2012 DEGREE AND DIPLOMA ART AND DESIGN

CREATE A UNIQUE CAREER
TURN YOUR ARTISTIC TALENT INTO A VALUABLE BUSINESS ASSET
'Fashion and textiles merchandising at RMIT has provided me with a solid grounding for my future in the industry. In 2009 I won a scholarship to study six months of my course in New York, which they say is the heart of fashion, a truly once-in-a-life time opportunity. I studied at the Fashion Institute of Technology (FIT) in Manhattan, New York.'

Samantha Slorach (cover image)
Advanced Diploma of Fashion and Textile Merchandising*

*This qualification has now been replaced by the Associate Degree in Fashion and Textile Merchandising

A UNIQUE CAREER

Art and Design programs at RMIT are designed to get you discovered.
RMIT is internationally recognised for its art and design education, with graduates working around the world.
RMIT University plays a pivotal role in nurturing art and design, and has a long history of excellence in the development of new forms of technologies in these fields.
RMIT also offers specialised expertise in associated industries, such as graphic technology (printing) for which it is the only provider in Victoria.

You can choose from a wide range of career-oriented artistic expression and practical programs:
» animation, game design and interactive media
» clothing production
» communication, graphics and general design
» fashion design
» fashion and textile merchandising
» fine art
» footwear
» furniture
» printing and graphic arts
» industrial and product design
» photography
» textile design
» textile manufacturing
» textile technology
» visual art
» visual merchandising.

Places in RMIT art and design programs are highly sought after. Will you stand out from the crowd?

‘The course is staffed with extremely knowledgeable teachers that I feel so grateful to have known. I think that I can speak on behalf of all my classmates that this course has been an extremely valuable experience that none of us will forget.’

JAIMIE BRASIER, DIPLOMA, OF PHOTOIMAGING

INTERACT WITH RMIT
You can now interact with RMIT through several web, mobile and social networking tools listed at www.rmit.edu.au/interact

www.facebook.com/RMITUniversity
http://twitter.com/rmit
www.youtube.com/user/rmitmedia
If you want to attain broad skills and develop a career in art, design and media, RMIT is the place to be.

Through this degree, you will be trained as a specialist in digital media and design, including animation (2D and 3D), digital video, motion graphics, special effects, interactive media and sound design.

This program context is presented in a creative and supportive environment of artistic and design endeavour with an emphasis on intellectual investigation and conceptual development.

Students and staff associated with this degree are widely acknowledged nationally and internationally and have exhibited in festivals and conferences that include Siggraph, MIAF, LIAF, MILIA and Annecy.

All staff are practising artists, designers and industry practitioners. They are experienced educators who are actively engaged in research in their areas of expertise.

Working with industry
The degree is conducted using a studio-based model that replicates the work environment. The tasks set throughout the degree simulate industry-based work practices and therefore offer a work-integrated learning environment.

What you will study
Through the following courses you will be trained in combining visual art and design literacy with new media and graphic technologies via software skill sets and creative methodologies:

Year one
Via imaging, design, media culture and design studio, you will receive a comprehensive introduction to the theory and practice of digital media. You will cover areas of narrative development, as well as developing performance, visual and aural literacy.

Year two
In semester one, you will study 2D animation, 3D animation, interactive media and video.
In semester two, you are able to choose from the following electives: 2D animation, 3D animation, sound design, interactive media, video, experimental video, experimental sound, alternative animation.

Year three
In the final year an emphasis on collaborative and conceptual development will occur. The final outcome will be an industry-ready folio showcasing your skills and abilities.

Honours (additional one year)
An honours degree is available.

Career outlook
RMIT graduates demonstrate aesthetic and intellectual maturity and strong technical abilities within the creative disciplines of design, media and art.
They enter the industry as animators, video producers, graphic designers, 3D visualisers and modellers, web designers, interface designers, art directors, sound designers, game designers, teachers, researchers and digital artists.
While many are employed within companies, others instigate their own successful businesses and artistic careers.
You will be in high demand, too, as the relevance and importance of media design and creation skills expand.

