



DESIGN COURSE GUIDE

**“ENTREPRENEURSHIP IS MORE
THAN JUST A BUSINESS”**



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Welcome to Entrepreneur Education



Entrepreneur Education was established with one goal: to change the way education is delivered in Australia.

Our team firmly believe that each and every one of us can unlock our entrepreneurial potential and along the way, gain the skills necessary to succeed. To support this, Entrepreneur’s choice of faculties; Faculty of Leadership, Design, Health, Entrepreneurship and Trade, provides a number of pathways for you to gain real world, life-skills that will transfer across a variety of industries.

Our 360° education method encourages students to communicate their ideas with other students and mentors to help bring that idea into a reality. Lifestyle is also an integral part of building motivated and empowered entrepreneurs and you can find inspiration at our campus in the heart of Surfers Paradise on the stunning East Coast of Australia.

No matter which path you choose you will enjoy Entrepreneur Education’s eternal dedication to nurturing your ambition and bringing your ideas to fruition.

Because it all starts with just one idea...

- Founders of Entrepreneur Education



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DESIGN

“ I got paid by a real client through e studio 101 and the experience I gained was priceless. ”

About

Unlock your creative potential with our Design Faculty courses. Enjoy an inspiring and collaborative environment to develop your professional skills. Gain real world, hands-on experience in the onsite e studio 101 design studio and work with experienced mentors.

Join us down under for an incredible and life changing learning experience. Study at our awesome campus situated on the stunning East Coast of Australia. Enjoy the glitter strip in the heart of Surfers Paradise, Gold Coast.

Enrol now and discover the Australian way of life, enjoy beautiful sun and surf filled days and progress your career with Entrepreneur Education.

Our Courses

BSB42415 Certificate IV in Marketing and Communication
CRICOS Course Code: 096617F

CUA41115 Certificate IV in Photography and Photo Imaging
CRICOS Course Code: 098406A

CUA40715 Certificate IV in Design
CRICOS Course Code: 0101417

BSB52415 Diploma of Marketing and Communication
CRICOS Course Code: 096618E

CUA50915 Diploma of Photography and Photo Imaging
CRICOS Course Code: 098407M

CUA50715 Diploma of Graphic Design
CRICOS Course Code: 093143D


CUA60315 Advanced Diploma of Graphic Design
CRICOS Course Code: 0101419


BSB42415 Certificate IV in Marketing and Communication


CRICOS Course Code: 096617F

Great marketing and communications change our culture. Learn how to connect with a target audience, create value and ultimately sell products and services at a profit in the Certificate IV in Marketing and Communication. After 30 weeks you will walk away from this certificate being able to pitch an idea, creatively brand and execute this idea, deliver a marketing campaign and measure its success. The Certificate IV in Marketing and Communication is a pre-requisite of studying the Diploma of Marketing and Communication.

 **Start Date**
Monthly


 **30 Weeks**
Study: 21 weeks // Supervised Study: 3 weeks // Holidays: 6 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Marketing Assistant // Communications Assistant // Advertising Assistant

 **Entry Requirements**
Please see page 23 for the full Entry Requirements

Subjects

01. Get to Know Your Consumer

BSBMKG401 Profile the market // BSBMKG419 Analyse consumer behaviour

Enjoy discovering more about product placement, promotion, consumer behaviour, market segmentation, intellectual property and government consumer protection legislations in this unit. There are practical and theoretical components to this 4-week unit where you will need to not only demonstrate knowledge but provide practical explanation, presentation and supporting visuals.

02. Pitch It

BSBMKG413 Promote products and services // BSBPRO401 Develop product knowledge // BSBCMM401 Make a presentation

Learn how to convert product knowledge into benefits, evaluate competitors' products, plan and execute promotional activities and then prepare and deliver your pitch. This unit runs for 5 weeks and is a major project for your marketing portfolio.

03. Communicate It

BSBMKG418 Develop and apply knowledge of marketing communication industry // BSBMKG417 Apply marketing communication across a convergent industry

Throughout this clustered unit, over 5 weeks you will develop knowledge of integrated marketing strategies, convergent and divergent marketing campaigns. You will review multiple case studies and provide a marketing communications strategy for a local e studio 101 client.

04. Branding

BSBIPR403 Protect and use brands business identity // BSBCRT401 Articulate, debate and present ideas

In this unit you will look at two Australian companies and analyse their branding strategies and how they are presented to their respective audiences. You will then be involved in a boardroom discussion where you will articulate, debate and present ideas on which company is more effective in communicating their brand.

05. Test the Market

BSBMKG409 Design direct response offers // BSBMKG410 Test direct marketing activities // BSBMGT407 Apply digital solutions to work processes

In this unit you will be designing, testing and evaluating direct marketing activities for local design studio e studio 101.

You will be using email newsletter software to create an electronic direct response offer and you will then use design software to create the content.

This email newsletter will be sent to a test group from which you will gain feedback and amend accordingly, prior to resending the revised campaign.

CUA41115 Certificate IV in Photography and Photo Imaging

CRICOS Course Code: 098406A

Express yourself and explore your passion for photography with the Certificate IV in Photography and Photo Imaging. This certificate provides you with an introduction to camera and capture techniques, understanding light, post production/editing using Adobe Photoshop & Lightroom, working to a brief and understanding visual elements of photography. You will gain the practical, theoretical and creative skills to allow you to begin your career in the photography industry.



Start Date
Monthly



38 Weeks
Study: 26 weeks // Supervised Study: 3 weeks // Holidays: 9 weeks



Face-to-Face
14 hrs / week



Distance
6 hrs / week



Campus
Gold Coast



Potential Career Outcomes
Freelance Photographer // Photography Assistant // Photography Store Assistant



Entry Requirements
Please see page 24 for the full Entry Requirements

Subjects

01. Lights, Camera, Action!

CUAPHI402 Apply photo imaging lighting techniques // CUAPHI303 Process photo images to work-print and file stage // BSBDES402 Interpret and respond to a design brief // CUAPHI401 Capture images in response to a brief

Working with your mentor you will complete an exciting 8 week project. You will learn how to set up lighting, capture images, process these images and creatively respond to a design brief.

02. Industry Knowledge

CUARES403 Research history and theory to inform own arts practice // BSBWHS201 Contribute to health and safety of self and others

In this unit you will learn about and research pioneers in the photography industry and explore current and emerging trends. You will also learn how to apply workplace health and safety (WHS) standards to theoretical and practical projects, relevant to the photography industry.

03. Colour Theory

CUAACD401 Integrate colour theory and design processes // BSBDES301 Explore the use of colour

Have fun and learn how to communicate concepts and ideas through the use of colour by experimenting with selected materials, tools and equipment.

04. Creative Works

CUAPHI403 Enhance, manipulate and output photo images // CUAPPR403 Store and maintain finished creative work

Learn photo storage and manipulation techniques in Adobe Lightroom and Adobe Photoshop and apply these skills to your own photography.

Learn how to output images digitally and ensure privacy and other legal requirements are met.

05. Connections

CUAPPR304 Participate in collaborative creative projects // CUAPPR405 Develop and discuss ideas for own creative work

Collaborating with clients and other creative professionals is a great part of the creative process. This collaboration involves contributing to the project set-up and development as well as using technical skills, tools, materials and equipment to assist in the projects realisation.

In this unit you will be required to develop and discuss ideas for your creative work and take part in critical and informed discussion with others.

06. Networks

CUAIND402 Provide freelance services // CUAPHI301 Develop and apply photo imaging industry knowledge // BSBREL402 Build client relationships and business networks

Learn how to apply a high level of self-motivation, discipline and an entrepreneurial attitude when pursuing work opportunities. This will apply when you are promoting yourself to potential clients, negotiating contracts and managing your business affairs.


Learn how to establish, maintain and improve client relationships and actively participate in networks to support attainment of key business outcomes.


