

What is the Bachelor of Design Arts (Advertising)?

Course Code: BDA306-AD

This is a unique three-year course developed for exclusive delivery at the Australian Academy of Design. The major study in advertising provides elective minor studies in fashion design, graphic design, photo media and/or visual arts.

The course has been developed with the input of advertising professionals on the Course Advisory Committee at the Academy.

It has a unique structure which enables students to:

- change their choice of major study at the end of Semester 1
- undertake sub-major and minor studies in other disciplines
- undertake professional placement programs
- continue to postgraduate studies at other institutions
- defer with an Associate Degree after two years.

The course is aimed at developing highly sought after graduates who are recognised for their creative and independent thinking.

How do I apply?

Application through VTAC

Apply through the Victorian Tertiary Admissions Centre (VTAC). Follow the instructions in the current VTAC Guide, available from newsagents or from VTAC (phone: 1300 364 133, or internet: www.vtac.edu.au). You must also make an Application for Admission to the Academy (see below).

Direct Application for Admission

Obtain, complete and submit a Direct Application for Admission form. The form is available from the Academy by phoning 03 9676 9000, by emailing info@designacademy.edu.au or by downloading at: www.designacademy.edu.au International students should also check the Academy website at www.designacademy.edu.au/international for enrolment details.

Interview and Folio Presentation

After submitting their Direct Application for Admission prospective students must attend an interview and folio presentation of their own creative work and demonstrate proficiency in basic computer graphics. Short foundation courses will be offered in computer graphics for successful applicants who need to acquire basic skills.

International students should follow the directions on the Academy website at: www.designacademy.edu.au/international

Entry Requirements

Successful completion of the VCE or equivalent or relevant industry experience plus an approved folio of relevant work. Mature-age students are encouraged to apply. All applicants must attend an interview, with a portfolio of their own creative work.

Credit Transfer and Recognition of Prior Learning (RPL)

The Academy recognises the qualifications issued by other registered higher education and training institutions in accordance with the principle of mutual recognition.

Credit may be granted to students for relevant tertiary studies previously completed successfully if they are:

- comparable in content
- of equivalent standard to the course applied for.

Relevant work experience may also qualify for RPL. On enrolment, students can apply to have such experience evaluated for credit.

Fees and Assistance

Fees

Places are available only to fee-paying students. Please phone the Academy or check the Academy website for current fees. An upfront payment of \$500 of the tuition fee is payable on enrolment. Tuition fees are paid each semester. There are two semesters in each academic year.

Refund of Fees

The Academy provides for a refund of tuition fees for students who withdraw from courses. For full details of the Academy's refund policy please refer to the website: www.designacademy.edu.au/college/assurances

Fee-Help

The Australian Academy of Design is an accredited Higher Education Provider and FEE-HELP assistance is available for eligible students enrolled in this course. For more information look up: www.goingtouni.gov.au

Scholarships

The Academy offers:

- Achievement Scholarships to support students who achieve outstanding year 12 results, and
- Support Scholarships for students experiencing financial hardship.
- Merit Scholarships are awarded to students who achieve outstanding results during their studies.

Other Courses Available

Bachelor of Design Arts (Fashion Design)
Bachelor of Design Arts (Graphic Design)
Bachelor of Design Arts (Photo Media)
Bachelor of Design Arts (Visual Arts)

bachelor of design arts

advertising

fashion design

graphic design

photo media

visual arts

a degree of difference

australian academy of design 

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Unit Descriptions

Year 1

AMA111 Advertising 1

Computer-based design, copywriting, market operation and buyer behaviour.

ACC111 Visual Literacy 1

Drawing skills and media as tools for concept development, presentation and communication.

ACC112 Introduction to Digital Media

Digital capture, including digital cameras and scanning, and output options, lighting for photography.

APC111 Design Concepts

Principles of design, composition and colour theory and their application in advertising software and image creation.

AXC111 The Rise of Visual Culture

Contemporary visual culture and the place of advertising.

AMP121 Advertising 2

The role of advertising in marketing and communication, especially the dynamic relation between advertising methods and consumer behavioural response.

ACC121 Visual Literacy 2

Drawing, painting and mixed media techniques combined with digital images.

APA121 Advertising Practice 1

Industry regulations and ethics, roles and responsibilities and the development of marketing communication campaigns.

AXC121 Analysing Visual Culture

Meaning and interpretation in visual culture.

ASE121 Studio Minor 1A

An elective* chosen from Fashion Design 1, Graphic Design 1, Photo Media 1 or Visual Arts 1.

Year 2

AMA231 Advertising 3

Selection of advertising media: use of appropriate video and imaging equipment.

ACC231 Visual Communication 1

Introduction to typography, storyboarding, print design software.

APA231 Advertising Practice 2

Development of copywriting and art direction skills for the broadcast media, especially television.

AXC231 Visual Thinking

Methods for cultivating higher cognitive thinking, visual thinking and creativity.

ASE131 Studio Minor 1B

An elective* chosen from Fashion Design 1, Graphic Design 1, Photo Media 1 or Visual Arts 1.

AMA241 Advertising 4

Focuses on the creative process and creative concept development, particularly for print production; includes the use of design software.

ACC241 Communication

Communication skills, presentation, negotiation, teamwork.

APC241 Professional Practice Placement 1

Placement in a real work environment in the advertising industry.

AXE241 Non-Studio Elective

An elective* chosen from 20th Century Design and Culture or 20th Century Australian Art.

ASE141 Studio Minor 1C

An elective* chosen from Fashion Design 1, Graphic Design 1, Photo Media 1 or Visual Arts 1.

Year 3

BMA351 Advertising 5

Setting and managing campaign budgets, developing account management skills.

BCC351 Visual Communication 2

Imagery as a symbolic language. Building a personal visual vocabulary and exploring its expression.

BPE351 Arts Management OR

BPE352 Project Management

The planning, funding and management of either arts or general advertising projects.

BXE351 Non-Studio Elective

An elective* chosen from Contemporary Cultural Movements or Cinema Studies.

BSE151 Sub-Major Studio Elective

An elective* chosen from Fashion Design 2, Graphic Design 2, Photo Media 2 or Visual Arts 2.

BMA361 Advertising 6

Applying knowledge and skills in developing and evaluating marketing communication strategies; portfolio preparation.

BCC361 Visual Communication 3

Working as part of a multi-disciplinary team in photo shoots. Roles and responsibilities.

BPC361 Professional Practice Placement 2

Placement in a real work environment in the advertising industry. Students undertake a specified research project.

OR

BPE362 Business Communications

Development of confident presentation and negotiation skills for the workplace.

BXE361 Non-Studio Elective

An elective* chosen from 20th Century International Art, Post-WW2 Australian Art, or Contemporary Design Issues.

BSE261 Studio Elective

An elective* chosen from Fashion Design 3, Graphic Design 3, Photo Media 3 or Visual Arts 3.

bachelor of design arts advertising

Contact Details

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australian academy of design 

Registered Higher Education Provider CRICOS No. 02201G

*Electives available subject to timetabling