

# Design



3D animation  
Digital technologies  
Visual communication

Burwood (Melbourne), Geelong (Waterfront)\*

Launch your career in one of the most engaging and exciting areas of study and applied creative practice developments in Australia.

Design is what links creativity and innovation and Deakin aims to instil in students a belief that design can be an agent for change.

## 3D animation

Tell fantastic stories and create the unexpected with 3D animation at Deakin. Discover how motion design can be used as an engaging communication platform as well as a method for transformative social change. We explore animation across a variety of platforms including film, television, advertising, web, motion capture, game design, augmented reality (AR) and virtual reality (VR).

## Digital technologies

Digital technologies have become an integral part of our everyday lives. 24 hours a day, 7 days a week, we are immersed in a digital world. But how can we use these technologies to help problem solve the future?

Combine strong foundations in design thinking with the technical skills required to delve into software design, user interface design and design for augmented and virtual realities.

## Visual communication

Learn the tools, strategies and design thinking methodologies required to be an adaptable, multidisciplinary communication designer. Explore a dynamic combination of contemporary design thinking methodology, traditional skills in typography, branding and print design alongside specialised skills in user experience, IT knowledge and interdisciplinary practices.



Our three design courses are formally recognised by the Design Institute of Australia (DIA), so you can be assured it meets the appropriate industry standards. It also means you can obtain membership of the DIA, giving you access to some of the biggest design events and experts in the nation.

*\*Visual Communication Design only*

[deakin.edu.au/design](http://deakin.edu.au/design)

Choose  
your course  
inside ▶



# Choose your course



## Bachelor of Design (3D Animation)

**Course Code:** A343  
**Location:** Burwood (Melbourne)  
**Duration:** 3 years full-time or part-time equivalent

Deakin's Bachelor of Design (3D Animation) embeds animation into design, focusing on the requirements of the client, delivering projects to suit industry standards across digital platforms. Explore design histories and theories and develop creative, technical and analytical skills in animation production through the exploration of computer graphic animation (3D CG modelling, character design and rigging, CG lighting and rendering) and motion capture techniques relevant to a career in motion design and animation.

Throughout your course you will have the opportunity to work on industry briefs with real-life clients ensuring you develop a strong portfolio of work. Specialise in areas that interest you the most to prepare yourself for work in industry.

Alongside core units, students may choose to specialise in units including creative coding, drawing and illustration, principles of animation, digital photography and application and design of virtual and augmented reality systems,

### Careers

Graduate equipped ready to work in motion design, animation, film, television and web design, motion capture performance or in augmented reality and virtual reality.

**Students applying for this course will be required to complete a portfolio of work presented to a satisfactory standard.**

Student work: Into the Woods - Philip Billones, Andrew Dunkerly, Kane Jorgensen



## Bachelor of Design (Digital Technologies)

**Course Code:** A344  
**Location:** Burwood (Melbourne)  
**Duration:** 3 years full-time or part-time equivalent

Deakin's Bachelor of Design (Digital Technologies) combines software design, immersive virtual reality and augmented reality experience design, mobile app design, web design and creative arts design skills to support employment outcomes that differ from those of traditional IT or creative arts degrees. This intersection of technical and artistic skills offers graduates opportunities to extend their design skills into the application of technological products that will address pressing creative and social issues in today's society.

Work on real projects with real briefs ensuring you develop a strong portfolio of work throughout your studies. Explore technological entrepreneurship and innovation and specialise in an area that interests you most.

Alongside core units, students may choose to specialise in units including creative coding, robotics studio, application and design of virtual and augmented reality systems, data capture technologies, designing 3D environments and designing 3D motion.

### Careers

Graduates are open to many career opportunities, in creative agencies, advertising and design studios, print houses and corporate companies. Digital Technologies graduates will have highly-technological skills sought after by employers relevant to UX design, UI design, digital design and immersive design.

