STUDY.
WORK.
LIVE.
GOLD COAST, AUSTRALIA.

entrepreneureducation

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

Contents

04 About our Faculty of Design

06 Certificate IV in Marketing and Communication

08 Certificate IV in Photography and Digital Imagery

12 Certificate IV in Design

14 Diploma of Marketing and Communication

18 Diploma of Photography and Digital Imagery

20 Diploma of Graphic Design

24 Advanced Diploma of Marketing and Communication

26 Advanced Diploma of Graphic Design

28 Entry Requirements

35 Academic Calendars and Timetables

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.

DESIGN

> “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

CUA41120 Certificate IV in Photography and Digital Imaging
CRICOS Course Code: 106531C | 38 Weeks

CUA40720 Certificate IV in Design
CRICOS Course Code: 105798F | 40 Weeks

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

CUA50920 Diploma of Photography and Digital Imaging
CRICOS Course Code: 106532B | 58 Weeks

CUA50720 Diploma of Graphic Design
CRICOS Course Code: 105827F | 58 Weeks

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

CUA60320 Advanced Diploma of Graphic Design
CRICOS Course Code: 106533A | 74 Weeks

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
15 hrs / week

Distance
5 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

DESIGN

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 // BSBTEC303 Create electronic presentations

Within these units you will identify trends and consumer behaviour and present your findings to the group.

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.

CUA41120 Certificate IV in Photography and Digital Imaging

CRICOS Course Code: 106531C

Express yourself and explore your passion for photography with the Certificate IV in Photography and Digital 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: 29 weeks // Supervised Study: 3 weeks // Holidays: 6 weeks

Face-to-Face
15 hrs / week

Distance
5 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

DESIGN

Subjects

01. Safety First

CUAWHS312 Apply work health and safety practices

Every industry have their own set of safety practices. This unit you will learn how to apply work health and safety (WHS) requirements, including implementing safe work practices, participating in risk assessment and control, and following emergency procedures in the creative industries.

02. Image Editing

CUADES412 Interpret and respond to a design brief // CUAPHI313 Process photo images

Learn how to interpret and creatively respond to a design brief by integrating the creative, communication and planning processes.

03. Colour Theory

CUAACD411 Integrate colour theory and design processes // CUADES301 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. Art History

CUARES403 Research history and theory to inform own arts practice

In this unit you will learn about and research pioneers in the photography industry and explore current and emerging trends.

05. Connections

CUAPPR314 Participate in collaborative creative projects // CUAPPR415 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

CUAPHI311 Develop and apply photo imaging industry knowledge // CUAPHI312 Capture photographic images

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.

07. Light it Up!

CUAPHI411 Capture images in response to a brief // CUAPHI412 Apply photo imaging lighting techniques

In this unit you will learn to use light and shoot photos in a variety of contexts, including the fashion industry, advertising, live entertainment and screen and media.

08. Build Relationships

BSBTWK401 Build and maintain business relationships

Relationships matter! They are the foundation on which your business should be built and they need to be nurtured. Maintaining and improving ongoing relationships with clients and building a comprehensive network will help your business to soar to new heights! In this unit you will learn how initiate interpersonal communication with clients, establish management strategies and maintain ongoing relationships with customers and your network.

09. Photo Output

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.

10. Ideas

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

You will learn how to articulate, present and debate ideas in a broader life context using creative techniques in order to provoke response, reaction and critical discussion. Learn to contribute and present ideas with others.

CUA40720 Certificate IV in Design

CRICOS Course Code: 105798F

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: 31 weeks // Supervised Study: 3 weeks // Holidays: 6 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

DESIGN

Subjects

01. Designing with Colour

CUADES301 Explore the use of colour // CUAACD411 Integrate colour theory and design processes

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 3-week period.

02. Typography

CUADES411 Generate design solutions // CUAGRD312 Use typography techniques // 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

CUADES305 Source and apply information on the history and theory of design // CUAGRD411 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. Digital Drawing

CUAACD311 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 4 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.

05. Think hard

BSBCRT411 Apply critical thinking to work practices

Everyone thinks. It is our nature to do so. But much of our thinking, left to itself, is biased, distorted, partial, uninformed, or downright prejudiced. Learn how to use advanced-level critical thinking skills in a workplace context. This includes using methods of analysis, synthesis and evaluation.

