Graphic and Communication Design

› Communication Design
› Graphic Design
Communication design is about shaping communication across all aspects of contemporary society, from commercial, entertainment, education, environmental, cultural and civic sectors.

This degree prepares you to be a locally and internationally aware communication designer capable of working across a range of domains and industries. Communication designers can work in graphic design, advertising, branding and illustration consultancies, as well as design and communication units within corporate, government and non-government organisations.

In the design course of choice in Victoria, you’ll learn skills alongside a strong selection of eager and talented peers in excellent studio-based facilities. Throughout the degree, you will develop skills in negotiating a consensus among participants who have a range of interests in the design outcome. You will also learn how a visual strategy can contribute to all phases of the problem-solving process in any business.

RMIT communication design graduates are sought after in the industry, with a high employment rate upon graduation. As RMIT students are taught strong business and strategy skills, they are also employed in non-studio workplaces due to their ability to assist with the overall business strategy and service process.

Major areas of study
- communication strategies
- conceptual thinking
- design process
- media
- publication
- strategic branding
- typography.

Industry briefs
RMIT runs an internal mentor scheme and a number of industry events where students and design professionals work together on projects or professional practice.

You will work on projects with industry partners including:
- Australian Graphic Design Association (AGDA)
- Penguin Books
- Deloitte
- Kit Cosmetics
- ANZ
- State Library of Victoria
- ABC
- CFA
- Roger Seller
- MECCA.

Career outcomes
Graduates can expect to work within graphic design consultancies, multi-disciplinary consultancies, publishing houses, new media/multimedia studios and advertising agencies in the role of:
- art director
- graphic designer
- communication designer
- web designer/UX designer
- freelancer
- interaction designer
- service designer
- experience designer.

Pathways
There are pathway opportunities to the Bachelor of Design (Communication Design) from the Associate Degree and Advanced Diploma of Graphic Design.

Quick facts
- 12-15 hours of classes per week
- 24 hours of additional self-directed learning and research per week
- approximately 25 students per studio and tutorial
- concentrated periods of out-of-class work when assessments are due.
Luke Tiziani

Bachelor of Design
(Communication Design)

- VCAA Season of Excellence 2012 Top Designs Exhibition
- Shortlisted for the 2014 Melbourne Design Awards
- TDK Graphic Design Awards – 16 for 2016

Luke’s advice for design students:

— Experiment as much as you can. It’s all about learning new skills, so challenge yourself to learn something new for each project.

— Work hard and be confident, get your work out there! Create an online portfolio and get on social media. Share it, spread it and only show work that you enjoy doing.

— Know the industry you’re getting into both locally and internationally. Apply for internships, jobs, competitions and exhibitions.

— Get feedback and opinions from others to improve your work. Sometimes feedback hurts, but don’t take it personally – grow that tortoise shell of yours!

www.luketiziani.com

Program structure

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Legend:
- Core Skills
- Elective
- Studios

To find more detailed information about the courses listed in the program structure, visit: rmit.edu.au/programs/bp115
Associate Degree in Graphic Design

AD022  Brunswick  2 years full-time  VTAC 3200133561  Selection task (see below)

www.rmit.edu.au/programs/ad022

Develop a deep level of critical thinking to create high-level innovative design solutions and concepts.

The Associate Degree aims to help students develop the specialised skills and knowledge required to pursue a career in the graphic and communication design industries.

This program focuses on developing strong conceptual and creative thinking abilities along with technical expertise and discipline-focused skills in finished art, digital imaging, graphic communication and typography.

This program will challenge you to develop solutions and responses through critical thinking, problem solving, concept development and the design process.

Your studies combine communication, design, technology and business.

What you will study

Through your studies you will explore many forms of visual and graphic communication including:

Year One

- typography
- graphic design theory and practice
- digital design production
- drawing & digital illustration
- advanced illustration techniques.

Year Two

- typographic studio
- graphic design studio
- 2D and 3D design production
- digital publishing/multimedia for presentation (elective)
- design industry engagement
- capstone project.

Learn in a commercial design studio environment

You'll learn in an environment that is modelled on the best practice of commercial design studios, with teaching staff who will interact and work with you like you are a junior designer. Teachers are globally connected and divide their time between teaching and working in the industry.

Connect with the industry through design projects

In the first year, you will connect with designers and companies through excursions, talks and competitions.