Professional recognition
The degree has strong connections throughout the creative industry with organisations such as the Australian Centre for the Moving Image (ACMI), Experimedia, and Film Victoria.

Prerequisite
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements
All applicants are required to submit a pre-selection kit available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to present their folio and attend an interview. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates of the following programs may be eligible to apply for exemptions:
» Advanced Diploma of Screen and Media
» Diploma of Graphic Design

You may also be interested in…
» Games (design) (page 3)
» Interactive digital media (page 4)
» Multimedia systems (design) (page 5)

See the computing and information technology brochure for more information on:
» Computer science (games, graphics, and digital media)
» Information technology (multimedia design)
**GAMES**

BP214  Bachelor of Design (Games)*

Duration:  FT3—V X

2011 ATAR:  RC

www.rmit.edu.au/programs/bp214

* The Bachelor of Design (Games) is a new program for 2012, replacing the previously offered Bachelor of Arts (Digital Art) and Bachelor of Arts (Games Graphic Design).

**CITY CAMPUS**

Do you want to develop your digital art and design talent to create rich characters, environments and worlds? Then RMIT’s games degree can help you develop your design and technical skills for the creative industries.

There is increasing demand in the creative industries for designers and artists skilled in producing rich interactive experiences. In industry, digital artists, designers and programmers work together to produce material for a variety of platforms, including computers, consoles, and mobile devices. RMIT offers two interlinking degrees that respond to the need: Bachelor of Design (Games), and Bachelor of Information Technology (Games and Graphics Programming).

The Bachelor of Design (Games) provides specialist training and theory in computer-generated design with particular emphasis upon game theory and practice. You will undertake courses in design, narrative, imaging, modelling and animation (2D and 3D), time-based and interactive authoring and basic computing and programming. This degree was designed in response to industry demand for graduates with strong conceptual game design skills and specialist art skills.

**What you will study**

**Year one**

Core courses include critical game studies, media cultures, imaging and 3D modelling, introduction to programming and games design studio. A key feature of this degree is that you undertake projects and core courses with students from RMIT’s games and graphics programming degree.

**Year two**

Core courses address narrative theory and games culture, design for interactive media and the design of virtual environments. You may then select specialist electives in concept art and advanced imaging, 3D character design, sound design for interactive environments, experience design or programming electives that support pathways in web3D, java and C++ programming for games development.

**Year three**

Core courses address games design and analysis, games industry and professional portfolio skills. You will produce a major project with peers working in teams with students from Bachelor of Information Technology (Games and Graphics Programming). You may then select specialist electives in advanced 3D, sound design for interactive environments, experience design or programming electives that support pathways in web3D, java and C++ programming for games development.

**Honours (additional one year)**

An honours degree is available.

**Career outlook**

You will be in a position to work in the games industry and, more generally, in the creative industries. In addition, you will be well placed to start your own successful company and artistic career. The degree provides regular learning interaction with students from Bachelor of Information Technology (Games and Graphics Programming) in a studio that reflects the practice of the electronic games industry.

Upon completion of the degree, you will have the opportunity to acquire both aesthetic and technical abilities within the disciplines of art and design.

Graduates enter the creative industries as animators, 3D visualisers and modellers, interface designers, producers, art directors, game designers, educators, researchers and digital artists.

**Prerequisite**

Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

**Extra requirements**

All applicants are required to submit a pre-selection kit available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants will be required to present their folio and attend an interview. Please refer to the 2012 VTAC Guide for full details on extra requirements.

