



JMC

The Academy of Creativity

Australia's leading creative industries provider, JMC has been nurturing passionate creatives for over 40 years with industry-ready Diplomas & Degrees.

- + Australia's first Higher Education college for Creative Industries
- + Hands-on learning & small class sizes
- + Expert industry-based lecturers & mentors
- + World class studios & facilities
- + Industry internships for real world experience
- + International study tours & global network
- + Fully accredited independent Academy





Course Overview

Interactive media is evolving faster than ever before, with the world calling out for apps, user-based interactions, and experiences faster than they can be designed. If you're passionate about how art and design can be used in problem solving, this course is for you.

Design (Visual Communication) at JMC provides you with the tools and skills you need to create user experiences with impact. Learn the processes behind compelling visual storytelling and problem solving to create these experiences in physical, digital and virtual spaces.

At the Diploma level, explore the fundamentals of graphic design and the technical skills required to create aesthetically appealing visual messaging. Then delve into the design process, from research, ideation, sketching and prototyping, to implementation and watch your work come to life.

As you progress into the Bachelor Degree you will develop strong visual communication skills to gain a full understanding of tools and techniques to succeed in the industry. All classes are delivered within a design studio environment where you will tackle a range of creative briefs.

At JMC, we place emphasis on building a strong professional portfolio of work aligned with real world projects, led by expert mentors from the visual communication field.

COURSE STRUCTURE

Design (Visual Communication)

INTAKES

- February, June, September

DIPLOMA

- Diploma of Design (Visual Communication)
- 2 trimesters

BACHELOR

- Bachelor of Design (Visual Communication)
- 6 trimesters

- DIPLOMA
- BACHELOR

TRIMESTER 01	TRIMESTER 02	TRIMESTER 03	TRIMESTER 04
DVC200 Design Processes 1	DVC215 Design Processes 2	DVC311 Design Narratives	DVC314 Studio Project
DVC201 Design Fundamentals	DVC203 Storytelling Fundamentals	DVC405 Motion Design	DVC315 Experiential Design
DVC202 Typography & Layout	DVC216 Branding	DVC317 Interaction Design	DVC411 Tech Lab
DVC204 Visual Thinking	DVC217 User Interface Design	DVC408 Proto Design	DVC312 Design in Context

Students who have met all requirements may exit here with an Undergraduate Certificate in Design for Visual Communication

Students who have met all requirements may exit here with a Diploma of Design (Visual Communication)

TRIMESTER 05	TRIMESTER 06
DVC414 Professional Practice	DVC413 Major Project 2 [Double unit]
DVC412 Major Project 1 [Double unit]	DVC412
Elective 1: Choose one	Elective 2: Choose one
Elective 3: Choose one	

Students who have met all requirements may exit here with a Bachelor of Design (Visual Communication)

Elective Options

DVC406 Coding for Creatives
DVC407 User Research and Experience
DVC409 Production Design
DVC415 Design X
AGA304 Production Studio II

Special Options by Application:

COL400 International Study Tour
COL401 Internship
COL402 [T6 ELECTIVE ONLY] E-Portfolio

PREREQUISITES

- Prerequisites for a unit are shown in small font, example:

UNIT CODE

Unit of study title

PREREQUISITE CODE

TECH

We take design seriously at JMC,
with studios full of the best tech in
the trade. During your studies you'll
have access to highly sophisticated
equipment including:



STUDIO + EQUIPMENT

- + Wacom, XP-Pen graphics tablets, and iMac lab
- + VR, AR, and XR hardware
- + Digital Fabrication hardware [digital textile printing, laser and vinyl cutting]
- + DSLR cameras

SOFTWARE

You will have access to a variety of software including **Adobe Creative Cloud**, Figma and Unity. This provides full access to:

- + Photoshop
- + Illustrator
- + InDesign
- + After Effects
- + Premiere Pro

DESIGN OPPORTUNITIES

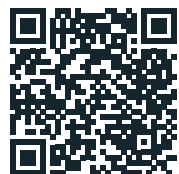
All students are provided with opportunities to participate in industry events presented by AGDA, UX Australia, DIA, GRA and VizConf.



CAREERS

Agencies, advertising, publishing and media roles are traditionally the most common areas of employment. Today however, the demand for good visual communicators is prevalent in almost every field including finance, health, architecture, and education. Many of our graduates are currently in great demand as freelancers.

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|-----------------------------|------------------------|
| + Visual Communication | + Interactive Design |
| + Brand and Identity Design | + Interface Design |
| + Digital Design | + Web/App Design |
| + Experience Design | + Exhibition Design |
| + UX Consultancy | + Events Design |
| + UX/UI Design | + Spatial Design |
| + Graphic Design | + 3D Visualisation |
| + Art Direction | + Design Research |
| + Social Media Design | + UX Research |
| + Content Coordination | + Motion Design |
| + Multimedia Design | + Graphic Facilitation |



**MEET OUR
ALUMNI**

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ZIADY TYPE POSTER

ZIADY TYPE



Be part of Australia's leading design community from day one.

Collaborate with students across JMC's full suite of creative courses.

Connect with industry through JMC's Internship Program.

Immerse yourself in our design studio environment and small class sizes.

EXPERIENCE

J



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YOUR PEOPLE
YOUR FUTURE
YOUR WAY —

APPLY NOW
JMCACADEMY.EDU.AU

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