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You will learn how to design logos, brochures, corporate identity, annual reports, magazines, advertising, packaging, websites, animation and more! You will learn to solve problems by designing innovation solutions and be able to produce creative contemporary graphic designs.

Design professionals are in great demand in a range of industries including graphic design studios, magazines publishers, television, packaging, production, advertising and digital media. Our graduates will have an exciting future in the industries that inspire creative thinking, innovation and professionalism.

DESIGN SOFTWARE USED IN THIS COURSE:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat
- Adobe Indesign

CAREER OUTCOMES

- Graphic designer
- Graphic designer pre-press operator in the printing industry
- Art Direct
- Illustrator
- Desktop Publisher
- Web Designer
- Graphic Pre-Press Operator
- Multimedia Designer
- Packaging Designer
- Print Production Manager
- Digital Media Specialist in an agency, art studio, TV or internet media company

ENTRY REQUIREMENTS

General entry school leavers - Year 10 or equivalent

OR

Enrolment where experience and / or qualifications are indicative of success in the course



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OVERSEAS APPLICANTS

Overseas students require one of the following scores in a language proficiency test:

IELTS	5.0
TOEFL (Computer Based)	17
TOEFL (paper based)	50
TOEIC	62

HOMESTAY/ ACCOMMODATION & AIRPORT TRANSFERS

All enquires to study@goldcoast.org.au
Website: www.studygoldcoast.org.au

EXIT POINTS

If learners exit before attaining the qualification, they will receive a Statement of Attainment for modules/competencies successfully completed.

APPLICATION / ENROLMENT:

Application forms for full time study are available from the Australian International College of Art Head Office and the Australian International College of Art website and should be submitted to Head Office. (Intake occurs twice yearly February and July).

PATHWAYS

The packaged course of Certificate III in Printing and Graphic Arts (Graphic Pre-Press) and Diploma of Graphic Design provides a program of study focused on industry centered outcomes which caters for employment or study in a specialised industry sector.

WHAT IS EXPECTED OF STUDENTS

As this is a full time program it would be of advantage for students to have competent skills in the areas of research, note-taking and report preparation. It is expected that students would put in 1 – 3 hours outside study time per class per week.

COURSE OUTCOMES

Graduates of the Certificate III in Printing and Graphic Arts (Graphic Pre-Press) packaged with the Diploma in Graphic Arts will be equipped with the skills and knowledge necessary to achieve entry-level employment in the pre-press industry or corporate business as well as work



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freelance. Career opportunities have increased due to technological changes in the printing and graphic arts industry. Employment opportunities exist for electronic publishing operators, desktop publishers and multimedia electronic designers for the design and production of complex publications for output to press and multimedia.

QUALIFICATION LEVEL

Graduates of the Certificate III in Printing and Graphic Arts (Graphic Pre-Press) packaged with Diploma of Graphic Design are expected to have developed the skills in:

- | | |
|----------------------------------|---|
| Communication | Communicating with clients and supervisors to confirm design briefs and to gain approval of proofs for production

Reading and interpreting job requirements |
| Teamwork | Operating production processes in association with fellow workers |
| Problem Solving | Adjusting fit, maximizing efficiency of imposition and using colour correction to meet the requirements of the brief

Monitoring production quality and making minor adjustments to processes

Resolving specific problems for example with graphics applications |
| Initiative and Enterprise | Monitoring and implementing new technology and work processes |



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Planning and Organising

Accessing data on software capabilities and production requirements and matching them to the job brief

Gathering client information relevant to producing multiple image plates

Self Management

Following obligations involved in copyright in work practices

Following procedures and using personal protective equipment correctly

Learning

Giving and following simple routine instructions

Technology

Using computerised control, monitoring and data entry systems

Using information technology such as computer hardware and software to access and store data from files.



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1st Year

Certificate III in Printing and Graphic Arts – (Graphic Pre-press)

CODE	TITLE OF UNIT OF COMPETENCY
CORE UNITS	
ICPKN311B	Apply knowledge of the graphic pre-press sector
ICPMM263B	Access and use the Internet
ICPPP211B	Develop a basic design concept
ICPPP221B	Select and apply type
ICPPP224B	Produce pages using a page layout application
ICPPP225B	Produce graphics using a graphics application
ICPPP252B	Output images
ICPPP321B	Produce a typographic image
ICPPP322B	Digitise images for reproduction
ICPPP324B	Create pages using a page layout application
ICPPP334B	Prepare an imposition format for printing processes
ICPPP386B	Undertake digital proofing
ICPSU216B	Inspect quality against required standards
ICPSU261B	Follow OHS practices and identify environmental hazards
ICPSU262B	Communicate in the workplace
ELECTIVE UNITS	
ICPPP325B	Create graphics using a graphics application
ICPPP328B	Generate high-end PDF files
ICPPP430B	Manage colour
ICPPR383B	Prepare for personalised digital printing
ICPPP331B	Manually combine complex four-colour images

2nd Year

Diploma in Graphic Design

CODE	TITLE OF UNIT OF COMPETENCY
CORE UNITS	
CUVDES04A	Integrated colour theory and design processes in response to a brief
CUVDES01A	Apply colour theory in response to a brief
CUVCOR09A	Select and apply drawing techniques and media to represent and communicate the concept
CUVDSP04A	Research and apply the history and theory of design to design practice
CUVCRS05A	Use typography techniques for design work
CUVDES02A	Apply the design process to 2-dimensional work in response to a brief
CUVDES03A	Apply the design process to 3-dimensional work in response to a brief
CUVDSP01A	Source and apply design industry knowledge



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CUVDES05A	Interpret and respond to a brief
CUVCOR04A	Originate concept for own work and conduct critical discourse
CUVPHI08A	Enhance, manipulate and output photoimages
CUFSAF01B	Follow health, safety and security procedures
CUFMEM01A	Use an authoring tool to create an interactive sequence
ICPPP325A	Create graphics using a graphics application
ICPPP324A	Create pages using a page layout application
ICPPP328A	Generate high-end PDF files
DGD505A	Prepare workflow files for print output
DGD504A	Develop complex vector workflow
DGD503A	Develop complex page layout workflow
DGD502A	Develop multiple web workflows
DGD501A	Incorporate design theory in creation of websites
ELECTIVE UNITS	
Category 1	Conceptual/Project/Art & Design
ICPPP411A	Undertake a complex design brief
CUVDSP11A	Research and apply techniques for illustrative work
CUVDSP07A	Research and apply techniques for graphic design
Category 2	Business/Communication/Promotion
BSBSBM403A	Promote the business
Category 4	Website Design
ICAA4142A	Design a website to meet technical requirements
CUFMEM12A	Update web pages
Category 5	Multimedia
CUFANM03A	Produce storyboard for animation
CUFIMA03A	Create 2D digital animation
CUFIMA05A	Create 3D digital models and images
Category 6	Photography/Image Capture
CUFIMA01A	Produce and manipulate digital images

Course outlines can be subject to change throughout the duration of the Course

2008 Course Start Date:

14 July 2008

2009 Course Start Dates:

2 February 2009

18 July 2009

Disclaimer: AICA has the right to to make changes to course outlines, course modules, course fees and commencement dates at any time without prior notice.