**Students applying for this course will be required to complete a portfolio of work presented to a satisfactory standard.**



## Bachelor of Design (Visual Communication)

**Course Code:** A345  
**Location:** Burwood (Melbourne), Waterfront (Geelong)  
**Duration:** 3 years full-time or part-time equivalent

The design industry is changing rapidly, as is the profession of Communication Design. Deakin's Bachelor of Design (Visual Communication) addresses this shift through a fresh and exciting course focusing on all facets of communication design. From day one, you are introduced to the professional design world, learning and creating in an array of state-of-the-art facilities with industry leaders. We encourage our students to shape their ideas into practical and attractive propositions for users, customers and society as a whole. All students remain connected to industry throughout the course, with the opportunity to take part in regular exhibitions and showcases including a final year exhibition. As a final year student, you will also take part in a collaborative industry project ensuring you graduate with the knowledge and skills for a successful creative career.

Alongside core units, students may choose to specialise in units including creative coding, designing 3D environments, digital photography, principles of animation and exploring I.T.

### Careers

Our graduates are open to many career opportunities, including in the areas of advertising, graphic design studios, print houses, publishers, corporate companies who host in-house design services, government and private practices.

**Students applying for this course will be required to complete a portfolio of work presented to a satisfactory standard.**

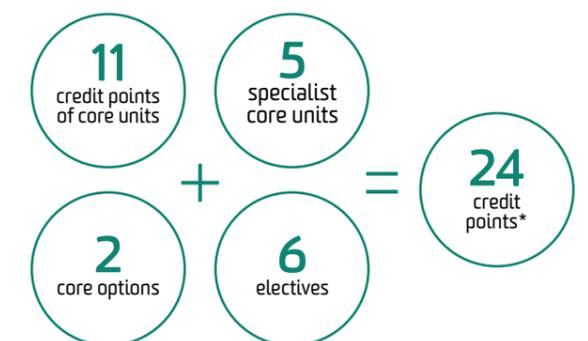
Student work: Carers of Africa - Talia Alsop, Andrew Chan, Fazli Abdullah

Opportunities to collaborate with students across many arts disciplines informs vibrant dialogues, encourages innovation and ensures you graduate ready for a career as a well-rounded creative practitioner.

## Design course structures

Through a unique course structure, we challenge our students to be big picture thinkers.

Students undertake core units in design methodologies and technologies, as well as specialist core units unique to the chosen design discipline. In your 2nd and 3rd year, you may undertake elective units to tailor your degree to suit your interests.