CUA40715 Certificate IV in Design


CRICOS Course Code: 0101417

Graphic design is an ever expanding industry. In the Certificate IV in Design, you will acquire the skills to create logos, magazine layout, brand identity, digital illustration, manipulate graphics and concept design. The skills gained in this qualification will prepare you for further study into a Diploma of Graphic Design, expanding your skills and capabilities as a qualified Graphic Designer.


 **Start Date**
Monthly


 **38 Weeks**
Study: 26 weeks // Supervised Study: 3 weeks // Holidays: 9 weeks

 **Face-to-Face**
15 hrs / week

 **Distance**
5 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Junior Designer // Illustrator // Freelance Designer

 **Entry Requirements**
Please see page 26 for the full Entry Requirements

Subjects

01. Designing with Colour

CUAACD401 Integrate colour theory and design processes // BSBDES301 Explore the use of colour

During the 'Designing with Colour' unit, students will demonstrate the ability to investigate and combine colour theory into a realistic practical project. Colour theory will be demonstrated in both theoretical and practical components of this assessment across a 4-week period.

02. Typography

BSBDES401 Generate design solutions // CUAGRD302 Use typography solutions // ICPPRP221 Select and apply type

In this 'Typography' unit, students will learn about the history of typography, type styles and categories. This knowledge will be applied to a client project where students will demonstrate typesetting and layout skills. Students will also learn of finished art and print media and applying typography to a commercial project.

03. Principles of Design

BSBCRT301 Develop and extend critical and creative thinking skills // BSBDES305 Source and apply information on the history and theory of design // CUAGRD401 Research and apply graphic design techniques

This unit focuses on Graphic Design principles and the application of this knowledge to a commercial advertisement, a Billboard. Students will learn about the evolution of design, current graphic design trends, extend design industry vocabulary and gain knowledge of design principles founded by Gutenberg. The theory of design assists in conceptual underpinning for design work and rationales when pitching to clients.

04. Image Editing

BSBDES402 Interpret and respond to a design brief // CUAPHI403 - Enhance, manipulate and output photo images

Throughout the course of the next 4 weeks, students will learn the art of image editing in Adobe Photoshop. The assessment task is to work with existing images for a client and create 3 manipulated images ready for advertisements and online materials. Students will use industry software to learn techniques like removing blemishes, changing colour (hue and saturation), etching out people and placing them on a new background in a professional manner.

05. Health and Safety

BSBWHS201 Contribute to health and safety of self and others

This unit covers the skills and knowledge required to work in a manner that is healthy and safe in relation to self and others and to respond to emergency incidents. It covers following work health and safety (WHS) and emergency procedures and instructions, implementing WHS requirements and participating in WHS consultative processes. Students will apply this knowledge in a design studio scenario and document findings.

06. Layout Design

ICPPRP224 Produce pages using a layout application

During this unit, students will demonstrate the ability to design complex layouts for a specified client. Use of the Adobe Programs such as Illustrator Indesign and Photoshop will be used in a collaborative way to design a 4 page and 8-page brochure that will be imposition printed as saddle stitch document. In this unit students will also learn print and pre-press terminology to work better with printers and work with finished art methodology.

07. Project Preparation

CUAPPR401 Realise a creative project (Theory)

Over the duration of your studies, you will have the opportunity to work on an elected major project. This project can be either a branding style guide, an illustrative piece or advertisement design. Selecting one of three briefs, you will work on this project progressively across the 24 teaching weeks of the Certificate IV in Design qualification. This unit will prepare you for the industry considerations, preparation and research techniques required to complete the major project successfully.

08. Digital Drawing

CUAACD301 Produce drawings to communicate ideas // CUAILL401 Develop and refine illustrative work

This unit covers a range of digital drawing technologies, tools, programs and techniques that a designer can apply to commercial projects. Over the course of 3 weeks you will learn how to digital draw and colour in Adobe Illustrator and Adobe Photoshop. The main project will be focused on designing textile designs and patterns using these newly formed digital drawing skills.

09. Elective Project

CUAPPR401 Realise a creative project (Project)


Over the duration of your studies, you will have the opportunity to work on an elected major project. This project can be either a branding style guide, an illustrative piece or advertisement design. Selecting one of three briefs, you will work on this project progressively across the 24 teaching weeks of the Certificate IV in Design qualification. You will meet with your mentor regularly to achieve milestones and receive valuable feedback to keep the project moving. This is a self directed project that will take motivation, creativity and a pro active approach to design.


BSB52415 Diploma of Marketing and Communication


CRICOS Course Code: 096618E

Professional Marketers solve consumer problems, they think outside the box. This dynamic and comprehensive Diploma of Marketing and Communication will extend your knowledge gained in the Certificate IV. Working with 'real world' clients you will deepen your knowledge of marketing planning, consumer behaviour, brand positioning, tactics and channels. You will cover what is trending in the market place, conduct competitor analysis, develop social media strategies and complete project management planning. Refine your craft and take your skills to the next level with this diploma.


 **Start Date**
Monthly


 **54 Weeks**
Study: 38 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Marketing Co-Ordinator or Manager // Communications Co-Ordinator or Manager // Copywriter // Marketing Consultant

 **Entry Requirements**
Please see page 29 for the full Entry Requirements

Subjects

01. Client Work

BSBMKG523 Design and develop an integrated marketing communications plan // BSBMKG507 Interpret marketing trends and developments

Over 5 weeks students will be assigned a real-world client through our onsite e studio 101. This client has recently started their business and has had their logo created through the designers in the studio. Students will be required to develop an integrated marketing communications plan to present to the client, where the client or a representative from e studio 101 will provide valuable real-world feedback.

02. What's Trending

BSBMKG507 Interpret marketing trends and developments // BSBDES602 Research global design trends

In this unit you will research global design and marketing trends and then integrate this research into a project proposal for a local business. Recommendations on marketing strategies and key words for online traffic will be a major component of this proposal.

03. Social Media

BSBMKG527 Plan social media engagement

Learn how to effectively engage with a preferred audience on social media for a local business. Develop a social media engagement strategy for this business and facilitate content delivery. It will be important to monitor and evaluate this engagement with the support of your mentor.

04. Convince Me

CUAGRD501 Research visual communication history and theory // BSBWRT501 Write persuasive copy

Learn how to present ideas about visual history and theory after conducting critical analysis. In this unit you will also learn how to interpret a creative brief and evaluate a range of innovative options to write persuasive copy.

05. Opportunity Seeker

BSBMKG501 Identify and evaluate marketing opportunities

In this unit you will learn how to identify, evaluate and take advantage of marketing opportunities by analysing market data for a selected business. You will then review and document characteristics of possible markets and assess the viability of a marketing campaign for the business.

06. Effective Marketing

BSBMKG508 Plan direct marketing activities // BSBMKG509 Implement and monitor direct marketing activities

Research market trends, business objectives, marketing activity case studies and learn about a variety of direct marketing strategies in this unit. This knowledge will then be applied to a direct marketing plan for a client showcasing a campaign message or idea. With the support of your mentor you will then implement this marketing activity and monitor the results.

07. Market Research

BSBMKG506 Plan market research

Develop a market research plan that identifies market research needs, defines objectives and identifies data gathering approaches. You will also investigate ways to research customer satisfaction using SurveyMonkey.

08. Project Work

BSBCRT501 Originate and develop concepts // BSBPMG522 Undertake project work

Over 5 weeks you will be working with your colleagues to complete a specified project. This project will require you to complete a Project Management Plan (PMP) as you initiate, plan and execute the project.


You will be required to demonstrate the ability to originate and develop concepts, presenting these formally to the group upon project completion.


