

Find a Course

ART & DESIGN EDUCATION RESOURCE GUIDE 2018

35th edition

The **number one** resource for students looking for a creative art or design course at a University, TAFE or Private college

All Creative Arts

460+ Pictures of work

19 Course Selection Charts

Comprehensive Directory

Universities + Higher Ed

TAFE, VET & Vocational

Private + Government

What to study
Where to study

www.aderg.com.au

FREE POSTER INSIDE

New section for 2017 • Find a Course

Material Specifications

AND CHECK LIST

ART & DESIGN EDUCATION RESOURCE GUIDE 2018
RESOURCE GUIDE AND ONLINE

ISSUED NOVEMBER 2017

ADERG 2018 Material Specifications

New for 2018

Recent and future changes to ADERG 2018 are:

- The new institution **colour coding** that indicates which award levels are offered will flow throughout the entire publication.
- The popular **Find-a-Course** section will be moved to the front of the book.
- Find-a-Course in the book and online will **list courses** rather than generic subjects.
- **ADERG Online** will continue to be structured around Find-a-Course.
- **ADERG online course pages** will now include lists of courses instead of generic subjects. The courses in the lists will be linked to institution websites.
- The **ADERG Directory** in the book will not include comprehensive descriptions of every course listed. Instead, each entry will have:
 - Institution details (as before)
 - List of subjects (generic, as before)
 - Introductory paragraph (as before)

This check list

These Material Specifications cover:

- ADERG colour coding for all institutions
- Graduate Showcase pages in the Resource Guide (the book)
- Find-a-Course strips (in the book)
- ADERG Online - Find-a-Course course pages
- ADERG Directory (in the book)

Sending material

All material should be sent on a disc or USB memory stick to:

ADERG
DGi Media
PO Box 10
Ferry Creek VIC 3786
03 9755 3055

to arrive no later than 15 December 2017.

Please check that all approvals have been gained before sending material and that the selection of images is final. We send proofs so that you can check and we can pass the pages for press. It is not a time to change your mind.

Videos (only) may be sent via FTP Transfer.

ADERG Award level colour coding

Graduate Showcase institutions

UNIVERSITIES	(A)	City Metro University Sydney NSW School of Creativity and Persistence Graduate showcase page 50	(B)	City Metro University Melbourne VIC School of Degrees and Diplomas Graduate showcase page 50	(C)	Private University Brisbane QLD School of Getting Things Done Graduate showcase page 50	(D)	Private University Adelaide SA School of Everything for Everyone Graduate showcase page 50
	TAFE COLLEGES	(E)	My Favourite TAFE College Perth WA Centre for Creativity and Invention Graduate showcase page 50	(F)	My Favourite TAFE College Hobart TAS School of Degrees and Diplomas Graduate showcase page 50	<h3>ADERG COLOUR CODE COMBINATIONS</h3> <p>Nominate your preferred colour coding which will be used throughout ADERG.</p> <p>Universities</p> <p><input type="checkbox"/> A - University/Higher Education: Degrees</p> <p><input type="checkbox"/> B - University/Higher Ed: Degrees/Diplomas</p> <p>Private Universities</p> <p><input type="checkbox"/> C - Private University: Degrees</p> <p><input type="checkbox"/> D - Private University: Degrees/Diplomas</p> <p>TAFE Colleges</p> <p><input type="checkbox"/> E - TAFE/VET: Diplomas/Certificates</p> <p><input type="checkbox"/> F - TAFE: Degrees/Diplomas/Certificates</p> <p>Private Colleges</p> <p><input type="checkbox"/> G - Private College: Diplomas or Certificates</p> <p><input type="checkbox"/> H - Private College: Degrees/Diplomas/Certs.</p>		
		PRIVATE COLLEGES	(G)	My Favourite Private College Sydney & Melbourne Graduate showcase page 50	(H)			

ADERG Award level colour coding

for institutions with only the free Directory entry

UNIVERSITIES

City Metro University
Sydney NSW

School of Creativity and Persistence

Graduate showcase page
50

The colour coding that we have employed for years will continue:

Red Universities and Higher Education
Blue TAFE/VET
Green Private

TAFE COLLEGES

My Favourite TAFE College
Melbourne VIC

Centre for Creativity and Invention

Graduate showcase page
50

The change to include a more direct way of identifying awards and courses requires that we optimise and clarify the ADERG content, avoiding unnecessary repetition. Also, the connections and commonality between the book and ADERG Online should be as clear as possible. Thus the new colour coding will apply only to those institutions that participate in the Graduate Showcase. This will, of course, create a greater difference between those institutions that directly include ADERG in their marketing programs and those that don't. So, those that pay for the ADERG project get the most benefit.

