



Bachelor of Arts (Visual Communication) & Bachelor of Design Course Outlines & Subject Descriptions

Bachelor of Arts (Visual Communication)

Raffles Course Code: KVC001

CRICOS Course Code: 060730B

Majors:

Animation, Games Design, Moving Image, Multimedia Design, Photography

Exit Point:

Associate Degree of Visual Communication

CRICOS Course Code: 060729F

Bachelor of Design

Raffles Course Code: KDS001

CRICOS Course Code: 060732M

Majors:

Design Management, Fashion Design, Fashion Marketing, Graphic Design, Interior Design

Exit Point:

Associate Degree of Design

CRICOS Course Code: 060731A

COURSE OUTLINES

Animation BA (Vis Comm)

Semester 1

TV038	The Moving Image
CT063	Animation
AC007	Computing for Design
CC142	Ideas and Thought

Semester 2

TV040	Art Direction
CT064	3D Studies
DN019	Drawing, Design Principles and Colour Theory
CC143	Visual Communication

Semester 3

TV042	Understanding Acting
CT066	Character Design
CC145	History of Visual Communication Elective

Semester 4

TV044	Story and Drama
CT067	Directing Animation
CC144	Design Meaning and Culture Elective

Associate Degree Exit Point

Semester 5

	Elective
CC139	Major Project Part 1
BU055	Business Communication Elective

Semester 6

CC141	Internship
CC140	Major Project Part 2

Design Management BDes

Semester 1

AC007	Computing for Design
DN019	Drawing, Design Principles and Colour Theory
DN020	20 th Century Design and Culture
DM001	Design, Business and Law

Semester 2

DN021	Design Research Interactive Systems
DM002	Design and Marketing
GD059	Applied Graphics and Imaging Elective

Semester 3

DN022	Sustainable Design
BU031	Business Communication
DM003	Design Leadership Elective

Semester 4

DN023	Design and Subculture
DM004	Business Studies for Designers
DM005	Project Management Elective

Associate Degree Exit Point

Semester 5

	Elective
DN024	Design Futures
BU032	Human Resource Management
FM005	Brand Management

Semester 6

DN025	Industry Experience
DN026	Major Research Project
<i>Or</i>	<i>Or</i>
DN027	Major Studio Project

**Fashion Design
BDes**

Semester 1

AC007	Computing for Design
DN019	Drawing, Design Principles and Colour Theory
DN020	20 th Century Design and Culture
FD070	Fashion Design Studio

Semester 2

DN021	Design Research Interactive Systems
FD071	Fashion Design and Development
FD072	Fashion Past and Present
GD059	Applied Graphics and Imaging

Semester 3

DN022	Sustainable Design
FD073	Textile Technology and Design
FD074	Pattern Design Systems Elective

Semester 4

DN023	Design and Subculture
FD075	Fashion and Culture
FD076	Digital Marker and Grading Elective

Associate Degree Exit Point

Semester 5

DM006	Design and Business Management
DN024	Design Futures
FD077	Men's Wear and Women's Wear Collection
FM005	Brand Management

Semester 6

DN025	Industry Experience
DN026	Major Research Project
<i>Or</i>	<i>Or</i>
DN027	Major Studio Project

**Fashion Marketing
BDes**

Semester 1

AC007	Computing for Design
DN019	Drawing, Design Principles and Colour Theory
DN020	20 th Century Design and Culture
DM001	Design, Business and Law

Semester 2

DN021	Design Research Interactive Systems
DM002	Design and Marketing
GD059	Applied Graphics and Imaging Elective

Semester 3

DN022	Sustainable Design
BU031	Business Communication
FM001	Fashion Communication Elective

Semester 4

DN023	Design and Subculture
FM002	Strategic Marketing
FM003	E-Fashion Elective

Associate Degree Exit Point

Semester 5

	Elective
DN024	Design Futures
FM004	Social Psychology of Fashion
FM005	Brand Management

Semester 6

DN025	Industry Experience
DN026	Major Research Project
<i>Or</i>	<i>Or</i>
DN027	Major Studio Project

**Games Design
BA (Vis Comm)**

Semester 1

TV038	The Moving Image
CT063	Animation
AC007	Computing for Design
CC142	Ideas and Thought

Semester 2

TV040	Art Direction
CT064	3D Studies
DN019	Drawing, Design Principles and Colour Theory
CC143	Visual Communication

