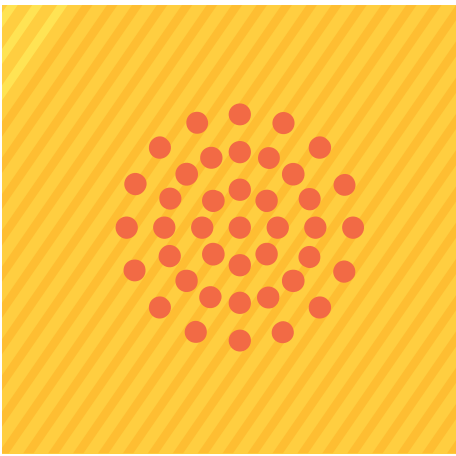
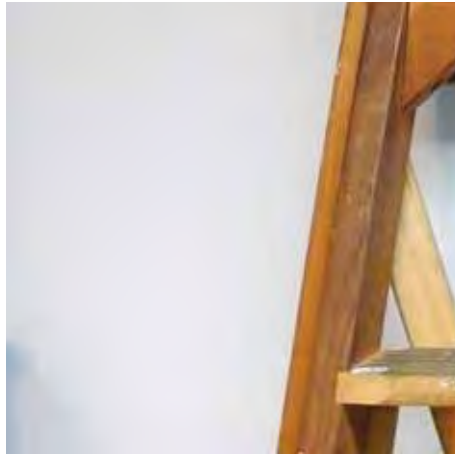
Most importantly, you'll end up with a portfolio of work which reflects your individuality and showcases your talent to prospective clients or employers.

**The Rewards**

Depending on which area of the photography industry you aim to work in, wages can vary greatly. In Australia, a photographer can earn anything between \$500 – \$3000 a day. Your salary will greatly depend upon your talent as well as your determination and passion for your job. Then there's the reward in capturing an amazing image...

**Photography Course Outline**

YEAR 1	YEAR 2	YEAR 3		
<b>Semester 1</b> Photography Essentials Digital Darkroom 1 Computing for Design Ideas and Thought	<b>Semester 3</b> Photographic Practice Digital Darkroom 2 History of Visual Communication Elective	<b>Semester 5</b> Professional Photographic Practice Major Project (Part 1) Business Communication Elective	<b>The Bachelor of Arts            (Visual Communication)            Degree (majoring in            Photography) is 3 years            full time.</b>	<b>Electives (BA &amp; BDes)</b> · 3D Lighting and Texturing · 3D Studies · Accounting for Designers · Advanced Pattern Making and Garment Construction · Animation · Applied Fashion Design Workshop · Body Adornment · Cine · Constructing Prototypes · Couture Techniques · Digital Video and Audio · Exhibition Design · Explorations of the Set Jewel · Fashion Merchandise · Furniture Design · Graphic Construction · Millinery · Motion Graphics · Motion Graphics and Special Effects
<b>Semester 2</b> Photographic Studio 1 Exploring Photography Drawing, Design Principles and Colour Theory Visual Communication	<b>Semester 4</b> Photographic Studio 2 Photographic Location Design Meaning and Culture Elective <b>Associate Degree            Exit point</b>	<b>Semester 6</b> Industry Experience Major Project (Part 2)		· Photography Essentials · Photojournalism · Post Production · Sight for Sound · Understanding Acting · Understanding Programming  With the agreement of your Head of School and providing you meet the subject prerequisites, you may also choose any of the Bachelor Degree subjects offered by Raffles as an elective. Please note that electives are run provided there are minimum class numbers.



This is a  
creative  
space

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.

## Careers

### Advertising photography

Advertising photographers generally have a considerable creative input into their work, interpreting the ideas and rough visuals along with the Art Director of the advertising agency. However this job also demands detailed planning and coordination of a team of people who may be needed for a successful shoot, including set makers and model makers, location scouts, stylists and models.

### Commercial photography

Commercial photographers supply photographic services to companies, including PR work, product photography, catalogues and architectural photography. Some specialise in one or more of these areas, for example photographing interiors of buildings, photographing cars, still life, etc.

