 Bachelor of Design (Visual Communication)

Your degree will begin with introductory and shared impact lab units where, working with students from other disciplines, you’ll focus on problems and social issues and identify potential solutions connected to industry and community.

You will then develop both practical and theoretical skills in multiple visual communication design specialisations including graphic design, typography, image making, information design, experience design, motion design, branding and interaction design.

You will progress to develop deeper skills in creative problem solving, critical thinking, technical proficiencies and professional practice that will ensure you can contribute to the field of visual communication in innovative and socially responsible ways. Later in your degree you will be able to transfer skills and knowledge to a workplace or professional context and gain practical work experience with work integrated learning.

Why choose this course?
Visual communication is the conveyance of ideas and information through a broad range of forms that can be seen including signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, colour and electronic resources. Visual communication can be powerful. In the right hands, it can craft an image that adds enormous value to a brand. It can simplify the complex. It can help a message to break through the communication clutter.

This degree will give you the skills and finesse you need to be a confident and agile visual communicator. You will develop skills in creative problem solving, critical thinking, technical proficiencies and professional practice that will ensure you can contribute to the field of visual communication in innovative and socially responsible ways.

Real-world learning
Professional studio settings allow you to build your expertise and focus on both contemporary and emerging design practices, through real-world design projects. You will be immersed in a culture of designing for public exhibition, ongoing industry engagement, creative experimentation and critical thinking.

Jenna Coles
International experiences
‘QUT ignited my passion for learning and continually growing as a creative professional. Studying abroad in London gave me a broader perspective on the design industry and the confidence to move to Toronto. I’m now a Product Designer specializing in app design at a brain sensing meditation startup. I work in a team all committed to the power of brain health and meaningfully impacting people’s lives.’
Assumed knowledge
Before you start this course we assume you have sound knowledge in these areas

- English, or Literature, or English and Literature Extension, or English as an Additional Language (Units 3 & 4, C)

We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA).

Course structure
To meet the course requirements for the Bachelor of Design (Visual Communication), you must complete a total of 288 credit points, made up of:

- A design major (144 credit points), including four shared foundation units (48 credit points) and 96 credit points from the visual communication discipline
- Four school-wide impact lab units (48 credit points)
- Complementary studies, made up of both: design specialisation units (minimum 48 credit points), a minor, or a combination of design specialisation units and electives (unit options) (48 credit points).

Study overseas
Study overseas while earning credit towards your QUT creative industries degree with one of our worldwide exchange partners.

Overseas study can be for one or two semesters (or during the semester break) and the units you take can be in a creative or non-creative discipline area, depending on how they match with your QUT course.

Careers and outcomes
This degree will give you the skills and finesse you need to be a confident and agile visual communicator across traditional and new interactive media forms. You will graduate industry ready with multiple career options in graphic design, digital media, interactive design, branding, art direction, motion graphics design, advertising, print publication, illustration, information design, service and experience design, packaging and exhibition design.

A business foundation also equips you to become a creative business owner and establish your own design studio. Opportunities exist to work both locally and internationally, and can vary from operating as an independent entrepreneurial designer to a designer within a large firm.

Double degrees
Study visual communication with business as a double degree to develop business acumen that provides a range of unique career opportunities including business analyst for graphic industries, visual communicators in advertising and marketing agencies, or digital content designer for a range of business applications.

Fees
HECS-HELP
You may be eligible for HECS-HELP, a loan scheme to help you pay your course fees, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the HECS-HELP information.

Student Services and Amenities Fee
You’ll need to pay the student services and amenities fee as part of your course costs. You may be eligible for SA-HELP, a loan scheme to help you pay your student services and amenities fee, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the SA-HELP information.