

Billy Blue

School of Graphic Art



PO Box 728
North Sydney NSW 2059
Australia
Phone: 02 9955 1122
Fax: 02 9957 1811
Email: info@billyblue.com.au
Web: www.billyblue.nsw.edu.au

Billy Blue School of Graphic Arts is widely recognised as one of Australia's leading design schools, and provides intensive and practical full time courses designed to prepare students for employment in the visual communications industry. The three year Degree programs culminate with students graduating with Swinburne University of Technology's Faculty of Design Bachelor of Design (Communication Design) or the Bachelor of Design (Multimedia Design). The School is located one minute from North Sydney train station, with easy access to shops, restaurants and entertainment. Head of School: Andrew Barnum
CRICOS Provider: 59639, 049126D, 050838F (Degree), 050843J (Degree)
Exhibition dates: July 10th 2007 and December 11th 2007

Application dates:
February and July intakes each year.

Semester dates:
Advanced Diploma: 26 February - 2 July, 30 July - 3 December
Bachelor Degree: 12 March – 29 June, 30 July – 16 November
Associate Degree: 26 February- 2 July, 30 July – 3 December

Open day:
January and July each year. Check website for dates.

PROGRAMS/COURSES

Visual Communication
Communication Design

New Media
Multimedia Design

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Visual Communication

Communication Design
www.billyblue.com.au/graphics/

Communication Design is the name of the program we used to call graphic design. The reason for the new name is that graphic design is now seen as just one element in a broad and evolving range of visual communication disciplines. Graphic design, advertising, publishing, packaging, typography are all areas of communication design and there are many more. The nature of the communication design industry is such that designers are often required to work across a range of disciplines and media including, of course, the digital environment. The Communication Design program aims to produce imaginative designers who work creatively in areas where information is primarily conveyed by visual means such as advertising, publishing, publicity, printing, merchandising, digital design, education and research.

SUBJECTS

Graphic Design
Visual Communication
Advertising Design
Typography
Visual Merchandising

AWARDS

Certificate IV in Communication Design
www.billyblue.com.au/graphics/

Advanced Diploma in Communication Design
2 years full time

www.billyblue.com.au/graphics/
The first year of the Communication Design stream focuses on the more traditional areas of visual communication such as design, typography, advertising, illustration, drawing, rendering and studio skills. The second year builds on the skills gained during the first year and includes publishing, digital design, computer rendering, packaging and a semester-long Major project. You'll be working on a broad range of industry based projects at higher conceptual and technical levels.

Associate Degree in Communication Design
2 years full time

www.billyblue.com.au/graphics/
The Associate Degree in Communication Design is similar to the Advanced Diploma of Communication Design in that it also focuses on the traditional areas of visual communication. However it does so from a different perspective. The main difference between this course and the Advanced Diploma is that you'll be approaching your studies in a broader, more analytical context. In the first year you'll be studying such things as design culture and theory,

typography, systems of communication and studio practise. In the second year you'll be studying areas such as advanced design research, communication design, new media and design usability and the community.

Bachelor of Design (Communication Design)
3 years full time

www.billyblue.com.au/graphics/
The Communication Design program is structured to produce imaginative designers for careers in graphic design, advertising, publishing, packaging, print media, multimedia, planning, strategy and communication design – wherever information is conveyed visually. Students learn through communication-based projects, together with professional and contextual studies. Through the program's strong links with industry, graduates are equipped for employment in advanced areas of communication design.

New Media

Multimedia Design
www.billyblue.com.au/graphics/

Multimedia design is a dynamic range of time-based visual communication. It includes everything on the web, anything interactive (eg. touch screens), CD-ROMs, DVDs, digital interfaces, digital animation, video games, Flash technology, mobile phones and a whole lot more. Basically, if it's graphic and it moves, it qualifies as multimedia. Billy Blue's multimedia design program develops skills in communication design for digital media including, audio and video specialisation, 3D modelling, typography, programming/scripting for the web, animation, film and television post production and computer interactive mediums.
Accreditation: CRICOS and VETAB approved.

SUBJECTS

Multimedia
New Media
Web Design
Animation

AWARDS

Certificate IV in Multimedia Design
www.billyblue.com.au/graphics/

Advanced Diploma in Multimedia Design
2 years full time

www.billyblue.com.au/graphics/
The first year of the Multimedia Design stream focuses on the same traditional areas of visual communication as the Communication Design stream but many of the projects you'll be working on will concentrate on the time-based nature of multimedia design. The second year builds on the skills gained during the first year

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and includes advanced action scripting, video game design, planning and scripting, video production and a semester-long Major project.

