



Use visual art to motivate, educate, entertain, and **inspire**

Bachelor of Design (Visual Communication)

Visual communication is where creative art meets technology and function, transforming words and pictures into powerful designs that persuade, inform and engage specific target audiences. In an increasingly visual world, a range of exciting career paths are emerging in the design and media industries. Guided by industry and discipline experts, you will find design solutions to real life problems and challenges and experience all aspects of the design process.

In this program you will:

- Gain a strong foundation of theoretical principles and aesthetic design concepts, and apply what you've learnt with real-life design studio practice.
- Learn the skills you need to convey dynamic ideas and create effective visual communications using colour, texture, typography, imagery, style, and symbols.
- Specialise in a field or combine multidisciplinary interests in layout design, packaging, advertising, photography, illustration, branding and image management.
- Undertake real-world industry projects and internships, and produce a professional portfolio to showcase your work, displayed in a graduate exhibition, and retained as a digital portfolio.
- Benefit from teaching staff, facilities, guest lectures, off-campus excursions, events and workshops that align with current industry practice and trends.

Career opportunities:

- Visual communication designer
- Creative director
- Advertising art director
- Graphic designer
- Production designer (theatre/film/television)
- Packaging designer
- Printmaker
- Image designer (illustration/photography)

Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

LOCATION **Sunshine Coast** QTAC CODE **011391**

MINIMUM SELECTION THRESHOLD **OP - 18 / Rank - 64**

DURATION **3 years full time or equivalent part time**

COMMENCE **Semester 1, Semester 2**

RECOMMENDED PRIOR STUDY **English**

MORE INFORMATION

Contact Student Central
information@usc.edu.au
+61 7 5430 2890

usc.edu.au/ar314

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 20 September 2019
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.