Semester 3

CT065	Game Play
CT066	Character Design
CC145	History of Visual Communication Elective

Semester 4

TV044	Story and Drama
CT068	Games Development
CC144	Design Meaning and Culture Elective

Associate Degree Exit Point

Semester 5

	Elective
CC139	Major Project Part 1
BU055	Business Communication Elective

Semester 6

CC141	Internship
CC140	Major Project Part 2

**Graphic Design
BDes**

Semester 1

AC007	Computing for Design
DN019	Drawing, Design Principles and Colour Theory
DN020	20 th Century Design and Culture
GD060	Graphic Design and Communication Studio

Semester 2

DN021	Design Research Interactive Systems
GD061	Graphic Design and Multimedia Studio
GD059	Applied Graphics and Imaging
GD062	Visual Language Past and Present

Semester 3

DN022	Sustainable Design
GD063	Print Media and Graphic Design
GD064	Visual Communication and Imaging Elective

Semester 4

DN023	Design and Subculture
GD065	Graphics for Products and Spaces
GD066	Integrated Visual Systems Elective

Associate Degree Exit Point

Semester 5

DN024	Design Futures
GD067	Graphic Design and Society
GD068	Print and Pre-Press Portfolio
DM006	Design and Business Management

Semester 6

DN025	Industry Experience
DN026	Major Research Project <i>Or</i>
DN027	Major Studio Project

**Interior Design
BDes**

Semester 1

AC007	Computing for Design
DN019	Drawing, Design Principles and Colour Theory
DN020	20 th Century Design and Culture
ID059	Interior Design Studio

Semester 2

DN017	Computer Aided Drawing
DN021	Design Research Interactive Systems
ID060	Interior Design Materials and Technologies
ID061	Interior Design Past and Present

Semester 3

DN022	Sustainable Design
ID062	Residential Interiors
ID063	CAD for Interior Design Elective

Semester 4

DN023	Design and Subculture
ID064	Commercial Interior Design
ID065	Building Materials and Technology Elective

Associate Degree Exit Point

Semester 5

DM006	Design and Business Management
DN024	Design Futures
ID066	Public Space Design
ID067	Architectural Drawing and Digital Interiors

Semester 6

DN025	Industry Experience
DN026	Major Research Project
<i>Or</i>	<i>Or</i>
DN027	Major Studio Project

**Moving Image
BA (Vis Comm)**

Semester 1

TV038	The Moving Image
TV039	Cine
AC007	Computing for Design
CC142	Ideas and Thought

Semester 2

TV040	Art Direction
TV041	The Shoot
DN019	Drawing, Design Principles and Colour Theory
CC143	Visual Communication

Semester 3

TV042	Understanding Acting
TV043	Producing and Production History of Visual Communication
CC145	Elective

Semester 4

TV044	Story and Drama
TV045	Directing Live Action
CC144	Design Meaning and Culture Elective

Associate Degree Exit Point

Semester 5

TV046	Post Production
CC139	Major Project Part 1
BU055	Business Communication Elective

Semester 6

CC141	Internship
CC140	Major Project Part 2

**Multimedia Design
BA (Vis Comm)**

Semester 1

GD060	Graphic Design and Communication
GD061	Graphic and Multimedia Studio
AC007	Computing for Design
CC142	Ideas and Thought

Semester 2

GD059	Applied Graphics and Imaging
CT054	Multimedia
DN019	Drawing, Design Principles and Colour Theory
CC143	Visual Communication

Semester 3

CT055	Motion Graphics
CT056	Information and Interface Design
CC145	History of Visual Communication Elective

Semester 4

CT057	Advanced Motion Graphics
CT058	Game On
CC144	Design Meaning and Culture Elective

Associate Degree Exit Point

Semester 5

CT059	New Media and Interactive Environments
CC139	Major Project Part 1
BU055	Business Communication Elective

Semester 6

CC141	Internship
CC140	Major Project Part 2

**Photography
BA (Vis Comm)**

Semester 1

PH035	Photography Essentials
PH036	Digital Darkroom 1
AC007	Computing for Design
CC142	Ideas and Thought

Semester 2

PH037	Photographic Studio 1
PH038	Exploring Photography
DN019	Drawing, Design Principles and Colour Theory
CC143	Visual Communication

Semester 3

PH039	Photographic Practice
PH040	Digital Darkroom 2
CC145	History of Visual Communication Elective

Semester 4

PH041	Photographic Studio 2
PH042	Photographic Location
CC144	Design Meaning and Culture Elective

Associate Degree Exit Point

Semester 5

PH043	Professional Photographic Practice
CC139	Major Project Part 1
BU055	Business Communication Elective

Semester 6

CC141	Internship
CC140	Major Project Part 2

Electives - Bachelor programs

Please check with Student Services on Level 18 about the availability of each elective in a given semester.

