

STUDY.
WORK.
LIVE.
GOLD COAST, AUSTRALIA.



FACULTY OF DESIGN



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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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.

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



Faculty of Design Courses

BSB40820 Certificate IV in Marketing and Communication
CRICOS Course Code: 104995J | 38 Weeks

CUA41115 Certificate IV in Photography and Photo Imaging
CRICOS Course Code: 098406A | 38 Weeks

CUA40715 Certificate IV in Design
CRICOS Course Code: 0101417 | 40 Weeks

BSB50620 Diploma of Marketing and Communication
CRICOS Course Code: 104996H | 58 Weeks

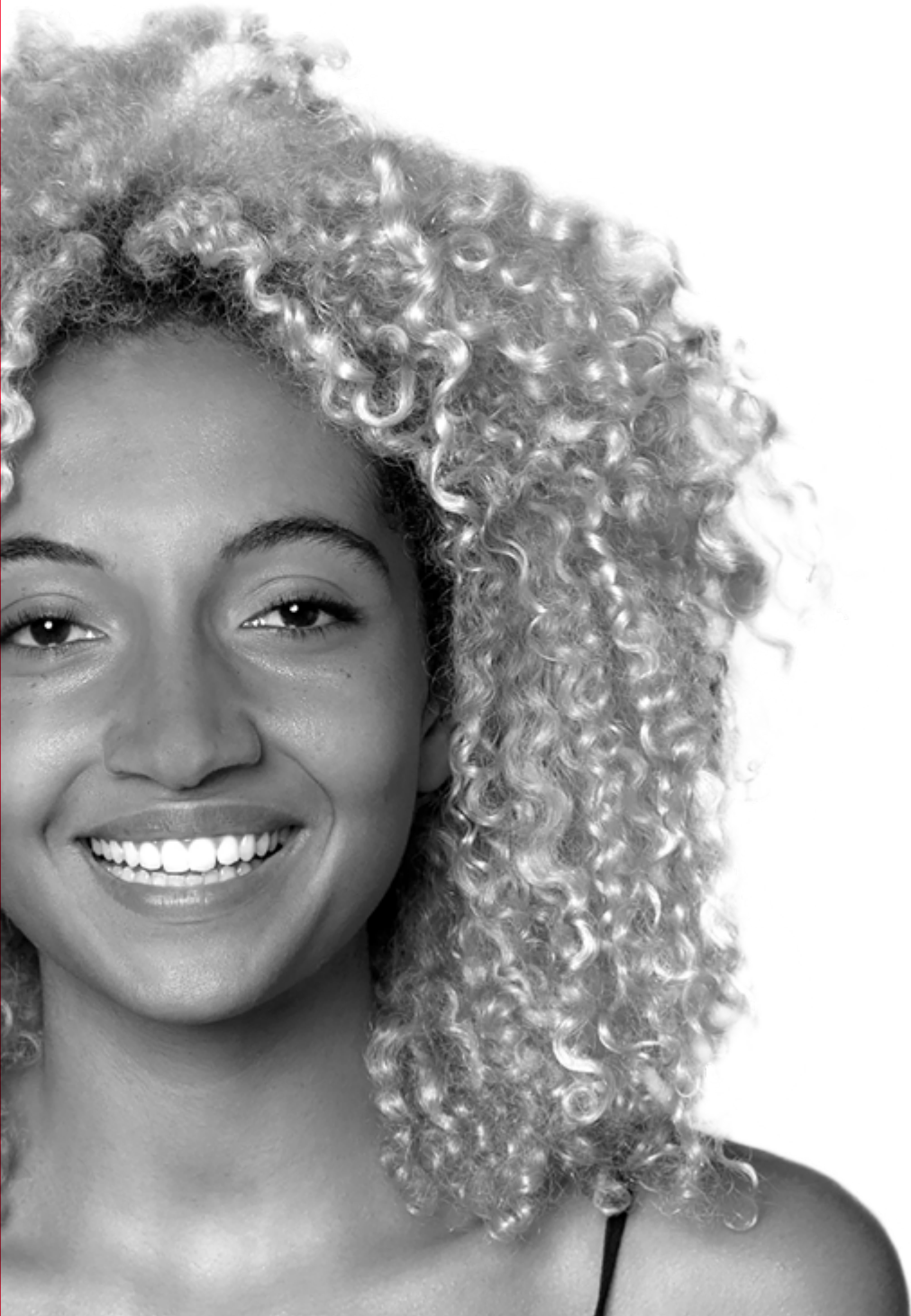
CUA50915 Diploma of Photography and Photo Imaging
CRICOS Course Code: 098407M | 54 Weeks

CUA50715 Diploma of Graphic Design
CRICOS Course Code: 093143D | 54 Weeks

BSB60520 Advanced Diploma of Marketing and Communication
CRICOS Course Code: 105000E | 58 Weeks

CUA60315 Advanced Diploma of Graphic Design
CRICOS Course Code: 0101419 | 74 Weeks

DESIGN





BSB40820 Certificate IV in Marketing and Communication


CRICOS Course Code: 104995J

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 38 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 prerequisite of studying the Diploma of Marketing and Communication.

