

Course Information

BB-DESMCMN

Bachelor of Design/Bachelor of Media and Communication

Admission criteria

Information about Swinburne's general admission criteria can be found at [Admissions at Swinburne](#)– Higher Education webpage.

A. Applicants with recent secondary education (within past three years)

ATAR

This course uses the ATAR as part of its selection considerations.

Guaranteed ATAR: if you receive an ATAR of 70 or higher and meet all the essential requirements for this course, you will be guaranteed an offer.

Educational history

An applicant's entire academic history, including ATAR results, will be considered for entry into this course.

Selection rank adjustments

Selection ranks for this course will be calculated based on your ATAR with adjustments to overall study scores based on subjects studied, location of your home address, SEAS application, and participation in Swinburne's Early Leaders program. For further details about selection rank adjustments, see [Admissions at Swinburne](#).

Subject Adjustments

A study score of 25 in Art, any Business, Applied Fashion Design and Technology B, Product Design and Technology, any Humanities, Literature, Media, Interactive Digital Media C, Creative and Digital Media (VCE VET) I, Studio Arts, Systems Engineering, Theatre Studies or Visual Communication Design equals 4 aggregate points per study. Overall maximum of 15 points.

Meeting course prerequisites

VCE units 3 and 4: a study score of at least 25 in any English (except EAL) or at least 30 in English as Alternate Language (EAL) or equivalent.

VCE units 3 and 4: a study score of at least 20 in one of Art, Product Design and Technology, Media, Interactive Digital Media C, Creative and Digital Media (VCE VET) I, Studio Arts or Visual Communication Design or equivalent.

ATAR profile for those offered places wholly or partly on the basis of ATAR in Semester 1 2023

ATAR-Based offers only, across all offer rounds	ATAR (Excluding adjustment factors)	Selection Rank (ATAR plus any adjustment factors)
Highest rank to receive an offer	97.65	99.35
Median rank to receive an offer	69.3	77.95
Lowest rank to receive an offer	55.2	66.5

B. Applicants with higher education study

Educational history

An applicant's entire academic history, including results from previous higher education study will be considered for entry into this course. If previous higher education qualifications are incomplete, results must have been obtained in the last seven years.

Meeting course prerequisites

As for Year 12 or equivalent.

STAT/Bridging courses

Applicants who do not meet the English prerequisites can sit [STAT Written English](#). STAT results are valid for two years.

C. Applicants with vocational education and training (VET) study

Educational history

An applicant's entire academic history from the past seven years, including complete and/or incomplete post-secondary VET studies, will be considered for entry into this course. Only graded results will be considered.

Meeting course prerequisites

As for Year 12 or equivalent.

STAT/Bridging courses

Applicants who do not meet the English prerequisites can sit [STAT Written English](#). STAT results are valid for two years.

D. Applicants with work and life experience

Entire academic record

This course uses an applicant's entire academic record as part of its selection considerations, including an applicant's ATAR results from the last seven years can be considered for entry into this course.

Meeting course prerequisites

As for Year 12 or equivalent.

STAT/Bridging courses

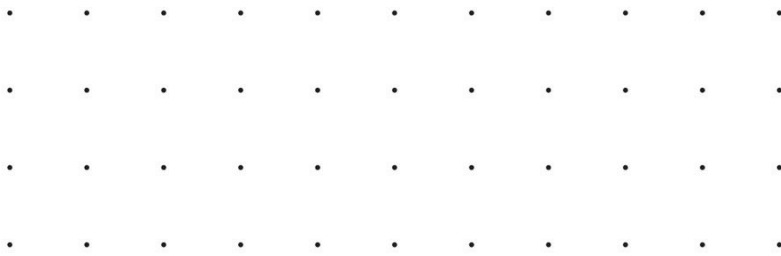
Applicants who do not meet the English prerequisites can sit [STAT Written English](#). STAT results are valid for two years.

Student profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Semester 1 2023	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	<5	<5
(B) Vocational education and training (VET) study	0	0%
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	<5
(D) Recent secondary education:		
<ul style="list-style-type: none"> Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points) 	N/P	N/P
<ul style="list-style-type: none"> Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR) 	N/A	N/A
<ul style="list-style-type: none"> Admitted on the basis of other criteria only and ATAR was not a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement) 	13	48%
International students	0	0%
All students	27	100%

Notes: "<5" – the number of students is less than 5.
 N/A – Students not accepted in this category.
 N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.



Where to get further information

Further information about different application pathways to Swinburne is available through the Swinburne website:

- * [Planning your Future](#)

Further information for students is available through the following resources:

- * [Tertiary Education Quality Standards Australia](#) (TEQSA) national register
- * [Quality Indicators for Learning and Teaching](#) (QILT)
- * [Victorian Tertiary Admissions Centre](#) (VTAC)