

# University of the Sunshine Coast

Faculty of Arts



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The University of the Sunshine Coast is located on the beautiful Sunshine Coast, approximately one hour north of Brisbane. Computer Art & Design is part of the Faculty of Arts & Social Sciences. Students undertake both practical and theoretical studies in graphic design, electronic media design (web and multimedia), digital publishing, visual communication, communications and advertising, and combine these with courses from other Faculties in the University to provide them with a course of study relevant to their intended career.

The University of the Sunshine Coast offers streams of study in both Graphics/Imaging and Electronic Media. The up-to-date computer laboratories support Macintosh and PC platforms. Computer-based design classes have a maximum size of 18 students and 24/7 access. The University offers flexibility of study and personalised teaching by industry professionals. The degree program is structured to provide a synergy between Art & Design and other areas of study, with a strong inter-disciplinary emphasis. Many students undertake minors in Marketing or Information Systems in the Faculty of Business, or Communication Studies in the Faculty of Arts and Social Sciences. Students focus on Multimedia & Design as part of a Bachelor of Arts (Computer-Based Art & Design) degree or undertake a Bachelor of Arts (Design & Communication) degree with a minor in Marketing.

CRICOS Provider: 01595D

Application dates:  
Check website for details.

Semester dates:  
Check website for details.

Open day:  
Check website for details.

## PROGRAMS/COURSES

**Visual Communication**  
Design & Communication

**New Media**  
Digital Design

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## Visual Communication

Design & Communication  
[www.usc.edu.au](http://www.usc.edu.au)

### SUBJECTS

Graphic Design  
Advertising Design

### AWARDS

Bachelor of Arts (Design & Communication)  
3 years full time/part time equivalent  
[www.usc.edu.au](http://www.usc.edu.au)

The Bachelor of Arts (Design and Communication) incorporates computer-based art and design, graphic design, web design, visual communication, information visualisation, desktop publishing, communication, and advertising. It provides you with knowledge and skills geared to the requirements of the workplace. The Design and Communication program ensures you learn not only about design in both printed and electronic form, but also how design integrates with other areas such as advertising and communication. Computer-based art and design is an integral part of the degree with two streams, Graphics/Imaging and Electronic Media. These provide you with the creative, conceptual and technical skills for a well-rounded career base.

## New Media

Digital Design  
[www.usc.edu.au](http://www.usc.edu.au)

### SUBJECTS

Printing  
Computer Graphics  
Digital Media

### AWARDS

Bachelor of Design  
[www.usc.edu.au](http://www.usc.edu.au)

This professionally-oriented program offers practical and theoretical studies in print design, networked media, and 3D modelling and animation. Students are taught in small workshops groups and have 24-hour access to dedicated computing facilities. The program allows study to be combined with courses in advertising, public relations, journalism, communication studies, creative writing, marketing or other areas which allow students to pursue individual interests. This is a new program for 2008 and the program structure is under development. More information will be made available on the University of the Sunshine Coast website during 2007.

Graduate Certificate in Digital Design  
(Electronic Media)  
2 years part time  
[www.usc.edu.au](http://www.usc.edu.au)

The Graduate Certificate in Digital Design (Electronic Media) offers an opportunity to:

- gain a qualification that has industry relevance and provides practical skills to develop creative approaches to digital media for use in a range of professional applications
- utilise software for web design, digital video and sound capture, vector-based illustration and bitmap-based image editing
- work with traditional and electronic design methodologies to create workable solutions to new media communication challenges, including projects to design information architecture, navigation, interactive software, online learning, entertainment and advertising, and virtual tourism.

Graduate Certificate in Digital Design (Print & Imaging)

2 years part time

[www.usc.edu.au](http://www.usc.edu.au)

The Graduate Certificate in Digital Design (Print and Imaging) offers an opportunity to:

- upgrade existing skills or acquire new knowledge in the creative and digital media industries
- utilise a range of software for digital design and desktop publishing, and produce work and promotional materials for a gallery exhibition
- develop practical skills through working on industry-relevant projects incorporating concept development, marketing strategies, corporate design, logo development, media placement and magazine advertising
- explore the wide range of art and design possibilities available through digital imaging

Graduate Certificate in Digital Design (Print & Electronic Media)

2 years part time

[www.usc.edu.au](http://www.usc.edu.au)

The Graduate Diploma in Digital Design (Print and Electronic Media) is a qualification that has industry relevance and provides practical design and software skills for both print and electronic media. The program offers the opportunity to:

- explore creative approaches to design for use in a range of professional applications, and work on industry-relevant projects incorporating marketing strategies, corporate design, logo development, media placement and magazine advertising
- utilise a wide range of software for desktop publishing, web design, digital video and sound capture, vector-based illustration and bitmap-based image editing design information architecture, navigation, interactive software, online learning, entertainment and advertising, and virtual tourism
- acquire new knowledge and upgrade existing skills to broaden employment opportunities