In the second year, you'll be engaged in work placement and connect with major design companies on industry projects. Past projects have included work with Ivan Castro, Sarah Hyndman and Re:Surgo.

Graduate capstone exhibition

A graduate exhibition of capstone projects is presented to the industry at the end of the second year. Industry representatives review and provide you with individual feedback.

Career outcomes

Graduates may specialise in a number of fields including corporate identity, book and magazine layout, advertising, branding, packaging, web design, wayfinding and exhibition design.

Pathways

The Diploma of Graphic Design and the Certificate IV in Design are pathways into this course. Graduates of this course may continue their studies in the Bachelor of Design (Communication Design).

Quick facts

- 18 hours of classes per week
- 10+ hours of additional self-directed learning and research per week
- concentrated periods of out-of-class work when assessments are due
- 22 students per studio
- study tours and exchanges to US, Europe and Asia.
Diploma of Graphic Design

C5359  Brunswick  Dip: 1 year full-time; Assoc Deg: 1 year full-time  VTAC 3200172044
NCC CUV60411  Selection task (see below)
www.rmit.edu.au/programs/c5359

Develop technical expertise in finished art and typography.

Your journey starts in the Diploma.

The Diploma provides you with a strong vocational focus that develops their technical expertise in finished art, image making and typography. You will also gain a thorough understanding of design concept development and the design process.

Continue your studies in the Associate Degree.

Graduates of the Diploma can continue their studies in the second year of the Associate Degree in Graphic Design.

In the Associate Degree, you will focus on developing strong conceptual and creative thinking abilities along with technical expertise and discipline-focused skills in finished art, digital imaging, graphic communication and typography.

What you will study

In your studies you will explore many forms of visual and graphic communication including:

First year – Diploma
- typography – creative and technical
- graphic design theory and practice
- finished art
- digital imaging
- reprographics and prepress
- drawing and illustration
- multimedia.

Second Year – Associate Degree
- typographic studio
- graphic design studio
- 2D and 3D design production
- digital publishing/multimedia for presentation (elective)
- design industry engagement
- capstone project.

You’ll use industry-standard software including:
- InDesign
- Illustrator
- Photoshop.

Learn in a commercial design studio environment

You’ll learn in an environment that is modelled on the best practice of commercial design studios, with teaching staff who will interact and work with you like you are a junior designer. Teachers are globally connected and divide their time between teaching and working in the industry.

Connect with the industry through projects

In your first year, you’ll connect with industry professionals and design companies through excursions, talks and competitions. In your second year, you will engage in work placement, connecting with major design companies on industry projects.

Graduate exhibition

A graduate exhibition of portfolios is presented to the industry at the end of the second year. Industry representatives review and provide you with individual feedback.

Career outcomes

Many graduates find employment as:
- desktop publishers and Mac operators
- graphic designers
- illustrators and finished artists
- graphic artists
- design/creative directors
- art directors
- design/project managers
- web designers.

Pathways

Eligible graduates of RMIT’s Certificate IV in Design who achieve a minimum grade of Competency with Credit (CCR) across all units will be given automatic entry into the Diploma of Graphic Design.

Graduates can choose to continue their studies in the Associate Degree in Graphic Design or the Bachelor of Design (Communication Design).

Quick facts

- 22 hours of classes per week over four days
- 10+ hours of additional self-directed learning and research per week
- concentrated periods of out-of-class work when assessments are due
- 24 students per studio.
Certificate IV in Design

Certificate IV in Design

Brunswick  6 months full-time  VTAC 3200172954  NCC CUV40311
Selection task (see below)

www.rmit.edu.au/programs/c4382

Develop a creative folio of individual work that you can use to apply for other design-focused study or use as an entry point into the workforce.

Over six months you will build fundamental skills and knowledge through the investigation and development of design projects and outcomes, in a studio-based environment.

Your aim is to develop an individual folio of creative work that can be used to apply for higher levels of design study, as an entry point into the workforce, or to add value to an existing career.

What will you study?
Your studies will be practical and hands-on, allowing you to develop a strong foundation in various design skills, including:

- drawing
- typography
- graphic design
- 2D and 3D processes
- video art
- concept development
- illustration
- digital imaging
- colour theory
- design history
- industry knowledge.

Studying individually and in groups, you’ll learn on state-of-the-art equipment using the latest computer design programs including:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator.