06. A Splash of Colour

CUAACD411 Integrate colour theory and design processes // CUADES301 Explore the use of colour

During this 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 3-week period.

07. WHS

CUAWHS312 Apply work health and safety practices

Every industry have their own set of safety practices. This unit you will learn how to apply work health and safety (WHS) requirements, including implementing safe work practices, participating in risk assessment and control, and following emergency procedures in the creative industries.

08. Image Editing

CUADES412 Interpret and respond to a design brief // CUAPHI403 Enhance, manipulate and output photo images

Throughout the course of the next 3 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.

09. 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.

10. Let's Get Creative

CUAPPR411 Realise a creative project

You will learn the skills and knowledge required to experiment with ideas and techniques to find an individual style or voice throughout a creative project that results in a completed work. This unit will prepare you for the industry considerations, preparation and research techniques required to complete the major project successfully.

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
15 hrs / week

Distance
5 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

DESIGN

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. Show Me The Money

CUAFIM511 Source funding for projects

Learn how to source money for creative or artistic projects. In this unit you will investigate, develop and pitch a funding proposal.

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

BSBSTR501 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.

Photography studio

Shoot like a professional.

Our photography studio is fitted out with all the essential, high quality equipment our students need, including an infinity wall and high tech lighting. Our students have the opportunity to use the studio for real life photo shoots to gain professional experience.

CUA50920 Diploma of Photography and Digital Imaging

CRICOS Course Code: 106532B

Shift your passion for photography to a career or business with the Diploma of Photography and Digital 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

58 Weeks
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

Face-to-Face
15 hrs / week

Distance
5 hrs / week

Campus
Gold Coast

Potential Career Outcomes
Freelance Photographer // Photography Store Manager

Entry Requirements
Please see page 30 for the full Entry Requirements

DESIGN

Subjects

01. Stock Photography

BSBCRT413 Collaborate in creative processes // CUAPHI522 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

CUAPHI531 Apply visual communication theory to photo imaging practice // CUAPHI532 Research and apply photo imaging trends and emerging technologies

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

CUAPHI523 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

CUAPHI535 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. Show me the money!

CUAFIM511 Source funding for projects

Learn how to source money for creative or artistic projects. In this unit you will investigate, develop and pitch a funding proposal.

06. Digital Art

CUADIG518 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

CUAPHI533 Explore and apply photo lighting techniques

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

BSBMKG546 Develop social media engagement plans

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

CUAPHI536 Provide photographic portrait services // SIRRMER008 Plan and style merchandise photoshoots

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

CUAPHI537 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

CUAPHI521 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

CUAPPR414 Develop self as artist // CUAPPR616 Extend expertise in a specialised art form to professional level // CUAPPR513 Present a body of own 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.

CUA50720 Diploma of Graphic Design

CRICOS Course Code: 105827F

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

58 Weeks
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

Face-to-Face
15 hrs / week

Distance
5 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

DESIGN

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!

Photos by; Karlis Lodzins
Diploma of Photography and Photo Imaging
Gold Coast Fashion Project fashion show

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
15 hrs / week

Distance
5 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

DESIGN

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.

CUA60320 Advanced Diploma of Graphic Design

CRICOS Course Code: 106533A

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

DESIGN

Subjects

01. 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.

02. Develop the Plan

BSBPMG430 Undertake project work

Learn how to undertake a straightforward project or a section of a larger project in this unit. You will cover developing a project plan, administering and monitoring the project, finalising and reviewing the project to identify lessons learned for application to future projects.

03. Elective Design

CUAPPR616 Extend expertise in a specialised art form to professional level

Gain the skills to extend your own expertise in a specialised art form in order to develop a cohesive body of professional work for the public domain. It involves self-directed research and the independent, highly developed use of specialised materials, processes and techniques.

04. The Business of Design

CUAGRD611 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.

05. Website Design/Design Practice

CUAPPR612 Collaborate in professional creative projects

In this unit you will learn the skills and knowledge required to collaborate with other creative practitioners to establish, realise and evaluate a creative project.