PRIVATE COLLEGES

Private Metro University
Brisbane QLD

Centre for Creativity and Invention

Graduate showcase page
50

★ Required

Optional Optional

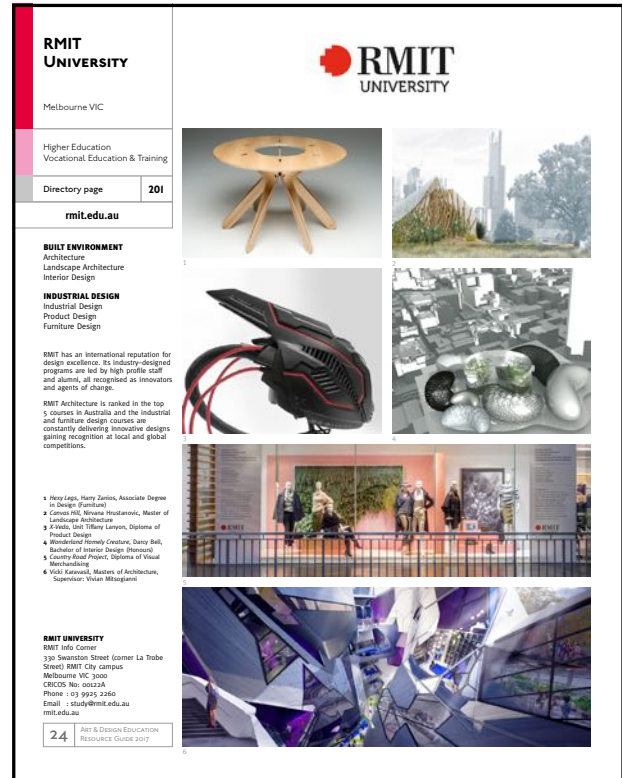
Auto Automatic

Text

- ★ **Institution name**
Location
- ★ **Faculty, School or Department**
- ★ **Website url**
This will usually be the main URL for your institution, but can be Faculty specific.
- ★ **Subject list (generic)**
This is a short list with (at most) two group headings that relate to the images. The subject names should be taken from the ADERG subject list (ADERG 2017 pages 142-145).
- ★ **Image captions**
For the book only - To be supplied as a text file.
- ★ **Institution description**
The institution description can be up to 100 words, but may have to be edited to fit.
- ★ **Other text**
Address
Phone
Email

Images

- ★ **Logo - 2 versions**
Supply as sRGB, EPS file format (no spot colours). Supply one for use on a white ground plus another for use reversed out of black.
- ★ **Images - 6**
Supply 6 images as 300dpi, sRGB, TIFF file format (very high quality JPEGs may also be suitable). 10Mb is OK. You may also supply 6 more images for inclusion in your ADERG Online course page gallery.



DGi Media carries out all page design from your supplied material. There is no requirement for you to supply layouts or final artwork.

The complete text should be supplied as a text file or Word document. Text and images should be sent together on a disc or USB Memory stick.



Naming conventions

Graduate Showcase

Caption format

The captions should include some or all of the following in this sequence:

Image number

Title of work *or* **Description**

Student name

Subject (Award)

Photo credit (*if required*)

So, typical captions will appear thus:

1 Poster, John Smith, Visual Communication

2 Restaurant design, Sally Jones, Bachelor of Interior Design

3 The Four Seasons (Dance performance), Rachel Roberts, Bachelor of Creative Arts (Dance)

Image file names

The image file name format is:

Institution-coursereference-imagenumbers-firstname-lastname

So, typical file names will appear thus (*note the use of hyphens rather than underscores*):

CityUni-viscomm-01-john-smith (*no spaces*)

CityUni-interiordesign-02-sally-Jones

CityUni-dance-03-rachel-roberts

The image file numbers and names should relate to the captions.

Please avoid using names such as "image 1", "image 2" etc. as your images could get lost (or even overwritten!) in the large amount of material we receive for each edition. By putting your institution's name at the beginning, followed by the subject and caption number, images will easily sort in folders and link to your captions.



Material check list

Find-a-Course strips - book

NEW - Contains lists of courses.