Learn from design professionals in a studio environment
You’ll learn in an environment that is modelled on the best practice of commercial design studios, with teaching staff who divide their time between teaching and working in the industry.

Connect with the industry through projects and competitions
Students are involved in design competitions and projects that reflect industry practice, and allow them to connect with people and ideas related to the design industries.

Pathways
Have the marks – gain automatic entry into the following RMIT design programs.

Eligible graduates who have a grade point average of Competency with Credit (CCR) or Competency with Distinction (CDI) will be granted automatic entry into the following programs:

Diplomas:
- Diploma of Graphic Design
- Diploma of Interior Design and Decoration
- Diploma of Product Design
- Diploma of Visual Merchandising.
Advanced Diplomas:
- Advanced Diploma of Building Design (Architectural).
Associate Degrees:
- Associate Degree in Design (Furniture)
- Associate Degree in Graphic Design
- Associate Degree in Interior Decoration and Design.

Quick facts
- 20 hours of classes per week over 4 days
- 10+ hours of additional self-directed learning and research per week
- concentrated periods of out-of-class work when assessments are due
- 25 students per studio
- 50/50 studio and computer lab work.
Which program is right for me?

Certificate IV in Design

Skill set
Your entry into the world of design. The aim is for you to build a strong folio of diverse work that will allow you to apply for higher studies. This program also benefits those who need to learn fundamental design skill or further develop their technical knowledge.

Career outcome
This program will increase your skills set for your current job and extend your employment opportunities.

Diploma of Graphic Design

Skill set
Develop strong technical expertise in finished art, typography, creative thinking and problem-solving through simulated and industry connected project-based learning.

Career outcome
You will have gained a professional level of technical expertise allowing you to enter the workforce in a junior design position in commercial design studios. This program allows you to continue your studies in the Associate Degree in Graphic Design.

Associate Degree in Graphic Design

Skill set
Develop advanced conceptual, creative and technical skills and a deeper level of design thinking in visual communication. Your studies blend communication, design and technology.

Career outcome
Graduates have the capabilities to work in corporate identity, book and magazine layout, advertising, branding, packaging, web design, wayfinding and exhibition design.

Bachelor of Design (Communication Design)

Skill set
Develop sophisticated and contemporary communication design skills across a range of domains and industries, including traditional graphic design as well as service design, design-led business, social design, advertising, branding, experience design and illustration.

Career outcome
Gain a strong human-centred and strategic design approach to a variety of roles in creative-practice industries. Enter the workforce as a graphic designer, design strategist, service or experience designer.
Steps for applying

1. Find out the program and entry requirements from the RMIT website.

2. Prepare early.
   Take note of important dates.
   Do not leave your application until it's too late.

3. Apply via VTAC.
   Timely closing date: 5pm, 27 September 2018.
   Check VTAC website for other dates.
   www.vtac.edu.au

4. Start preparing your material, images, folio, and anything else required for the selection tasks.

5. Complete and submit the selection task/s for all programs that you are applying for.

6. Wait to hear from RMIT about any next steps.
   Not all programs contact applicants.
   Refer to VTAC Guide.

Fees and scholarships

For up-to-date fee information visit:
rmit.edu.au/programs/fees

RMIT also offers a number of scholarships for students, which you can find out more about at:
rmit.edu.au/scholarships

RMIT’s equity places

If you are studying VCE or VCAL at a Schools Network Access Program (SNAP) school and want to apply to RMIT, please talk with your school’s careers or pathway coordinator to help you go through the process for applying for equity consideration. For more information visit:
rmit.edu.au/study/applying-to-rmit/equity-access

How to apply

Visit the program pages for more information on entry requirements and how to apply.

For more information contact:

Info Corner
330 Swanston Street
(cnr La Trobe Street)
Melbourne VIC 3000
Tel. +61 3 9925 2260
rmit.edu.au/infocorner

To find out what’s on visit:
rmit.edu.au/events

Connect with RMIT on social media
for all the latest news and updates

Acknowledgment of Country

RMIT University acknowledges the Wurundjeri people of the Kulin Nations as the traditional owners of the land on which the University stands. RMIT University respectfully recognises Elders both past and present. We also acknowledge the traditional custodians of lands across Australia where we conduct business, their Elders, Ancestors, cultures and heritage.