

# GRAPHIC DESIGN 2022

## ADVANCED DIPLOMA GRAPHIC DESIGN > BACHELOR OF DESIGN, GRAPHIC DESIGN

For students wishing to extend their studies in 2022, via our articulation agreement with TAFE, into Curtin University's Graphic Design course, you will need to apply through TISC into our new Bachelor of Design course using the CUDGH Course Code. Upon entry into the Bachelor of Design, you will need to select the Graphic Design Major. Once you apply for your Credit for Recognised Learning (CRL) you will be credited with a maximum 400 credits of CRL (2 years). On page 2, you will see a map of the course structure, indicating the CRL that you will receive. Students entering through this pathway will be required to complete 8 units (1 year)

**GRDE1024 Design Theory in Practice** – this unit explores the role design theory plays in the design process. It also introduces students to Curtin University expectations surrounding plagiarism and referencing.

**GRDE2001 Graphic Design 1** – this unit focuses on customer profiling and the development of verbal and visual brand strategies.

**GRDE2007 Graphic Design 2** – this unit explores the role of design process, including idea generation, mnemonics, semiotics, type exploration and image generation techniques to create engaging design solutions.

**GRDE3009 Visual Communication** – this unit focuses on semiotics, material culture and icons of popular culture. It is a praxis unit combining theory and practice, and the role this relationship plays in constructing visual communication solutions.

**COMS1003 Culture to Cultures** – this unit investigates the complexity of culture and our engagement with other cultures and culturally diverse thinking and perspectives, including; Indigenous cultures, histories, knowledge, perspectives and values.

**GRDE3001 Graphic Design 3** – students tackle 3 creative briefs in this unit, with the purpose of creating portfolio pieces. Topics generally comprise of New Enterprise Branding, Editorial Design and Packaging. Students also learn to pitch their creative work.

**GRDE3010 Graphic Design 4** – students tackle 4 creative briefs in this unit, as they build their portfolio. This includes a mandatory brief as well as 3 negotiated projects, as students start to define and explore the designer they wish to become.

**GRDE3034 Design Capstone Project** – this in an interdisciplinary design unit that prepares students from their transition into industry. Exploring the notion of self as brand, and developing core strategies to enhance employment capabilities.

For more information please email — [graphics@curtin.edu.au](mailto:graphics@curtin.edu.au)



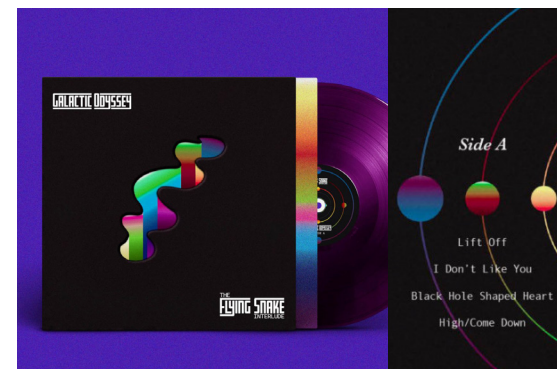
Taylor Kahlenberg, 2020 AGDA Finalist - Student Packaging



Madison Guidone, 2020 AGDA Merit - Student Packaging



Jaz Baker, 2020 AGDA Distinction - Student Identity



Sam Mead, 2020 AGDA Finalist - Student Packaging



Reilly Nylund, 2020 AGDA Merit - Student Print

**BACHELOR OF DESIGN GRAPHIC DESIGN MAJOR**  
**MJRU-GRPDS**

Applicant ID

Family Name

Given Name

**CREDIT FOR RECOGNISED LEARNING & STUDY PLAN**



**Curtin University**

APPLICATION COMPLETED BY: LEE INGRAM

STAFF ID:

DATE:

Previously studied unit/s			Equivalent Curtin University unit/s			CRL Outcome		Recommended Study Plan	
Unit Code/s	Unit Title/s	Previous Institution	Unit Code	Curtin University Unit Title	Credits	Granted	Study Period	Year	
	Advanced Diploma Graphic Design	North Metro TAFE	GRDE1004	Design Computing (Course Core)	25	Yes No			
			GRDE1024	Design Theory in Practice (Course Core)	25	Yes No	Semester 1	2022	
	Advanced Diploma Graphic Design	North Metro TAFE	GRDE1026	Start Design Thinking (Major Core)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE		Option Select an Optional Unit	25	Yes No			
			COMS1003	Culture to Cultures (Course Core)	25	Yes No	Semester 2	2022	
	Advanced Diploma Graphic Design	North Metro TAFE	GRDE1026	Design Principles and Process (Course Core)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE	GRDE1005	Typography (Major Core)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE		Option Select an Optional Unit	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE	GRDE2044	Design History & Culture (Course Core)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE	GRDE2026	Creative Design Studio (Major Core)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE		Design Minor 1 (Mandatory Design Minor)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE		Elective or Minor 2	25	Yes No			
			GRDE2001	Graphic Design 1 (Major Core)	25	Yes No	Semester 1	2022	
			GRDE2007	Graphic Design 2 (Major Core)	25	Yes No	Semester 1	2022	
	Advanced Diploma Graphic Design	North Metro TAFE		Design Minor 1 (Mandatory Design Minor)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE		Elective or Minor 2	25	Yes No			
			GRDE3009	Visual Communication (Major Core)	25	Yes No	Semester 1	2022	
			GRDE3001	Graphic Design 3 (Major Core)	25	Yes No	Semester 2	2022	
	Advanced Diploma Graphic Design	North Metro TAFE		Design Minor 1 (Mandatory Design Minor)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE		Elective or Minor 2	25	Yes No			
			GRDE3034	Design Capstone Project (Course Core)	25	Yes No	Semester 2	2022	
			GRDE3010	Graphic Design 4 (Major Core)	25	Yes No	Semester 2	2022	
	Advanced Diploma Graphic Design	North Metro TAFE		Design Minor 1 (Mandatory Design Minor)	25	Yes No			
	Advanced Diploma Graphic Design	North Metro TAFE		Elective or Minor 2	25	Yes No			

Total Course Unit CRL: 75    Total Major Unit CRL: 75    Total Elective Unit CRL: 250    Total CRL Granted: 400    Remaining Credits: 200    SP1: 100    SP2: 100    SP3:    SP4:    SP5:    SP6: