

Raffles KvB

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Raffles KvB is a unique education provider based in Sydney, Australia specialising in design, visual communication and business and IT. We deliver premium higher education and vocational programs from Masters Degrees through to Bachelor Degrees and Certificates as well as English language. We've been around for nearly 30 years. Keeping pace with industry, we deliver excellent courses and produce graduates who are well respected and successful in their creative careers. We do this by having lecturers who are active in industry, so their teaching constantly benefits from a real-time knowledge of what's going on out there. Students come from all over Australia and the world to study at Raffles KvB. And with our international network, you can shape your experience by studying part of your qualification in one of our network of affiliated colleges around the world.

Choice, flexibility and individuality are key concepts for us. We understand that you're an individual and have your own talents, interests and goals. Our programs take this into account and you can structure the course that suits you. Mixing with a variety of like-minded people, small class sizes, a personal atmosphere, space for you to create your own future... They're just some of the reasons to come and study with us.

Studying our degree programs gives you an education comprising both practical and theoretical elements. Learn not only how to build creative works, but also how to think like a designer. This is what is needed to launch you into the industry and put you on a career track. Whichever area you specialise in, you will work with people from across all disciplines to give you an integrated knowledge of the industry and well-rounded technical skills. This approach will help you make the most of your individual strengths and give you more to work with each time you need to find a creative solution to a brief. Our degrees are internationally recognised qualifications - your passport to a career that will really have an impact on the world. The Masters program has been developed in response to demand from our graduates and the professions for ongoing professional development and life long learning integrated into a formal postgraduate degree. This is the perfect opportunity for you to return to study, so that you can develop your skills, your research capability and increase your knowledge base while gaining a valuable qualification. The Master of Design is a professionally-oriented

degree targeted at designers who already have an undergraduate degree in design or the equivalent educational and professional experience. There is a clear demand in the design community for a Masters program that is targeted towards the professional and commercial needs of the design professions and industry internationally.

We offer certificate programs in Art and Design that run for either 1 or 2 semesters. These are suitable for students who have no experience in design and would like to experiment with a design education. They are also suitable for students interested in entering our design bachelor degrees but who do not yet meet the entry requirements (portfolio and/or academic).

Raffles KvB is accredited and approved by the Australian government. Your degree from Raffles KvB is recognised across Australia and internationally like other university degrees. Raffles KvB is a Registered Training Organisation (RTO) with the New South Wales Department of Education and Training (DET). Raffles KvB courses are registered on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS). Australian citizens are eligible to apply for FEE-HELP for Degree and Masters courses. Vocational courses are accredited by the New South Wales Vocational Education and Training Accreditation Board, VETAB.

Application dates:
January/April/July/October

Semester dates:
2007: 12 March – 22 June; 16 April – June 15; 23 July – 21 September; 15 October – 14 December
2008: 21 January 21 –21 March; 16 April – 13 June; 21 July – 19 September; 13 October – 12 December

Open day:
15 September 2007

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PROGRAMS/COURSES

New Media

Animation
Games Design
Multimedia Design
Digital Media

Administration/Education

Design Management

Fashion & Textiles

Fashion Design
Fashion Marketing

Visual Communication

Graphic Design

Architecture

Interior Design

Film/Television/Audio

Moving Image

Photography

Photography

Arts

Art & Design

New Media

Animation
Games Design
Multimedia Design
Digital Media
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SUBJECTS

Graphic Design
Visual Communication
Advertising Design
Illustration
Multimedia
Computer Graphics
3D Design
Animation
Motion Graphics
Visual Effects
Games Design
Digital Media

AWARDS

Bachelor of Arts (Visual Communication), Animation Major

3 years full time (6 semesters)

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Animation is an exciting and evolving career choice as digital technology has created great changes and many new opportunities. Areas that were separate, but related, are merging. Traditional, underlying knowledge and skills remain. At the same time the craft is also broadening and its application is changing considerably. Using digital technology people now coming into the industry can be involved in:

- Feature films or TV programs made entirely in using 3D- 2D animation made more cost-effectively and in greater variety
- Visual effects that enhance the movies and TV shows we watch
- Creating simulations and visualisations in areas as diverse as architecture and law
- A variety of media and across media such as feature files, TV, the Internet, mobile devices and games consoles.