CT057	Advanced Motion Graphics
CT060	Sight for Sound
CT061	Digital Video and Audio
CT062	3D Lighting and Texturing
CT063	Animation
CT064	3D Studies
CT069	Compositing and Special Effects
CT070	Understanding Programming
DM007	Accounting for Designers
FD078	Millinery
FD079	Couture Techniques
FD080	Applied Fashion Design Workshop
FD081	Advanced Pattern Making and Garment Construction
FM006	Fashion Merchandise
GD069	Graphic Construction
ID068	Furniture Design
ID069	Exhibition Design
JD008	Body Adornment
JD009	Explorations of the Set Jewel
PD009	Constructing Prototypes
PH035	Photography Essentials
PH044	Photojournalism
PH045	Advanced Retouching
TV039	Cine
TV042	Understanding Acting
TV046	Post Production

SUBJECT DESCRIPTIONS

All subjects are worth 6 credit points unless stated otherwise.

Core Subjects

Computing for Design | AC007

The aim of this subject is to develop students' computing skills in the areas of drawing, image manipulation, and digital presentation.

Ideas and Thought | CC142

This subject seeks to introduce students to philosophy, culture and visual art. It discusses the interrelatedness of key philosophical, cultural and artistic ideas and encourages a scholarly way of thinking. Providing an overview of some of the major historical periods it focuses on an influential thinker of each age.

Drawing, Design Principles and Colour Theory | DN019

This subject aims to give students a foundation and understanding of the design principles, colour theory and colour forecasting essential to the field of design.

20th Century Design and Culture | DN0020

The aim of this subject is to understand the historical, cultural, social and economic factors that have influenced development of design in the 20th century.

Design Research Interactive Systems | DN021

This subject aims to give students an introduction to all interactive systems (Human Factors and Ergonomics) that affect the design process, design research and design practice.

Sustainable Design | DN022

The aim of this subject is to give students an awareness of the importance of designing for sustainability in addition to providing a valuable knowledge of current sustainable technologies, materials, design innovation and practitioners.

Design and Subculture | DN023

This subject explores a range of subcultures and their transition historically into mainstream culture through design.

Design and Business Management | DM006

This subject will give students an appreciation of what it is like to be part of a commercially based organisation and recognise that management is a generic process that underpins all human activity.

Design Futures | DN024

The aim of this subject is to develop and advance the working methodology of design students as they prepare to enter the professional industry.

Visual Communication | CC143

Students will study recent theories of perception, cognition and communication. They will then apply these theories to design their own works. The aim is for students to be able to communicate to an audience effectively.

Design Meaning and Culture | CC144

This subject allows students to investigate contemporary design in relation to its cultural context. The subject gives them the knowledge and skills to analyse the interaction between design and various cultural and social values.

Major Project | Part 1 | CC139

This subject introduces students to a range of academic and professional research methods appropriate to visual communicators. Students will develop, present and negotiate an innovative project proposal and marketing strategy and prepare a self-initiated brief. The purpose of this brief is to create a blueprint for the student's Major Project to be finalised in the subject CC140 Major Project Part 2.

History of Visual Communication | CC145

This subject will investigate the origins of visual communication and aspects of its pre-twentieth century history. Students will research the major art movements, the evolution of advertising, and the visual aspects of fashion, architecture and graphic design.

Business Communication | BU055

This subject introduces students to the theory and practice of effective communication in the business environment. It covers the dynamics of group and individual interaction and the preparation and presentation of written and verbal communications to demonstrate ability in communicating information at a professional level.

Major Project | Part 2 | CC140 – 18 credit points

This subject will enable students to integrate their cognitive, creative, practical and technical capabilities to manage a major, self-generated project. Working independently or collaboratively, students will produce a major project as evidence of professional expertise in their major area of study.

