Curious about...

Bachelor of Creative Arts and Design (Graphic Design)

What is CSU’s Bachelor of Creative Arts and Design (Graphic Design)?
Graphic designers are problem solvers in the field of visual communication, combining words, images and layout to represent ideas and convey messages. Good graphic design is intelligent and memorable and can be found in all areas of contemporary life, from the smallest package to the largest billboard, from your favourite book to the latest phone app.

CSU’s Bachelor of Creative Arts and Design (Graphic Design) has been designed to offer a balance between the theory and practice of graphic design. Students learn how to analyse a brief, complete research and prepare an appropriate and considered outcome to meet the needs of a client.

You will develop the practical skills needed to apply a specific suite of application programs to design tasks working in our excellent facilities, which include dedicated studios and computing laboratories equipped with high-end computers, scanners and printers and industry standard software. By working for real clients and building their own professional portfolio students learn how the graphic design industry works.

What will I learn?
Students undertaking the Bachelor of Creative Arts and Design (Graphic Design) are able to select a minor from a variety of disciplines, including:

• advertising
• animation and visual effects
• sound production
• illustration and image making
• photography
• television production

Theoretical and practical skills taught on campus are complemented with real world work in third year. You will work with real clients, taking on specific briefs from designing new corporate identities and producing integrated stationery through to devising complex ad campaigns for a variety of non-profit organisations and in national and international competitions.

How will I learn?
This course is offered on campus at Wagga Wagga and Port Macquarie, or by distance education.

As a leading distance education provider, CSU has a well-developed network of online resources to support you throughout your studies. Distance education also offers you the flexibility of studying supported by communication technologies to use at your own pace, and in your own time, without having to commit to attending classes on campus.

Some reasons for studying Graphic Design at CSU:
• your degree combines theory and practice to produce graduates who can work to industry standards
• you will learn to work individually and collaboratively, just like designers in the workplace
• you are eligible for professional recognition upon graduation
• you will work on real-life briefs for real-life clients
• you can select from a range of minors to develop skills in another discipline

www.csu.edu.au/courses/undergraduate/graphic_design
Career opportunities

Graduates of this course can find employment in a wide variety of professional studios and agencies in areas of advertising, corporate identity, publishing, packaging, exhibitions and web/interactive design. Careers in graphic design can also be built in government departments, as in-house designers in large corporations and as freelance designers possibly leading to establishing themselves as agencies in their own right.

Professional recognition

CSU's Bachelor of Creative Arts and Design (Graphic Design) is a nationally accredited and registered award and graduates are eligible to apply for Associate status with the Design Institute of Australia (DIA) and the Australian Graphic Design Association (AGDA).

Visit our campus

You can arrange to visit CSU's Wagga Wagga Campus and have a personal guided tour of the outstanding facilities available in the School of Communication and Creative Industries. Tours are led by current students, giving you real insight into the CSU experience.

You will also have the opportunity to talk to our lecturers about the Graphic Design program and what it's like to study with CSU.

To book a tour, phone 1800 334 733 or visit: www.csu.edu.au/campustour

Three working days’ notice is required for tour bookings.

Further information

For more information or how to apply, visit: www.csu.edu.au/courses/undergraduate/graphic_design

“Graphic design allowed me to utilise my love for art, design and illustration to create a career for myself that I love, and CSU gave me all the knowledge and tools I needed to succeed.

“It was great to study at a reputable university without having to move away from home into the confines of a city. The atmosphere of the campus is relaxed and open, and I have made life-long friends that I wouldn’t have met within larger class sizes in metropolitan universities.”

Alexandra Howe

Graphic Design graduate