ADERG Online will carry this same information.



Required

Optional



Optional

Auto



Automatic

Text

Most of the text on the Find-a-Course strips pages will be repeated from your Graduate Showcase page.

Auto



The **Institution name**, the **Faculty, School or Department** and the **Location** will carry over from the Graduate Showcase page.

Optional



Your website URL

This will usually be the main URL for your institution, but can be Faculty or subject specific for the Find-a-Course strips.



Course list

This list will differ from your Graduate Showcase page subject list. This is a list of courses as you have named them (as opposed to generic subject names).

The list will carry over to your ADERG Online course page where it may be extended and will contain links to your website.

If you wish, you may submit the course list with links, although the links will be used only at ADERG Online.



Subject description

The Find-a-Course strip description can be up to 100 words and will probably differ from that on the Graduate Showcase page as it deals with particular courses. This text will also appear on your subject page at ADERG Online.

Images



Logo

Your logo may carry over from your Graduate Showcase page (an sRGB EPS file format - no spot colours) except that Find-a-Course strip logos will always appear on a white ground, as will those at ADERG Online.

FIND A COURSE		Performing Arts	1 of 3
			
AUSTRALIAN CATHOLIC UNIVERSITY Brisbane, Sydney, Melbourne	FLINDERS UNIVERSITY Adelaide, SA	MELBOURNE POLYTECHNIC Melbourne, VIC	
Faculty of Education & Arts	School of Humanities and Creative Arts	School of Creative Arts, Performing Arts Department	
See page II Directory 153	See page 36 Directory 173	See page 67 Directory 186	
acu.edu.au	flinders.edu.au	melbournepolytechnic.edu.au	
Music Composition Theatre and Drama Professional Practice	Drama	Performing Arts Theatre costume Specialist makeup Technical Production Music Performance Music Business	
<small>At ACU, students are motivated and inspired to learn about a range of creative disciplines and to develop the skills needed to become accomplished, first-rate professionals. Students are mentored in the creation of stylistically diverse portfolios of creative work and given opportunities for their work to receive important public exposure. In working with expert practitioners and award-winning teachers, our students acquire the necessary skills to make a living in the creative arts sector and, through exposure to the best contemporary creative arts practices, are equipped to realise their aspirations.</small>	<small>Flinders University's Department of Screen and Media offers Adelaide's largest and most diverse tertiary program in the study of screen and media. Our courses explore theoretical and practical aspects of screen production including film, television, digital media, animation and games. Students have a variety of opportunities to develop their interests and talents in screen and media. The Bachelor of Creative Arts (Drama) teaches the creative, practical, critical and collaborative skills required to pursue a career in the Performing Arts. Throughout the course students will combine practical training with critical studies in Drama, equipping students with the skills for post graduate study. The course explores a range of performance, with students performing in works both live and recorded. The course offers an Acting and Directing program.</small>	<small>Our specialised degrees, diplomas and certificates are designed to meet the needs of industry giving our graduates the leading edge in a variety of focus areas. What's unique about Melbourne Polytechnic is that we combine hands-on learning to all programs with guaranteed industry involvement leading to genuine job opportunities for our graduates.</small>	
114 Art & Design Education Resource Guide 2017	University + Higher Ed	TAFE VET + Vocational	Private

The Find-a-Course strips will probably require a degree of redesign to accommodate the course lists that are new for 2018.

Course list format

COURSE NAME (in CAPS)

Course code (optional)

Award level (Certificate, Diploma, Degree, Honours etc.)

Full or part time

Length of course

Start date (optional)

Cost (optional)

Link to your website (to a page of your choosing)

Note: the link will be used only at the ADERG Online course pages.

Please leave one blank line between each course.



Material check list

Find-a-Course - online

NEW - Contains a list of courses with links

Required

Optional Optional

Auto Automatic

Text

All of the text on your ADERG Online Find-a-Course pages will be taken from your Find-a-Course strips in the book unless you specify otherwise. Special text may be provided.

Optional **Your website URL**

This will usually be the main URL for your institution, but can be Faculty or subject specific. You may include more than one URL.

Optional **Course name list with links to your website**

This list carries over from your Find-a-Course strips. Here it will contain links to your website. Course names may be grouped with group headings. See previous page for format details.

Optional **Description**

The Find-a-Course strip description can be up to 100 words and will carry over from your Find-a-Course strip page but you may supply different, customised text. If you supply special text, be sure to make it clear which subject it applies to if you have more than one.