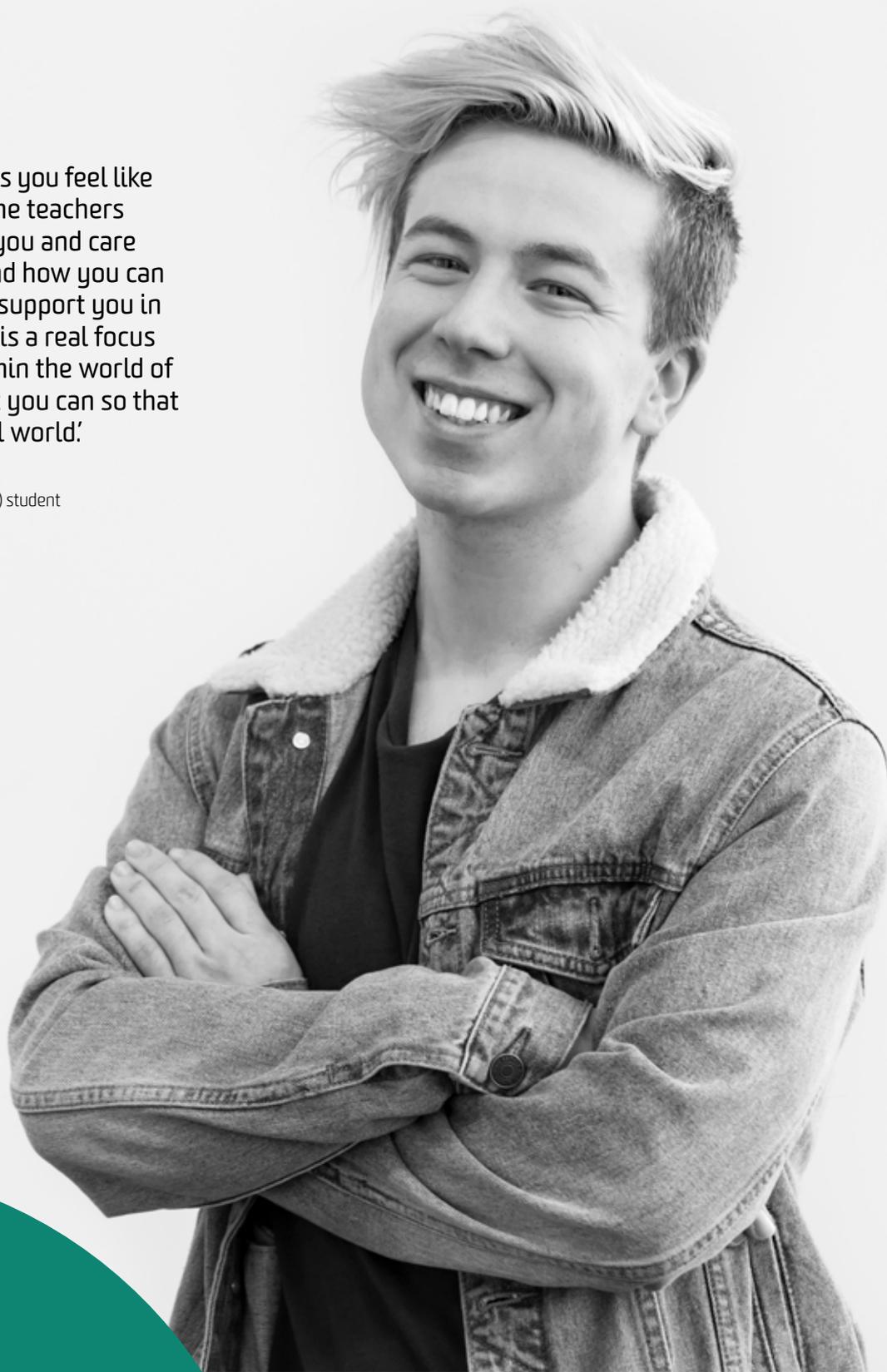
\*Information is indicative only. Refer to the University Handbook for a complete course map.



Deakin University, Bachelor of Design supports the use of the Indigenous Design Charter: [indigenoindigenousdesigncharter.com.au](http://indigenoindigenousdesigncharter.com.au)

'Deakin is a place that makes you feel like more than just a number. The teachers have a genuine interest in you and care about what you're doing and how you can improve. They are there to support you in shaping your future. There is a real focus on immersing yourself within the world of design and learning all that you can so that you're prepared for the real world.'

Jesse Williams  
Bachelor of Design (Visual Communication) student



## Find out more

1800 MYFUTURE (1800 693 888)  
[deakin.edu.au/designartsed@deakin.edu.au](https://deakin.edu.au/designartsed@deakin.edu.au)

Published by Deakin University in July 2018. While the information published in this guide was accurate at the time of publication, Deakin University reserves the right to alter, amend or delete details of course offerings and other information published here. For the most up-to-date course information please view our website at [deakin.edu.au](https://deakin.edu.au).

Deakin University CRICOS Provider Code: 00113B

## Launch your creative career

Hit the ground running from day one, working with real clients and industry briefs. You are also encouraged to undertake an internship or study tour, gaining industry connections and professional experience before you graduate. Final year design students collaborate on a dynamic, cross-discipline collaborative project, working with not-for-profit clients, assisting with brand development or creative campaigns, culminating in a final exhibition of work.