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Gemma Dittmar



Luke McClean

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**Bianca Dohne**



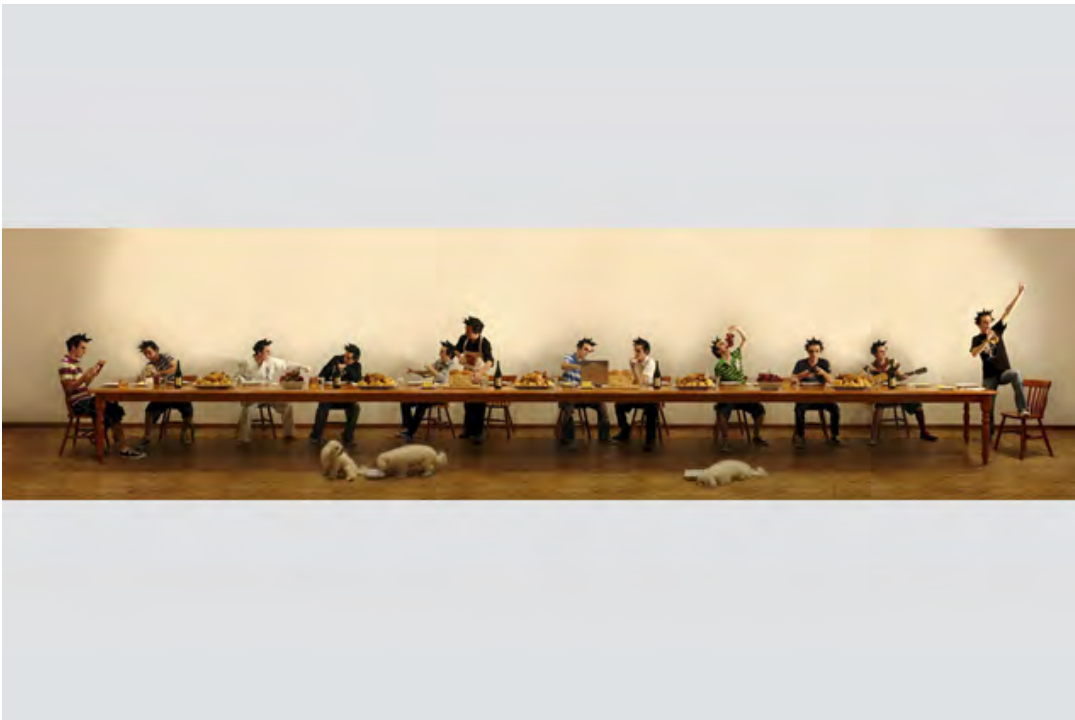


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Cynthia Osmond



Luke McLean

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invitation and tree plant tag



**Objective:** To create an invitation and tree planting tag for the annual tree planting ceremony for organ donors and recipients.

**Solution:** I used the words in the title of the ceremony to create the shape of a tree and thus reinforce the whole idea of the ceremony.

You are invited to:

**Trans plant, the 2007 tree planting ceremony for organ and tissue donors and recipients.**

Venue: Tokaj Reserve, 192 Flinders St, Brisbane  
 Date: Saturday 21 February  
 Time: 10 am - 2 pm

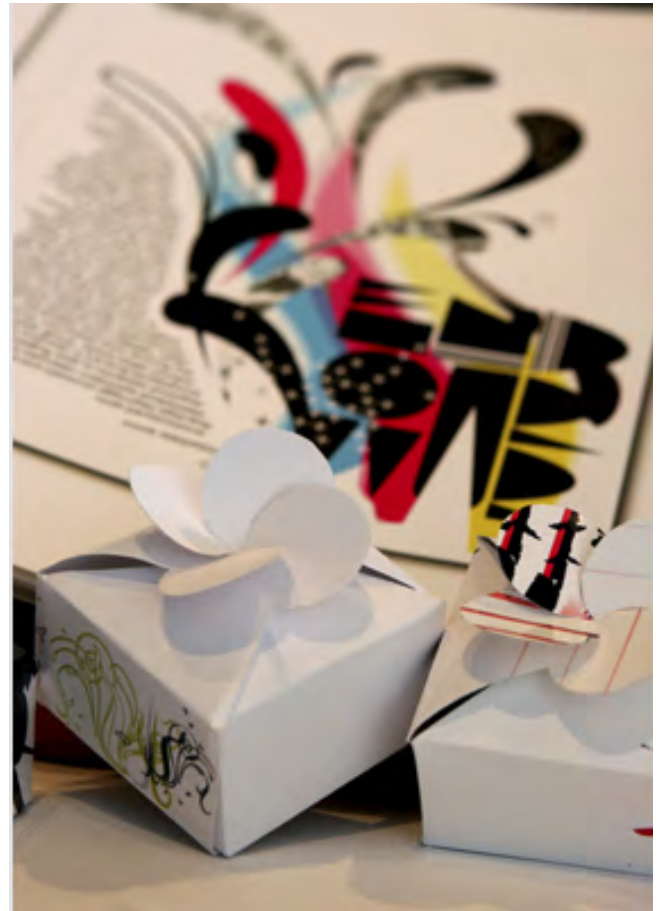
Opening Speech by Andrew Mackin, Head of Australian Donors.



Sian Sheppard

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**Ben Roberts** (top left)



**Jessica Burrows** (top right and left)