**Pathway**

RMIT graduates of the following program may be eligible to apply for exemptions:

» Advanced Diploma of Screen and Media—multimedia plan (96 credit points spread throughout the three-year degree)

You may also be interested in…

» Animation and interactive media (page 2)

» Fine art (media art) (page 17)

» Fine art (sound art) (page 17)

» Interactive digital media (page 4)

» Multimedia systems (design) (page 5)

See the computing and information technology brochure for more information on:

» Computer science (games, graphics, and digital media)

» Information technology (multimedia design)

**Legend:**  FT—Full-time (number of years); PT—Part-time (number of years); RC—A range of selection criteria applied; N/A—Not available; D—Degree program; TAFE program

See page 41 for application details: V—VTAC; R—RMIT Direct; S—RMIT School; X—Extra requirement
INTERACTIVE DIGITAL MEDIA

C5218  Diploma of Interactive Digital Media
C6087  Advanced Diploma of Screen and Media

Duration:  Dip: FT1 — M X (Adv Dip: FT1)
2011 ATAR:  RC

www.rmit.edu.au/programs/c5218

RMIT is renowned as Australia’s leader in interactive and new media education. These programs provide the broad base necessary to develop a career within the art, design, screen and media industries. A creative and supportive environment of artistic and intellectual investigation is provided, while maintaining active links with industry.

Students and staff associated with this program have exhibited in festivals and conferences locally and internationally, including Cannes, Siggraph, MILIA and Annecy.

Working with industry
Students are actively encouraged to engage in part-time, casual or volunteer work in a range of screen and new media industries to develop and apply their knowledge and skills and to acquire workplace experience.

What you will study
Year 12 applicants will typically apply for the diploma and complete the suite of two programs over two years full-time.

Diploma
The Diploma of Interactive Digital Media prepares you for the industry with training in computer-generated art and design incorporating:

» design and presentation
» 2D imaging design
» 2D animation
» video and screen
» interactive design
» 3D digital environments and models
» creative collaboration
» digital visual effects.

Advanced diploma
The advanced diploma is designed to deepen your knowledge and skills in the areas of interactive digital media. After you have completed the diploma you are encouraged to continue your studies in the advanced diploma. You will focus on following key areas:

» advanced interactivity
» concept development
» games
» group productions
» independent production
» sound design.

Career outlook
You will develop aesthetic maturity and technical abilities within the creative disciplines of design, media and art.

Graduates have pursued careers as graphic designers, animators, 3D visualisers and modellers, web designers, interface designers, DVD designers, producers, art directors, video producers, sound designers, game designers, teachers, researchers and digital artists. While many are employed within companies, others instigate their own successful freelance practice through industry networks developed during their studies.

Prerequisite
There are no prerequisite studies.

Extra requirements
Applicants are required to submit a supplementary information form available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to present their folio and attend an interview. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates of the Diploma of Interactive Media may progress to the Advanced Diploma of Screen and Media (multimedia plan)

Graduates of the advanced diploma may apply for exemptions from the following degrees:

» Bachelor of Arts
  (Animation and Interactive Media)
» Bachelor of Art (Fine Art)
» Bachelor of Design (Games)

You may also be interested in...

» Animation and interactive media (page 2)
» Games (design) (page 3)

See the computing and information technology brochure for more information on:

» Computer science (games, graphics, and digital media)
» Information technology (multimedia design)
MULTIMEDIA SYSTEMS (DESIGN)

BP153 Bachelor of Design (Multimedia Systems)
Duration: FT4—V
2011 ATAR: 69.10
www.rmit.edu.au/programs/bp153

CITY CAMPUS

Working in multimedia, and developing multimedia products and systems, requires a wide range of skills in design, programming, hardware and business.
This multidisciplinary degree gives you the opportunity to gain all of these skills and experience the multimedia work environment through the team-oriented study mode.
This degree provides you with the necessary technical knowledge and skills to develop multimedia products and systems, as well as the communication and organisational skills to work as a member of a multimedia team.

Working with industry
The degree has been designed to include multimedia work practices throughout, culminating in the fourth year one semester work placement. On your return to university study, this experience then forms the basis of further reporting and reflection, further preparing you for the workplace.

What you will study
The first two years of the degree enable you to gain a solid grounding in a broad range of multimedia skills. There are foundation courses in design, computer science and programming, business entrepreneurship, and multimedia hardware. During this period you discover your strengths and preferences, which assists you to select your area of specialisation.
The third and fourth years provide you with the opportunity for advanced study in your chosen specialisation. You will also develop interpersonal skills, such as teamwork and leadership.
The fourth year has a strong employment focus with one semester (six months) of work placement. The work placement experience is continued into the second semester through reporting and reflection, further preparing you for the workplace.

Career outlook
Graduates work in many areas of the multimedia industry, including graphic design, video and CD production, film special effects, animation, web site development, e-commerce and games development. They also work for large companies, such as banks and insurance companies, or as entrepreneurs in the many niche markets in web and graphic design.

Global connections
Students may take one or more semesters at an overseas institution through the Education Abroad program at more than 120 partner universities.

Prerequisite
Units 3 and 4—mathematical methods (CAS) or specialist mathematics and a study score of at least 30 in English (ESL) or at least 25 in any other English.

Entrance requirements
Non-Year 12 applicants must complete and submit a VTAC PI form, available online at www.vtac.edu.au, if they wish other information to be considered.
Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
 Appropriately qualified students can articulate into the Computer Science Honours program.

You may also be interested in…
» Animation and interactive media (page 2)
» Games (design) (page 3)
» Interactive digital media (page 4)

See the computing and information technology brochure for more information on:
» Computer science
» Games and graphics programming
» Information technology

GARETH NG
Bachelor of Design (Multimedia Systems)

‘I chose RMIT University as it is well known for its degrees in computer science and design. ‘A highlight of my studies has been interacting with people from different backgrounds and cultures, including international students.
‘I hope that my degree will help me to get a job in multimedia design and interactive media, although I am also considering a career as an internet web designer or a web programmer.’
What you will study

In the first three semesters, you are taught in a series of assigned sequential, interrelated projects, which cover a broad spectrum of communication design activities. The following three semesters let you participate in a range of design and communication electives that support the continued sequential study in communication design.

Software delivery is taught in association with the design process, rather than in isolation. On completion of the degree it is expected that your software knowledge will be of industry standard for print and digital media.

Major areas of study are:
- communication strategies
- conceptual thinking
- design process
- media
- publication
- strategic branding
- typography.

Honours

If you achieve a degree with distinction in the three-year bachelor program at RMIT or equivalent, you can apply to enter one of the two honours streams within the Bachelor of Design (Communication Design). You will be expected to obtain a high level of study to apply, and applicants must present a folio at interview for honours.

Career outlook

Graduates can expect to work within graphic design consultancies, interdisciplinary consultancies, publishing houses, new media/multimedia studios and advertising agencies.

Professional recognition

Awards are offered by the Australian Graphic Design Association (AGDA), Penguin Books, Kit Cosmetics, and MECCA.
**DESIGN**

**C4158 Certificate IV in Design**

**Duration:** FT—V X

2011 ATAR: RC


**BRUNSWICK CAMPUS**

Want to add value to your creative career and prepare yourself for further design study?

Certificate IV is your entry point to develop your knowledge and skills in visual communication, creative thinking, 2D and 3D design.

In this program you will focus on the investigation and development of design projects in a studio environment.

**Program features**

You will develop an individual folio of creative work that you can use to apply for higher levels of design study, or as an entry point into the workforce.

During the year you will study:

- media and drawing techniques
- exploration of typography
- 2D design and 3D techniques
- experimental exploration with digital cameras, moving image and other technologies.
- contemporary design practice and industry awareness.

This program can take you to further study in graphic art and design, multimedia, product design and visual merchandising, interior design and decoration, or advertising.

**Working with industry**

You will work in studio environments on industry standard briefs and projects, developing skills and knowledge in design principles that result in practical industry-style outcomes.

You will participate in external design competitions that are set and reviewed by the design industry.

**What you will study**

You will study design fundamentals that include drawing, 2D and 3D design, colour studies, and history and theory of design. You will also acquire design industry health and safety knowledge.

Electives you can study will explore video art and multimedia production alongside graphic design and typography.

**Career outlook**

The certificate IV prepares you for further study in the graphic design or product design fields. If you are currently working, this qualification will add value to your current career and future prospects.

**Professional recognition**

This program is a national qualification and is part of the CUV03 Visual Arts, Craft and Design Training Package developed by Industry Business Skills Australia.

**Prerequisite**

There are no prerequisite studies.

