



# Design seamless user **experiences**

## Bachelor of Design (Interactive and UX)

UX designers shape the digital platforms, apps and products we use every day. User experience considers how people interact with technology, how it makes them feel, and how to help them complete a task, buy a product or have a conversation.

This specialised degree builds the technical and creative ability you'll need to work in this dynamic, fast-growing field. You'll develop a broad skillset in design, user testing and project management, and graduate with a professional, industry-ready portfolio.

Creating a user-centric online experience is becoming increasingly important for organisations that want to maintain a high-quality online presence. This program will provide you with the technical, creative and project management skills you need to take advantage of growing opportunities in the field.

- Understand the principles of digital design, visual storytelling and human-computer interactivity
- Learn how to design and develop user-centred digital products, including websites and apps
- Work with cutting-edge technologies, including augmented and virtual reality
- Gain hands-on experience through internships or industry projects

Career opportunities:

- Digital designer
- UX designer
- Interactive designer
- App developer
- Interface designer
- Web designer
- Multimedia developer

### MORE INFORMATION

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[usc.edu.au/ar313](http://usc.edu.au/ar313) | CRICOS code: 098462D

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 25 September 2021  
Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).

## PROGRAM STRUCTURE

### Introductory courses (7) 84 units

- CMN101** Introduction to Creative Entrepreneurship
- CMN107** Communication for the Creative Professional
- DES101** Elements of Design
- DES102** Visual Storytelling
- DES104** Art, Design and Digital Culture
- DES105** Design Methods
- DES107** Drawing Practice

### Developing and Graduate courses (9) 108 units

- CMN202** Screen Production
- DES200** Design Futures
- DES221** Introduction to Interactive Media
- DES222** Responsive Design and Wearable Technologies
- CMN313** Creativity, Design and Communication Project
- DES307** Interactive Technologies and Environments
- DES308** Augmented Reality Design
- DES309** Design Capstone

PLUS select 1 course (12 units) from:

- CMN311** Industry Project 1: Communication, Creativity and Design
- CMN312** Industry Internship 1: Communication, Creativity and Design

### Elective courses (8) 96 units

Select 8 elective courses from the undergraduate elective course options. Students are strongly encouraged to use their electives to complete courses in the available Design disciplines.

Note: Program structures are subject to change. Not all USC courses are available on every USC campus.