

# DGD20 Diploma of Graphic Design

## 1. About the Diploma of Graphic Design

The Diploma of Graphic Design course has been designed to provide graduates with a broad base of generalist graphic design knowledge and skills suitable both for entry-level employment in the graphic design sector and/or as a pathway with advanced standing for further specialised design study at a Bachelor level.

The course structure is designed to interweave *theory*, *practice* and *connection*, with each of these themes in turn representing distinct modes of thinking, enquiry and knowledge acquisition in relation to graphic design. Students explore underpinning *theoretical* bodies of knowledge as a source of ideas and methods (theory informing practice); students engage in *practice* both as a means of skills acquisition *and* as a crucial mode of thinking (practice not only informed *by* but *informing* theory); students make *connections*, both with the history and contexts of graphic design *and* with industry mentors and communities of practice. The course aims to develop graduates who are; intellectually curious, rigorous independent thinkers, ethical and reflective practitioners with a commitment to lifelong learning.

The inclusion of established and emerging creative technologies such as moving image and digital media relating to current practices within the profession permit enduring skill development.

Throughout, students will have the opportunity to engage with authentic learning experiences and assessment tasks grounded in industry practice that facilitate information analysis, transmission of skills and information in the generation of design solutions in response to a range of complex problems.

Graduates will acquire skills in research and problem-solving that they will be able to use to maintain and develop their professional disciplinary currency once in the workplace. Their disciplinary and academic knowledge base will also provide a platform for further undergraduate study in graphic design-related fields.

## Graduate employment opportunities

Graduates may find a range of career pathways and employment opportunities including:

- Packaging Design
- Junior Art Direction
- Computer Finished Art
- Web design
- Digital design (UI/UX)
- Branding and Identity design
- Account management / Client service
- Magazine and publishing design

## Course Overview

<b>Course Title</b>	<b>Diploma of Graphic Design</b>		
<b>Study Options – Domestic Australian students</b>	<p>Face to Face delivery</p> <p>Online delivery</p> <p>Full-time and part-time options available.</p>	<b>Study Options – International students</b>	<p>International students on a student visa must not enroll into any more than a third or 33% of online subjects over their course and must study at least one subject that is face to face in each trimester.</p> <p>International students on a student visa are required to study full time, i.e. the student must complete a minimum of 1.0 EFTSL of study per year.</p>
<b>Start Dates</b>	<p>February, June, September</p> <p>For specific dates visit the <a href="#">website</a>.</p>	<b>Course Length</b>	<p>Full-time: 5 trimesters</p> <p>Accelerated: 3 trimesters (1 year)</p> <p>Part-time: 3 years</p>
<b>Payment Options - Domestic Australian students</b>	<p><b>Upfront payment</b></p> <p>This means tuition fees will be invoiced each trimester and payment is required on or before the due date.</p> <p><b>FEE-HELP</b></p> <p>FEE-HELP is Australian Government's loan scheme for higher education degree courses.</p> <p>It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.</p>	<b>Payment Options – International students</b>	<p><b>Upfront payment</b></p> <p>This means tuition fees will be invoiced each trimester and payment is required on or before the due date.</p>
<b>Course study requirements</b>	<p>Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.</p>	<b>Assessment</b>	<p>Practical assignments, research projects, presentations.</p>
<b>Locations</b>	<p>Online, Sydney, Brisbane, Melbourne, Adelaide</p>	<b>Delivered by</b>	<p>Torrens University Australia</p>
<b>Provider</b>	<p>Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).</p>	<b>CRICOS Course Code</b>	<p>102489K</p>
<b>Provider obligations</b>	<p>Torrens University is responsible for all aspects of the student experience,</p>	<b>Accrediting body</b>	<p>Torrens University Australia Ltd</p>

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	including the quality of course delivery, in compliance with the <a href="#">Higher Education Standards 2015</a>		
<b>Course Fees</b>	For details, refer to the <a href="#">website</a> .	<b>Any other fees</b>	For details, refer to the <a href="#">website</a> .

## 2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

## 3. Student Profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester one / Full year intake [2020]	
	Number of students	Percentage of all students
<b>(A) Higher education study</b> (includes a bridging or enabling course)	51	28%
<b>(B) Vocational education and training (VET) study</b>	21	11%
<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)	62	34%
<b>(D) Recent secondary education:</b>		
• Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)	N/A	N/A
• Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)	N/A	N/A
• Admitted on the basis of other criteria only and ATAR was <b>not</b> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	47	25%
<b>International students</b>	<5	N/P
<b>All students</b>	<b>185</b>	<b>100%</b>

Notes: "**<5**" – the number of students is less than 5.  
N/A – Students not accepted in this category.  
N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