Major Research Project | DN026 – 18 credit points

This subject provides an opportunity for students to complete a sustained piece of research and to develop their skills of independent writing and research.

Major Studio Project | DN027 – 18 credit points

This subject provides an opportunity for students to design and realise a significant series or body of design work.

Internship | CC141

This subject will give students an opportunity to investigate a selected workplace in their chosen discipline. This structured internship requires students to undertake formal negotiation with the host workplace and to submit written reports.

Industry Experience | DN025

This subject provides an opportunity for students to experience the work place and to contribute professionally within the design industry.

Elective Options

Advanced Motion Graphics | CT057

The aim of this subject is to further develop the ability and skills of students in producing innovative motion graphic designs.

Sight for Sound | CT060

The aim of this subject is to investigate ways in which music and sound have been interpreted into the visual realm.

Digital Video and Audio | CT061

The aim of this subject is to give students technical competency and knowledge of digital video and audio production.

3D Lighting and Texturing | CT062

This subject will develop 3D modelling skills through a detailed study of traditional lighting and texturing techniques and apply these to 3D modelling and rendering.

Animation | CT063

This subject concentrates on the principles and techniques common to all animation. Students will also get experience in a number of specific animation methods. They will also learn drawing techniques appropriate to animators.

3D Studies | CT064

This subject concentrates on the basic principles and concepts of 3D modelling, lighting and animation. Students will also learn and gain practice with an industry standard software package.

Motion Graphics and Special Effects | CT069

This subject will show students how to use compositing software to combine still images, live action and computer generated imagery. This subject will teach students how to use industry standard software to create artificial worlds or to put artificial objects into the real world.

Understanding Programming | CT070

This subject gives students a basic understanding of programming and computer science, so that they can work more effectively in collaborative environments. Students will get a deeper understanding of computers, networks and fundamental programming concepts. They will also look at the technical issues of game construction.

Accounting for Designers | DM007

This subject introduces basic, modern, financial and managerial accounting theory and practice and how those practices affect the work of the designer. Students develop a clear understanding of how and why accounting data is used to help make decisions in organisations.

Millinery | FD078

This subject provides students with the knowledge and skills to design and construct fashion headpieces and trims for hats using a variety of materials and techniques.

Couture Techniques | FD079

This subject explores the conceptual design and technical development of couture garments.

Applied Fashion Design Workshop | FD080

This subject enables learners to explore more advanced applied design techniques. While the primary focus is upon couture draping techniques, other fashion applications such as fabric manipulation, fabric technology and embroidery are explored to support concurrent major projects in the school of fashion design.

Advanced Pattern Making and Garment Construction | FD081

This subject enables learners to produce patterns and construct garments for fashion design applications in the industry using advanced pattern making and garment construction techniques.

Fashion Merchandise | FM006

This subject will provide the learner with knowledge and skills required to manage store merchandising, visual merchandising, housekeeping and pricing policies.

Graphic Construction | GD069

The aim of this subject is to encourage students to utilise graphic making alternatives to digital and computer based image making.

Furniture Design | ID068

The aim of this subject is to introduce students to furniture design, including the history of style, materials and construction techniques.

Exhibition Design | ID069

This subject introduces students to designing exhibition spaces. The student will outline the project scope for a designated space including planning, costing, sourcing and negotiating. Then they will design the designated space.

Body Adornment | JD008

This subject explores the historical and conceptual design and technical development of body adornment.

Explorations of the Set Jewel | JD009

Student's will explores the history of stone setting and its adaptation into contemporary jewellery and then design and develop an innovative setting solution.

Constructing Prototypes | PD009

Students will research, and re-design an existing design or develop a new design project and construct a resolved prototype of it.

Photography Essentials | PH035

This subject introduces the initial process of image capture using digital photographic cameras and equipment and concentrates on the functions and use of digital 35mm SLR cameras.

Photojournalism | PH044

This subject introduces the role and responsibilities of a photographer working within the complex field often referred to as either: photojournalism, reportage, social documentary, press photography, street and celebrity photography.

Advanced Retouching | PH045

Students will be given a variety of challenging briefs. The focus will be on producing high quality digital images that show a creative vision, individuality and to explore the endless possibilities of photographic retouching and image manipulation made possible through modern technology.