06. Managing Creative Projects

CUAPPR611 Originate a body of independent creative work // CUADES611 Manage design realisation

Over the course of the next 5 weeks, students will learn how to plan, manage and implement their own creative project from beginning to finished product.

07. Creative Thinking

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 organised and creative solutions to complex organisational problems.

08. Illustration Design

CUAILL511 Develop professional illustrations // CUADES512 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.

09. Digital Design

CUADES511 Implement design solutions // CUAGRD612 Originate graphic designs for complex briefs

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.

10. Client Branding

CUAGRD617 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.

11. Packaging

CUAGRD616 Develop graphic designs for packaging

Within this unit, you will learn how to create graphic designs for packaging by combining creative and technical design expertise with a comprehensive understanding of the particular factors that apply to packaging.

12. Display Design

CUAPPR614 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.

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.

CUA41120 Certificate IV in Photography and Digital Imaging

CRICOS Course Code: 106531C

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.

CUA50920 Diploma of Photography and Digital Imaging

CRICOS Course Code: 106532B

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.

CUA40720 Certificate IV in Design

CRICOS Course Code: 105798F

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.

CUA50720 Diploma of Graphic Design

CRICOS Course Code: 105827F

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

CUA60320 Advanced Diploma of Graphic Design

CRICOS Course Code: 106533A

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 the CUA50720 Diploma of Graphic Design

- CUAIND512 Enhance professional practice using creative arts industry knowledge
- CUAGRD516 Develop graphic design practice to meet industry needs
- CUAPPR512 Develop sustainability of own professional practice
- CUAPPR513 Present a body of own creative work
- CUAGRD515 Design and manipulate complex layouts
- BSBCMM411 Make presentations

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

- produce professional typography that demonstrates application of visual communication history and theory
- 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:

- 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:

- 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 2024

BSB40820 CERTIFICATE IV IN MARKETING & COMMUNICATION (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
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February

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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23	24	25	26	27	28	29
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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 2024

CERTIFICATE IV IN MARKETING AND COMMUNICATION - BSB40820

CLASS 1

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

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 2024

CUA41120 CERTIFICATE IV IN PHOTOGRAPHY & DIGITAL 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

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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- 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 2024

CERTIFICATE IV IN PHOTOGRAPHY AND DIGITAL IMAGING - CUA41120

Time	Monday	Friday
	Stage 1 (12 weeks)	
8:00am - 11:45am	Workshop	Collaborate
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Collaborate	Collaborate
	Stage 2 (24 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 2024

CUA40720 CERTIFICATE IV IN DESIGN (40 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

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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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 2024

CERTIFICATE IV IN DESIGN - CUA40720

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

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 2024

BSB50620 DIPLOMA OF MARKETING & COMMUNICATION (58 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
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February

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March

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18	19	20	21	22	23	24
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April

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May

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June

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July

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August

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September

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October

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November

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December

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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 2024

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 2024

CUA50920 DIPLOMA OF PHOTOGRAPHY & DIGITAL IMAGING (58 WEEKS)

January

M	T	W	T	F	S	S
1	2	3	4	5	6	7
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February

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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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 2024

DIPLOMA OF PHOTOGRAPHY AND DIGITAL IMAGING - CUA50920

Time	Tuesday	Wednesday
Stage 1 (28 weeks)		
8:00am - 11:45am	Workshop	Collaborate
11:45am - 12:15pm	Break	Break
12:15pm - 4:00pm	Collaborate	Collaborate
Stage 2 (28 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 2024

CUA50720 DIPLOMA OF GRAPHIC DESIGN (58 WEEKS)

January

M	T	W	T	F	S	S
1	2	3	4	5	6	7
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February

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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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 2024

DIPLOMA OF GRAPHIC DESIGN - CUA50720

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 2024

BSB60520 ADVANCED DIPLOMA OF MARKETING & COMMUNICATION (58 WEEKS)

January

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February

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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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 2024

ADVANCED DIPLOMA OF MARKETING & COMMUNICATION - BSB60520

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 2024

CUA60320 ADVANCED DIPLOMA OF GRAPHIC DESIGN (74 WEEKS)

January

M	T	W	T	F	S	S
1	2	3	4	5	6	7
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February

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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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 2024

ADVANCED DIPLOMA OF GRAPHIC DESIGN - CUA60320

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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