



# Sketch out your future in **design**

## Bachelor of Design

Design at USC is an interdisciplinary program with dynamic pathways that encourage you to discover your creativity and develop your critical thinking through experimentation in an inclusive and exploratory environment. Taught by award-winning creative practitioners and industry experts, you will discover the increasingly important role design plays in the world, with opportunities to specialise in interactive media, digital culture, game design or visual communication. This versatile program will equip you with theoretical knowledge, creative skills, cultural awareness and critical thinking to imagine and shape a future that is changing rapidly by design.

In this program you will:

- Learn about the latest interdisciplinary design practices and new technologies
- Work directly with industry experts and organisations to deliver collaborative design projects for diverse audiences
- Demonstrate a broad, coherent, and critical understanding in one or more design disciplines that is theoretically rigorous, versatile and responsive to rapidly changing tools, technologies and environments.
- Use problem-solving strategies, creativity, and theoretical frameworks to address a diverse range of design challenges
- Apply design thinking, ethical practice, and inclusive design methods to generate innovative creative projects and original

ideas for diverse contexts locally and internationally

- Develop culturally sensitive design skills that respond to place, embrace sustainability, and acknowledge Indigenous protocols and perspectives

### Majors/Minors

#### Sunshine Coast

Majors: Creative Writing and Publishing; Digital Culture; Game Design; Interactive Media; Journalism; Music; Screen Media; Social Media; Theatre and Performance; Visual Communication;

Minors: Creative and Interactive Advertising; Creative Writing and Publishing; Digital Culture; Fashion Studies; Game Art and Animation; Game Design; Game Programming; Interactive Media; Journalism; Music; Photographic Practice; Screen Media; Social Media; Strategic Global Communication; Theatre and Performance; Visual Communication;

#### Moreton Bay

Majors: Creative Writing and Publishing; Game Design; Interactive Media; Journalism; Screen Media; Social Media; Visual Communication;

Minors: Creative and Interactive Advertising; Creative Writing and Publishing; Game Art and Animation; Game Design; Game Programming; Interactive Media; Journalism; Screen Media; Social Media; Strategic Global Communication; Visual Communication;

### MORE INFORMATION

Contact the International Office  
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[usc.edu.au/ar317](http://usc.edu.au/ar317) | CRICOS code: 064651B

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 1 December 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).



Rise, and shine.

## Online

Majors: Creative Writing and Publishing; Digital Culture; Game Design; Interactive Media; Journalism; Screen Media; Social Media; Visual Communication;

Minors: Creative and Interactive Advertising; Creative Writing and Publishing; Digital Culture; Fashion Studies; Game Art and Animation; Game Design; Game Programming; Interactive Media; Journalism; Photographic Practice; Screen Media; Social Media; Strategic Global Communication; Visual Communication;

### Career opportunities:

- Professional designer
- Interactive media specialist
- Game designer, artist or programmer
- Visual communication designer
- Photographer
- Visualisation designer
- Interdisciplinary artist
- Creative producer
- Fashion designer
- Content creator
- Design strategist

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## PROGRAM STRUCTURE

### Introductory courses (6) 72 units

- DES101** Elements of Design
- DES103** Fundamentals of Photography
- DES104** Art, Design and Digital Culture
- DES105** Design Methods
- DES107** Drawing Practice
- SGD102** Introduction to Games Programming

### Graduate courses (1) 12 units

- BCI304** Creative Engagement

### PLUS select 1 course (1) 12 units from:

- BCI302** Work Integrated Learning Project
- BCI303** Work Integrated Learning Placement

Plus select 16 courses (192 units) towards 1 required major and 1 major from the specified list; or 1 required major and 2 minors:

#### Required Major

Select 1 required major from:

- Digital Culture<sup>^</sup>
- Game Design
- Interactive Media
- Visual Communication

#### Majors

- Creative Writing and Publishing
- Digital Culture<sup>^</sup>
- Game Design
- Interactive Media
- Journalism
- Music<sup>^</sup>
- Screen Media
- Social Media
- Theatre and Performance<sup>^</sup>
- Visual Communication

#### Minors

- Creative and Interactive Advertising
- Creative Writing and Publishing
- Digital Culture<sup>^</sup>
- Fashion Studies<sup>^</sup>
- Game Art and Animation
- Game Design
- Game Programming
- Interactive Media
- Journalism
- Music<sup>^</sup>
- Photographic Practice<sup>^</sup>
- Screen Media
- Social Media
- Strategic Global Communication
- Theatre and Performance<sup>^</sup>
- Visual Communication

<sup>^</sup>Not currently available at Moreton Bay campus.

## Elective courses

Select up to a total of 12 to 36 units from the undergraduate elective course options. The number of electives will vary depending on the majors chosen.

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