Cine | TV039

Students will learn about the broad range of equipment and techniques used to capture the moving image. They will learn about camera lenses and their uses and limitations. They will also gain practical experience in capturing digital moving images.

Understanding Acting | TV042

This subject familiarises students with the skills of the actor. Students can use their knowledge of these skills, as a director, to guide actors or as an animator, to create life-like and believable characters.

Post Production | TV046

This subject will give students experience in the post-production aspects of digital media. While this subject will focus on the editing process, students will grade and export material for distribution.

Animation Major

The Moving Image | TV038

This subject will familiarise students with the art of 'the moving image', including film, television, 3D games and animation. Students will receive a broad overview of both the industry and the art form. They will study its history and investigate a wide variety of genres, styles and media.

Animation | CT063

This subject concentrates on the principles and techniques common to all animation. Students will also get experience in a number of specific animation methods. They will also learn drawing techniques appropriate to animators.

Art Direction | TV040

This subject will look at how industry professionals create cinematic, televisual and virtual 'realities'. Students will consider the psychological and artistic aspects of the camera, sets, costumes, props, lighting and sound etc. They will examine the ways that professionals use design, colour, composition and other elements to create meaning.

3D Studies | CT064

This subject concentrates on the basic principles and concepts of 3D modelling, lighting and animation. Students will also learn and gain practice with an industry standard software package.

Understanding Acting | TV042

This subject familiarises students with the skills of the actor. Student can use their knowledge of these skills, as a director, to guide actors or as an animator, to create life-like and believable characters.

Character Design | CT066

This subject will help students develop and build characters suitable for 2D and 3D broadcast animation and games. Students will learn how to design dramatically and mechanically appropriate characters.

Story and Drama | TV044

Story and drama are two important aspects of both linear and interactive moving imagery. This subject teaches students about these through exposure to each area's key works, the study of classic drama/story methods and practical exercises. Students also develop an idea from story sentence to shooting script.

Directing Animation | CT067

This subject gives students experience with directing animation. Students will take a script and turn it into a storyboard, which they (or others) could animate. They will create an animatic and learn about timing.

Design Management Major

Design, Business and Law | DM001

The aim of this subject is to examine the legal, business and ethical environment in which local and international contemporary design oriented businesses operate. It is designed to equip students with knowledge of the basic business and legal principles pertinent to both international business and to the country in which they are studying.

Design and Marketing | DM002

This subject introduces the basic concepts of marketing and public relations and will examine how these relate to the wants and needs of today's design practice, business and real/potential consumers. Students will learn how to apply these principles in practice when making decisions about marketing their products and services to potential customers in domestic and international markets.

Business Communication | BU031

This subject introduces students to the theory and practice of effective communication in the business environment. The subject covers the dynamics of group and individual communication in terms of verbal, non-verbal and written interactions in an organisational setting.

Design Leadership | DM003

This subject will develop student understanding of principles of design management, design leadership, and the place of design-centred practices in commercial environments in the public and private sector. Principles of leadership and management will be examined to identify critical points of difference and how, in a business, they are related. The importance of creating a design culture within organisations is central to this subject and will be examined in both commercial and non-commercial organisations. The design culture will also be examined in the context of design practices focused on marketing and brand management.

Business Studies for Designers | DM004

This subject is designed to enable students to understand the basic principles of small business development and growth. It will help students to examine the ways in which they might set up their own small design business, and will highlight the key pitfalls and areas of critical risk for small business owners. The subject will also examine ways in which students might manage or mitigate common risks faced by new business owners.

Project Management | DM005

This subject examines the ways in which projects are managed to be delivered on time, on budget and meeting the quality and standards specified by the designer. The importance of project management feedback is emphasised as being critical in the development of the project design process. Project formulation, design and the technical skills involved for effective feedback are also examined.

Human Resource Management | BU032

This subject examines the critical importance of people in an organisation in terms of core competence and the development and execution of a competitive strategy. The subject is designed to provide students with an understanding of the role of human resource management in the workplace from the perspective of both the organisation and the individual.

Fashion Design Major

Fashion Design Studio | FD070

This subject introduces students to the practice of researching, designing and making garments for the fashion industry.

Fashion Design and Development | FD071

This subject enables students to integrate research and practice with the application of pattern making, material understanding and fabrication techniques to produce fashion design solutions.