CUA50915 Diploma of Photography and Photo Imaging


CRICOS Course Code: 098407M

Shift your passion for photography to a career or business with the Diploma of Photography and Photo Imaging. Unlock your creative potential and develop advanced photography skills to produce a professional body of work. Explore genres of photography including Fine Art, Portraiture, Documentary, Landscape and Commercial. You will learn studio and natural lighting techniques and will gain an understanding of operating and marketing your own photography business. Work in an inspiring and collaborative environment to develop your professional portfolio in preparation for prospective employers and/or clients.


 **Start Date**
Monthly


 **54 Weeks**
Study: 38 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Freelance Photographer // Photography Store Manager

 **Entry Requirements**
Please see page 25 for the full Entry Requirements

Subjects

01. All In the Details

CUAPHI402 Apply photo imaging lighting techniques // CUAPHI303 Process photo images to work-print and file stage

Throughout the next 4 weeks you will learn to apply image processing techniques from camera to Adobe Photoshop working with raw files. You will work on projects that practice these techniques, demonstrating the ability to process client photos through to the file stage all while responding to a hypothetical client brief. Your photography mentor will provide demonstrations in the on-site photo studio where you will practice photographing a variety of objects with various props and lighting.

02. Visual Trends

CUAPHI501 Apply visual communication theory to photo imaging practice // CUAPHI502 Research and apply photo imaging trends

Learn how to produce creative and innovative photo images based on visual communication theory. Investigate photo imaging trends and emerging technologies and assess their creative and commercial applications.

03. Managing Colour

CUAPHI513 Employ colour management in a digital imaging workplace

Learn how to manage the integrity of colour across digital imaging devices. Research principals and techniques for control of digital colour and apply, review and update colour management strategies.

04. Commercial Photography

CUAPHI505 Produce commercial photo images

Learn how to establish a contract for a commercial photoshoot, prepare, shoot and produce images, wrap up and review the shoot.

05. Get Noticed

SITXEBS003 Build and launch a small business website

Stand out from the crowd and learn how to build a basic website to meet business needs including selecting a hosting service and appropriate web development software, planning the website structure, and constructing the site.

06. Digital Art

CUADIG508 Refine digital art techniques

Learn how to refine digital media techniques and develop your own digital art style in a body of creative work. Research, refine and evaluate your techniques encompassing animation, video and sound production.

07. Emotive Lighting

CUAPHI503 Explore the descriptive and emotive nature of photo lighting

Research light and its relationship to photo imaging in this unit by experimenting with light for complex subjects and applying lighting to create image mood on various subjects.

08. Let's Get Social

BSBMKG527 Plan social media engagement

Learn how to develop a social media engagement strategy and facilitate content development and delivery. Monitor and evaluate engagement levels using analytics and report on engagement effectiveness.

09. Portraiture

CUAPHI506 Provide photographic portrait services

Learn how to produce professional portrait images. Produce professional portrait images in key moments, moods and events based around individuals, families and gatherings.

10. Media & Publication

CUAPHI507 Produce media photo images // CUAPHI511 Make illustrative photo images for publication and display // BSBIPR401 Use and respect copyright

Learn how to interpret editorial team assignments, work with journalists and liaise with public safety services and the general public. Produce illustrative images that communicate concepts, ideas and factual information in ways to evoke emotive responses in the viewer. You will also cover maintaining control over copyright, commercialising copyright material, preventing the unauthorised use of an original work and using other party's original work legitimately.

11. Specialisation

CUAPPR404 Develop self as artist // CUAPPR606 Extend expertise in a specialised art form to professional level // CUAPPR503 Present a body of creative work


Unleash your creative self and refine your skills, develop you own style and evaluate your work. In this unit you will develop a cohesive body of work, seek and apply constructive feedback from others and adjust work processes and practice to improve technical, conceptual and commercial outcomes.


CUA50715 Diploma of Graphic Design


CRICOS Course Code: 093143D

Use your creativity, imagination and problem-solving skills to convey ideas through visual design. In the Diploma of Graphic Design, you will learn how to create logos, design social media content, develop brand identities, build a website interface, manipulate graphics and create digital art. You'll be given the opportunity to collaborate directly with clients and other designers with amazing career experience for each project, gaining real world, hands-on experience in the on-site e studio 101 design studio.


 **Start Date**
Monthly


 **54 Weeks**
Study: 38 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Graphic Designer (Junior, Mid-weight, Senior) // Freelance Designer // Publication Designer // Digital Artist

 **Entry Requirements**
Please see page 27 for the full Entry Requirements

Subjects

01. Get the Skills

CUAGRD503 Produce typographic design solutions // CUAGRD504 Create and manipulate graphics

This unit requires you to demonstrate the skills and knowledge required to create and manipulate graphics using a combination of creative design skills and technical software proficiency.

02. Let's Draw

CUADIG509 Investigate technologies for the creation of digital art // CUAGRD501 Research visual communication history and theory // CUAACD501 Refine drawing and other visual representation tools

Research visual communication history and theory and explore traditional and digital illustration skills, techniques and methods and apply these to a practical project.

03. Illustration

CUAACD501 Refine drawing and other visual representation tools

Over the next 4 weeks, you will be creating two unique illustrations to present to BioCup as part of the BioPak Art Series. These illustrations can be digital or traditional and a formal presentation will take place in week 4 of the unit. You will be assessed on your ability to refine drawing techniques, evaluate the effectiveness of the outcome and your ability to meet a client brief.

04. Branding Project

BSBDES402 Interpret and respond to a design brief // CUAGRD502 Produce graphic designs for 2-D and 3-D applications // BSBADV509 Create mass print media advertisements

This branding project is a compilation of three units integrated together to create one major client project. You will design concepts, computer generated artwork and pitch final design pieces to the client for verbal feedback. Your Art Director will guide you throughout the process as you design each component of the brief and prepare the final design pitch.

05. Folio Presentation

CUAPPR503 Present a body of own creative work // BSBCMM401 Make a presentation

Populate and prepare your professional portfolio showcasing all of your design projects. In this unit you will also review industry resumes and redesign your existing resume to be a professional design-focused document.

06. Publishing

BSBIPR401 Use and respect copyright // BSBDES502 Establish, negotiate and refine a design brief // CUAGRD505 Design and manipulate complex layouts

Throughout this unit you will design a magazine cover for 'Cipher' Magazine. You will create original cover art for this eclectic magazine and design the themed internal pages taking into consideration typography, layout and industry standards.

07. Specialisation

CUAIND401 Extend expertise in specialist creative fields

Add depth to expertise in a specialist field or technique that interests you by researching and documenting current graphic design industry trends. Following this research, you will undertake a project of your choice showcasing this researched trend.

08. Package Design

BSBDES403 Develop and extend design skills and practice // BSBCRT401 Articulate, present and debate ideas

Learn to present and debate ideas in a work or broader life context using creative techniques in order to provoke response, reaction and critical discussion.

09. Your Brand Identity

CUAIND502 Maintain and apply creative arts industry knowledge // CUAGRD506 Develop graphic design practice to meet industry needs // CUAPPR502 Develop own sustainable professional practice


'Your Brand Identity' is dedicated to branding YOU. Who are you as a designer and what style do you want your branding to portray? Throughout this unit you will create your own brand image, business cards (ready for print!) and create a quoting and invoicing template ready to earn the big bucks with your work!


CUA60315 Advanced Diploma of Graphic Design


CRICOS Course Code: 0101419

The Advanced Diploma of Graphic Design is suitable for students who have previously completed a Diploma of Graphic Design or have extensive experience in the creative industries. Throughout the next 78 weeks, students will expand on their existing design skills to create more complex projects such as package design, website interface design, digital design and client branding. Students will also work on an elected project to complete across the duration of their course.

