Bachelor of Design

Communication Design
Interactive and UX[1] Design

DEAKIN UNIVERSITY

- Respond to real-world design problems
- Learn from accomplished creative professionals
- Recognised by the Design Institute of Australia (DIA)

Design can drive business through innovation, and even facilitate positive change in society. Study design at Deakin to graduate with the technical skills, practical experience and innovative, problem-solving mindset required to forge a successful career in the creative industries.

Course essentials

Course Code: A319
Location: Burwood (Melbourne), Waurn Ponds (Geelong) and Online
Intakes: T1 (March), T2 (July), T3 (November)
Duration: 3 years full-time or part-time equivalent

Course overview

Harness your creativity to make an impact in an ever-changing world when you study a Bachelor of Design at Deakin. Design is a tangible way to influence people and solve complex problems. No two days will be the same, you'll learn the tools, strategies and methodologies required to drive innovation in business, as well as how to utilise cutting-edge technology and the creative practices of design to create memorable work. Develop critical skills across a range of related disciplines – from communication design to interactive UX, to brand and design thinking – and work towards a sustained creative career doing what you love.

Major sequences

- Communication Design
- Interactive and UX[1] Design

Minor sequences

- Brand Design
- Design for Social Media
- Indigenous Studies
- Interactive Design
- Publication Design

Course structure

To complete the requirements for the Bachelor of Design, **students must complete 24 credit points (cp) including:**

3cp of design core units **+** **3cp** of your future career units **+** **18cp** of 2 majors and electives **OR** **18cp** of 1 major, 1 minor and electives

One major must be taken from the majors offered in this degree. You can choose your second major or your minor sequences from this degree or from **Bachelor of Communication**, **Bachelor of Creative Arts**, or **Bachelor of Film Television and Animation.**

Students are also required to complete unit DAI001 Academic Integrity Module in order to graduate from their course. This unit does not contribute towards course credit. Refer to **deakin.edu.au/design** for a complete course structure breakdown. We recommend that students seek assistance from a student adviser.

deakin.edu.au/design

1   User Experience

'The best thing that I have picked up from this course is how to make it within the design industry. 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 from as soon as you're done with your course'.

Jesse Williams
Bachelor of Design graduate

Discover more student stories on the Arts and Education Content Hub.

Career opportunities

You'll be a well-equipped multidisciplinary designer ready to work in design, IT (Information Technology), advertising, games and media production with studios and agencies, publishers, not for profit, arts organisations, corporate companies, government, and private practices. Graduates are open to many opportunities, including the following communication design careers:

- AR & VR (mixed reality) designer
- animation/motion designer
- art director/creative director
- brand designer
- communication designer
- digital designer
- game designer
- graphic designer
- illustrator & digital artist
- interactive designer
- motion graphics designer
- social media designer
- systems designer
- UI designer
- UX designer
- web designer

DESIGN INSTITUTE OF AUSTRALIA RECOGNISED COURSE™

ico-D International Council of Design leading creatively

AGDA

The Bachelor of Design is informed by industry leaders across the world. We're active members of the Design Institute of Australia (DIA) and the International Council of Design (Ico-D) and support the Australian Graphic Design Association (AGDA).

Applying to Deakin

Apply through VTAC

Current year 12 students can apply through VTAC: **vtac.edu.au**

Apply direct to Deakin

All other applications can be submitted directly to the university: **deakin.edu.au/apply**

APPLY NOW

We're here to help

Deakin is here to support you. From your application through to graduation, we offer many support services to ensure you feel confident throughout your studies:

- **Study support**
- **Career services**
- **Fees and scholarships**
- **Health and wellbeing**

Pathways into Deakin

Use the pathways finder tool to discover how to get into your dream course when you don't quite meet the entry requirements: **deakin.edu.au/pathways**

Skills to get you a job

At Deakin, every course is shaped by industry experts, ensuring you'll graduate with real-world expertise and practical skills – giving you a competitive edge in the workplace. Secure your future today at Victoria's #1 university for teaching quality* and overall educational experience.

*2021 Student Experience Survey, Quality Indicators for Learning and Teaching (QILT).

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deakin.edu.au/design