

# BACHELOR OF DESIGN (VISUAL COMMUNICATION) (1571)

**Approved Abbreviation:** BDes(VisComm)  
**Western Sydney University Program Code:** 1571  
**AQF Level:** 7

**CRICOS Code:** 044773B

This program applies to students who commenced in 2022 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

For Commencement Year 2017 to 2021 - please refer to 1571.9 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.9>)

For Commencement Year 2015 to 2016 - please refer to 1571.8 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.8>)

For Commencement Year 2013 to 2014 - please refer to 1571.7 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.7>)

For Commencement Year 2012 - please refer to 1571.6 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.6>)

For Commencement Year 2009 to 2011 - please refer to 1571.5 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.5>)

For Commencement Year 2008 - please refer to 1571.4 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.4>)

For Commencement Year 2005 to 2007 - please refer to 1571.3 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.3>)

For Commencement Year 2004 - please refer to 1571.2 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.2>)

For Commencement Year 2002 and 2003 - please refer to 1571.1 Bachelor of Design (Visual Communication) (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.1>)

The Bachelor of Design (Visual Communication) degree will provide you with fundamental skills and knowledge to communicate ideas and information across a wide range of visual media. With an emphasis on studio-based practice, you will study areas such as image design, typography, layout design, branding, design history, research methods, and web-based design. From year two, there are opportunities to engage with live community or industry projects, and you will choose two practical specialisations from the following pairs: motion design and data visualisation; game and app design; illustration; and photography. You may also choose electives from outside of design such as advertising and media production. Throughout the program, you will engage with individual and team-based projects, develop your conceptual thinking skills, use a variety of traditional and emerging technologies, and expand your creative practice. In year four you will take a position in our award-winning teaching design studio where you

will gain experience in a professional learning environment, preparing you for work in an exciting and evolving industry.

- Director of Academic Program - Dr Michelle Catanzaro

## Early Exit

Students may exit this program on completion of 240 credit points with a 1624 Bachelor of Design Studies (exit only) (<https://hbook.westernsydney.edu.au/programs/bachelor-design-studies-exit-only/>)

## Study Mode

Four years full-time or part-time equivalent.

## Program Advice

[enquiriesHCA@westernsydney.edu.au](mailto:enquiriesHCA@westernsydney.edu.au)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/future/>) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

## Location

Campus	Attendance	Mode	Advice
Parramatta Campus - Victoria Road	Full Time	Internal	See above
Parramatta Campus - Victoria Road	Part Time	Internal	See above

## Accreditation

Graduates are eligible for membership of the Design Institute of Australia (DIA) and the Australian Graphic Design Association (AGDA).

## Inherent Requirements

There are inherent requirements for this program that you must meet in order to complete your program and graduate. Make sure you read and understand the requirements for this program online.

Inherent Requirements ([https://www.westernsydney.edu.au/ir/inherent\\_requirements/bachelor\\_of\\_design/](https://www.westernsydney.edu.au/ir/inherent_requirements/bachelor_of_design/))

## Admission

Students are admitted on the basis of their ATAR score or equivalent.

### Alternate Entry

Where academic requirements are not met, entry by interview is also possible to show your personal aptitude, design skills and creativity. The interview will allow applicants an opportunity to talk with academic staff about their creative work and motivation for studying the program, supported by a portfolio of work. After applicants have applied they are required to book an interview at the University's online booking system.

<https://admissions.westernsydney.edu.au> (<https://admissions.westernsydney.edu.au/>)

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>  
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

International students currently completing an Australian Year 12 in or outside Australia, an International Baccalaureate in Australia or a New Zealand National Certificate of Educational Achievement (NCEA) level 3 must apply via UAC International.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

## Program Structure

Qualification for this award requires the successful completion of 320 credit points including the subjects listed in the recommended sequence.

As part of the program requirements, students are required to complete two pairs of Design specialist subject pairings. If they choose to, they can complete further practice-based subjects as elective choices.

Subject	Title	Credit Points
<b>Illustration</b>		<b>20</b>
DESN 2007	Illustrating Narrative	10
DESN 3007	Illustrating Popular Culture	10
<b>Interactive</b>		<b>20</b>
COMM 2019	Interactive Design: Games	10
DESN 3008	Interactive Design: Apps	10
<b>Photomedia</b>		<b>20</b>
VISU 3002	Photomedia: Fashion and Identity	10
DESN 2013	Photomedia: Photographic Practice	10
<b>Digital Design</b>		<b>20</b>
DESN 3002	Data Visualisation	10
DESN 2011	Motion Design	10

## Recommended Sequence

### Full-time intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
DESN 1009	Graphic Design: Understanding the Principles	20
DESN 1003	Design Histories and Futures	10