 **Start Date**
Monthly


 **74 Weeks**
Study: 50 weeks // Supervised Study: 6 weeks // Holidays: 18 weeks

 **Face-to-Face**
15 hrs / week

 **Distance**
5 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Graphic Designer // User Interface Designer // Freelance Graphic Designer

 **Entry Requirements**
Please see page 28 for the full Entry Requirements

Subjects

01. Design Practice

CUAPPR504 Establish and maintain environmentally sustainable creative practice

This unit covers the skills and knowledge required to integrate environmentally sustainable approaches into creative art or design practice in order to reduce own ecological footprint across all areas of operation.

02. Website Design

ICTWEB501 Build a dynamic website // BSBDES601 Manage design realisation

Over the course of the next 5 weeks, students will learn about web design principles and elements, terminology and web language appropriate to designing on a web platform. Students will realise a creative project by designing and setting up a website layout for a client on a selected online platform, test the website and document final feedback.

03. Creative Thinking

BSBCRT601 Research and apply concepts and theories of creativity

Creative thinking is paramount in the graphic design industry. In order to be able to deliver an innovative solution for every design project we must stay abreast of the latest research into creativity and how we can harness and improve our creative capabilities. This unit will allow you to conduct your own research into historical and current theories on the topic.

04. Illustration Design

CUAILL501 Develop professional illustrations // BSBDES502 Establish, negotiate and refine a design brief

Over the next 4 weeks students will learn about commercial illustration and topics surrounding the business of Illustration. Students will then be required to produce illustrations for a national travel company promoting international locations.

05. Digital Design

CUAGRD602 Originate graphic designs for complex briefs // BSBDES501 Implement design solutions

Across 4 weeks, students will work on a design project that is focused on digital design practices, using industry Adobe programs to complete the complex task. This assessment will enhance digital proficiency, preparing graduates for industry.

06. Client Branding

CUAGRD607 Develop graphic designs for branding and identity

In a consumer driven world full of visual clutter, as a designer, it is more important than ever to understand how to create a strong and effective visual identity. It is this that will allow a brand to stand out from it's competitors and communicate with it's intended audience. In this unit you will learn the fundamentals of branding and develop the skills needed to create a visual identity.

07. Packaging

CUAGRD606 Develop graphic designs for packaging

This unit describes the skills and knowledge required to adopt a professional, commercial approach to graphic design practice. Over the next 4 weeks, students will be researching, evaluating and completing a professional business plan for their own creative business.

08. Display Design

CUAPPR604 Publicly present a body of own creative work

This advanced typography unit covers typography, styles and execution in a variety of environments. Students will work on a major project that is based around environmental, three dimensional typography.

09. Advanced Type

CUAGRD603 Extend typographic design expertise

This advanced typography unit covers typography, styles and execution in a variety of environments. Students will work on a major project that is based around environmental, three dimensional typography.

10. Project Management

BSBPMG522 Undertake project work (theory)

This unit will cover the implementation of a digital project, creating an app interface in Adobe XD. Students will plan, execute and evaluate this project using industry project management methodology.

11. Elective Project

UAPPR606 Extend expertise in a specialised art form to professional level

Throughout this unit, students will explore a specialised area of design to create a portfolio project displaying their own unique style. Researching trends and other designs will guide each student towards completing their own desired project.

12. The Business of Design

CUAGRD601 Engage in the business of graphic design

This unit describes the skills and knowledge required to adopt a professional, commercial approach to graphic design practice. Over the next 4 weeks, students will be researching, evaluating and completing a professional business plan for their own creative business.

13. Exhibition Project

BSBPMG522 Undertake project work // CUAPPR604 Publicly present a body of own creative work (Project)

Over the duration of your course, students will be required to demonstrate thorough understanding of research reporting, project management and public displays of creative works. Students will undertake a research project that includes a 2000 word report, demonstrating advanced level of knowledge, written skills and research of a particular area of the design industry.

e studio 101

Gain real world design experience.

An inspiring and professional in-house, multi-disciplinary design and management studio. You will have the opportunity to interact with and learn from our experienced designers.





ENTRY REQUIREMENTS

Generic Entry Requirements

You will be required to satisfy the below Entry Requirements in order to enrol. Depending on what course you are enrolling in, you may be required to satisfy further Entry Requirements specific to the course.

Academic Entry Requirement:

Students must provide evidence of successful completion of:

- Certificate IV or higher requires a minimum of Year 12 **OR** a minimum of a Certificate III level qualification or higher
- If there is no evidence of the above, the student must sit the Entrepreneur Language, Literacy and Numeracy (LLN) Test and achieve a satisfactory result

Please note: Home country evidence is accepted and must be translated

English Entry Requirement:

Students must provide evidence of successful completion of:

- Upper Intermediate Certificate or higher
- Certificate IV level or higher qualification in Australia
- IELTS 5.5-6, FCE Grade B or C, CAE 160-179, TOEFL 72-94, TOEIC 400-485 (listening), 385-450 (reading)
- Entrepreneur Education English Test, achieving at least Upper Intermediate level

Please note: All English evidence provided must be within a 2 year validity period. Either within two years before the application is made, or within two years of the visa grant

Course Resource Requirements:

The following resources are required to complete our courses:

- Computer Requirements - Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements

Please note: Students are required to purchase these items at their own expense. Depending on the course you are enrolling in, you may be required to have specific resources.

CREDIT TRANSFER

You may be eligible for Credit Transfers if you hold the same unit(s) from another provider. To be eligible; you must present your certified qualification at enrolment stage, together with the completed 'Course Credit Form'. Once assessed, you will be notified of the outcome. Should your achieved units be equivalent, your CoE/course duration will be reduced according to the amount of time needed to complete the outstanding units.

CUA41115 Certificate IV in Photography and Photo Imaging

CRICOS Course Code: 098406A

Course Resource Requirements:

The following resources are required to complete this course:

- **Camera:** Essential - DSLR Camera body or similar (preferably Canon or Nikon)
Preferable: Tripod and camera flash (such as: 430EX/580EX or Nikon SB700/SB900)
- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

CUA50915 Diploma of Photography and Photo Imaging

CRICOS Course Code: 096618E

Course Resource Requirements:

The following resources are required to complete this course:

- **Camera:** Essential - DSLR Camera body or similar (preferably Canon or Nikon)
Preferable: Tripod and camera flash (such as: 430EX/580EX or Nikon SB700/SB900)
- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

Course Entry Requirement:

Students are required to submit photo images and complete the Entrepreneur Image Questionnaire to demonstrate introductory level technical skills in using the features of a DSLR camera.

CUA40715 Certificate IV in Design

CRICOS Course Code: 0101417

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

CUA50715 Diploma of Graphic Design

CRICOS Course Code: 096618E

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

Course Entry Requirement:

Students are required to produce an example of a small design project as an entry requirement into this course. The work must demonstrate the ability to:

- Produce multiple examples of graphic design work that respond effectively to different design challenges
- Produce typography that supports the overall design solution
- Use graphic design industry software
Examples: business cards, invitations and logos

CUA60315 Advanced Diploma of Graphic Design

CRICOS Course Code: 0101419

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

Course Entry Requirement:

Option 1: Completion of the following units of competency from Entrepreneur Education CUA50715 Diploma of Graphic Design

- CUAIND502 Maintain and apply creative arts industry knowledge
- CUAGR506 Develop graphic design practice to meet industry needs
- CUAPPR502 Develop own sustainable professional practice)
- CUAPPR503 Present a body of own creative work
- BSBCMM401 Make a presentation

Option 2: Students are required to produce a professional portfolio of graphic design work. The professional portfolio of work must demonstrate the ability to:

- apply visual communication history and theory to own professional practice
- produce professional typography
- produce graphic designs for two-dimensional and three-dimensional applications
- create and manipulate graphics and design complex publication layouts

BSB52415 Diploma of Marketing and Communication

CRICOS Course Code: 096618E

Pre-Requisite Requirements:

Entry to this qualification is open to individuals who hold the following units of competency from the BSB42415 Certificate IV in Marketing and Communication:

- BSBCMM401 Make a presentation
- BSBCRT401 Articulate, present and debate ideas
- BSBMGT407 Apply digital solutions to work processes
- BSBMKG417 Apply marketing communication across a convergent industry
- BSBMKG418 Develop and apply knowledge of marketing communication industry

Course Resource Requirements:

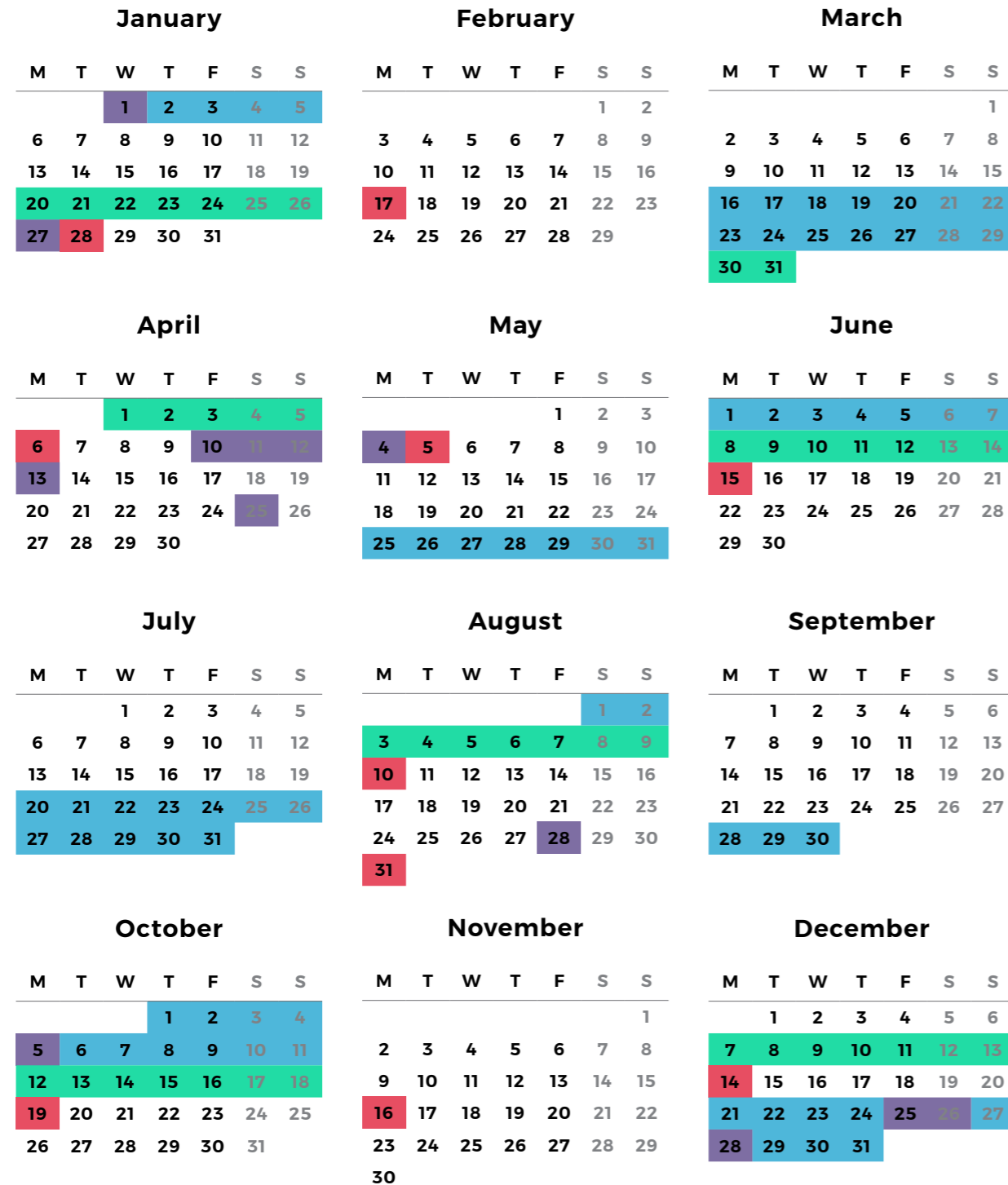
The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

Academic Calendar 2020

BSB42415 CERTIFICATE IV IN MARKETING & COMMUNICATION (30 WEEKS)



- Holidays
- Supervised Study Week
- Public Holiday
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

CERTIFICATE IV IN MARKETING AND COMMUNICATION - BSB42415

Time	Monday	Tuesday	Wednesday
8:00am - 11:45am		Workshop	
11:45am - 12:15pm		Break	
12:15pm - 4:00pm	Collaborate	Collaborate	Collaborate

COURSE TERMINOLOGY

Workshop

During this time your mentor will deliver planned training sessions which are aimed to give you introductory project management skills and knowledge. Activities may include presentations, group work, interactive games or a range of other hands on and engaging experiences.

Collaborate (facilitated learning & project work)

During this facilitated time, you will work collaboratively with your project team, or complete independent research tasks that have been delivered in the workshop sessions. You will practice skills that you have been taught by your mentor.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

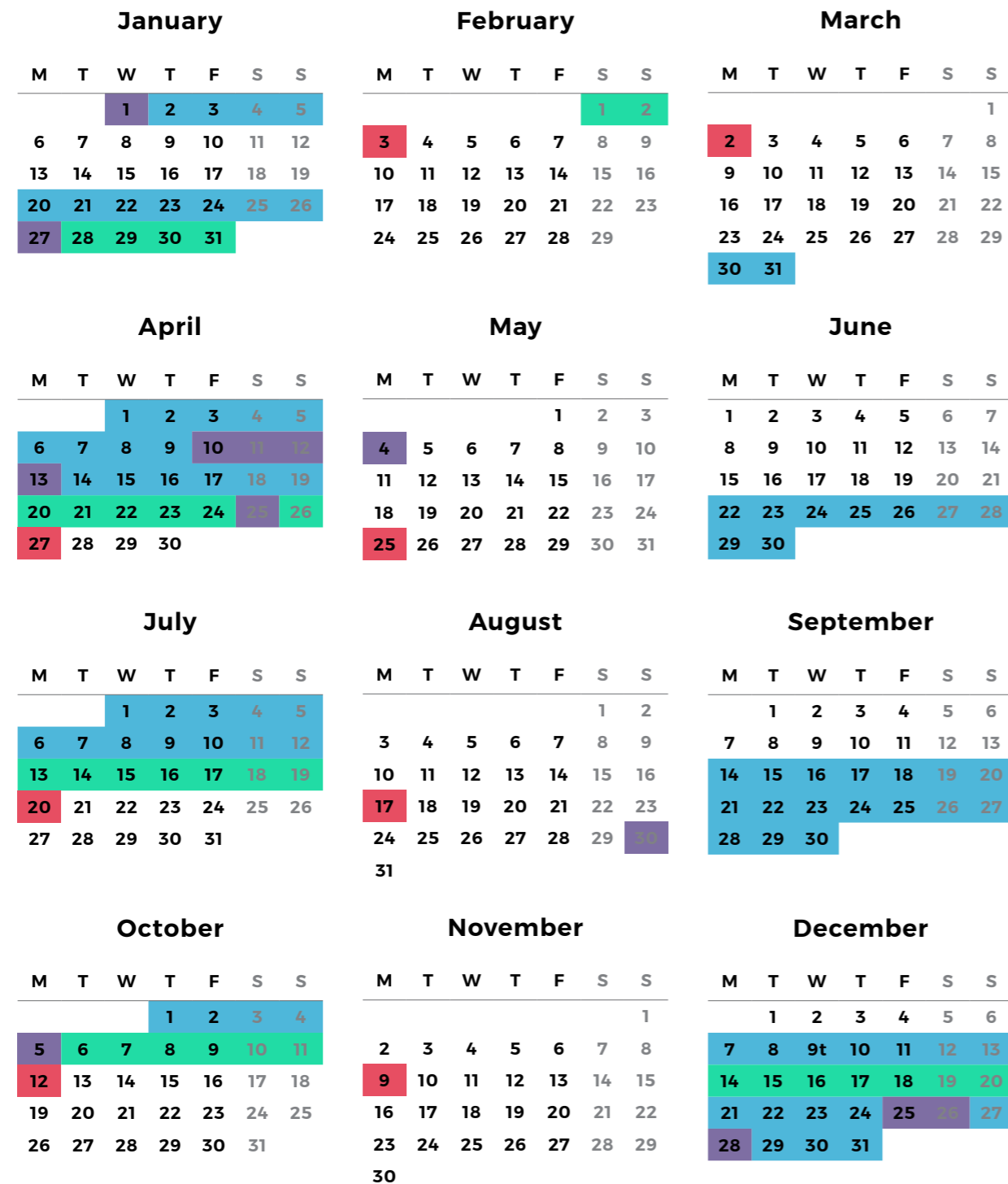
The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