## 4. Admission Criteria

Title of course of study	Diploma of Graphic Design
<b>Applicants with higher education study</b>	<ul style="list-style-type: none"> <li>• A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider OR</li> <li>• Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider</li> </ul>
<b>Applicants with vocational education and training (VET) study</b>	<ul style="list-style-type: none"> <li>• A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO) OR</li> <li>• Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)</li> </ul>
<b>Applicants with work and life experience</b>	<p>Demonstrated ability to undertake study at the required level:</p> <ul style="list-style-type: none"> <li>• broadly relevant work experience (documented e.g. CV), demonstrating a reasonable prospect of success; OR</li> <li>• formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; OR</li> <li>• written submission to demonstrate reasonable prospect of success; OR</li> <li>• discipline specific portfolio (art and/or design).</li> </ul>
<b>English Language Proficiency</b> (applicable to international students, and in addition to academic or special entry requirements noted above)	For international applicants IELTS 5.5 (Academic) with no skills band less than 5.0
<b>Applicants with recent secondary education (within the past two years) with ATAR or equivalent*</b> (for applicants who will be selected wholly or partly on the basis of ATAR)	Completed year 12 or equivalent

Title of course of study	Diploma of Graphic Design
<i>*ATAR profile for those offered places wholly or partly on the basis of ATAR in T1 2020:</i>	
(ATAR-based offers only, across all offer rounds)	<b>ATAR (OP in QLD)</b> (Excluding adjustment factors) *
Highest rank to receive an offer	N/A
Median rank to receive an offer	N/A
Lowest rank to receive an offer	N/A
<i>Notes: * "&lt;5" – indicates less than 5 ATAR-based offers were made</i>	

## Other admission options

*(For applicants who will be selected on a basis other than ATAR)*

<b>Special Entry</b>	Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission.
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## 5. How to apply

Via direct application to the institution

- <https://apply.torrens.edu.au/>

## 6. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy](https://www.torrens.edu.au/policies-and-forms) - (<https://www.torrens.edu.au/policies-and-forms>).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions
- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)

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- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

## 7. Where to get further information

- Torrens University Australia (TUA) Website
  - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
  - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
  - <https://www.qilt.edu.au/>

## 8. Additional Information

### Course Structure

The Diploma of Graphic Design course structure comprises of 12 subjects. 11 core subjects (10 core subjects at level 100 and 1 at level 200) and 1 elective subject (at Level 100).

- Level 100: 10 core subjects; 1 elective
- Level 200: 1 core subjects

\* Electives available to students may be chosen from the elective bank (please refer to the Course Structure on the Student HUB) or can be taken from any Torrens University course at the appropriate level with approval from the Program Director (or delegate).

### Course Rules

To be awarded the Diploma of Graphic Design, students must complete 120 credit points (11 core subjects and 1 elective subject outlined in the course structure). Each subject has a value of 10 credit points.

### Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
Level 100
<p><b>DGDDD100 Digital Design Foundations</b></p> <p>This subject introduces a core set of industry-standard specialist design software tools. The emphasis of this subject is on building a comprehensive familiarity with these tools and features so that their application becomes second nature and can be treated as part of the overall creative tool kit.</p> <p>Students will work through a range of small exercises to cement their learning and to build their working knowledge by experimenting with the different tools and techniques. Students will then combine these tools and techniques to explore print and screen-based projects and in doing so, become aware of how to create flexible visual outcomes not wedded to single-use mediums</p>
<p><b>DGDVL100 Visual Language of Design</b></p> <p>In this subject students will study the history and evolution of art and design acknowledging the major influences and commentators of the industry.</p> <p>The introduction of essential fundamental design principles and elements build to a comprehensive understanding, enabling students to start seeing and thinking like a designer.</p> <p>Students will be challenged to develop visual solutions to design problems and acquire the knowledge, skills and perspective necessary to identify and articulate techniques and concepts exhibited in design work.</p> <p>This is followed by an in-depth look at the design process from receiving the brief up to the client presentation and reflection on success of project</p>
<p><b>DGD TY100 Typography</b></p> <p>This subject explores the history and origins of typographic communication, from Cuneiform through to</p>