**Extra requirements**

Applicants must attend an interview and folio presentation.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

**Pathway**

The Certificate IV in Design has guaranteed pathways for eligible graduates into the following diplomas:

- Building design (architectural)
- Furniture design and technology
- Graphic design
- Interior decoration and design
- Product design
- Visual merchandising.

Eligible graduates must successfully complete the certificate IV and achieve a CC (Competency with Credit)* average.

* CC (Competency with Credit) grades that apply to TAFE courses delivered in accordance with competency-based assessment, but which also utilise graded assessment.

You may also be interested in…

- Animation and interactive media (page 2)
- Communication design (page 6)
- Games (design) (page 3)
- Graphic design (page 8)
- Interactive digital media (page 4)
- Visual art (page 33)

See the computing and information technology brochure for more information on:

- Computer science (games, graphics, and digital media)
- Information technology (multimedia design)
Imagine working as a graphic designer creating magazine and advertising layouts, display, packaging or fashion graphics? This program will develop your skills and knowledge for a creative career in the graphic design industry. You will graduate as a highly-trained graphic designer eligible to start your own business or work in a range of positions for companies in Australia and overseas.

The focus of this program is to provide you with a strong technical expertise in finished art, expanding your understanding of design concept development and the design process. There is a strong emphasis on becoming an expert user of industry standard software—InDesign, Illustrator and Photoshop. This is an intensive program that produces industry-ready graduates within two years. It is a benefit for you to have basic computer skills (Mac), drawing skills, time management and organisational skills.

Working with industry
You will undertake three weeks of work placement in the second year of the program. There are a number of industry projects, including the Smiggle illustration brief, Fuji Xerox spot varnish project and Océ paper sampler. The graduate exhibition of portfolios is presented to industry for review and individual student feedback.

What you will study

Year one
Introduces drawing and illustration and explores typography, finished art, digital design, reprographics and prepress, design concept and theory. You also study copyright, ethical practice, industry knowledge, and health and safety.

Year two
Consolidates your technical knowledge and skills and develops your design language and graphic abilities. You will study sustainability and business with web design and 3D packaging electives. Most classes are held in computer labs simulating industry processes. You will also undertake a practical industry placement for three weeks.

All practical projects are aimed towards the production of a professional graphic portfolio, which you will present to industry at the end of the year.

Career outlook
Graphic artists, Mac operators and finished artists may specialise in a number of fields, including corporate design, book and magazine layout, advertising, packaging, television, film set and exhibition design. They may work as members of a design team in agencies and design studios, or alone, undertaking freelance or consultancy work.

Professional recognition
This program is accredited by the Victorian Registration and Qualifications Authority (VRQA) and supported by Industry Training Board Verve—knowledge and skills, and the Multimedia, Arts and Design (MAD) Teacher Network.

Prerequisite
There are no prerequisite studies.

Extra requirements
Applicants must attend an interview and folio presentation.
Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates may apply for exemptions from the following degrees:
» Bachelor of Arts (Animation and Interactive Media)
» Bachelor of Design (Communication Design)

You may also be interested in…
» Advertising (degree) (see the media and communication brochure)
» Advertising (TAFE) (see the business brochure)
» Communication design (page 6)
» Design (page 7)
INTERIOR DESIGN

BP196 Bachelor of Design (Interior Design)
Duration: FT4 — X
2011 ATAR: RC

CITY CAMPUS

Do you care about how people live? How we inhabit our world?
As an interior designer, you will be part of an idea-led profession, concerned with the relationships between people and the surrounding environment. You will understand that the design of interiors is not confined to the inside of buildings, but addresses spatial and temporal concerns ranging from the intimacy of a finely crafted object to the urban fabric of a city.
You will use a range of skills to push the boundaries of what currently exists. These skills include high-level visual and verbal communication and presentation techniques, model making, technical design documentation, and the ability to work with light, sound, video and computer-based programs.
The degree’s educational agenda is to challenge the accepted assumptions about interior design and test new ideas through design project work. This involves the contribution of many local and international practitioners and academics, from a spectrum of disciplines, who will engage you in specific design projects, give seminars and tutorials, and engage in critical debate regarding the foundations and directions of interior design practice.