CERTIFICATE IV IN PHOTOGRAPHY AND PHOTO IMAGING - CUA41115 (38 Weeks)



- Holidays
- Supervised Study Week
- Public Holiday
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

CERTIFICATE IV IN PHOTOGRAPHY AND PHOTO IMAGING - CUA4115

Time	Monday	Wednesday
Stage 1 (8 weeks)		
8:00am - 11:45am	Workshop	Collaborate
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Collaborate	Collaborate
Stage 2 (18 weeks)		
8:00am - 11:45am	Collaborate	Collaborate
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Workshop	Collaborate

COURSE TERMINOLOGY

Workshop (stage 1)

During this time your mentor will deliver planned training sessions which are aimed to give you introductory photography skills. Activities may include presentations and planned activities to learn how to use cameras and photography tools.

Workshop (stage 2)

Upon completion of the introductory workshops, you will be equipped to commence more skilled project work. This scheduled time will focus on individual components of your assigned projects.

Collaborate

In collaboration with your peers, you will complete your assigned projects and assessments. In this allocated time slot, you will have meetings with your team to evaluate your project work and photography skills.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

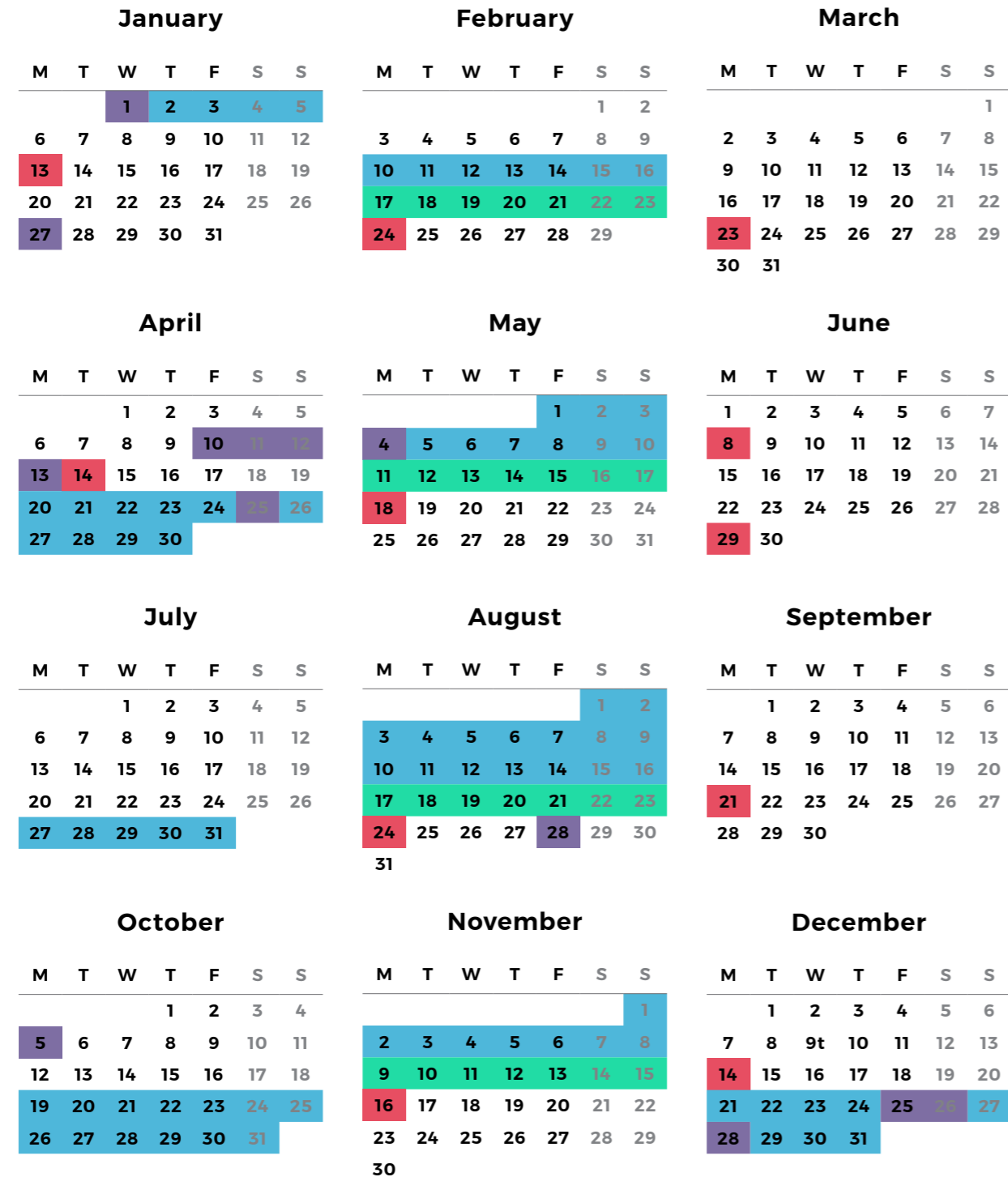
The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

CUA40715 CERTIFICATE IV IN DESIGN (38 WEEKS)



- Holidays
- Supervised Study Week
- Public Holiday
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

CERTIFICATE IV IN DESIGN - CUA40715

Time	Monday	Tuesday	Wednesday
8:00am - 11:45am	Workshop	Collaborate	Collaborate
11:45am - 12:15pm			Break
12:15pm - 4:00pm			Collaborate

COURSE TERMINOLOGY

Workshop

During this time your mentor will deliver planned training sessions which are aimed to give you introductory project management skills and knowledge. Activities may include presentations, group work, interactive games or a range of other hands on and engaging experiences.

Collaborate (facilitated learning & project work)

During this facilitated time, you will work collaboratively with your project team, or complete independent research tasks that have been delivered in the workshop sessions. You will practice skills that you have been taught by your mentor.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

DIPLOMA OF MARKETING AND COMMUNICATION - BSB52415 (54 Weeks)



- Holidays
- Supervised Study Week
- Public Holiday
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

DIPLOMA OF MARKETING AND COMMUNICATION - BSB52415

Time	Monday	Tuesday	Wednesday	Friday
8:00am - 11:45am				
11:45am - 12:15pm				
12:15pm - 4:00pm	Collaborate	Collaborate	Collaborate	Workshop

COURSE TERMINOLOGY

Workshop

During this time your mentor will deliver planned training sessions which are aimed to give you introductory project management skills and knowledge. Activities may include presentations, group work, interactive games or a range of other hands on and engaging experiences.