Applied Graphics and Imaging | GD059

The aim of this subject is to advance students' computer graphic skills.

Fashion Past and Present | FD072

The application of historical styles and contexts and their influence on contemporary trends is the focus of this subject.

Textile Technology and Design | FD073

Students will learn to describe and state the characteristics and properties of various fabric structures and finishes used in the fashion industry. With this knowledge they will explore a range of textile applications and develop pattern design solutions for fabric.

Pattern Design Systems | FD074

This subject helps students become familiar with the use of computer technology to enhance garment production, and to use current computer software as a tool to design and create patterns.

Fashion and Culture | FD075

The influence of culture and context on fashion and design are at the core of this subject. Students will apply cultural theory and knowledge to the fulfilment of design briefs that draw upon specified cultural influences.

Digital Marker and Grading | FD076

This subject helps students become proficient with the use of computer technology to enhance garment production through the application of current computer software.

Men's Wear and Women's Wear Collection | FD077

Students will apply their advanced skills in pattern making, textile design and selection to produce a strong and innovative design collection for men or women, with the specified target market foremost in the design process.

Fashion Marketing Major

Design, Business and Law | DM001

The aim of this subject is to examine the legal, business and ethical environment in which local and international contemporary design oriented businesses operate. It is designed to equip students with knowledge of the basic business and legal principles pertinent to both international business and to the country in which they are studying.

Design and Marketing | DM002

This subject introduces the basic concepts of marketing and public relations and will examine how these relate to the wants and needs of today's design practice, business and real/potential consumers. Students will learn how to apply these principles in practice when making decisions about marketing their products and services to potential customers in domestic and international markets.

Business Communication | BU031

This subject introduces students to the theory and practice of effective communication in the business environment. The subject covers the dynamics of group and individual communication in terms of verbal, non-verbal and written interactions in an organisational setting.

Fashion Communication | FM001

This module examines the processes of public relations as a management function of marketing. Attention is directed to the specific requirements of interacting with a diversity of people. Students work with public opinion, research data on industry-derived projects, and cases, plan and write proposals for publicity and public relations programmes.

Strategic Marketing | FM002

This subject focuses on basic fashion marketing principles taking a strategic approach to creating and managing today's marketing challenges in the design business. The subject provides a practical framework for the design, implementation and evaluation of strategic options for business and market planning. The subject also focuses on how the marketing organisation can be both pro and re active to the competitive business environment through both macro and micro business analyses and an examination of competitor activity.

E-Fashion | FM003

The aim of the subject is to solicit and analyse Internet marketing data. The subject will investigate and interpret computer networks and other telecommunications technologies which link employees, suppliers, and customers in different locations through the public internet and intranets. The theory will investigate the technological advances, pitfalls, and development in the fashion marketing industry and assess potential new e-fashion markets.

Social Psychology of Fashion | FM004

The aim of this subject is to help students evaluate the utilization of cultures and societies in the marketplace and the research of trends. This subject surveys what psychology and sociology are by definition, then focuses on the meaning of fashion to the individual in society. Cultural messages and symbols communicated through fashion are identified and explored in a fashion-forecasting context.

Brand Management | FM005

This subject examines the importance of developing strategies focused on brand management. The module will present branding strategy options, and outlines how a poorly planned branding strategy can confuse customers and devalue a company's competitive strength. The subject articulates brand designing and building, the challenges in branding development, and developing branding strategies to form competitive barriers and work towards establishing and sustaining a competitive market position.

Games Design Major

The Moving Image | TV038

This subject will familiarise students with the art of 'the moving image', including film, television, 3D games and animation. Students will receive a broad overview of both the industry and the art form. They will study its history and investigate a wide variety of genres, styles and media.

Animation | CT063

This subject concentrates on the principles and techniques common to all animation. Students will also get experience in a number of specific animation methods. They will also learn drawing techniques appropriate to animators.

Art Direction | TV040

This subject will look at how industry professionals create cinematic, televisual and virtual 'realities'. Students will consider the psychological and artistic aspects of the camera, sets, costumes, props, lighting and sound etc. They will examine the ways that professionals use design, colour, composition and other elements to create meaning.

3D Studies | CT064

This subject concentrates on the basic principles and concepts of 3D modelling, lighting and animation. Students will also learn and gain practice with an industry standard software package.