 **Start Date**
Monthly


 **38 Weeks**
Study: 29 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 29 for the full Entry Requirements

Subjects

01. Marketing Complexities
BSBWRT411 Write complex documents // BSBMKG433 Undertake marketing activities

It's great to have ideas but you need to have the know how involved with preparing, coordinating and reviewing basic marketing activities. In doing so, you will learn how to plan, draft and finalise complex documents which are a vital part of any career pathway.

02. Marketing Tactics
BSBESB404 Market new business ventures

While undertaking this unit you will analyse and interpret market data. This will hone your skills to develop and implement a marketing strategy that is integrated into the business plan in order to improve the performance of a business venture.

03. Lights, Camera, Action
BSBCRT412 Articulate, present and debate ideas

Learn how to get your message across and debate ideas in a work or broader life context using creative techniques in order to provoke response, reaction and critical discussion.

04.Research in Action
BSBMKG435 Analyse consumer behaviour // BSBXBD403 Analyse big data

Within these units you will analyse big data in order to provide insights that are used in an organisation. It involves identifying trends, consumer behaviour and relationships within big data, and establishing data acceptability.

05. Communicate It
BSBMKG439 Develop and apply knowledge of communications industry

This unit will give you some general knowledge of the structure, organisation and function of the communications industry. You will discuss factors that have prompted the shift from mass communications to integrated marketing communications.

06. News Speak
BSBMKG442 Conduct e-marketing communications

E-Marketing is everywhere! Learn how to prepare electronic advertisements for use in internet, mobile phones and other digital media marketing communications, and to evaluate their effectiveness in achieving marketing objectives.

07. Pitch It
BSBCMM411 Make presentations // BSBMKG434 Promote products and services

Learn how to convert product knowledge into benefits, evaluate competitors' products, plan and execute promotional activities and then prepare and deliver your pitch.

08. Be Social
SIRXMKT006 Develop a social media strategy

Social media is an essential piece of your business marketing strategy. With this unit you will plan and evaluate the use of social media. Master how to determine suitable social media platforms, plan appropriate use and evaluate the effectiveness of social media activity.

09. Test Drive
BSBMKG436 Design and test direct marketing activities


In this unit you will be designing, testing and evaluating direct marketing activities which meet organisational marketing objectives.


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 30 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 8week 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 you 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. Professional Practice

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



40 Weeks
Study: 28 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 31 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 // ICPPRP2210 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

BSBWS201 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.

BSB50620 Diploma of Marketing and Communication

CRICOS Course Code: 104996H

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



58 Weeks
Study: 42 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 33 for the full Entry Requirements

Subjects

01. Opportunity Seeker

BSBMKG541 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.

02. Mix It Up

BSBMKG542 Establish and monitor the marketing mix

Learn how to identify and establish an effective marketing mix for a business. This will include principles & concepts including consumer behaviour and preparing, implementing and monitoring the market mix.

03. Client Work

BSBMKG552 Design and develop marketing communication plans

Learn how to be creative when creating a client brief using a range of marketing communication options and media.

04. Convince Me

BSBMKG555 Write persuasive copy

You will be taught how to interpret a creative brief and evaluate a range of innovative options to write persuasive copy.

05. Work That Project

BSBPMG430 Undertake project work

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.

06. Future Money

BSBMKG547 Develop strategies to monetise digital engagement

Digital innovation is here, learn how to monetise digital engagement through a focus on customer engagement, content relevance and real-time digital payment systems.

07. Call My People

BSBMKG553 Develop public relations campaigns

Public relations are the actions a business takes to shape perceptions of its brand. Within this unit you will learn how to develop multifaceted and potentially ongoing public relations campaigns.

08. Around The World

BSBMKG549 Profile and analyse consumer behaviour for international markets

You will learn how to select appropriate international markets by identifying target markets, analysing customer behaviour and recommending strategies.

09. Smart Advertising

BSBMKG551 Create multiplatform advertisements for mass media

Consumers utilise many different platforms to purchase goods, this is where you will learn how to create multiplatform advertisements for the communication of a product, service or idea to consumers.

10. Reputation Risk

SIRXOSM007 Manage risk to organisational reputation in an online setting

Businesses are subject to reviews online more frequently. Learn how to develop processes for managing risks to an organisation’s reputation associated with social media and online engagement, including the impacts of online negative commentary, complaints and criticism.

11. Originality

BSBCRT512 Originate and develop concepts

It all starts with an idea, this unit will teach you to originate and develop concepts for products, programs, processes or services to an operational level.

12. Creative Teamwork

BSBSTRT501 Establish innovative work environments

Learn how to create an environment that enables and supports practice which focuses on a holistic approach to the integration of innovation across all areas of work practice.





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 30 for the full Entry Requirements

Subjects

01. Stock Photography

BSBCRT402 Collaborate in a creative process // CUAPHI512 Plan and produce stock photo images

These units will give you the knowledge to be collaborative in the workplace using creative processes and the ability to produce photo images that may be used as stock photos for commercial use.

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

BSBMKG537 Develop a social media engagement plan

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. Shapeshifter

CUAPHI506 Provide photographic portrait services // SIRRMER008 Plan and Style merchandise photo shoots

This cluster of units will show you how to plan & style a photo shoot according to a brief and give you confidence to produce professional portrait images in key moments, moods and events.

10. Media & Publication

CUAPHI507 Produce media photo images

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.

11. Illustrative Photography

CUAPHI511 Make illustrative photo images for publication and display

Get creative and learn how to produce illustrative images that communicate concepts, ideas and factual information to evoke emotive responses in the viewer.

12. 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 31 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

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!





BSB60520 Advanced Diploma of Marketing and Communication


CRICOS Course Code: 105000E

Being responsible for both making money for your company and delivering satisfaction to your customers makes marketing a great career. The Advanced Diploma in Marketing and Communication will give you the advantage you need to get a role in leadership and support strategic direction in the marketing and communication activities of an organisation.

 **Start Date**
Monthly


 **58 Weeks**
Study: 42 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 34 for the full Entry Requirements

Subjects

01. The Innovator

BSBSTR601 Manage innovation and continuous improvement

Innovation increases your chances to react to changes and discover new opportunities. Learn how to sustain and develop an environment in which continuous improvement, innovation and learning are promoted and rewarded.

02. Think Outside the Budget

BSBFIN501 Manage budgets and financial plans

All businesses need to be prepared with budgets, this unit will show you how to undertake financial management in an organisation or work area. It includes planning and implementing financial management approaches and supporting and evaluating effectiveness of financial management processes.

03. The Process

BSBMKG622 Manage organisational marketing processes

Learn how to be responsible for managing the overall marketing process of an organisation and for managing marketing personnel.

04. Marketing Spark

BSBMKG627 Execute advertising campaigns

Get creative while undertaking this unit, learn how to execute an advertising campaign including preparing, implementing and monitoring an advertising campaign.

05. The Market

BSBMKG623 Develop marketing plans

This unit is all about the plan. You will formulate marketing plan by developing specific marketing strategies and tactics in accordance with the organisation's overall marketing objectives.

06. Greetings to Meetings

BSBTWK601 Develop and maintain strategic business networks

Learn how to develop professional partnerships and networks to help your organization achieve its goals. This unit involves a number of complex and varied approaches and procedures that involve significant discretion and judgment, as well as the implementation of a variety of problem-solving and decision-making techniques.

07. Get Creative

BSBMKG626 Develop advertising campaigns

Use your imagination to develop advertising campaigns in response to an advertising brief. This includes clarifying and defining campaign objectives, preparing the advertising budget, and scheduling.

08. Call my People

BSBMKG628 Lead organisational public relations

Public relations is an integral part of the marketing process. You will learn how to lead public relations in an organisation by developing and implementing plans to improve public relations policies and procedures and evaluate performance.

09. Grow Critical

BSBCRT611 Apply critical thinking for complex problem solving

Understand how to use logical thinking to come up with solutions to problems that occur in the workplace. This unit is for people who need to think objectively in order to come up with organized and creative solutions to complex organizational problems.

10. The Influencer

BSBCMM511 Communicate with influence

Study how to convince consumers, clients, and other key stakeholders by presenting and negotiating persuasively, leading and engaging in meetings, and making presentations to customers, clients, and other key stakeholders.

11. Game Plan

BSBMKG621 Develop organisational marketing strategy

Learn how to perform a strategic review in order to build a marketing plan for your business. This includes deciding the company's strategic path, analyzing marketing opportunities, and designing a marketing plan.

12. Cybernated Strategies

BSBTEC601 Review organisational digital strategy

This unit will teach you how to assess the operation and effectiveness of an organisation's digital strategy in order to ensure that it continues to achieve the organization's goals.

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 74 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.