Bachelor of Arts (Visual Communication), Games Design Major

3 years full time (6 semesters)

www.kvb.edu.au

Games Design will give you challenges far beyond, and much more fun, than just in playing one. If you are interested in creating stories, characters, animations and gameplay for games, this is the course to do. This course concentrates almost entirely on the artistic side of game creation. You will play and analyse games, work out why some are successful and some not. You will learn to create stories and integrate these into game play. You will also learn how to design, create and rig 3D characters. You will learn about level design,

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how to model, texture and light scenes and props. Though not a technical course, you will learn how to work within the production pipeline with people like programmers.

Bachelor of Arts (Visual Communication), Multimedia Design Major
3 years full-time (6 semesters)
www.kvb.edu.au

Multimedia Design will allow you, the artist/designer, to work in a broad range of media including print, web and broadcast. It is a great choice if you have a broad interest in media production and web design. The current industry is very fluid. We responded by having a syllabus that is constantly evolving, not only in response to the technology itself, but also to the change in work practice brought about. However all this is firmly anchored to those things that don't change. Those underlying principles, that apply regardless of how work is delivered. We believe that students will be best placed to get work if they have entry level skills current on graduation, a firm grasp of the unchanging, underlying principles and the ability to self learn and continue their training. Many practitioners find this broad toolset allows them to adapt quickly to current industry conditions. We not only provide this but also help you to identify, develop and market your own special talents.

Master of Design, Digital Media Major
1–3 years (3 semesters)
www.kvb.edu.au

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Administration/Education

Design Management
www.kvb.edu.au

SUBJECTS

Graphic Design
Colour & Design
Professional Practice
Design/Arts Management

AWARDS

Bachelor of Design, Design Management Major
3 years full-time (6 semesters)
www.kvb.edu.au

Design Management is a new discipline for non-designers as well as designers, who wish to have an understanding of how the creative design process might be managed. It focuses upon the needs of both the client organisation and the design team; whether they are in-house or freelance. It is expected that the students will join this course to develop their careers in design management, design leadership, design project management, creative account handling, strategic design portfolio management and brand management.

Fashion & Textiles

Fashion Design
Fashion Marketing
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SUBJECTS

Fashion Design
Textile Design
Millinery Design
Visual Merchandising
Drawing
Art History & Theory
Professional Practice
Design/Arts Management

AWARDS

Bachelor of Design, Fashion Design Major
3 years full-time (6 semesters)
www.kvb.edu.au

Fashion Design will help you to discover and explore the individual style and talent you can offer this high profile industry. You'll develop your skills and interests with projects which build technical know-how in everything from concept to catwalk. You'll explore the complete garment-making process as you work on developing a design idea for a collection from concept through to production and marketing. At the end of each academic year, all fashion majors have the exciting opportunity to present their final ranges to their families and friends, the public and industry during a professional live fashion show which highlights all students work across the semesters. When you complete your degree, you'll have a magnificent final range and a professional portfolio to take you straight into your first job.

Bachelor of Design, Fashion Marketing Major
3 years full-time (6 semesters)
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Fashion Marketing is a new discipline offered in Australia in the context of the RKvB Bachelor of Design. An eye for style and a head for business - these are the main criteria for a candidate interested in the Fashion Marketing. This course teaches

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you how to market fashion, bringing the world's fashion from the designers' studio to the wholesale showroom and to the retail outlets. You will learn a wide range of business activities in fashion, branding, retail, merchandising and international marketing that fosters creativity, innovation and good business acumen. Fashion Marketing and Management is an exciting field that opens up to many opportunities in the fashion industry. It is one of the major components that drive the fashion industry. You will learn to develop, analyse and implement brand strategies, study buying and merchandising practices, plan and execute effective advertising and promotional strategies.

Master of Design, Fashion Design Major
1–3 years (3 semesters)
www.kvb.edu.au

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Visual Communication

Graphic Design
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SUBJECTS

Graphic Design
Visual Communication
Advertising Design
Illustration
Typography
Printing
Art History & Theory
Colour & Design
Professional Practice
Design/Arts Management

AWARDS

Bachelor of Design, Graphic Design Major
3 years full-time (6 semesters)
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Graphic Design is everywhere you look. Think packaging, advertising, brochures, signage, corporate identity, magazines, and the internet. It deals with and shapes communication in a visual

world and, as such, is a broad and flexible discipline offering amazing possibilities. First you'll master the basics. You will begin by learning all the practical and theoretical skills needed. With confidence and expertise in these core skills, you'll start to explore all the different areas of graphic design, including corporate identity, advertising, editorial design, package design and website design. You'll be given individual tuition by industry-based lecturers and encouraged to focus your energies on developing your own personal creativity. Gathering skills and technical knowledge in a diverse range of areas, you will graduate with the ability to find creative solutions to problems using your own individual style.