Working with industry
Each semester, practising professional designers present studios or specialisations which engage directly with contemporary design projects and/or issues. These projects may involve clients and actual projects where you will develop your design proposals within a scenario-based, simulated design practice environment. A strong community and industry relationship has been developed in the program which allows you to be exposed to ‘real life projects’. Examples include: collaborative studios with the design practice, Hassell; the brand, Knog; retailer and skateboard brand, Element; and The Social Studio.

What you will study

Year one
During the first year, you will undertake courses in design and communications, history and theory, and technical studies that introduce you to concepts of interior design.

Years two and three
During second and third years, studies are integrated in design studios and electives in the areas of technology, communications, specialisations and history/theory.

Each semester, practising professionals and academics offer a selection of studios and specialisations investigating timely and relevant topics.
In second and third year, you have the opportunity to develop your design skills and awareness through overseas travel studios. In third year, you may also choose to study for a semester at a design institution overseas.

Year four
In fourth year, you will pursue an individual thesis and design project based on your accumulated skills and interests in design, theory, technology and communications. Final year work is celebrated through a public exhibition, INDEX. Specialisations include furniture design, retail design, design for film and TV, design for theatre, exhibition and event design, model making, design publishing, lighting, materials, computer-aided design, projection, digital video and web site design.

Career outlook
Graduates will be employed in interior design and architectural practices where commissions may range from domestic interior, retail and entertainment, to hospitality, corporate office and public building design. These practices range in scale from large corporate offices to teams of two to three. Design practices are increasingly becoming multidisciplinary, with interior designers, landscape architects, architects, industrial designers and graphic designers collaborating on large-scale projects. Many graduates also establish their own design practices. Interior designers also work in film and television design, set design for theatre, furniture design, exhibition design and curating, event planning and design journalism.

Professional recognition
Graduates of this degree are eligible for membership of the Design Institute of Australia. This RMIT degree participates in a local and global conversation and network through membership of IDEA (Interior Design/Interior Architecture Educators Association), DIA (Design Institute of Australia) and IFI (International Federation of Interior Architects and Interior Designers).

Global connections
The program engages in an ongoing global dialogue through conferences, Study Abroad, student and staff exchange, travel studios and regular participation in/contribution to the International Federation of Interior Architects/Designers activities. Examples of recent connections include the Seoul Travel Studio—Project to Ride; space negotiations with Seoul subway—in 2009 in collaboration with KONKU University, Seoul; Berlin/Brighton and Melbourne Temporal Occupations specialisation (2009) connecting with Technical University Berlin and Brighton University, UK. Students may choose to study abroad in their third year.

Prerequisite
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements
All applicants are required to submit a pre-selection kit. Applicants who have completed tertiary study in architecture, interior design, industrial design or landscape architecture may be exempt from the pre-selection kit. Shortlisted applicants may be required to present their folio and attend an interview.
Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates of the following programs may be eligible to apply for exemptions of up to one year:
» Advanced Diploma of Building Design (Architectural)
» Diploma of Interior Design and Decoration

You may also be interested in...
» Communication design (page 6)
» Industrial design (page 23)
See the architecture and building brochure for more information on:
» Architectural design
» Interior design and decoration (TAFE)
» Landscape architecture (design)

Legend: FT—Full-time (number of years); PT—Part-time (number of years); RC—A range of selection criteria applied; N/A—Not available; D—Degree program; T—TAFE program
See page 41 for application details: V—VTAC; X—RMIT Direct; R—RMIT School; E—Extra requirement
FASHION DESIGN

BP194  Bachelor of Design (Fashion)
Duration:  FT4—V X
2011 ATAR:  RC
www.rmit.edu.au/programs/bp194

CITY CAMPUS

The Bachelor of Design (Fashion) is globally renowned as an incubator of creativity. RMIT fashion students are selected to showcase in national and international awards and events. At the 2011 L’Oreal Melbourne Fashion Festival, five out of the twelve students showcased from across Australia were from RMIT’s fashion design degree.