Collaborate (facilitated learning & project work)

During this facilitated time, you will work collaboratively with your project team, or complete independent research tasks that have been delivered in the workshop sessions. You will practice skills that you have been taught by your mentor.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

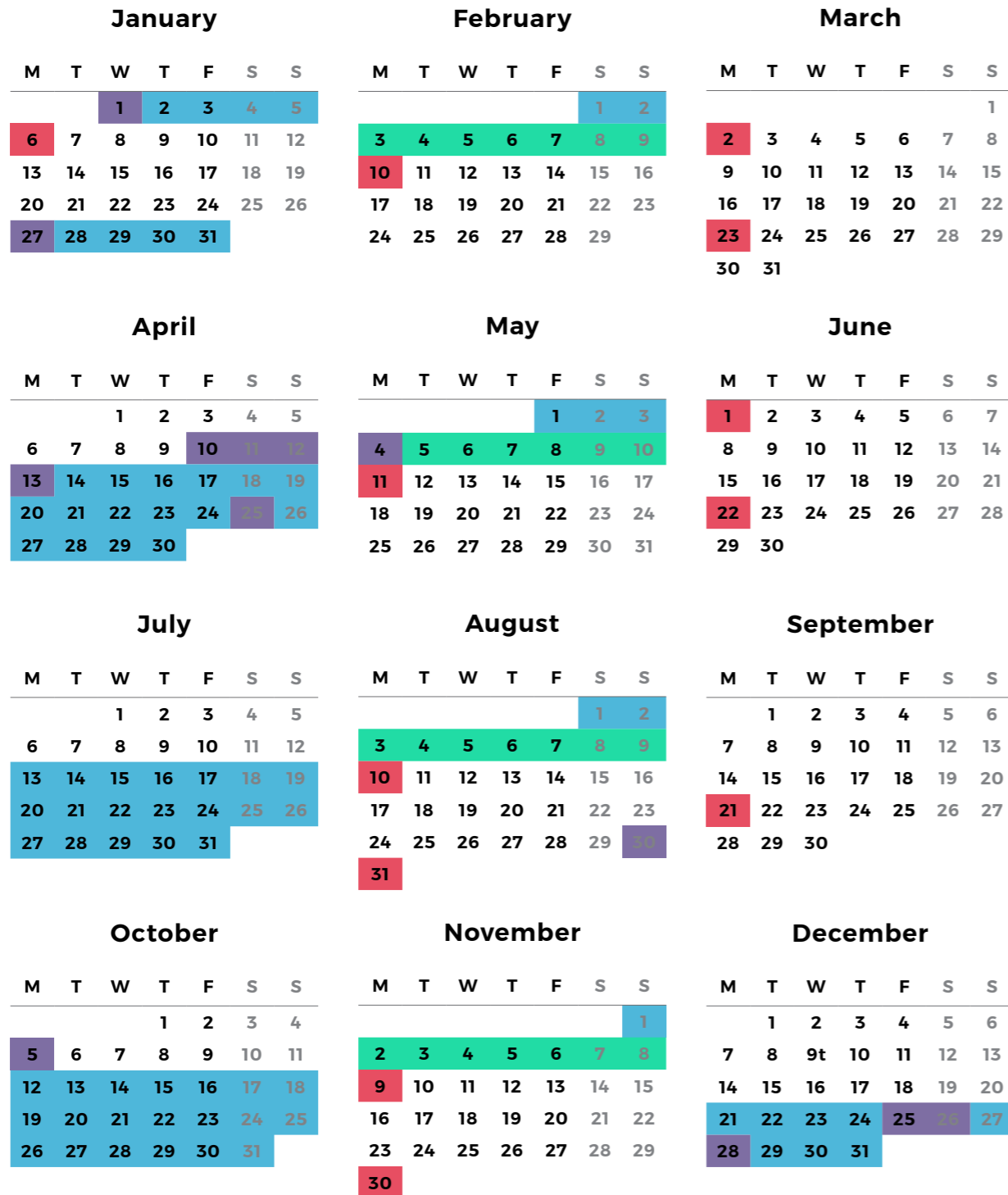
The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

DIPLOMA OF PHOTOGRAPHY & PHOTO IMAGING - CUA50915 (54 Weeks)



- Holidays
- Supervised Study Week
- Public Holiday
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

DIPLOMA OF PHOTOGRAPHY AND PHOTO IMAGING - CUA50915

Time	Tuesday	Wednesday
Stage 1 (15 weeks)		
8:00am - 11:45am	Workshop	Collaborate
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Collaborate	Collaborate
Stage 2 (23 weeks)		
8:00am - 11:45am	Collaborate	Collaborate
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Workshop	Collaborate

COURSE TERMINOLOGY

Workshop (stage 1)

During this time your mentor will deliver planned training sessions which are aimed to give you introductory photography skills. Activities may include presentations and planned activities to learn how to use cameras and photography tools.

Workshop (stage 2)

Upon completion of the introductory workshops, you will be equipped to commence more skilled project work. This scheduled time will focus on individual components of your assigned projects.

Collaborate

In collaboration with your peers, you will complete your assigned projects and assessments. In this allocated time slot, you will have meetings with your team to evaluate your project work and photography skills.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

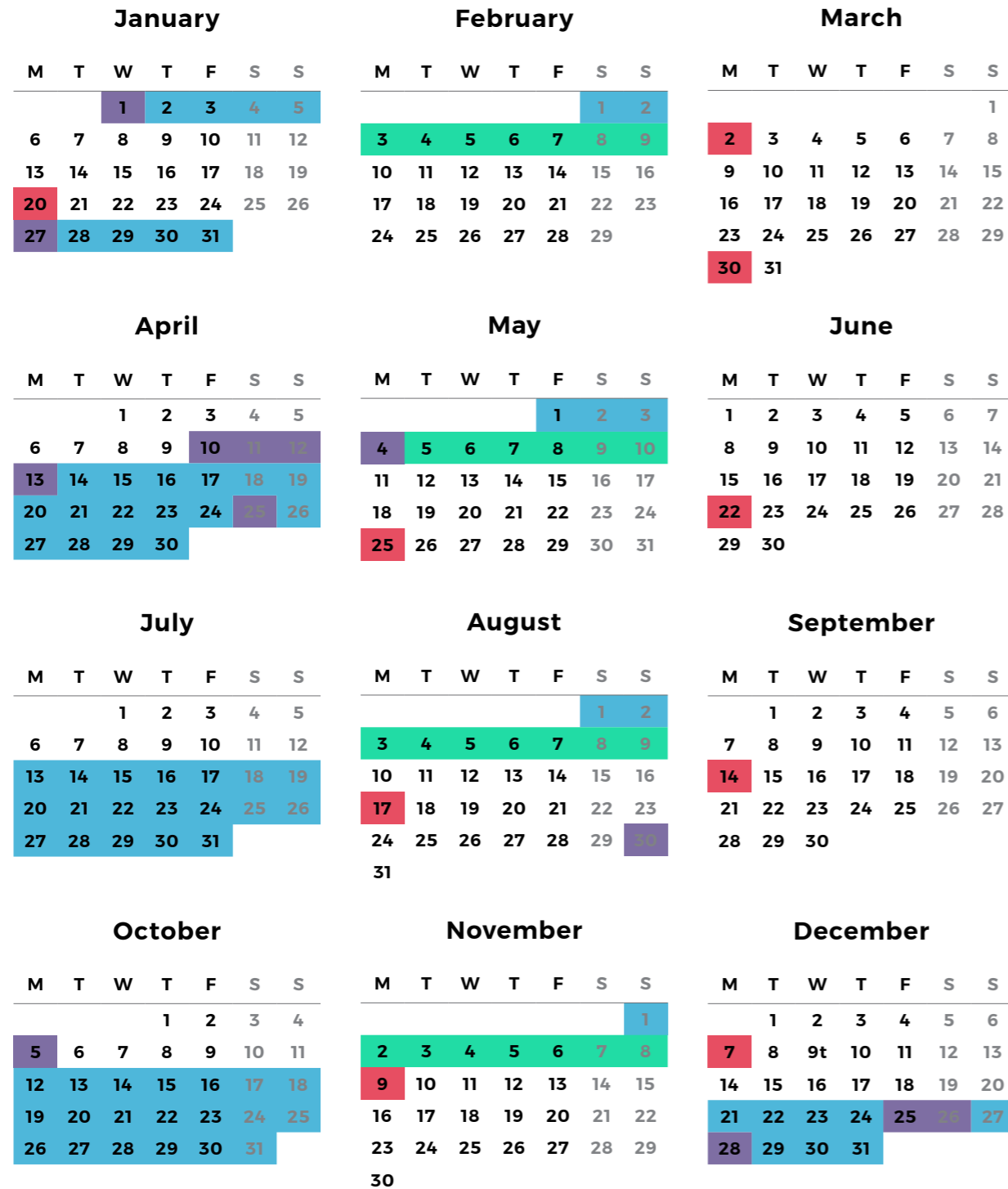
The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

