



OVERVIEW

This document has been developed to assist students and their families in researching Graphic and Web Design courses at Victorian universities. This is not an exhaustive list of courses.

- **Indicative ATAR** – ATARs listed in this document are from the 2018 intake and may change for the 2019 intake. Please only use them as a guide.
- **English prerequisite:** EAL = English as an Additional Language. 'Any other English' includes English, English Language and Literature.
- **Prerequisites** – can change throughout the year. Please use the ones listed as a guide only.
- **Disclaimer:** every effort has been made to ensure the information contained in this document is correct as of 2018. Information can change, please ensure you check the university websites for the most up to date information.

Course at the following institutions are covered in this booklet

The University of Melbourne	RMIT	Deakin
Monash	Swinburne	

Graphic and Web Designers, and Illustrators design information for visual and audio communication, publication and display using print, film, electronic, digital and other forms of visual and audio media.

Job Titles:

- Graphic Designer, or Graphic Artist
- Illustrator
- Multimedia, Digital Media, or Interactive Media Designer
- Web Designer



Graphic and Communication Design

The University of Melbourne

Bachelor of Design: 3 years minimum duration <http://bdes.unimelb.edu.au>

Design applies to a whole range of contexts, with applications in the creation and improvement of cities, buildings, transport, furniture, websites, processes, bridges, landscapes and the environment.

As a student in the Bachelor of Design, you'll use innovative processes to solve problems creatively and determine solutions for a better future.

You will develop knowledge and skills, and study real projects within the built environment, engineering, performing and visual arts, and technology disciplines. You can focus on one or two majors, or complete a major and a minor.

You will work with internationally recognised scholars and industry professionals. Design studios, site visits, field trips and interaction with industry practitioners will take you into 'real life' situations with industry briefs.

Major Studies:

Architecture, Civil systems, Computing, Construction, Digital technologies, Graphic design, Landscape architecture, Mechanical systems, Performance design, Property, Spatial systems, Urban planning.

ATAR			Selection rank		
(excluding adjustment factors)			(ATAR plus any adjustment factors)		
Highest	Median	Lowest	Highest	Median	Lowest
99.95	92.30	67.75			86.20

Year 12 Prerequisite

Compulsory: Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL..

Prerequisites (for specific majors)

Compulsory: This prerequisite applies to applicants who intend to complete the following list of major studies as part of this course: Civil systems, Computing, Construction, Mechanical systems, Property, or Spatial systems major.

Year 12 Prerequisite

Units 3 and 4: a study score of at least 25 in Mathematical Methods.

RMIT

Bachelor of Design (Communication Design): 3 years minimum duration <https://bit.ly/2ato9uz>

Communication Design refers to the shaping of communication across all aspects of contemporary society through design, from commercial, entertainment, and education, to environmental, cultural and civic sectors.

Students learn alongside a strong selection of talented peers in excellent studio-based facilities. Throughout the course students develop skills in negotiating a consensus among participants with a range of interests in the design outcome. Students learn how a visual strategy can contribute to all phases of the problem-solving process in any enterprise.

Students have the opportunity to undertake internships/industry engagements and study abroad.

Graduates are locally and internationally aware and capable of working across a range of domains and industries, including graphic design, advertising, branding and illustration consultancies, as well as design and communication units within corporate, government and non-government organisations.

Major Studies:

Communications, Conceptual exploration, Design practice, Design strategy, Design theory, Digital media, Identity design, Illustration, Media, Print design, Professional practice, Publication design, Service design, Typography, Visual communication, Web design.

Prerequisite

Year 12 Prerequisite

Compulsory: Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL.

Selection task

Compulsory:

All applicants must complete and submit the Communication Design selection task.

For submission deadlines and access to the selection task go to the course web page.

ATAR is not the primary selection method for this course and additional selection tasks are required

Graphic and Communication Design

Deakin University

Deakin have four Design courses:

- 3D Animation
- Digital Technologies
- Visual Communication
- Architecture

3D Animation <https://bit.ly/2Otn48x>

This course embeds animation into design, focusing on the requirements of the client, delivering projects to suit industry standards, and applying innovative applications of animation in digital technologies. The course explores the notion of 'design in motion' in both traditional and emerging areas of animation involving film, TV and web, character generation, motion capture performance and the creation of 3D worlds, augmented reality (AR) and virtual reality (VR).