The four-year degree program focuses on engaging studio experiences that challenge students to develop innovative responses within the realm of fashion. Graduates work across the globe, many evolving into their own independent design practice or working for high-profile fashion labels. The rigour within the program means that RMIT fashion design proudly benchmarks against the best degree programs around the world and has a global approach to fashion education.

RMIT fashion focuses on innovative design, advanced creative skills, conceptual thinking, critical analysis and practical expertise to support original ideas and depth of research for proposed design opportunities. The Bachelor of Design (Fashion) community is vibrant and exciting. Students from a diverse range of backgrounds and experiences choose to study at RMIT, including international students from around the globe.

Working with industry
There are opportunities to partake in an internship that supports your own design focus during the fourth year of the degree. Internships of this nature may be with companies based in Australia or overseas and can vary in duration, depending on your individual needs and circumstances.

In previous years we have had students take internships at Marc Jacobs and Anna Sui in New York, Bless and Martin Grant in Paris and Vivienne Westwood and Paul Smith in the UK, to name a few. In Australia students have interned with a broad range of companies and labels including Country Road, Romance Was Born, Akira, Toni Maticevski, Collette Dinnigan and Nobody Jeans.

What you will study
In year one you will develop a set of fundamental skills and knowledge related to design, pattern making, garment construction, presentation, communication, CAD, textiles and fashion theory.

Over the following three years you will further develop and refine your practice of fashion design through a series of project-based design studios and other theoretical and practical courses. A diverse range of projects and electives is offered in each semester, affording you the freedom to determine the focus of your own degree.

Project-based design studios are reflective of, and informed by, the research activities of the discipline’s academic staff and issues pertinent to fashion and the fashion industry. Throughout the four years you will have opportunities to engage with the fashion design profession through lectures, design projects and industry work placements.

Career outlook
RMIT fashion graduates now span the globe and work in all aspects of the fashion industry. Recent graduates have worked with international fashion houses including Dior, Viktor and Rolf, Christopher Kane and Vivienne Westwood.

The RMIT fashion degree prepares students to be professionally qualified designers able to fulfil a broad range of career opportunities in fashion and related industries. Graduates are employed as designers, pattern designers, illustrators, trend forecasters, stylists, costume designers, fashion bloggers and fashion journalists.

Professional recognition
Graduates are eligible to become members of the Textile and Fashion Industries Association of Australia, and the Design Institute of Australia.

Global connections
Students in the program can apply to do an exchange at a university overseas. Students are currently on exchange in London, New York, Toronto, Hong Kong and Amsterdam.

Since its inception RMIT fashion design graduates have been the recipients of the major prize awarded by the Australians in New York Fashion Foundation, providing the winner with a funded 12-month internship in New York with high-profile fashion labels including Calvin Klein and Narcisco Rodriguez.

Prerequisite
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements
All applicants are required to attend a selection session consisting of a design exercise. Shortlisted applicants may be required to present their folio and attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
A pathway agreement between the Bachelor of Design (Fashion) and the new Associate Degree in Fashion Design and Technology is currently being reviewed. Please visit www.rmit.edu.au/programs/bp194 for more information about pathways.

You may also be interested in...
» Clothing production (see the apprenticeship and traineeship guide)
» Fashion design and technology (page 11)
» Fashion technology (page 12)
» Fashion and textiles merchandising (page 13)
» Fashion and textiles merchandising (associate degree) (page 14)
» Textile design (page 30)
» Textile design and development (page 31)
» Textile technology (page 32)
FASHION DESIGN

AD014 Associate Degree in Fashion Design and Technology

Duration: FT2 — V X
2011 ATAR: —
www.rmit.edu.au/programs/ad014

BRUNSWICK CAMPUS

Have you always wanted to work in the fashion industry or start your own fashion business?

Studying the associate degree will develop your creative potential to be directly involved in the fashion industry.

You will graduate with the professional skills to work in design, patternmaking, quality and production control, specifications and technical development and computer-aided design and logistics. You will also have the knowledge to start your own business.

