



Use visual art to motivate, educate, entertain, and **inspire**

Bachelor of Design (Visual Communication)

Visual communication is where creative art meets technology and function, transforming words and pictures into powerful designs that persuade, inform and engage specific target audiences. In an increasingly visual world, a range of exciting career paths are emerging in the design and media industries. Guided by industry and discipline experts, you will find design solutions to real life problems and challenges and experience all aspects of the design process.

In this program you will:

- Gain a strong foundation of theoretical principles and aesthetic design concepts, and apply what you've learnt with real-life design studio practice.
- Learn the skills you need to convey dynamic ideas and create effective visual communications using colour, texture, typography, imagery, style, and symbols.
- Specialise in a field or combine multidisciplinary interests in layout design, packaging, advertising, photography, illustration, branding and image management.
- Undertake real-world industry projects and internships, and produce a professional portfolio to showcase your work, displayed in a graduate exhibition, and retained as a digital portfolio.
- Benefit from teaching staff, facilities, guest lectures, off-campus excursions, events and workshops that align with current industry practice and trends.

Career opportunities:

- Visual communication designer
- Creative director
- Advertising art director
- Graphic designer
- Production designer (theatre/film/television)
- Packaging designer
- Printmaker
- Image designer (illustration/photography)

MORE INFORMATION

Contact USC International
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usc.edu.au/ar314 | CRICOS code: 098461E

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 17 May 2021
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.



Rise, and shine.

PROGRAM STRUCTURE

Introductory courses (8) 96 units

- CMN101** Introduction to Creative Entrepreneurship
- CMN107** Communication for the Creative Professional
- DES101** Elements of Design
- DES102** Visual Storytelling
- DES104** Art, Design and Visual Culture
- DES105** Introduction to Design and Concept
- DES106** Design in Application
- DES107** Drawing Practice

Developing and Graduate courses (8) 96 units

- DES200** Design Futures
- DES211** Visual Identity
- DES212** Visual Communication & Meaning
- CMN313** Creativity, Design and Communication Project
- DES305** Branding and Package Design
- DES306** Art of Illustration and Design
- DES309** Design Portfolio

Plus select 1 course (12 units) from:

- CMN311** Industry Project 1: Communication, Creativity and Design
- CMN312** Industry Internship 1: Communication, Creativity and Design

Elective courses (8) 96 units

Select 8 elective courses from the undergraduate elective course options. Students are strongly encouraged to use their electives to complete courses in the available Design disciplines.

Please note the total number of introductory courses that can be undertaken in this program is 120 units (10 courses).

Note: Program structures are subject to change. Not all USC courses are available on every USC campus.