Digital Technologies <https://bit.ly/2vwisVs>

This course combines software design, immersive virtual reality and augmented reality experience design, mobile app design, web design and creative arts design skills to support employment outcomes that differ from those of traditional IT or creative arts degrees. This intersection of technical and artistic skills offers graduates opportunities to extend their design skills into the application of technological products.

Visual Communication <https://bit.ly/2x0Nqla>

This course develops the practical and theoretical skills required for contemporary studio practice. The focus on problem solving, conceptual thinking, strategic management, computer skills and working with clients are now combined with additional content of user experience, IT knowledge and interdisciplinary practices. The course structure recognises the diversity of skills and knowledge required of communication designers.

Deakin University

Architecture <https://bit.ly/2xZiVQv>

The built environment affects us in every way. Study Architecture at Deakin and you'll immediately explore creative ideas and develop your potential to design stimulating built environments. Architecture is a professional discipline that integrates multiple creative and technical fields, as well as skill sets that examine and shape the places we inhabit, through all building types, spaces and locations. Opportunities for cultural engagement, international study, and industry experiences are available.

Work Placement:

Deakin's Work Integrated Learning team is available to assist you with obtaining a variety of work placement internships throughout your degree.

In the Architecture course you can apply to undertake a discipline specific industry placement as an elective option as part of your course.

ATAR

Architecture 70.25

All other design courses use folio and folio presentations as part of the selection process along with the ATAR therefore the ATAR is not release

Prerequisite for all courses:

Compulsory: Units 3 and 4: a study score of at least 25 in English (EAL) or at least 20 in English other than EAL.

Graphic and Communication Design

Monash University

Bachelor of Design in your chosen

specialisation: 3 years minimum duration

<https://bit.ly/2CUcSED>

Design is a constantly evolving discipline and concerns itself with the improvement of humanity, adding value to our culture and contributing to the economy. We offer four different specialisations in Design, so you can build a high level of design expertise in the area that interests you most. You don't have to choose now though – you'll do that during or after your first year after you've had a chance to explore them all.

- Communication design: Great designers are great storytellers. Become the bold, imaginative communication designer who informs and motivates the world through creative media.
- Industrial design: Innovate, improve and enhance the products, systems and services we use every day.
- Spatial design: Combine your creative ideas with design thinking techniques to make dynamic spaces for people to inhabit.
- Collaborative design: Collaborative design combines the best of each design specialisation. Apply your multidisciplinary skills across a broad range of applications and media.

Major Studies

Animation, Automotive design, Collaborative design, Communication design, Computer-aided design (CAD), Design, Design theory, Digital media, Furniture design, Graphic design, Illustration, Industrial design, Interactive design, Materials technology, Product design and development, Spatial design, Transportation design, Visual communication, Web design.

Work Placement:

The entire second semester of second year is electives – you could pick to undertake an internship with a local design agency.

ATAR: 75.00

Year 12 Prerequisite

Compulsory: Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL.

Swinburne

Bachelor of Design: 3 years minimum duration

Bachelor of Design (Communication Design) (Honours): 4 years minimum duration

Bachelor of Design <https://bit.ly/2D2n262>

At Swinburne they combine practical skills with traditional learning through paid professional work placements and industry-linked projects.

As a design student you'll be able to choose from single or double majors in Digital Media Design, Communication Design, Branded Environments, Photomedia or UX Interaction Design.

Major Studies

Branded environments, Communication design, Digital media design, Photomedia, UX Interaction design.

ATAR

2019 Guaranteed Entry ATAR: 70.

2018: Lowest Selection Rank 65.20

Bachelor of Design: Communication Design

<https://bit.ly/2MCXKv5>

In this course you'll learn how to simplify complex information while studying the future of visual communication and its practices including graphic design, advertising, corporate branding, product packaging, publishing and web design.

Major Studies

20th century design, Brand and identity design, Communication design strategy, Concepts and narratives, Design for production, Design research, Digital design, Graphic design, Information design, Methods of investigation, Packaging design, Photography for design, Publication design, Typography, Visual communication, Web design.

ATAR: Lowest Selection Rank 94.40

Prerequisites for both courses: Units 3 and 4: a minimum study score of 25 in English (or equivalent) or 30 in English (EAL); and Units 3 and 4: a minimum study score of 20 in one of Art, Interactive Digital Media or VCE VET Creative and Digital Media, Media, Product Design and Technology, Studio Arts or Visual Communication Design.

Work Placement, both courses:

You can also earn credit towards your degree. Choose from six- or 12-month professional placements, professional internships, industry-linked projects, industry study tours and accreditation placements