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<b>SUBJECT DETAILS</b>
<b>SUBJECT TITLE, DESCRIPTOR</b>
<p>contemporary digital type. It introduces the fundamental principles and terminology relating to typography, including letterform structure, classifications of faces and styles, typesetting.</p> <p>Students will work with specialist software to create and manipulate type, and will start to formulate their own set of strategies for effective use of typography as an element of graphic design.</p>
<p><b>DGDFA100 - Finished Art (pre-requisite DGDDD100 Digital Design Foundations)</b></p> <p>This subject develops effective print and digital finished art techniques, including pre-production, output and file management. Students will develop an awareness of paper stocks and finishes, digital delivery formats and an understanding of the specific requirements for working with different materials and processes.</p> <p>They will be required to conceptually develop and design a professional piece, taking into account how it will be produced, select the best production process and utilise specific materials and techniques. This subject also looks at establishing best-practice protocols and conventions when creating artwork files with multiple end-users.</p>
<p><b>DGDSB100 Symbols and Branding</b></p> <p>This subject introduces semiotics and identity design. Students explore the history of symbols and ways of categorising them. They are then introduced to logos, exploring elements and categories of logo design including word-marks, symbols and monograms. Students work through the process of developing an identity, with attention to simplification, process and documentation. Throughout, students will be required to focus on audience interpretation and seeing how the customer sees.</p>
<p><b>DIG104A Motion Design</b></p> <p>This subject introduces the foundational theory and practice of motion graphic design and live action camera production. Students will explore basic skills in concept development, asset creation, 2D animation and compositing suitable for motion graphic production. Additionally, the process of developing a live action video piece is introduced, from pre-production through to post-production, including fundamental sound design principles. Students will gain basic skills in camera-based production including basics of lighting, sound recording and editing.</p>
<p><b>DGDPM100 Publishing and Media</b></p> <p>This subject develops students' understanding of typographic convention in both traditional and contemporary applications. Students will use their understanding of basic typographic formatting, page composition and layout to explore advanced typographic setting, workflow and content editing across print and digital platforms.</p>
<p><b>DIG103A Interaction Design</b></p> <p>This subject explores the groundwork theory and practice of user experience (UX), user interface (UI) and interaction design for digital media. The subject covers the core research phases of UX before enabling students to create UI and web-based solutions to identified problems. Students will focus on interpreting and structuring information architecture and focus on the visual aspects of UI design – how visual design affects end-user experience</p>
<p><b>WIL100 Work Integrated Learning</b></p> <p>This subject is designed to provide students with professional experience in an area related to their field of study or the career they are working towards. Within the framework of an industry brief in conjunction with an industry client, students will learn how to unpack a defined challenge into achievable outcomes and use this framework to guide the creative process and final deliverable.</p>



<b>SUBJECT DETAILS</b>
<b>SUBJECT TITLE, DESCRIPTOR</b>
<p>Students will develop presentation techniques and objectively respond to constructive criticism and feedback. This experience will enhance work-ready skills and allow students to see first-hand how their learning translates into practice.</p>
<p><b>DGDPP100 Portfolio and Professional Practice</b></p> <p>This subject challenges students to consider their professional identity before developing strategies and portfolio tools to promote themselves to clients and the wider design industry.</p> <p>Portfolio and Practice also explores the structure of studios and agencies within the design industry. Students develop an understanding of how the industry works; from day to day running of a studio to the many other professions they will need to work with. They will build an awareness of graphic design career paths and salaries, and develop the skills required to operate a freelance graphic design business.</p> <p>Students also investigate trends and emerging technologies that could affect or create opportunities building entrepreneurial attitudes to assist career sustainability</p>
<b>Level 200</b>
<p><b>DGDFI200 Form and Insight</b></p> <p>Form and Insight is a theoretical and practice-based subject that encourages consideration to audience, purpose and context. It introduces students to traditional and non-traditional, digital, 2D and 3D design with a strong emphasis on sustainability and social responsibility.</p> <p>Students will use persona and narrative creation to inform practical outcomes that fuse commercial reality with design thinking tools to deliver an empathic, holistic solution from point of sale through to consumer use, and finally, disposal.</p>

## Locations

The Diploma of Graphic Design can be studied fully online or at the below Torrens University Campuses:

- Sydney: Level 1, 46-52 Mountain Street, Ultimo NSW Australia 2007
- Melbourne: 196 Flinders Street, Melbourne, VIC 3000
- Brisbane: 90 Bowen Terrace, Fortitude Valley, QLD, 4006
- Adelaide: 88 Wakefield Street, Adelaide, SA Australia 5000

## Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

Facilities and Services include:

- The Customer Service Hub – our friendly and experienced staff can give help and advice about courses, your enrolment and campus life, including all services and activities on campus.
- Counsellors are available for students to consult with on a range of personal issues
- Student wireless access throughout the Campus
- Student break-out and relaxed study spaces for group work
- Student lounge areas – most with microwaves, kitchenette facilities and vending machines

- The Learning Hub, home to the Learning Support Team, encompasses Learning Skills Advisors, Learning Technology Advisors, and Library & Learning Skills Officers. It provides an integrated, holistic support program for students throughout the study lifecycle within a library/collaborative study environment.

The service includes:

- Support and workshops with highly qualified staff in the areas of Academic skills, Library skills, and Technology skills, both on campus and online.
- Physical and digital resources relevant to studies, such as books, journals, multimedia, databases
- Self-check kiosks for library loans and print and copy facilities

## A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

## Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**

If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.

- **FEE-HELP**

FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold (\$45, 881 in 2019-20). Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- FEE-HELP website:  
<http://studyassist.gov.au/sites/studyassist/help-paying-my-fees/fee-help/pages/fee-help->
- FEE-HELP booklets:  
<http://studyassist.gov.au/sites/studyassist/helpful-resources/pages/publications>

## Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).