# DIPLOMA IN DESIGN/ BACHELOR OF DESIGN (VISUAL COMMUNICATION) (6011)

**Approved Abbreviation:** DipDes/BDes(VisComm)
**Western Sydney University Program Code:** 6011
**AQF Level:** 7

**CRICOS Code**: 096972J

This program applies to students who commenced in Term 1, 2019 or later.

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

For Commencement Year 2017 to 2018 - Please refer to 6011.1 - Diploma in Design/Bachelor of Design (Visual Communication) (http://handbook.westernsydney.edu.au/hbook/course.aspx?course=6011.1)

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 design pairings 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.

The first year of this program is delivered by Western Sydney University The College, as an agent of Western Sydney University, via extended face-to-face hours in smaller learning environments. A Diploma in Design exit point is also available at the end of the first year of the program.

Students may exit with 1624 Bachelor of Design Studies after successful completion of the first three years of the program.

For more information on Western Sydney University, The College, please refer to their web site.

Western Sydney University, The College (https://www.westernsydney.edu.au/future/study/application-pathways/the-college.html)

## Early Exits

Students may exit this program on completion of 100 credit points with a 7044 Diploma in Design (exit only) (https://hbook.westernsydney.edu.au/programs/diploma-design/) or on completion of 260 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

For program advice during Year 1, please contact The College: College Program Enquiries (https://directory.westernsydney.edu.au/search/name/ADMINAPP%20EMAIL%20LISTING/)

For program advice for Year 2 and subsequent years, please contact the School of Humanities and Communication Arts (https://directory.westernsydney.edu.au/search/contains/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[2] | Full Time | Internal | See above |
| Parramatta Campus - Victoria Road | Part Time | Internal | See above |
| The College - Nirimba Education Precinct[1] | Full Time | Internal | See above |
| The College - Nirimba Education Precinct | Part Time | Internal | See above |

[1] Students will study at WSU - The College Nirimba campus in their first year of study.
[2] From second year onwards, students will study at Parramatta Campus (Victoria Road).

## 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/)

# Admission

For more information on applying please see link to The College admission pages below.

https://www.westernsydney.edu.au/thecollege/how_to_apply (https://www.westernsydney.edu.au/thecollege/how_to_apply/)

Domestic students are required to have

- Completed an English subject in the NSW Higher School Certificate, Or
- Competency in English at IELTS 6.0 equivalent (unless a native speaker) Or
- Passed The College English test with 70% or higher Or
- Passed The College Foundation Studies Academic English subject at C grade level or higher.

Met other entry requirements such as

- An ATAR identified prior to the offer of a place, Or
- Completed The College Foundation Studies program with a Grade Point Average of 5.5 or higher.

International students must satisfy one of the following language requirements

- IELTS 6.0 with a minimum 5.5 in each sub band Or
- Completed the College EAP 4 program with a 50% pass Or
- Passed The College English test with 70% or higher Or
- Passed The College Foundation Studies Academic English subject at C grade level or higher for which advanced standing can be applied for.

Academic Entry Requirements vary according to country of origin. However, in general

- Completion of Year 12 or its equivalent is the minimum entry requirement Or
- Completed The College Foundation Studies program with a Grade Point Average of 5.5 or higher.

# Program Structure

Qualification for this award requires the successful completion of 340 credit points which include the subjects listed in the recommended sequence below.

# Western Sydney University The College Subjects

**Bankstown and Penrith Campus**

Please note that all campuses may not have intakes each year.

| Course | Title | Credit Points |
|---|---|---|
| **Year 1** | | |
| **First Term of Study** | | |
| **Preparatory Subjects** | | |
| LANG 0003 | Academic English (WSTC Prep) | 10 |
| DESN 0002 | The Design Process (WSTC Prep) | 10 |
| GEDU 0007 | Tertiary Study Skills in Design (WSTC Prep) | 0 |
| DESN 1004 | Design Histories and Futures (WSTC) | 10 |
| **Second Term of Study** | | |
| DESN 1010 | Graphic Design: Understanding the Principles (WSTC) | 20 |
| DESN 1012 | Image Design (WSTC) | 10 |
| **Third Term of Study** | | |
| DESN 1019 | Visual Storytelling (WSTC) | 10 |
| DESN 1022 | Web and Time-based Design (WSTC) | 10 |
| DESN 1008 | Graphic Design: Process and Practice (WSTC) | 20 |
| | **Credit Points** | **100** |
| | **Total Credit Points** | **100** |

**Students may exit at this point and graduate with the Diploma in Design following a passing grade in all of the above subjects. Students who progress onto Year 2 may also be awarded the Diploma if they gain a passing grade in all of the above subjects.**

- Students must pass all College Preparatory subjects before progressing to the Year 2 subjects.
- Students must pass at least 70 credit points of University level subjects in Year 1 before progressing to the Year 2 subjects.

## Western Sydney University Subjects

For program advice during your second and subsequent years of study, please use the contact listed for the Bachelor of Design (Visual Communication).

Bachelor of Design (Visual Communication) (http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1571.9)

**Parramatta (Victoria Road) Campus**

Students must complete two pairs of Design specialist subject pairings.

Students can also choose to complete further Design specialist subjects as elective choices.

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

| Course | Title | Credit Points |
|---|---|---|
| **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 |
| | **Credit Points** | **40** |
| **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 |
| | **Credit Points** | **40** |

| | | |
|---|---|---|
| **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 |
| Select one elective | | 10 |
| | **Credit Points** | **40** |
| **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 |
| Select one elective (may include COMM 2048 - Communicating for Sustainability) | | 10 |
| Students may exit with Bachelor of Design Studies after successful completion of 260 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. | | |
| | **Credit Points** | **40** |
| **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. | | |
| | **Credit Points** | **40** |
| | **Total Credit Points** | **240** |

## Minor Elective Spaces

Elective subjects may be used toward obtaining an additional approved minor (40 credit points).

Elective Minor which may be available.

Advertising Studies, Minor (https://hbook.westernsydney.edu.au/majors-minors/advertising-studies-minor/)

## Major and Minor elective spaces

Elective subjects may be used toward obtaining an additional approved major (80 credit points) or minor (40 credit points). Western Sydney University offers majors and 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 Major (https://hbook.westernsydney.edu.au/majors-minors/indigenous-australian-studies-major/)
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/) 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/)
Climate Justice (https://hbook.westernsydney.edu.au/majors-minors/climate-justice-minor/)
Creative and Visual Communication (https://hbook.westernsydney.edu.au/majors-minors/creative-visual-communication-minor/)
Global Workplaces (https://hbook.westernsydney.edu.au/majors-minors/global-workplaces-minor/)
Innovating For Humans (https://hbook.westernsydney.edu.au/majors-minors/innovating-humans-minor/)
Creative Living for Cultural Wellbeing (https://hbook.westernsydney.edu.au/majors-minors/creative-living-cultural-wellbeing-minor-/)
Ideate. Strategise. Innovate. (https://hbook.westernsydney.edu.au/majors-minors/ideate-strategise-innovate-minor/)
Humanising Data (https://hbook.westernsydney.edu.au/majors-minors/humanising-data-minor/)

For more information, visit the Challenge Minor (https://www.westernsydney.edu.au/educational_partnerships_and_quality/home/challenge_minors/) website.

Search for majors and minors (https://hbook.westernsydney.edu.au/majors-minors/)

Students can apply for an elective major or minor via Western Now.

WesternNow (https://www.westernsydney.edu.au/westernnow/)