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 32 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

ICTWEB513 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

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. 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

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

11. Elective Project

CUAPPR606 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.

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: Canon 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: 098407M

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: 093143D

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
- CUAGRD506 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

BSB50620 Diploma of Marketing and Communication

CRICOS Course Code: 104996H

Prerequisite Requirements:

Entry to this qualification is open to individuals who hold the following units of competency from the BSB40820 Certificate IV in Marketing and Communication:

- BSBCMM411 Make presentations BSBCRT412 Articulate, present and debate ideas
- BSBMKG433 Undertake marketing activities
- BSBMKG435 Analyse consumer behaviour
- BSBMKG439 Develop and apply knowledge of communications industry
- BSBWRT411 Write complex documents.

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.

BSB60520 Advanced Diploma of Marketing and Communication

CRICOS Course Code: 105000E

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 Entry Requirement:

Students must provide evidence of successful completion of:

- Certificate IV or Diploma requires a minimum of Year 12 OR a minimum of a Certificate III level qualification or higher

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

Prerequisite Requirements:

Entry to this qualification is open to individuals who hold the following units of competency from the BSB50620 Diploma of Marketing and Communication:

- BSBMKG541 Identify and evaluate marketing opportunities;
- BSBMKG542 Establish and monitor the marketing mix;
- BSBMKG552 Design and develop marketing communication plans;
- BSBMKG555 Write persuasive copy;
- BSBPMG430 Undertake project work.

CALENDARS
+ TIMETABLES

Academic Calendar 2022

BSB40820 CERTIFICATE IV IN MARKETING & COMMUNICATION (38 WEEKS)

January							February							March						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
April							May							June						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2	3						1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												
July							August							September						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
October							November							December						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

- 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 2022

CERTIFICATE IV IN MARKETING AND COMMUNICATION - BSB40820

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

On-line learning portal

The on-line learning portal 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 2022

CUA41115 CERTIFICATE IV IN PHOTOGRAPHY & PHOTO IMAGING (38 WEEKS)

January

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- 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 2022

CERTIFICATE IV IN PHOTOGRAPHY AND PHOTO IMAGING - CUA41115

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
- On-line learning portal

The on-line learning portal 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 2022

CUA40715 CERTIFICATE IV IN DESIGN (40 WEEKS)

January							February							March						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
April							May							June						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												
July							August							September						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
October							November							December						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

- 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 2022

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

On-line learning portal

The on-line learning portal 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 2022

BSB50620 DIPLOMA OF MARKETING & COMMUNICATION (58 WEEKS)

January							February							March						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				

April							May							June						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

July							August							September						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		

October							November							December						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

- 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 2022

DIPLOMA OF MARKETING AND COMMUNICATION - BSB50620

CLASS # 1				
Time	Monday	Tuesday	Wednesday	Friday
8:00am - 11:45am				
11:45am - 12:15pm				
12:15pm - 4:00pm	Collaborate	Collaborate	Collaborate	Workshop

CLASS # 2			
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

On-line learning portal

The on-line learning portal 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 2022

CUA50915 DIPLOMA OF PHOTOGRAPHY & PHOTO IMAGING (54 WEEKS)

January							February							March						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
April							May							June						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												
July							August							September						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3	1	2	3	4	5	6	7			1	2	3	4	
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
October							November							December						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6			1	2	3	4	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

- 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 2022

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 2022

CUA50715 DIPLOMA OF GRAPHIC DESIGN (54 WEEKS)

January							February							March						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				

April							May							June						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

July							August							September						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2							1				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		

October							November							December						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2							1				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

- 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 2022

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 2022

BSB60520 ADVANCED DIPLOMA OF MARKETING & COMMUNICATION (58 WEEKS)

January							February							March						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
April							May							June						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												
July							August							September						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
October							November							December						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

- 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 2022

ADVANCED DIPLOMA OF MARKETING & COMMUNICATION - BSB60520

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

On-line learning portal

The on-line learning portal 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 2022

CUA60315 ADVANCED DIPLOMA OF GRAPHIC DESIGN (74 WEEKS)

January							February							March						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				

April							May							June						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2	2	3	4	5	6	7	8		1	2	3	4	5	
4	5	6	7	8	9	10	9	10	11	12	13	14	15	6	7	8	9	10	11	12
11	12	13	14	15	16	17	16	17	18	19	20	21	22	13	14	15	16	17	18	19
18	19	20	21	22	23	24	23	24	25	26	27	28	29	20	21	22	23	24	25	26
25	26	27	28	29	30		30	31						27	28	29	30			

July							August							September						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		

October							November							December						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

- 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 2022

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

On-line learning portal

The on-line learning portal 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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