Optional **Social media links**

Facebook, Twitter, Instagram, Pinterest, YouTube

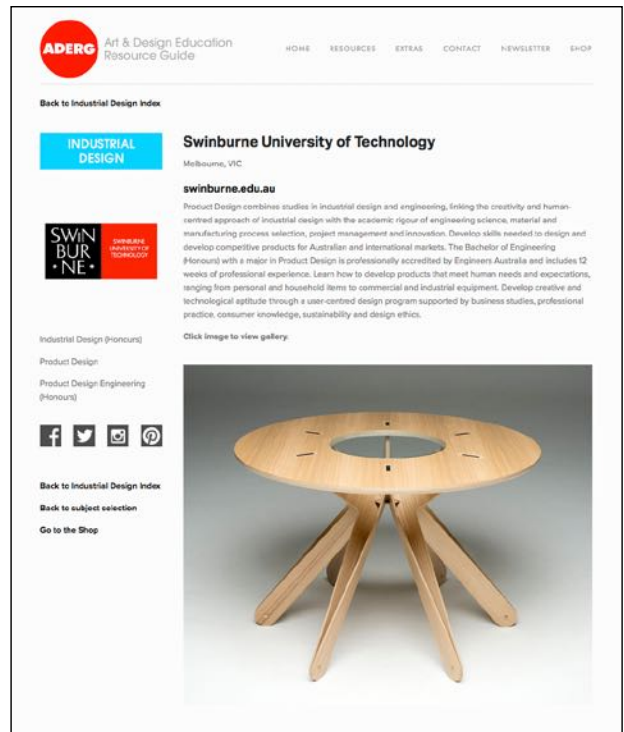
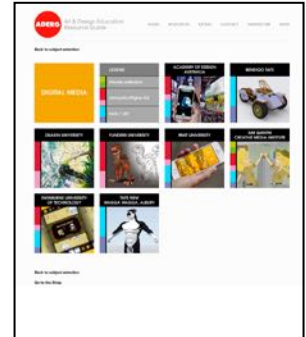
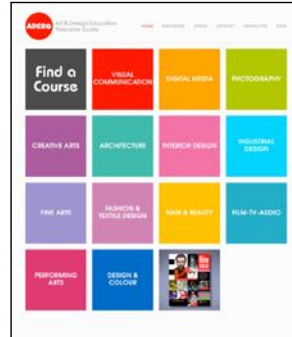
Images

Auto **Images from your Graduate Showcase pages**

The six images on each of your Graduate Showcase pages will be used in the image gallery.

Optional **Additional images**

You may supply six additional images to be used in the image gallery. They should be at least 1080 pixels wide, sRGB.



www.aderg.com.au

Videos

Videos

In addition to the image gallery each page can include one video. You may supply the embed code for videos that you host elsewhere, or you can send the videos to DGi Media and we will host them in our Vimeo collection.

Material check list

The Directory - in the book

NEW - The Directory will not include lists of courses; only generic lists of subjects.

- Required
- Optional
- Auto Update
- Optional
- Automatic
- to be updated

Text

As of ADERG 2018, we will no longer include descriptions of all courses in the ADERG Directory.

The Directory will include (as previously) complete details of the institutions and the subjects they offer. Lists of courses will be located in the Find-a-Course section of the book and in the course detail pages at ADERG Online where there will be links to institution websites.

Header box - this will include the new colour coding carried over from the Graduate Showcase pages. Institutions not participating in the Graduate Showcase will have grey header blocks with colour flashes to indicate University, TAFE or Private College.

Institution details - As currently appear in the ADERG Directory.

Subject list - This is a generic list of ALL of the Creative Arts subjects you offer and appear in the box beneath the box header. They are grouped according to the ADERG subject groups house style. This is not a list of your courses by name; it is the generic name which students will recognise and use to search.

Updated Directory entry - You will be sent a text file of your current entry. You can send your updated entry separately by email if you wish. It does not need to be included in your material for the Graduate Showcase etc.



Starting in 2018, the ADERG Directory will only include a generic list of subjects rather than the extensive course descriptions we have included in the past.

Images

Logo For those institutions that participate in the Graduate Showcase, logos will be included in full-colour in the Directory. The logo may carry over from your Graduate Showcase page (an sRGB, EPS file format - no spot colours) except that Directory logos will always appear on a white ground.