Game Play | CT065

Students will learn to analyse games and game-play, as well as examine genres and trends in gaming. They will work singly and in small groups to develop game ideas, compare and contrast them with published games and then create focused design documents for possible future production.

Character Design | CT066

This subject will help students develop and build characters suitable for 2D and 3D broadcast animation and games. Students will learn how to design dramatically and mechanically appropriate characters.

Story and Drama | TV044

Story and drama are two important aspects of both linear and interactive moving imagery. This subject teaches students about these through exposure to each area's key works, the study of classic drama/story methods and practical exercises. Students also develop an idea from story sentence to shooting script.

Games Development | CT068

This subject gives students experience in game production and construction. Students will learn about the industry and examine marketing, business and management issues. They will participate in the making of a game.

Graphic Design Major

Graphic Design and Communication Studio | GD060

The aim of this subject is to introduce students to the fundamentals of graphic design as it relates to both print and multimedia.

Graphic Design and Multimedia Studio | GD061

The aim of this subject is to allow students to connect design history, theory and research methods with the practice and processes of graphic design and multimedia.

Applied Graphics and Imaging | GD059

The aim of this subject is to advance students' computer graphic skills.

Visual Language Past and Present | GD062

The aim of this subject is to better understand the value and application of the many forms and codes of visible languages in contemporary society through the study of the origins and development of visible languages in the context of social, cultural and technological change.

Print Media and Graphic Design | GD063

The aim of this subject is to advance the students compositional and layout skills in relation to print based outcomes.

Visual Communication and Imaging | GD064

The aim of this subject is to introduce students to key approaches in designing and creating visual identities.

Graphics for Products and Spaces | GD065

The aim of this subject is to demonstrate how visual communication techniques can be used in the design of products and spaces.

Integrated Visual Systems | GD066

The aim of this subject is to provide students with the skills and techniques for producing clear and efficient visual translations of complex data and information, communicated through a range of media.

Graphic Design and Society | GD067

This subject involves students in the examination of the role of graphic design in society whilst exploring the potential of using visual communication skills to make a positive and relevant contribution to our day-to-day lives.

Print and Pre-Press Portfolio | GD068

The aim of this subject is to compliment students' graphic design skills with a sound knowledge of pre-press and print processes through the production of a personal portfolio of work.

Interior Design Major

Interior Design Studio | ID059

The aim of this subject is to introduce students to design process including, research and analytical thinking in creative design, principles of three dimensional designs, drawing and problem solving.

Interior Design Materials and Technologies | ID060

This subject will further develop students' skills in drafting and introduce students to materials, finishes and installations used in designing interior spaces.

Computer Aided Drawing | DN017

This subject prepares students for working in CAD. Students produce technical drawings to Australian Standard 1100 using CAD software including the generation of 3D images and exploded views of products.

Interior Design Past and Present | ID061

The application of historical design movements and contexts and their influence on contemporary design trends is the focus of this subject.

Residential Interiors | ID062

The aim of this subject is for students to further develop skills in design process and methods as well as creative and critical skills to propose solutions to a range of residential spaces for private clients.

CAD for Interior Design | ID063

The aim of this subject is to extend students' knowledge of tools and commands used in CAD for drawing and drafting interior design spaces and projects.

Commercial Interior Design | ID064

The aim of this subject is to introduce students to the methods and constraints of designing commercial interior spaces.

Building Materials and Technology | ID065

This subject aims to familiarise students with residential and commercial building construction processes, methods and materials, to create functional, time and cost effective interior design solutions.

Public Space Design | ID066

This subject introduces students to the methods of designing commercial, public interior spaces, with attention to safety, access, ergonomic needs and environmental constraints.

Architectural Drawing and Digital Interiors | ID067

The aim of this subject is to acquire additional skills for three dimensional architectural computer drawing using a range of software, and to build on computer rendering skills already acquired.

Moving Image Major

The Moving Image | TV038

This subject will familiarise students with the art of 'the moving image', including film, television, 3D games and animation. Students will receive a broad overview of both the industry and the art form. They will study its history and investigate a wide variety of genres, styles and media.

Cine | TV039

Students will learn about the broad range of equipment and techniques used to capture the moving image. They will learn about camera lenses and their uses and limitations. They will also gain practical experience in capturing digital moving images.