DESN 1011	Image Design	10
<b>Credit Points</b>		<b>40</b>

### Spring session

DESN 1007	Graphic Branding and Identity	20
DESN 1018	Visual Storytelling	10
DESN 1021	Web and Time-based Design	10
<b>Credit Points</b>		<b>40</b>

### Year 2

#### Autumn session

DESN 2005	Graphic Design: Interactive Digital Media	20
DESN 2014	Researching the Visual	10
Select one Design specialist subject from the selected subject pairing		10
DESN 2007	Illustrating Narrative	
COMM 2019	Interactive Design: Games	
DESN 2011	Motion Design	
DESN 2013	Photomedia: Photographic Practice	
<b>Credit Points</b>		<b>40</b>

### Spring session

DESN 2006	Graphic Design: The Professional Context	20
DESN 2001	Australian Design	10
Select one Design specialist subject from the selected subject pairing		10
DESN 3002	Data Visualisation	
DESN 3007	Illustrating Popular Culture	
DESN 3008	Interactive Design: Apps	
VISU 3002	Photomedia: Fashion and Identity	
<b>Credit Points</b>		<b>40</b>

### Year 3

#### Autumn session

DESN 3013	Social Design: Research and Practice	10
DESN 3001	Contextual Design Studies	10
Select one Design specialist subject from the selected subject pairing		10
DESN 2007	Illustrating Narrative	
COMM 2019	Interactive Design: Games	
DESN 2011	Motion Design	
DESN 2013	Photomedia: Photographic Practice	
Select one elective		10
<b>Credit Points</b>		<b>40</b>

### Spring session

DESN 3006	Graphic Design: Developing a Personal Portfolio	10
DESN 3003	Design Research Project	10
Select one Design specialist subject from the selected subject pairing		10
DESN 3002	Data Visualisation	
DESN 3007	Illustrating Popular Culture	
DESN 3008	Interactive Design: Apps	
VISU 3002	Photomedia: Fashion and Identity	
Select one elective (may include the elective subject below)		10
COMM 2048	Communicating for Sustainability	

Students may exit with 1624 Bachelor of Design Studies after successful completion of 240 credit points in the first three years of the program sequence

**Credit Points** **40**

**Year 4****Autumn session**

DESN 4005	Major Design Project	10
DESN 4007	Professional Design Experience: The Studio	20
Select one elective		10

Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.

<b>Credit Points</b>	<b>40</b>
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**Spring session**

DESN 4005	Major Design Project	10
DESN 4006	Professional Design Experience: The Individual Practitioner	20
Select one elective		10

Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.

<b>Credit Points</b>	<b>40</b>
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<b>Total Credit Points</b>	<b>320</b>
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## Students Admitted Through WSU - The College Programs, start-year intake.

**Programs:**

- 7152 Diploma in Design Extended Visual

Communication

- 7044 Diploma in Design.

As part of the program requirements, students are required to complete two pairs of Design specialist subject pairings. If they choose to, they can complete further practice-based subjects as elective choices.

Course	Title	Credit Points
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**Year 2****Autumn session**

DESN 2005	Graphic Design: Interactive Digital Media	20
DESN 2014	Researching the Visual	10
Select one Design specialist subject from the selected subject pairing		10

DESN 2007	Illustrating Narrative
COMM 2019	Interactive Design: Games
DESN 2011	Motion Design
DESN 2013	Photomedia: Photographic Practice

<b>Credit Points</b>	<b>40</b>
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**Spring session**

DESN 2006	Graphic Design: The Professional Context	20
DESN 2001	Australian Design	10
Select one Design specialist subject from the selected subject pairing		10

DESN 3002	Data Visualisation
DESN 3007	Illustrating Popular Culture
DESN 3008	Interactive Design: Apps
VISU 3002	Photomedia: Fashion and Identity

<b>Credit Points</b>	<b>40</b>
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**Year 3****Autumn session**

DESN 3013	Social Design: Research and Practice	10
DESN 3001	Contextual Design Studies	10

Select one Design specialist subject from the selected subject pairing	10
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DESN 2007	Illustrating Narrative
COMM 2019	Interactive Design: Games
DESN 2011	Motion Design
DESN 2013	Photomedia: Photographic Practice

Select one elective	10
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<b>Credit Points</b>	<b>40</b>
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**Spring session**

DESN 3006	Graphic Design: Developing a Personal Portfolio	10
DESN 3003	Design Research Project	10

Select one Design specialist subject from the selected subject pairing	10
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DESN 3002	Data Visualisation
DESN 3007	Illustrating Popular Culture
DESN 3008	Interactive Design: Apps
VISU 3002	Photomedia: Fashion and Identity

Select one elective (may include the elective subject below)	10
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COMM 2048	Communicating for Sustainability
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Students may exit with 1624 Bachelor of Design Studies after successful completion of 240 credit points in the first three years of the program sequence.

