Master of Communication Design

Ranked as the top university in Australia and number 16 in the world for Art and Design in the 2016 QS Star rankings, RMIT has thousands of award-winning graduates spread across the creative industries.

Develop expertise in communication design practice, and focus on design entrepreneurship and strategic design thinking.

Push your creative boundaries and think critically to find design solutions to communication challenges.

Develop expert knowledge and specialised technical and creative skills to prepare for professional roles in multidisciplinary environments, including communication design studios, digital design consultancies, advertising agencies, design teams within other organisations, and in independent practices. You will be able to work independently or in teams, and you will be able to communicate confidently with other design professionals and clients.

Under expert guidance from RMIT's team of nationally and internationally renowned practitioners and educators, you'll advance your knowledge and practice as a communication design practitioner and will be well prepared to contribute to global industry developments and design innovation.

Program snapshot

Program code: MC250

Duration

Full-time: 2 years
Part-time: 4 years

Location

City campus

Program Manager

Associate Professor Brad Haylock
Contact via Info Corner at
study@rmit.edu.au or call 03 9925 2260

rmit.edu.au/programs/mc250

Association with these bodies provides benefits such as employment information, and prizes and awards that are relevant to career development.

In Australia there are no professional bodies that recognise or accredit programs in communication design.

Career outcomes

The Master of Communication Design opens career opportunities across the world.

Design thinking is increasingly important in most organisations, and employers are looking for the advanced knowledge and skills demonstrated by graduates of this program. Graduates will be able to practise entrepreneurial and collaborative approaches to design, driving the creation of new business enterprises.

Graduates can enter into roles such as:

- communication designer
- design manager
- account manager
- design strategist
- service designer

Learn from the best

Learn from a team of internationally renowned and award-winning design practitioners and educators. Program staff exhibit internationally and have recently been nominated in the Victorian Premier's Design Awards and received awards including the AGDA Pinnacle Award and the ABDA Designer's Choice Book of the Year.

Grow your network

Build your professional network by working with like-minded industry partners and clients on real-world briefs and projects. Connect with industry through work-integrated learning and by engaging with visiting industry professionals, who will deliver guest lectures and studio intensives.

Dedicated facilities

Immerse yourself in your practice in dedicated postgraduate studio facilities with state-of-the-art design and printing equipment. You'll have unrestricted access to use the studio space for coursework, and collaborative and personal projects. You can also access photography, editing and production suites for cross-discipline projects.

Learning and teaching

Learn through lectures, tutorials, workshops, seminars, case studies, studio practice, problem-based learning, reflective techniques (e.g. blogs, journals), online and face-to-face presentations, group-based learning and discussions.

Assessment activities include design projects, research assignments, reports, portfolio production, essays, presentations, and peer or industry review. Projects, reports and presentations will be directly related to current industry practices.

What you will learn

Learn essential and advanced communication design skills to become a global communication design practitioner. Undertake a series of major studio courses and enhance your practice through additional specialisation courses.

In your final year, you'll connect theory and practice in an individually negotiated professional research project.

Enhance your practice through studies in:

- Strategic design thinking
- Service Design
- Typography
- Theory and criticism
- Research methods.

Professional accreditation

Graduates of the Master of Communication Design are eligible to become members of:

- Australian Graphic Design Association (AGDA)
- Design Institute of Australia (DIA)
- Icograda (International Council of Communication Design)

Program structure

The program is structured around a series of major studio courses that focus on entrepreneurship, strategic design thinking, and best practice in communication design with a global focus. These studio courses are supported by advanced studies in typography, theory and criticism, research methods and other specialisations.

In your final year, you will have the opportunity to undertake an individually negotiated professional research project. This will enable you to bring your knowledge and skills together, connect theory and practice, and make a meaningful contribution to the design industries.

The Master program consists of 192 credit points. A graduate diploma exit point is also available (upon completion of 96 credit points).

Year 1

- Design Studies (Communication Design)
- Experimental Typography Workshop
- Communication Design Studio
- Typography for Publication Design
- Communication Design Entrepreneurship Studio
- Level 8 Program Option or University Elective

Year 2

- Research Methods for Design and Digital Media
- Service Design
- Advanced Communication Design Studio
- Design Strategy
- Curating and Exhibiting Communication Design
- Profesional Research Projects (Communication Design)

Level 8 Program Options:

- Communication Management: Theory and Practice

Legend:
- Core Skills
- Level 8 Program Option
- University Elective

How to apply

Direct to RMIT University:
rmit.edu.au/programs/apply/direct

Semester 1, 2018

- Applications open 14 August 2017
- Timely applications close 10 November 2017

Semester 2, 2018

- Applications open 1 May 2018
- Timely applications close 31 May 2018

Late applications will continue to be accepted after this date if places are still available.

Fees

2018 indicative fees for local students

- Full-fee: $AU22,080 per annum

Entry for this program is only through full-fee.

Fees shown above apply to 2018 only and are based on an annual full-time study load of 96 credit points unless otherwise noted. A proportionate fee applies for more or less than the full-time study load. Tuition fees are adjusted on an annual basis and these fees should only be used as a guide.

For more information and to learn how to calculate your exact tuition fees see:
rmit.edu.au/programs/fees/postgraduate

Entry requirements

You must have:

- successfully completed an Australian Bachelor degree (or equivalent overseas qualification)

OR

- undertaken at least three years of professional experience in graphic design, communication design and/or visual communication.

Selection task

The online pre-selection kit requires an applicant statement of no more than 250 words outlining your perspective of the current state of communication design and the future of the discipline. To prepare this statement, please read, and use as a point of departure, Norman Potter's essay 'What is a designer?' (PDF 113KB). You may find it helpful to consider the following questions:

- Are Potter's ideas still relevant today?
- If so, which of his ideas are still relevant, and how?
- Or: which of his ideas are outdated, and why?
- What does this say about the future of communication design?

You must supply a folio of 15 to 30 pieces of your own work that should be communication design focused, although it may contain a variety of work including art, design and/or media work that demonstrates the breadth of your interests and expertise, as well as your conceptual and technical skills. For example, your folio may include: drawings, paintings, graphic design, photographs, motion graphics, digital images, models, sculpture, video, interactive media, games, websites, short writing pieces, and/or 2D and 3D animation. You may also include developmental work.

Images must be formatted as PDF. Flash animation and QuickTime movies are acceptable, however, please ensure that the files are built or exported and open independently of the creator program. Files must be no larger than 10MB. If your creative work is on YouTube or other websites, please supply the URL. We recommend you explain each work, to help the selection officer understand the work's purpose and background. If your work is a collaboration please detail precisely your role and the role of the collaborator/s.