

Design

your dream career

Bachelor of Business / Bachelor of Design

Looking for a creative business career that lets you help shape the future? In this double degree, you'll develop the creative and technical skills you need to work as a graphic, visual communication or web designer, as well as strong foundations in the critical aspects of a changing business landscape including marketing, management and entrepreneurship. Using cutting-edge tools and traditional design methods, you'll work in a studio-based environment to hone your abilities and prepare to tackle a broad range of design challenges within complex and dynamic business environments.

In this degree you will:

- Study the principles of good design, and learn how to use design to help people communicate, interact and learn
- Build design expertise in your choice of major, including Animation and Visualisation Design, Interaction and UX Design, Serious Games Design or Visual Communication
- Understand the fundamentals of modern business, including management, marketing, international trade and corporate social responsibility
- Practise thinking creatively, analytically, and entrepreneurially to solve complex challenges related to business and design

Career opportunities

- Animation and visualisation designer
- UX designer
- Game programmer/designer

- Concept artist
- Photographer
- Fashion designer
- Entrepreneur
- Marketing coordinator
- Creative director
- Advertising executive
- Business manager
- International business

Please note that not all study components and/or combinations of study components included in this program may be able to be completed in the minimum duration. Please contact the Program Coordinator if you require written confirmation prior to accepting a place in this program.

LOCATIONS	QTAC CODE
Sunshine Coast	017211
Moreton Bay	014241 ^A

MINIMUM SELECTION THRESHOLD
ATAR - 54.55 / OP - 18 / Rank - 64

DURATION
4 years full time or equivalent part time

COMMENCE
Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY
English; Maths A, B or C

SCHOLARSHIPS
Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

MORE INFORMATION
Contact Student Central
information@usc.edu.au
+61 7 5430 2890

usc.edu.au/ab308

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Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.

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