Associate Degree in Multimedia Design

2 years full time

www.billyblue.com.au/graphics/

The Associate Degree in Multimedia Design is similar to the Advanced Diploma of Multimedia Design in that it also focuses on the traditional areas of visual communication. However it does so from a different perspective. The main difference between this course and the Advanced Diploma is that you'll be approaching your studies in a broader, more analytical context. In the first year you'll be studying such areas as design culture and theory, multimedia technologies, language and systems, internet design and 2D and 3D design. In the second year you'll be studying such areas as design research, digital video composition and storytelling, title and credit design, 3D design, advanced internet design, advanced animation and game interface design.

Bachelor of Design (Multimedia Design)

3 years full time

www.billyblue.com.au/graphics/

Multimedia Design graduates pursue a diverse range of careers in digital film and video production, web site design, video game design, interactive media and more. Students graduate with highly developed skills that cut across a range of media and disciplines, supporting the shape and direction of employment in a particularly exciting, new industry.

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Blake Mackenzie
Car design and render
Advanced Diploma (Communication Design)



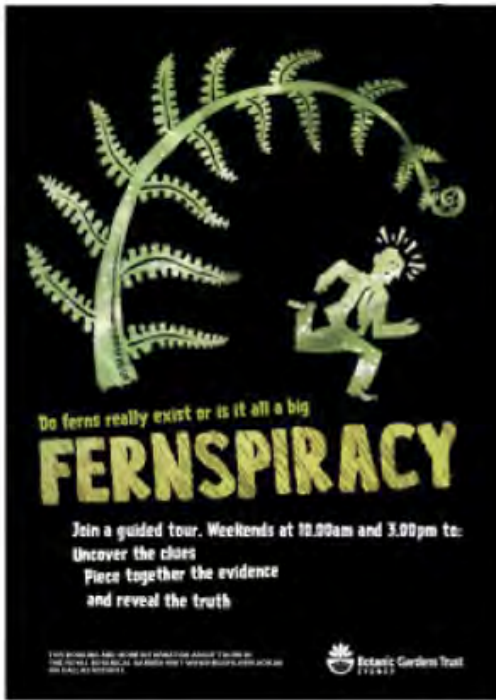
Matthew Lucas
Sydney Advertisement
Bachelor of Design (Communication Design)



Peter Craggs
The 'It' hardware range
Bachelor of Design (Communication Design)

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Per Mjorgerg

Fernspiracy. Solve the mystery inspired event in the Royal Botanical Gardens. Bachelor of Design (Communication Design)



Gabriela Oberholzer

Souvenir Fair; Typeface, identity, print and promotional applications for a memorabilia Street Festival at Paddington.

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Felix Blackman

Dialogue festival aims to promote the art of spoken words.
Bachelor of Design (Communication Design)



Mayra Monobe

AWEAR; corporate identity, book, environmental design
Advanced Diploma (Communication Design)

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Daniel DePierre
Bachelor of Design (Communication Design)



Kenny Leanfore
Succulent Magazine and Poster
Bachelor of Design (Communication Design)

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Sophia Papandrea

North Sydney Heritage Walks, Information Booklet
CD and Packaging Images in Charcoal
Bachelor of Design (Communication Design)



Jessica Ryan

Billboard for North Sydney Council promoting a picnic for grandkids and grandparents
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Darren Taylor

Packaging for a product range of voodoo kits. Simple illustration style applied to product range to illustrate a post-modern style.
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Luisa Scoppa

SummerWinter magazine. Six images that explore destiny through navigation. Inspired by dadaism. Bachelor of Design (Communication Design)



Jeayoung Wu

Botanica advertisement. Bachelor of Design (Communication Design)

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Jeff Kartono

Pass the box – A short animation
Bachelor of Design (Multimedia Design)



Andrei Juradowitch

Purple Haze: 60 second TVC for IPOD
Bachelor of Design (Multimedia Design)

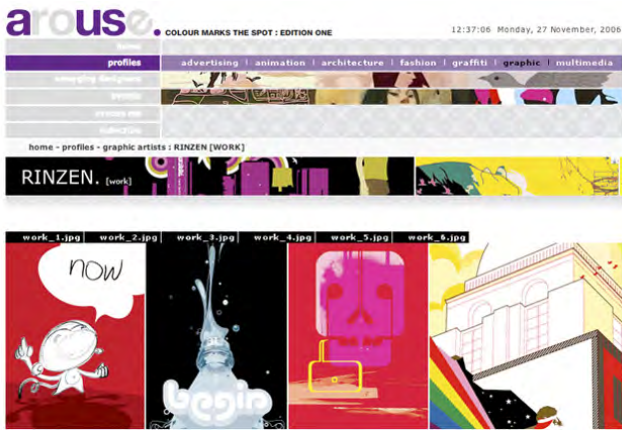


Aevar Bjarnason

Music Video Animation
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Michael Fraser
Anti-Drug Campaign
Bachelor of Design (Multimedia Design)



Jeffrey Mok
A Mock Anime Convention
Bachelor of Design (Multimedia Design)



Joao Perez
Animation
Advanced Diploma (Multimedia Design)