

# DESIGN AT SWINBURNE

MARK BOYLE | NICKI WRAGG



# **DIPLOMAS IN DESIGN**

**MARK BOYLE**

## WHAT CAN STUDENTS STUDY?

- Graphic Design
- Interior Design
- Photography
- Visual Art
- Visual Merchandising

# DIPLOMA / ADVANCED DIPLOMA OF GRAPHIC DESIGN

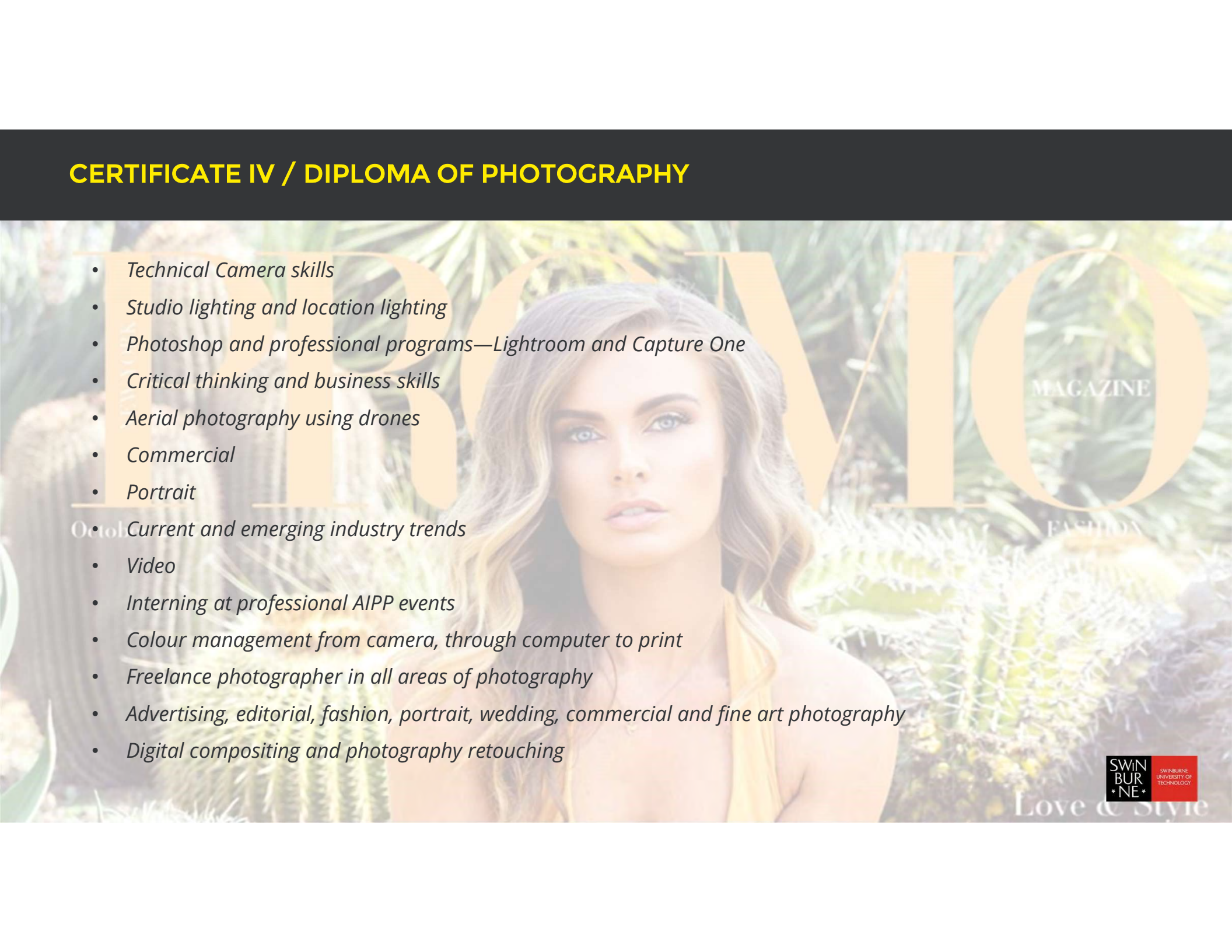
- 2D & 3D design
- Typographic design
- Design industry practice
- Environmental graphics
- UX / UI design
- Digital applications
- Packaging
- Photography
- Illustration
- Visual communication
- Light and colour
- Business & marketing
- Project management
- Design history
- Design thinking

## DIPLOMA / ADVANCED DIPLOMA OF INTERIOR DESIGN

- *Residential design*
- *Commercial and institutional design*
- *Design industry practice including freelancing and sub-contracting*
- *Space, colour, natural and artificial lighting design*
- *High end computer rendering (industry standard Revit, AutoCAD)*
- *Victorian Building Authority registration as a Draftsperson, Building Design (Interior)*
- *White Card*
- *Digital models and documentation for working with builders*
- *Real world clients, such Melbourne City Council*
- *Develop and present folio to Industry partners*
- *Soft furnishings*
- *Kitchen and bathroom design*
- *Design history*
- *Sustainable use of resources*



## CERTIFICATE IV / DIPLOMA OF PHOTOGRAPHY

- 
- *Technical Camera skills*
  - *Studio lighting and location lighting*
  - *Photoshop and professional programs—Lightroom and Capture One*
  - *Critical thinking and business skills*
  - *Aerial photography using drones*
  - *Commercial*
  - *Portrait*
- October
- *Current and emerging industry trends*
  - *Video*
  - *Interning at professional AIPP events*
  - *Colour management from camera, through computer to print*
  - *Freelance photographer in all areas of photography*
  - *Advertising, editorial, fashion, portrait, wedding, commercial and fine art photography*
  - *Digital compositing and photography retouching*

## DIPLOMA / ADVANCED DIPLOMA OF VISUAL ART

- *Drawing and painting skills*
- *Printmaking*
- *Sculpture*
- *Digital and photo based art*
- *Exhibitions*
- *Business skills including working with local community arts funding bodies and sponsorships*
- *Art history and critical thinking*
- *Current and emerging industry trends*
- *Interning at community and public art departments*
- *Industry integration such as Knox Immerse*



# DIPLOMA OF VISUAL MERCHANDISING

- *Store design*
- *Merchandising targets*
- *Display and branding*
- *Styling*
- *Pop up shops*
- *Prop construction*
- *Design history*
- *Colour, design principles*
- *Industry integration with large retailers such as Typo, Peter Alexander, Cable, etc.*
- *Shop fittings and mannequins*
- *Window display*



## WHY CHOOSE SWINBURNE?

- *Staff are current industry practitioners*
- *Industry ready graduates – Specialised creative & employability skills*
- *Strong practical focus allows students to hone skills*
- *Build creative confidence & maturity*
- *Cultivate visual literacy & design awareness*
- *Guided modular learning*
- *Areas of study include current and future employment opportunities*
- *Practical placement – students forge network while studying*
- *Strong connection with industry – guest speakers & practitioners advising students*
- *Undertake real world community based projects*

## WHY CHOOSE SWINBURNE?

### Industry practitioners in photography

#### **Craig Wetjen** BA. Photography (Hon) APPL, M.Photog I, Hon. LM.AIPP

Award winning photographer and best selling author Craig Wetjen is a leading Melbourne based portrait and commercial photographer with over 34 years industry experience. He is an AIPP Accredited Professional Photographer, Master of Photography and Honorary Life Member of the Australian Institute of Professional Photography. He even worked at NASA as a photographer.

#### **Ian van der Wolde** APPL, M Photog IV, HonFAIPP, FAIPP

Award winning photographer Ian van der Wolde (Hon.FAIPP, M.Photog IV) is a leading Melbourne based commercial photographer who has over 28 years continued industry experience. He is an AIPP Accredited Professional Photographer, Master of Photography and Honorary Fellow of the Australian Institute of Professional Photography.

## COOL STUDENT STORIES



Rachel Canale made a name for herself in the photography world when a photo she took for a uni assignment made the cover of New York's PROMO Magazine.



