

# BACHELOR OF DESIGN - VISUAL COMMUNICATION (DEAN'S SCHOLARS) (1737)

**Approved Abbreviation:** BDes(DeansSchol)  
**Western Sydney University Program Code:** 1737  
**AQF Level:** 7

This program applies to students who commenced in 2017 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

Commencement Year 2015-2016 - 1737.1 Bachelor of Design - Visual Communication (Dean's Scholars) (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1737.1>)

- Director of Academic Program - Dr Michelle Catanzaro

The Bachelor of Design (Visual Communication) Dean's Scholars degree will provide you with fundamental skills and knowledge to communicate ideas and information across a wide range of visual media. With an emphasis on studio-based practice, you will study areas such as image design, typography, layout design, branding, design history, research methods, and web-based design. From year two, there are opportunities to engage with live community or industry projects, and you will choose two practical specialisations from the following pairs: motion design and data visualisation; game and app design; illustration; and photography. Throughout the program you will engage with individual and team-based projects, develop your conceptual thinking skills, use a variety of traditional and emerging technologies, and expand your creative practice. In year four you will take a position in our award-winning teaching design studio where you will gain experience in a professional learning environment, preparing you for work in an exciting and evolving industry. Students may exit with 1624 Bachelor of Design Studies (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-design-studies-exit-only/>) after successful completion of the first three years of the program.

This degree is exclusively for high-achieving students, and will continually challenge you to do even better and build on your academic success.

## Early Exit

Students may exit this program on completion of 240 credit points with a 1624 Bachelor of Design Studies (EX) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-design-studies-exit-only/>)

## Study Mode

Four years full-time or part-time equivalent.

## Program Advice

[enquiriesHCA@westernsydney.edu.au](mailto:enquiriesHCA@westernsydney.edu.au)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/future/>) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

## Location

Campus	Attendance	Mode	Advice
Parramatta Campus - Victoria Road	Full Time	Internal	See above
Parramatta Campus - Victoria Road	Part Time	Internal	See above

## Accreditation

Graduates are eligible for membership of the Design Institute of Australia (DIA) and the Australian Graphic Design Association (AGDA).

## Inherent Requirements

There are inherent requirements for this program that you must meet in order to complete your program and graduate. Make sure you read and understand the requirements for this program online.

Inherent Requirements ([https://www.westernsydney.edu.au/ir/inherent\\_requirements/bachelor\\_of\\_design/](https://www.westernsydney.edu.au/ir/inherent_requirements/bachelor_of_design/))

## Work Integrated Learning

Western Sydney University seeks to enhance student learning experiences by enabling students to engage in the culture, expectations and practices of their profession or discipline. This program includes a placement or other community-based unpaid practical experience.

There is a mandatory work component required for completion of this program. Please contact the Program Advisor listed above for information.

## Admission

From Autumn 2024, there will be no further admissions into this program.

ATAR score of at least 90 required.

Applications from Australian and New Zealand citizens and holders of permanent resident visas must be made via the Universities Admissions Centre (UAC). Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local and International applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

<http://www.uac.edu.au/>  
<https://westernsydney.uac.edu.au/ws/>

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

## Program Structure

Qualification for this award requires the successful completion of 320 credit points including the subjects listed in the recommended sequence as detailed in the 'Sequence' tab.

Students must complete two pairs of specialisation subject pairings as detailed below.

Subject	Title	Credit Points
<b>Illustration</b>		
DESN 2007	Illustrating Narrative	10
DESN 3007	Illustrating Popular Culture	10
<b>Interactive</b>		
DESN 3008	Interactive Design: Apps	10
COMM 2019	Interactive Design: Games	10
<b>Photomedia</b>		
VISU 3002	Photomedia: Fashion and Identity	10
DESN 2013	Photomedia: Photographic Practice	10
<b>Digital Design</b>		
DESN 3002	Data Visualisation	10
DESN 2011	Motion Design	10

## Recommended Sequence

### Full-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
DESN 1009	Graphic Design: Understanding the Principles	20
DESN 1003	Design Histories and Futures	10
DESN 1011	Image Design	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
DESN 1007	Graphic Branding and Identity	20
DESN 1018	Visual Storytelling	10
DESN 1021	Web and Time-based Design	10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
DESN 2005	Graphic Design: Interactive Digital Media	20
DESN 2014	Researching the Visual	10
Select one subject of the following Specialisation subject pairing:		10
DESN 2007	Illustrating Narrative	
COMM 2019	Interactive Design: Games	
DESN 2011	Motion Design	
DESN 2013	Photomedia: Photographic Practice	
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
DESN 2006	Graphic Design: The Professional Context	20
DESN 2001	Australian Design	10
Select one subject of the following Specialisation subject pairing:		10
DESN 3002	Data Visualisation	
DESN 3007	Illustrating Popular Culture	
DESN 3008	Interactive Design: Apps	
VISU 3002	Photomedia: Fashion and Identity	
<b>Credit Points</b>		<b>40</b>

### Year 3

#### Autumn session

DESN 3013	Social Design: Research and Practice	10
DESN 3001	Contextual Design Studies	10
Select one subject of the following Specialisation subject pairing:		10
DESN 2007	Illustrating Narrative	
COMM 2019	Interactive Design: Games	
DESN 2011	Motion Design	
DESN 2013	Photomedia: Photographic Practice	
Select one Academy minor subject		10
<b>Credit Points</b>		<b>40</b>

#### Spring session

DESN 3006	Graphic Design: Developing a Personal Portfolio	10
DESN 3003	Design Research Project	10
Select one subject of the following Specialisation subject pairing:		10
DESN 3002	Data Visualisation	
DESN 3007	Illustrating Popular Culture	
DESN 3008	Interactive Design: Apps	
VISU 3002	Photomedia: Fashion and Identity	
Select one Academy minor subject		10
Students may exit with 1624 Bachelor of Design Studies after successful completion of 240 credit points in the first three years of the program sequence.		
<b>Credit Points</b>		<b>40</b>

### Year 4

#### Autumn session

DESN 4005	Major Design Project	10
DESN 4007	Professional Design Experience: The Studio	20
Select one Academy minor subject		10
Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.		
<b>Credit Points</b>		<b>40</b>

#### Spring session

DESN 4005	Major Design Project	10
DESN 4006	Professional Design Experience: The Individual Practitioner	20
Select one Academy minor subject		10
Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.		
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>320</b>

## Academy Minor Subjects

Creative Leadership, Minor (0286) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/creative-leadership-minor/>)

Please note: Applied Leadership, Minor (0178) has been replaced by Creative Leadership, Minor (0286) from 2022. Continuing students enrolled in 0178 are able to remain in and successfully complete the subjects requirements of this minor.

Subject	Title	Credit Points
DESN 2016	Creativity, Design Thinking and Visualisation	10
CULT 3011	Ethical Leadership	10
BEHV 2019	Citizenship and Community Engagement	10
BUSM 1044	Leadership in Complexity	10

**Equivalent subject**

The subject listed below counts towards completion of this minor for students who passed this subject in 2021 or earlier.

DESN 2002 - Creativity, Innovation and Design Thinking, replaced by  
DESN 2016 Creativity, Design Thinking and Visualisation  
BUSM 1016 - Leadership in a Complex World, replaced by BUSM 1044  
Leadership in Complexity  
BEHV 2007 - Internship and Community Engagement, replaced by  
BEHV 2019 Citizenship and Community Engagement