### Editorial photography

Editorial photographers provide the pictures for magazines and newspapers other than those in the adverts. The work ranges from portraits, fashion, food and illustrations for feature articles to news photography.

### General photography

General photographers are those based in a local community with a shop or 'studio' on the street or perhaps working from their home. Most of their work will be for members of the general public, photographing weddings and taking portraits. Some will also do a considerable amount of photography for companies in the local area, including PR photography, product and architectural photography.

Other photography-related careers include:

- Photographic Lab Technician
- Digital Image Specialist
- Photographic Printer

These careers are the backbone of the industry. Without the aid of such specialists and technicians, most photographers would not be able to operate successfully.

### Specialist areas of photography include:

Still Life  
Fashion  
Photojournalistic  
Landscape  
Sports  
Architectural  
Interiors  
Aerial  
Medical  
Scientific  
Forensic  
Fine Arts

I loved the teachers and the real care and concern I received. The more I put in, the more they put in.

James Lee  
Photography Graduate

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The **Master of Design** is a professionally-oriented Degree targeted at designers who already have an undergraduate degree in design or the equivalent educational and professional experience. There is a growing demand in the design community for a Masters program that is targeted towards the professional and commercial needs of the design professions.

Raffles is the first private design institution in Australia to have its own Masters Degree. Our program has been developed in response to demand from our graduates and the professions for ongoing professional development and life long learning integrated into a formal postgraduate Degree. This is the perfect opportunity for you to return to study, so that you can take your design and research skills to another level and increase your knowledge base while gaining a valuable qualification

The following specialisations are available:  
**Digital Media**  
**Fashion Design**  
**Graphic Design**  
**Interior Design**



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# MASTER DEGREE

1.5-3 YEARS  
MASTER OF  
DESIGN

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For students wishing to further enhance their skills and deepen the knowledge of their chosen profession, the masters degree is a great choice.

**Objectives**

- The key objectives of the Master of Design are to:
- Enhance the applied design skills of students to the level of master practitioner
  - Develop as a critically reflective practitioner who can work as a senior designer either independently or in teams, and with the management skills to supervise others or to manage design projects.
  - Allow students to deepen their understanding of the theoretical underpinnings of design solutions
  - Allow students to explore the interdisciplinary qualities of design
  - Develop the research skills needed to pursue further research-based study

**Course Structure**

- There are 4 generic types of subjects:
- Design Studio
  - Design Theory
  - Design Practice Seminar
  - Elective

There are three main streams through the course, the project stream, the dissertation stream or the practice stream. The first semester is common to all participants. In the second semester you'll need to decide which study stream you'd prefer.

If you choose the project stream, you'll be doing an elective in the second semester and then Design Project in the third semester.

If you choose the dissertation stream you'll be doing the Dissertation Proposal elective in second semester and then Design Dissertation in the third semester. Don't be put off by the name - a dissertation is basically a document you'll create which is designed to help you develop your research skills. The dissertation stream is particularly useful if you're thinking of pursuing further research-based study in the future.

If you choose the practice stream, you will do an elective in second semester and then Design Practice 3 in the third semester supported by 3 elective modules.

**Duration and Delivery Mode**

The program may be delivered in full time and/or part time modes allowing you complete flexibility in the management of your study.

All subjects are one semester in length. The normal program can be completed in one and a half years full time or 3 years part-time.

Studio and project subjects are conducted as common studio classes across all discipline specialisations with one Studio/Project lecturer, with you having access to specialist advice on a one-to-one basis with your specialist Discipline Head. If you choose the project stream, you will be appointed two supervisors for your dissertation: a Principal Supervisor and a Co-supervisor.

**Assessment Methods**

Program components are assessed on a continuous basis with a combination of methods including:

- Case studies
- Essays
- Reflective journals
- Reports
- Development and implementation of design briefs
- Seminar papers and presentation
- Research projects
- Peer presentations
- Simulated projects

**Graduate Profile**

- After completing the Master of Design, we believe you will:
- Have more advanced analytical, presentation and communication skills
  - Be more adept at researching the artificial/constructed/manufactured world
  - Be able to analyse various methods of communication design in depth
  - Be able to apply current design techniques to professionally present your design concepts to prospective clients
  - Be more skilful in your choice of appropriate graphic media to articulate your design
  - Be more skilful in using information technology as a tool in developing design solutions

As a Masters graduate you'll have opportunities to contribute to the field of design research, have a foundation for writing on design culture and will realise opportunities to contribute to the field of design studies. You'll also understand new markets and new production methods which can lead to new work avenues.

**Master Degree Course Outline**

**Semester 1**

- Design Studio (Design Practical 1)
- Design Theory (Sociology of Design)
- Design Practice Seminar (Creative Investigation)
- Elective

**Semester 2**

- Design Studio (Design Practical 2)
- Design Theory (Psychology of Design)
- Design Practice Seminar (Advanced Concept Development)
- Elective

**Semester 3**

- Design Studio (Design Practical 3) OR Design Project OR Design Dissertation
- Elective
- Elective
- Elective

**Electives**

- Visual Communication in Design
- Design Optimisation
- Dissertation Proposal
- Design Management
- Professional Leadership in Design
- Statistics in Design

**Raffles+** is the vocational part of Raffles, offering vocational and short courses in design and English. These courses can be done on their own, or as pathways into other courses offered by Raffles.

If you think you want to study design but you're not sure where to start, or if you're thinking about doing a shorter program or if you're thinking about doing a Bachelor of Master Degree and aren't ready yet, read on...

### Art and Design Certificates

We offer certificate programs in Art and Design that run for either 1 or 2 semesters. These are suitable for students who have no experience in design and would like to try design education. They are also suitable for students interested in entering our Bachelor Degrees but who do not yet meet the entry requirements (portfolio and/or academic).

Art and Design courses also offer a great foundation if you're not sure which creative discipline you're interested in – or if you want to get to know us and the world of visual communications before you go further.

You'll graduate with a VETAB Certificate II or Certificate IV under the Australian Qualifications Framework, a nationally recognised qualification which is a great stepping-stone to a Degree.

The course begins with basic design and colour theory – the touchstone of all good designers and artists. You'll learn to apply that theory using modern techniques and media in appropriate and innovative ways. We'll help you use your ideas and enthusiasm to develop your own strengths and build your technical skills with both traditional media and current design software packages.

### Certificate II in Art and Design

#### CUV20103 Certificate II in Visual Arts and Contemporary Craft

This course runs for 1 semester and is suitable for students with no previous design experience. If you've completed high school and are thinking about joining one of our Bachelor Degrees but are not sure how to create an entry portfolio, then this is the perfect starting point.

### Certificate IV in Art and Design

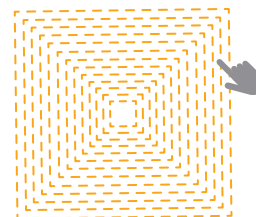
#### CUV40103 Certificate IV in Visual Arts and Contemporary Craft

This course runs for 2 semesters (including Certificate II in the first semester) and is suitable for students with no previous design experience who have not completed Year 12 or equivalent, or need some extra academic support before moving onto further study.

At the completion of either of the Certificate programs, you'll graduate with a strong portfolio of 2D, 3D and digital work – and the self-confidence and motivation to continue studying.



a square wheel can roll smoothly if it travels over a roadway of the right geometric shape, consisting of evenly spaced bumps of the correct shape (This special shape is called an inverted catenary)



ISCD is the International School of Colour and Design. Raffles and ISCD have formed a partnership that allows both schools to draw on each other's strengths to offer the broadest range of design courses. ISCD and Raffles are two schools with a lot in common. For one, they're both in the same building! More importantly, both schools focus on the individual - so personal attention is always the main goal.

### **Colour Changes Everything**

ISCD delivers flexible part-time courses in Visual Arts, Interior Styling, Colour Design and Surface Design. Students start off with a foundation course in design, which acts as the first tier of their specialist courses. After you've completed this first course, then you can progress onto one of their industry-oriented courses.

