

# Bachelor of Design



Respond to real-world design problems



Learn from accomplished creative professionals



Recognised by the Design Institute of Australia (DIA)

## 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 will 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<sup>1</sup> to brand and design thinking – and work towards a sustained creative career doing what you love.

### Major sequences

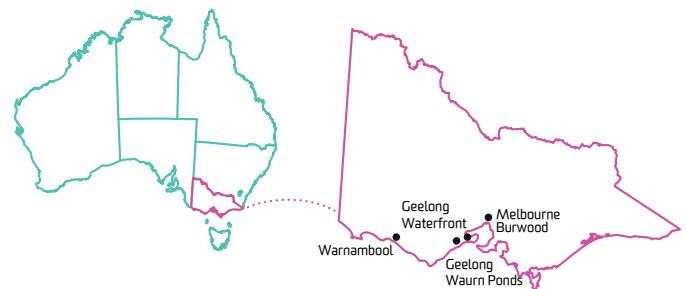
- Communication Design
- Interactive and UX Design<sup>1</sup>

### Minor sequences

- Brand Design
- Design for Social Media
- Indigenous Studies
- Interactive Design
- Publication Design
- UX Design<sup>1</sup>

Course code	Years full-time	Trimester intake	Campus	2025 annual course fee
A319	3	T1, T2, T3	<b>B</b> <b>WP</b> <b>D</b>	\$37,400

Melbourne Burwood Campus **B**  
 Geelong Waurrn Ponds Campus **WP**  
 Online **D**



## Course structure\*

To complete this degree you must attain 24 credit points.

Year	Trimester	Core Unit	Elective Unit	2nd Arts Major Sequence or Minor Sequence	Arts Major Sequence
Year 1	Trimester 1	Design Thinking	Elective Unit	2nd Arts Major Sequence or Minor Sequence	Arts Major Sequence
	Trimester 2	Your Future Direction	Elective Unit	2nd Arts Major Sequence or Minor Sequence	Arts Major Sequence
Year 2	Trimester 1	Employability Sequence	2nd Arts Major Sequence or Minor Sequence	Arts Major Sequence	Arts Major Sequence
	Trimester 2	Design Laboratory	2nd Arts Major Sequence or Minor Sequence	Arts Major Sequence	Arts Major Sequence
Year 3	Trimester 1	Design for Change	Employability Sequence	2nd Arts Major Sequence or Elective Unit	Arts Major Sequence
	Trimester 2	2nd Arts Major Sequence or Elective Unit	2nd Arts Major Sequence or Elective Unit	2nd Arts Major Sequence or Elective Unit	Arts Major Sequence

● Core unit   
 ● Major/Minor sequence<sup>^</sup>   
 ● Elective unit   
 ● Employability sequence

\* Disclaimer: This course map is for illustrative purposes and should be used as a guide only. There is an additional 0-credit-point unit required (DAI001 Academic integrity Module). Check the relevant course page on Deakin's website for unit details. Students must meet the course and unit requirements as set out in the Handbook ([deakin.edu.au/handbook](http://deakin.edu.au/handbook))

<sup>^</sup> One major must be taken from the majors offered in the degree in which you are enrolled. The other major or minor sequences may be taken from Bachelor of Creative Arts, Bachelor of Communication, Bachelor of Design, or Bachelor of Film Television and Animation major or minor sequences.

'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



## Career opportunities

You will 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:

- communication designer
- graphic designer
- UX<sup>1</sup> designer
- UI<sup>2</sup> designer
- interactive designer
- game designer
- brand designer
- motion graphics designer
- digital designer
- illustrator
- digital artist
- creative director
- art director
- AR<sup>3</sup> and VR<sup>4</sup> (mixed reality) designer
- web designer



Design degrees at Deakin are informed by industry leaders across the world. We are 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).

## Entry requirements

Deakin University uses a range of selection criteria for course entry. Find the detailed entry requirements on the course page at [deakin.edu.au/course/bachelor-design-international](https://deakin.edu.au/course/bachelor-design-international)

## English language requirements

IELTS overall score of 6 (with no band score less than 6.0) or equivalent.

## Applying to Deakin

For details on how to apply, including how to contact a Deakin authorised agent in your region, go to [deakin.edu.au/international-students/how-to-apply](https://deakin.edu.au/international-students/how-to-apply)

## We are here to help

Ask us your study questions about the Bachelor of Design and get one-to-one support through your journey to university.

Please refer to [deakin.edu.au/international-students/entry-requirements/pathways](https://deakin.edu.au/international-students/entry-requirements/pathways) for further information.



Scan to find out more about this course and its entry requirements



[deakin.edu.au/international](https://deakin.edu.au/international)



+61 3 9034 6205



[study@deakin.edu.au](mailto:study@deakin.edu.au)

<sup>1</sup> User Experience

<sup>2</sup> User Interface

<sup>3</sup> Augmented reality

<sup>4</sup> Virtual reality

Published by Deakin University in April 2024. 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 visit [deakin.edu.au](https://deakin.edu.au).