Rachel knew straight out of high school that she wanted to work in a creative industry, so she decided to pursue her passion and enrol in Swinburne's Diploma of Photography and hasn't looked back since.



## COOL STUDENT STORIES



Justin Pedler  
illustrator & Senior  
designer working for  
apparition media  
[www.apparitionmedia.com.au](http://www.apparitionmedia.com.au)

Justin's work can be seen  
around Melbourne.  
His qualification?  
Diploma of Graphic Design  
from Swinburne





## COOL STUDENT STORIES



The Visual Merchandising students working onsite with Typo. 5 of these students had full time work as VMs before they finished their course.

# **BACHELOR OF DESIGN**

**ASSOCIATE PROFESSOR NICKI WRAGG**



COMMUNICATION DESIGN IS INCREASINGLY IMPORTANT IN A COMPLEX WORLD

GLOBAL  
ECONOMIES

HEALTH  
AND

MENTAL HEALTH

TRANSPORT AND  
MOBILITY

HOMES AND CITIES

ENVIRONMENT  
AND SUSTAINABILITY

WASTE  
MANAGEMENT

CURRENCY

PHYSICAL HEALTH

SOCIETY  
AND CULTURE

SWINBURNE  
UNIVERSITY OF  
TECHNOLOGY

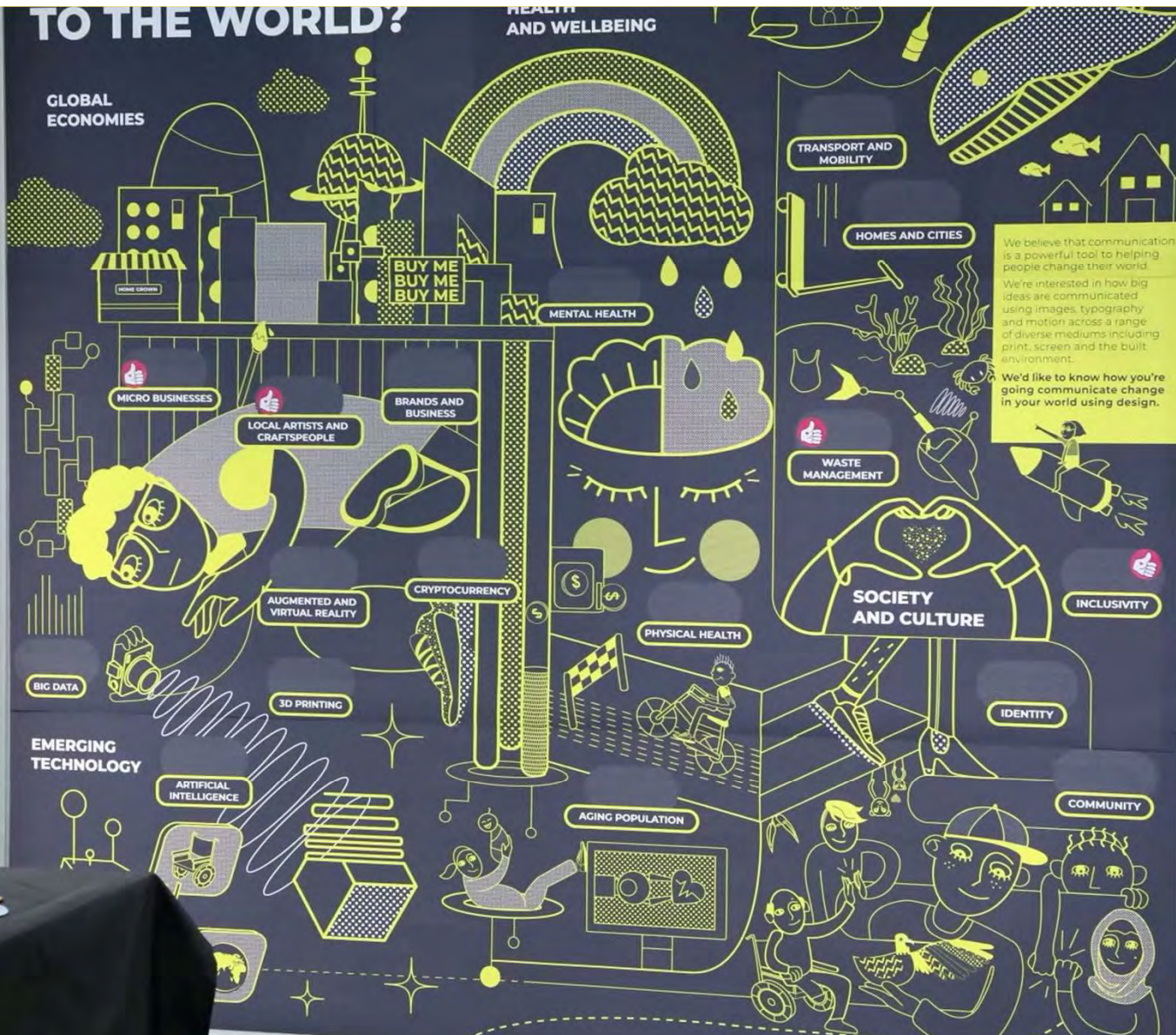




# TO THE WORLD?

## HEALTH AND WELLBEING

### GLOBAL ECONOMIES



We believe that communication is a powerful tool to helping people change their world.

We're interested in how big ideas are communicated using images, typography and motion across a range of diverse mediums including print, screen and the built environment.

We'd like to know how you're going to communicate change in your world using design.