Art Direction | TV040

This subject will look at how industry professionals create cinematic, televisual and virtual 'realities'. Students will consider the psychological and artistic aspects of the camera, sets, costumes, props, lighting and sound etc. They will examine the ways that professionals use design, colour, composition and other elements to create meaning.

The Shoot | TV041

This subject gives students practical experience with all aspects of a shoot and preparation for a shoot including sets, props and costumes. Students also study lighting design, mechanical effects, makeup, sound and other aspects of film-making.

Understanding Acting | TV042

This subject familiarises students with the skills of the actor. Students can use their knowledge of these skills, as a director, to guide actors or as an animator, to create life-like and believable characters.

Producing and Production | TV043

In this subject students learn the business of moving image creation. On the manufacturing side, they learn how to create a cost effective result. On the marketing side, they learn how to raise money and create income from their work.

Story and Drama | TV044

Story and drama are two important aspects of both linear and interactive moving imagery. This subject teaches students about these through exposure to each area's key works, the study of classic drama/story methods and practical exercises. Students also develop an idea from story sentence to shooting script.

Directing Live Action | TV045

In this subject students will learn how a director prepares for a shoot. They will work in small crews on dramatic, comedic and abstract sequences. They will also reflect on their work and be mentored through the directing process.

Post Production | TV046

This subject will give students experience in the post-production aspects of digital media. While this subject will focus on the editing process, students will grade and export material for distribution.

Multimedia Design Major

Graphic Design and Communication | GD 060

The aim of this subject is to introduce students to the fundamentals of graphic design as it relates to both print and multimedia.

Graphic Design and Multimedia Studio | GD061

The aim of this subject is to allow students to connect design history, theory and research methods with the practice and processes of graphic design and multimedia.

Applied Graphics and Imaging | GD059

The aim of this subject is to advance students' computer graphic skills.

Multimedia | CT054

The aim of this subject is to advance the understanding and application of multimedia design as it relates to both online and offline environments.

Motion Graphics | CT055

The aim of this subject is to introduce students to a range of skills, techniques and concepts that will allow for the production of motion graphics and animation.

Information and Interface Design | CT056

The aim of this subject is to expand the skills and knowledge of multimedia design students with regard to ordering and presenting complex information in an appropriate digital format.

Advanced Motion Graphics | CT057

The aim of this subject is to further develop the ability and skills of students in producing innovative motion graphic designs.

Game On | CT058

The aim of this subject is to explore and push the limits of digital interactivity, with a focus on the gaming experience.

New Media and Interactive Environments | CT059

The aim of this subject is to investigate the possibilities of producing interactive spatial and temporal digital works using the skills and knowledge gained throughout the course.

Photography Major

Photography Essentials | PH035

This subject introduces the initial process of image capture using digital photographic cameras and equipment and concentrates on the functions and use of digital 35mm SLR cameras.

Digital Darkroom 1 | PH036

This subject introduces students to the digital darkroom and the final stage of image output on screen and as a photographic print.

Photographic Studio 1 | PH037

This subject continues, consolidates and extends knowledge and skills in image capture using digital photographic cameras and equipment.

Exploring Photography | PH038

This subject concentrates on a range of topics concerning photographic practice with the aim to enhance students' appreciation and better understanding of the photographic process, its culture, its craft and the history and exemplars that made it such an important medium of visual communication.

Photographic Practice | PH039

This subject develops the skills and understanding required to manage time and resources in both studio and on location. Students will work in groups and with people, props, backgrounds and lighting to achieve their photographic goals.

Digital Darkroom 2 | PH040

This subject deals specifically with the digital darkroom. It provides a strong foundation for the processing and production of well managed files and quality photographic images required as final presentations of briefs initiated in the parallel and subsequent subjects.

Photographic Studio 2 | PH041

This subject prepares students for the professional practice of photo shoots where student teams assist as necessary with staging, styling, costume, make up, lighting, camera, props and background.

Photographic Location | PH042

This subject consolidates previous experience of location photography and synthesises the knowledge, skills and techniques that have been learned and developed to produce commercially oriented location photographs for inclusion in a professional portfolio.

Professional Photographic Practice | PH043

This subject is designed to consolidate and synthesise all previous knowledge, skills, techniques, conceptual ability and professionalism to develop photographic work of a high standard as expected of a commercially viable, professional portfolio.