



DESIGN



**CUA60320**

**CRICOS CODE: 106737M**



# Advanced Diploma of Graphic Design

Enhance your graphic and typographic skills while learning how to establish and negotiate a design brief and manage design realisation.

This course reflects the role of individuals who have highly specialised technical, creative and conceptual skills in visual communication to conceive, negotiate and realise design solutions. Practice at this level is underpinned by the application of visual communication, design theory, history and the ability to critically analyse and synthesise information from a range of sources. Advanced communication, organisational and project management skills are also required.



**Work Placement**



**Expert Trainers**



**Gain in-demand skills**



**Master industry software**



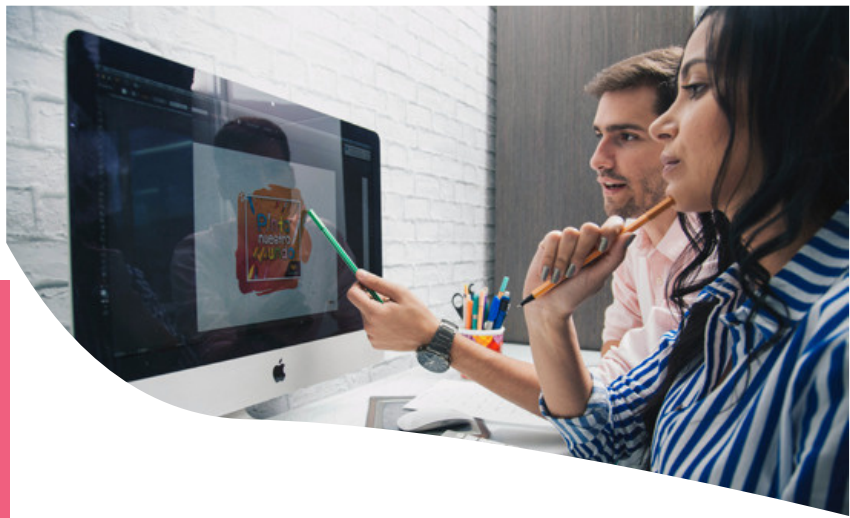
**AUSTRALIAN PACIFIC COLLEGE**

**APC.EDU.AU**

Young Rabbit Pty Ltd (ABN 28 003 381 182) trading as Australian Pacific College | RTO Code: 90396|CRICOSCode:01331F  
Virtu Design Institute Pty Ltd (ABN 31 154 273 757) trading as APC Design School | RTO Code: 40530 (fordomesticstudentsonly)  
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# CUA60320

# Advanced Diploma of Graphic Design



## PROSPECTIVE CAREER OUTCOMES

Graphic Designer  
Computer Finished Artist  
Multimedia Artist  
Illustrator  
Pre-press designer Layout artist  
Junior Art Director Packaging Designer

## GAIN SKILLS IN

- Creative thinking processes
- Industry software
- Stakeholder negotiation
- Problem-solving
- Project management
- Initiative and enterprise
- Industry networking

## SUBJECTS

1. Design Briefs
2. Typography 2
3. Packaging Design
4. Design for e-Business
5. Innovation
6. Signage and Wayfinding
7. Understanding the Graphic Design Workplace  
(Work Placement)

## WORK PLACEMENT

[Work Placement](#) is a mandatory component of this course, providing a framework that enables students to gain relevant working experience while developing specialised knowledge and practical skills in organisational learning and capability development. It takes place in the final term of study and requires 120–135 hours of work placement, attendance at lecture classes and the completion of assessment work.

## ACADEMIC ENTRY REQUIREMENTS

Successful completion of the CUA50720 Diploma of Graphic Design or equivalent or submission of a **sample of work (portfolio) with 5-8 pieces** of original creative work.

## ENGLISH LANGUAGE PROFICIENCY

General English - Upper Intermediate Level;  
or English Proficiency Skills test result  
as per APC requirements.

## ASSESSMENTS

All APC vocational courses are assessed through a combination of assessment types that may include short answer questions, studio projects, essays, reports, group tasks, portfolios and/or presentations.

## PATHWAYS

Students who successfully complete the Advanced Diploma of Interior Design may pursue pathways to university. See our website for more information.

## INTAKE DATES

4 intakes per year.  
See our website for latest intake dates.

## DURATION

Full-time: 4 terms (approx. 1 year). Part-time\*:  
8 terms (approx. 2 years).  
\*Part-time option only available for domestic students.

## DELIVERY

### International Students:

On Campus, Online (up to 1/3 of the units of the course) and blended options available

### Domestic Students:

On Campus, Online and blended options available

## LOCATION

Sydney CBD  
Melbourne  
Brisbane  
Gold Coast  
Online

## COURSE FEES

**\$13,200**

Application fee: \$250 for international students

## HOW TO PAY

Direct deposit or credit card before the course start date.  
VET Student Loans available for eligible domestic students.

### NOTE:

- Information correct at time of publication. Visit website for most up-to-date information.
- Course and campus availability subject to demand.
- One term is equal to 9 weeks of study.
- For a free assessment of your current English level, please go to [apc.edu.au/apply/pre-arrival-test](http://apc.edu.au/apply/pre-arrival-test)
- For more info about our University pathways, visit [apc.edu.au/study/university-pathways](http://apc.edu.au/study/university-pathways)

### DEFINITIONS:

**International students:** A temporary resident of Australia and/or a resident or citizen of any other country.

**Domestic students:** An Australian citizen or Australian permanent resident.



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