<b>Credit Points</b>	<b>40</b>
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**Year 4****Autumn session**

DESN 4005	Major Design Project	10
DESN 4007	Professional Design Experience: The Studio	20
Select one elective		10

Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.

<b>Credit Points</b>	<b>40</b>
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**Spring session**

DESN 4005	Major Design Project	10
DESN 4006	Professional Design Experience: The Individual Practitioner	20

Select one elective	10
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Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.

<b>Credit Points</b>	<b>40</b>
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<b>Total Credit Points</b>	<b>240</b>
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## Students Admitted Through WSU - The College Programs, mid-year intake.

**Programs:**

- 7152 Diploma in Design Extended Visual

Communication

- 7044 Diploma in Design.

As part of the program requirements, students are required to complete two pairs of Design specialist subject pairings. If they choose to, they can complete further practice-based subjects as elective choices.

Course	Title	Credit Points
<b>Year 2</b>		
<b>Autumn session</b>		
DESN 2005	Graphic Design: Interactive Digital Media	20
DESN 2014	Researching the Visual	10
Select one Design specialist subject from the selected subject pairing		10
DESN 2007	Illustrating Narrative	
COMM 2019	Interactive Design: Games	
DESN 2011	Motion Design	
DESN 2013	Photomedia: Photographic Practice	
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
DESN 2006	Graphic Design: The Professional Context	20
DESN 2001	Australian Design	10
Select one elective (may include the elective subject below)		10
COMM 2048	Communicating for Sustainability	
<b>Credit Points</b>		<b>40</b>
<b>Year 3</b>		
<b>Autumn session</b>		
DESN 3013	Social Design: Research and Practice	10
DESN 3001	Contextual Design Studies	10
Select one Design specialist subject from the selected subject pairing		10
DESN 2007	Illustrating Narrative	
COMM 2019	Interactive Design: Games	
DESN 2011	Motion Design	
DESN 2013	Photomedia: Photographic Practice	
Select one elective		10
Students may exit with 1624 Bachelor of Design Studies after successful completion of 240 credit points in the first three years of the program sequence.		
Students continuing into the fourth year of study are advised that the Spring session following Autumn Year 3 is a transition session with Year 4 commencing in 1H/Autumn sessions.		
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
DESN 3006	Graphic Design: Developing a Personal Portfolio	10
DESN 3003	Design Research Project	10
Select one Design specialist subject from the selected subject pairing		20
DESN 3002	Data Visualisation	
DESN 3007	Illustrating Popular Culture	
DESN 3008	Interactive Design: Apps	
VISU 3002	Photomedia: Fashion and Identity	
<b>Credit Points</b>		<b>40</b>
<b>Year 4</b>		
<b>Autumn session</b>		
DESN 4005	Major Design Project	10
DESN 4007	Professional Design Experience: The Studio	20
Select one elective		10
Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.		
<b>Credit Points</b>		<b>40</b>

<b>Spring session</b>		
DESN 4005	Major Design Project	10
DESN 4006	Professional Design Experience: The Individual Practitioner	20
Select one elective		10
Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.		
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>240</b>

## Guangdong Baiyun University Articulation Pathway, start-year intake.

Students admitted through the Guangdong Baiyun University Articulation Pathway will be admitted to program 1571 Bachelor of Design (Visual Communication) initially and, once they have their advanced standing applied and successfully complete the remaining 160 credit points as set out in the residual program (Recommended Sequence), they will exit with the program/award 1624 Bachelor of Design Studies, with two Design specialist subject pairings in Interactive and Digital Design.

### Full-time intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
DESN 2014	Researching the Visual	10
DESN 2005	Graphic Design: Interactive Digital Media	20
DESN 1011	Image Design	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
DESN 2006	Graphic Design: The Professional Context	20
DESN 2001	Australian Design	10
DESN 1018	Visual Storytelling	10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
DESN 3001	Contextual Design Studies	10
DESN 3013	Social Design: Research and Practice	10
DESN 2011	Motion Design	10
COMM 2019	Interactive Design: Games	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
DESN 3006	Graphic Design: Developing a Personal Portfolio	10
DESN 3003	Design Research Project	10
DESN 3002	Data Visualisation	10
DESN 3008	Interactive Design: Apps	10
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>160</b>

## Guangdong Baiyun University Articulation Pathway, mid-year intake.

### Full-time intake

Course	Title	Credit Points	
<b>Year 1</b>			
<b>Spring session</b>			
DESN 2006	Graphic Design: The Professional Context	20	Climate Justice ( <a href="https://hbook.westernsydney.edu.au/majors-minors/climate-justice-minor/">https://hbook.westernsydney.edu.au/majors-minors/climate-justice-minor/</a> )
DESN 2001	Australian Design	10	Creative and Visual Communication ( <a href="https://hbook.westernsydney.edu.au/majors-minors/creative-visual-communication-minor/">https://hbook.westernsydney.edu.au/majors-minors/creative-visual-communication-minor/</a> )
DESN 1018	Visual Storytelling	10	Global Workplaces ( <a href="https://hbook.westernsydney.edu.au/majors-minors/global-workplaces-minor/">https://hbook.westernsydney.edu.au/majors-minors/global-workplaces-minor/</a> )
<b>Credit Points</b>		<b>40</b>	Innovating For Humans ( <a href="https://hbook.westernsydney.edu.au/majors-minors/innovating-humans-minor/">https://hbook.westernsydney.edu.au/majors-minors/innovating-humans-minor/</a> )
<b>Autumn session</b>			Creative Living for Cultural Wellbeing ( <a href="https://hbook.westernsydney.edu.au/majors-minors/creative-living-cultural-wellbeing-minor/">https://hbook.westernsydney.edu.au/majors-minors/creative-living-cultural-wellbeing-minor/</a> )
DESN 2005	Graphic Design: Interactive Digital Media	20	Ideate.Strategise.Innovate. ( <a href="https://hbook.westernsydney.edu.au/majors-minors/ideate-strategise-innovate-minor/">https://hbook.westernsydney.edu.au/majors-minors/ideate-strategise-innovate-minor/</a> )
DESN 2014	Researching the Visual	10	Humanising Data ( <a href="https://hbook.westernsydney.edu.au/majors-minors/humanising-data-minor/">https://hbook.westernsydney.edu.au/majors-minors/humanising-data-minor/</a> )
DESN 1011	Image Design	10	
<b>Credit Points</b>		<b>40</b>	
<b>Year 2</b>			
<b>Spring session</b>			
DESN 3006	Graphic Design: Developing a Personal Portfolio	10	For more information, visit the Challenge Minor ( <a href="https://www.westernsydney.edu.au/educational_partnerships_and_quality/home/challenge_minors/">https://www.westernsydney.edu.au/educational_partnerships_and_quality/home/challenge_minors/</a> ) website.
DESN 3003	Design Research Project	10	Search for majors and minors ( <a href="https://hbook.westernsydney.edu.au/majors-minors/">https://hbook.westernsydney.edu.au/majors-minors/</a> )
DESN 3002	Data Visualisation	10	Students can apply for an elective minor via Western Now.
DESN 3008	Interactive Design: Apps	10	WesternNow ( <a href="https://www.westernsydney.edu.au/westernnow/">https://www.westernsydney.edu.au/westernnow/</a> )
<b>Credit Points</b>		<b>40</b>	
<b>Autumn session</b>			
DESN 3013	Social Design: Research and Practice	10	
DESN 3001	Contextual Design Studies	10	
DESN 2011	Motion Design	10	
COMM 2019	Interactive Design: Games	10	
<b>Credit Points</b>		<b>40</b>	
<b>Total Credit Points</b>		<b>160</b>	

## Minor elective spaces

Elective subjects may be used toward obtaining an additional approved minor (40 credit points). Western Sydney University offers minors in a range of areas including Sustainability and Indigenous Studies.

Global Sustainability Minor (<https://hbook.westernsydney.edu.au/majors-minors/global-sustainability-minor/>)

Indigenous Australian Studies Minor (<https://hbook.westernsydney.edu.au/majors-minors/indigenous-australian-studies-minor/>)

Western Sydney University also offers the following innovative transdisciplinary Challenge Minors ([https://www.westernsydney.edu.au/educational\\_partnerships\\_and\\_quality/home/challenge\\_minors/](https://www.westernsydney.edu.au/educational_partnerships_and_quality/home/challenge_minors/)) which we encourage those students who have elective space to consider.

Equitable Technologies (<https://hbook.westernsydney.edu.au/majors-minors/equitable-technologies-minor/>)

Urban Evolution (<https://hbook.westernsydney.edu.au/majors-minors/urban-evolution-minor/>)

Migration and Global Change (<https://hbook.westernsydney.edu.au/majors-minors/migration-global-change-minor/>)

Personal Innovation (<https://hbook.westernsydney.edu.au/majors-minors/personal-innovation-minor/>)

Innovating, Creating and Problem Solving (<https://hbook.westernsydney.edu.au/majors-minors/innovating-creating-problem-solving-minor/>)

Eco-Socially Conscious Design and Manufacturing (<https://hbook.westernsydney.edu.au/majors-minors/eco-socially-conscious-design-manufacturing-minor/>)

Water for Life (<https://hbook.westernsydney.edu.au/majors-minors/water-life-minor/>)