Master of Design, Graphic Design Major
1–3 years (3 semesters)
www.kvb.edu.au

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Architecture

Interior Design
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SUBJECTS

Visual Communication
Urban Design
Interior Design
Drawing
Art History & Theory
Colour & Design
Exhibition & Installation Design
Professional Practice
Design/Arts Management

AWARDS

Bachelor of Design, Interior Design Major
3 years full-time (6 semesters)
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Interior Design is about spaces and the needs of the people that occupy them. Interior designers work in three-dimensions and need to consider space allocation, building services, traffic flow, furniture, fixtures and surface finishes. The

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designer not only works on the aesthetic, but also the functional, social, safety and cultural aspects of the environment. You'll learn to convert your ideas from conceptual drawings to detailed building specifications and technical drawings of practical projects which will challenge you to find creative, functional solutions to a variety of briefs. There is a very good balance between the theories that underpin the understanding and articulation of design ideas and concepts, and the hands-on practical application of those theories.

Master of Design, Interior Design Major
1–3 years (3 semesters)

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This Masters program has been developed in response to demand from our graduates and the professions for ongoing professional development and life long learning integrated into a formal postgraduate degree. This is the perfect opportunity for you to return to study, so that you can develop your skills, your research capability and increase your knowledge base while gaining a valuable qualification. The Master of Design is a professionally-oriented degree targeted at designers who already have an undergraduate degree in design or the equivalent educational and professional experience. There is a clear demand in the design community for a Masters program that is targeted towards the professional and commercial needs of the design professions and industry internationally.

Film/Television/Audio

Moving Image

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SUBJECTS

Film & TV Production
Post Production
Film/TV Design
Drawing
Art History & Theory
Colour & Design
Professional Practice

AWARDS

Bachelor of Arts (Visual Communication), Moving Image Major

3 years full-time (6 semesters)

www.kvb.edu.au

Moving Image will propel you into the contemporary world of moving image making; cinema, TV and much more. Students who undertake this major have an interest in creating moving images with live action, (real people and real locations). You should have an interest the entire moving image making process. You'll learn traditional crafts like story telling and character development, as well as up-to-date tools and methods. Much of the course is based

around the young and emerging film / video maker with strong craft skills supporting the knowledge component of the course. You'll study and discuss masterworks, as well as work on your own creative projects. The aim is to develop you creatively, and to introduce you to the craft. You can expect to make, with your peers, and also as individuals, projects and programs which reflect current broadcast style programs and commercials. Work is in both digital and videos which form part of the industry style entered and shown in the many festivals both local and overseas. We shoot on HD (High Definition) and are post producing on industry software such as Final Cut Pro and Express, and After Effects. Final product is now created on DVD as well as Digital Videotape.

Photography

Photography

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SUBJECTS

Photography
Art Photography
Commercial Photography
Digital Imaging
Photojournalism
Visual Communication
Drawing
Colour & Design
Professional Practice

AWARDS

Bachelor of Arts (Visual Communication),

Photography Major

3 years full-time (6 semesters)

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If anyone with a camera can take a photo - why study photography? To become a professional photographer, you'll need to know more than how to take a photo. The studio photographer starts off with an empty canvas and fills it with light, props, people, etc. The location photographer will use the viewfinder as the frame to bring graphic order to something that already exists. This course allows you to develop the creative vision and individual style that differentiates great photography from average photography. You'll be given a solid foundation in both the creative chemistry of film photography and in the new possibilities offered by digital technology. You'll get a thorough grounding in theory and practice as well as valuable exposure to the industry through professional photographers and printmakers who make up the lecturing team.

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Arts

Art & Design
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SUBJECTS

Visual Arts
Painting
Drawing
3D Design
Art History & Theory
Colour & Design

AWARDS

Certificate II in Art & Design
1 semester full-time (1 semester)
www.kvb.edu.au
This course is suitable for students with no previous design experience.

Certificate IV in Art & Design
1 year full-time (2 semesters)
www.kvb.edu.au
This course is suitable for students with no previous design experience. The Cert IV is recommended for students who have not completed Year 12 or equivalent, or need some extra academic support.

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Games Design



Multimedia

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Fashion Design



Graphic Design

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Interior Design



Moving Image

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Art and Design



Photography