### **Colour Design**

This is a unique course specialising in the new profession of designing with colour for architecture, marketing and everyday life. The program offers a contemporary and highly practical approach to the application of specialist colour knowledge from painted finishes to interior and exterior environments, product development, styling and marketing.

### **Interior Styling**

Styling is the new decorating and covers all aspects of learning how to create beautiful and effective environments. Interior Styling is a tightly structured course covering the essential aspects of interior decorating - from initial brief to client presentation. The emphasis of this course is on the student's ability to liaise with clients, provide a professional service, be aware of contemporary trends and present innovative solutions to specific consulting briefs.

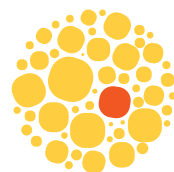
### **Surface Design**

Surface Design is a specialised course concentrating on the creative application of colour and design to surface design and decoration for homewares, textiles, paper products and fabrics. A portfolio of work is developed, illustrating the variety of techniques and media that are explored with an emphasis on individual creative solutions to commercial briefings from industry. Computer skills are incorporated to give students exposure to industry requirements.

### **Visual Arts (Art4Every1)**

The Visual Arts Diploma is a skills-based course for aspiring artists wishing to explore and extend their artistic experiences and develop confidence with different techniques and media including drawing, acrylics, watercolours and mixed media. Pushing boundaries and exploring new concepts encourages individual artistic expression.

Note: As ISCD courses are part-time, they are not suitable for international students wishing to apply for student visas.



If you're an international student and English is not your first language, then you may benefit from some English language training at our **Southern Cross Institute of Language**.

## We have two English courses available:

- General English
- English for Academic Purposes

Both courses are full-time (20 hours per week) and you can enrol for flexible course lengths, depending on starting English level, further study plans and individual schedules. English courses are a great starting point for other study at Raffles as well as helping you to get to know Australia better.

If you're planning to continue into vocational or higher education courses after your English study, you should allow approximately 10-12 weeks of English study for every 0.5 IELTS you need to improve by.

### General English

#### Levels: Elementary to Upper Intermediate

General English allows you to practise your social English and improve all your English skills at the same time. This is a great course if you want to improve your speaking and listening, or your confidence in using English in everyday situations. Classes are taught using a communicative approach and are based on a textbook as well as extra materials provided by your teacher. You'll also use other resources such as films, newspapers, songs and games to help you practise even more.

#### You will work on:

- Speaking
- Listening
- Pronunciation
- Reading
- Writing

### English for Academic Purposes

#### Levels: Intermediate to Advanced

If you're planning to do further study, then English for Academic Purposes (EAP) is the right course for you. The focus of the course is on developing effective and confident oral and written communication skills, with emphasis on study skills. We use a wide range of materials and cover interesting and relevant topics. You'll not only improve your English and study skills, but improve your chances for success in your future studies at college or university.

#### You will work on:

- Academic writing
- Listening and note-taking
- Reading academic texts
- Library and research skills
- Assignment preparation skills
- Exam preparation
- Presentation skills

#### Assessment

On the first day of the course you'll do an English test with an experienced teacher. This is so that we can check your level and place you in the most suitable class. You're assessed throughout the course with class tests and assignments as well as your daily class tasks. This is used to check your level, class placement and course progression.



**SouthernCross.**

Institute of Language

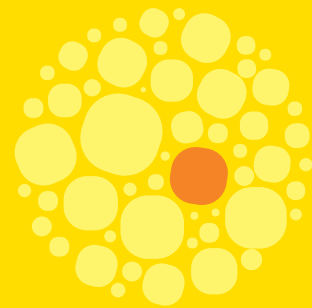
### Why study English with us?

- All teachers are fully qualified and experienced.
- Class sizes are small.
- You get to study on the same campus as our design and business students - that's a great way to practise and improve your English!
- If you're planning to continue studying with us, you'll start to get to know the campus and the people.
- We have many years experience in English teaching, so you can be confident of improving your English quickly.





SALUT ● Hola  
HELLO. HI  
你好 你好  
→ hello.



#### Acknowledgements

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#### Credits

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Ted O' Donnell

**Digital Operator  
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