DIPLOMA OF GRAPHIC DESIGN - CUA50715 (54 Weeks)



- Holidays
- Public Holiday
- Supervised Study Week
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

DIPLOMA OF GRAPHIC DESIGN - CUA50715

Time	Wednesday	Thursday
Design Foundations (14 weeks)		
8:00am - 11:45am	Collaborate	Workshop Stage 1
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Collaborate	Collaborate
Creative Project Foundations (24 weeks)		
8:00am - 11:45am	Collaborate	Collaborate
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Collaborate	Workshop Stage 2

COURSE TERMINOLOGY

Workshop (Design Foundations)

During this time your mentor will deliver planned training sessions which are aimed to give you introductory graphic design skills. Activities may include presentations and planned activities to learn how to use graphic design tools and software.

Workshop (Creative Project Foundations)

Upon completion of the introductory workshops, you will be equipped to commence management real and simulated projects. This scheduled time will focus on individual components of your assigned projects.

Collaborate (team meeting)

In collaboration with students studying Project Management, you will complete a series of projects. You will be designing real life artwork and will have access to a project manager to help meet your targets. In this allocated time slot, you will have weekly project meetings with your team to evaluate your project.

Collaborate (facilitated learning & project work)

During this facilitated time, you will work collaboratively with your project team, or complete independent research tasks that have been delivered in the workshop sessions. You will practice skills that you have been taught by your mentor.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

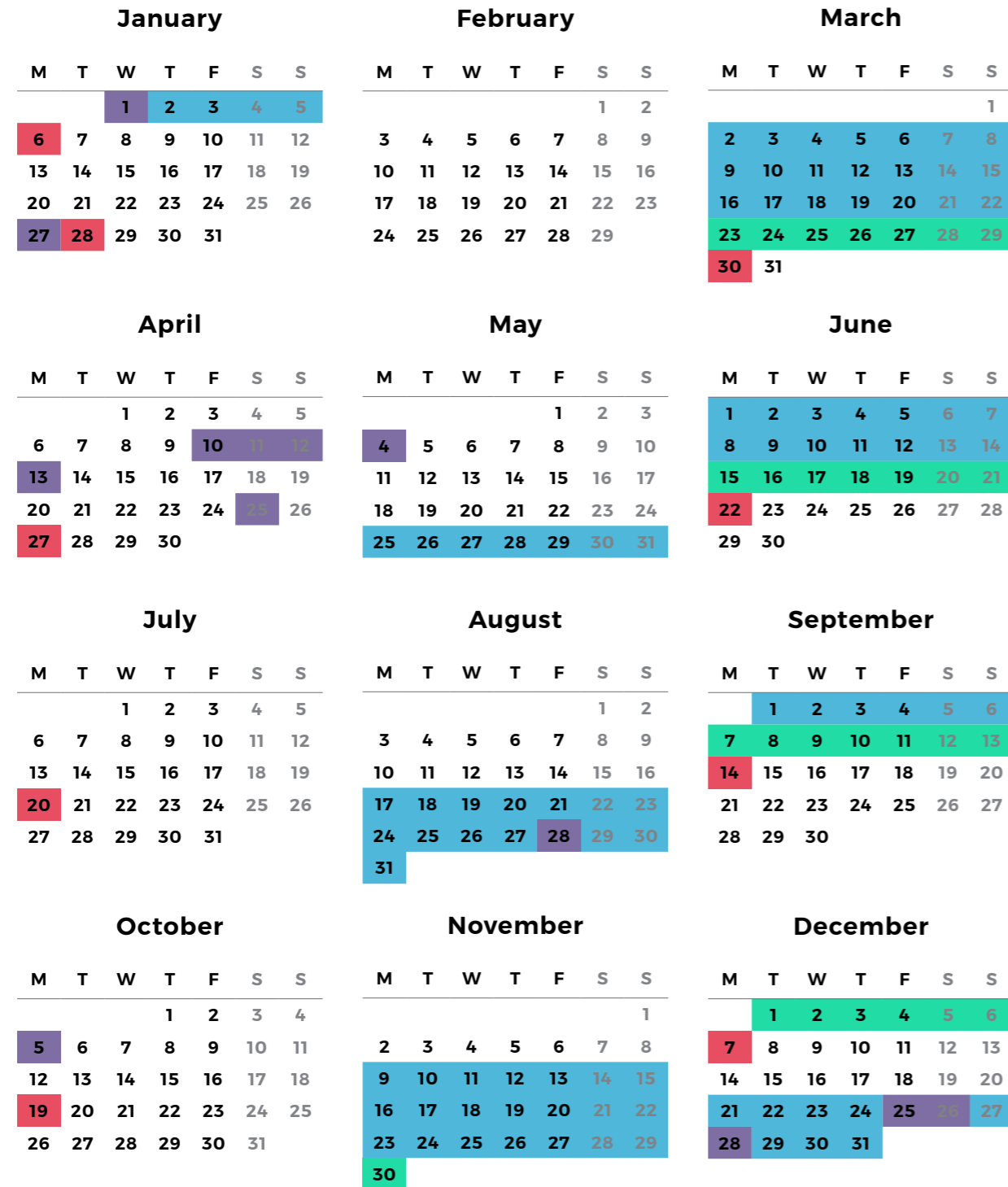
The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

CUA60315 ADVANCED DIPLOMA OF GRAPHIC DESIGN (74 WEEKS)



- Holidays
- Public Holiday
- Supervised Study Week
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

ADVANCED DIPLOMA OF GRAPHIC DESIGN - CUA60315

Time	Monday	Tuesday	Wednesday
8:00am - 11:45am		Collaborate	Collaborate
11:45am - 12:15pm			Break
12:15pm - 4:00pm	Workshop		Collaborate

COURSE TERMINOLOGY

Workshop (Design Foundations)

During this time your mentor will deliver planned training sessions which are aimed to give you introductory graphic design skills. Activities may include presentations and planned activities to learn how to use graphic design tools and software.

Workshop (Creative Project Foundations)

Upon completion of the introductory workshops, you will be equipped to commence management real and simulated projects. This scheduled time will focus on individual components of your assigned projects.

Collaborate (team meeting)

In collaboration with students studying Project Management, you will complete a series of projects. You will be designing real life artwork and will have access to a project manager to help meet your targets. In this allocated time slot, you will have weekly project meetings with your team to evaluate your project.

Collaborate (facilitated learning & project work)

During this facilitated time, you will work collaboratively with your project team, or complete independent research tasks that have been delivered in the workshop sessions. You will practice skills that you have been taught by your mentor.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

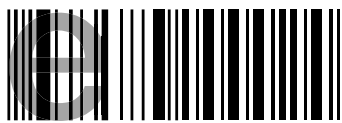


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