## EDUCATION AND INDUSTRY INTERSECTION



## EDUCATION AND INDUSTRY INTERSECTION





## WHAT TYPE OF DESIGN CAN I STUDY WITHIN COMMUNICATION DESIGN?



## WHAT'S DIFFERENT ABOUT HONOURS?

**Four year honours degree** course

**Capped program (ATAR 90)**

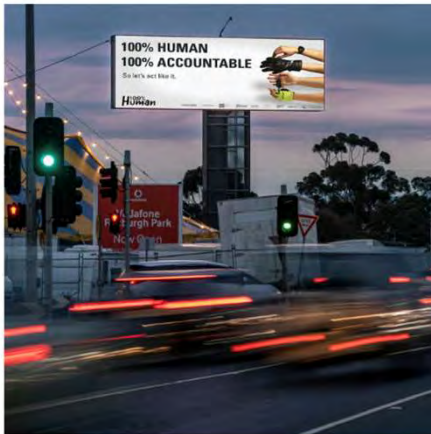
- Focused on **high achievement**
- Integrated **Industry Placement**
- Collaborative **industry mentored projects**
- **Four electives (or a minor)**
- **Globally benchmarked practice**
- **Recognised through national and international awards** and assessment schemes
- Connected to **global alumni** spanning for **over 45 years.**





## WHAT TYPE OF DESIGN CAN I STUDY WITHIN COMMUNICATION DESIGN?

# 100% Human



## WHAT TYPE OF DESIGN CAN I STUDY WITHIN COMMUNICATION DESIGN?



**Re:act**  
RESPOND. ACT.

HARD EDGE™

In collaboration with



**POST**

**NRSP**

**RACV**

**TAC**



**Transurban**

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UNIVERSITY OF  
TECHNOLOGY

## PATHWAYS

Consider other courses that provide a pathway to your chosen degree

### UniLink Diplomas

- **ATAR of 50**
- Equivalent to **first year** of university
- Receive **advanced standing** of up to one year\* of full-time study from a related degree

### Vocational Education Courses

- Enter with ATAR below 50/completion of Year 12 or equivalent
- May receive credit towards related degree
- Provides a primary focus on skills for work
- Practical learning environment

*\*Number of credits can vary depending on the destination degree*

**Related Degrees:** Arts and Communication | Business | Design | Engineering | Health Science  
Information Technology | Science

# **STUDENT EXPERIENCE**

**SHAN THOO**



# THANK YOU

UGTEAM@SWIN.EDU.AU  
SWIN.EDU.AU/DESIGN