Design and technology is the theme of your studies. You will develop your creative potential whilst working closely within the fashion industry, blending theory with practice through a series of industry driven projects.

In your first year you will be given a comprehensive introduction to the fundamental skills for woven and knit product. There is an emphasis on design, drawing and illustration, textiles, patternmaking and print. In the second semester you can choose a career specialisation (stream) in either fashion design or fashion kniwear for the remainder of your studies.

In your second year you will develop a deeper understanding of design, production and fashion business operations appropriate for your chosen stream. You will be involved in commercial situations and collaborations with external fashion companies based on real life design briefs and challenges.

Working with industry

You will undertake work placements in your second year. This is a hugely beneficial experience, with most students gaining full-time employment at graduation.

Companies range from small to large fashion design and production-related businesses including: Gwendolynne, Akira Isogawa, Pacific Brands, Scanlon & Theodore, Anna Campbell, Country Road, Forever New, Yakka, Cotton On, Lisa Ho, Nobody Jeans, Holeproof, Stussy, Romance was Born, Lolitta, The Just Group, Adidas, Yeojin Bae, Marianna Hardwick, Obus.

What you will study

In your first year you will study fashion illustrations, trade sketches and begin to understand how to design for fashion ranges in both a commercial and creative way.

You will work with specialist fashion design CAD programs such as Illustrator and Photoshop.

Your studies include patternmaking and developing product specifications for fashion garments. There is a focus on fibres and fabrics as well as understanding the use and care of garments and testing fabrics.

You can choose electives in printing or knit in the first semester and then choose to specialise in fashion kniwear or fashion design for the remainder of your studies into second year.

Second year will focus on developing your skills, working with industry on real projects using computer technology, complex patternmaking and block development skills to produce a range of designs and garments.

You will also undertake courses on researching contemporary fashion designs, developing and presenting design concepts, producing fashion illustrations, production planning processes, and development of design prototypes for either the kniwear or fashion design stream.

This program focuses on developing your skills and knowledge in sustainable practice in the international fashion industry.

Career outlook

The associate degree is designed to provide high level skills in fashion design, and expert skills in specialist patternmaking, managing design and product development.

Graduates gain employment with leading fashion organisations in Australia and overseas.

Graduates have successfully established their own fashion enterprises after several years experience within the industry.

Graduates who exit after two years full-time with an Associate Degree of Fashion Design and Technology have a range of possible career pathways and may be employed as assistant designers, patternmakers and graders, quality assurance officers, production controllers, illustrators or small business operators.

After several years experience, you can be working as a designer or product developer or hold other positions in management within international fashion businesses.

Global connections

Study tours are held in Paris with a focus on fashion design. You will tour Parisian fashion houses, galleries and attend lectures with our French partner fashion institutes.

There is also an option of studying your final semester of the program abroad at one of the international fashion institutes with partnerships with RMIT.

Prerequisite

Units 3 and 4 — a study score of at least 25 in English (ESL) or at least 20 in any other English

Extra requirements

All applicants are required to attend a selection session and present their folio. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates may apply for exemptions from the following degree:

> Bachelor of Applied Science (Fashion Technology)

A pathway agreement between the Associate Degree in Fashion Design and Technology and the Bachelor of Design (Fashion) is currently being reviewed. Please visit www.rmit.edu.au/programs/ad014 for more information about pathways.

You may also be interested in:

> Clothing production (see the apprenticeship and traineeship guide)
> Fashion (page 10)
> Fashion technology (page 12)
> Fashion and textile merchandising (page 13)
> Fashion and textile merchandising (associate degree) (page 14)
> Textile design (page 30)
> Textile design and development (page 31)
> Textile technology (page 32)
FASHION TECHNOLOGY

BP211 Bachelor of Applied Science (Fashion Technology)

Duration: FT1 — V
2011 ATAR: N/A
www.rmit.edu.au/programs/bp211

BRUNSWICK CAMPUS

Are you seeking to advance your technical skills and knowledge in fashion design? Looking to enhance your product design and management talents?

The fashion technology degree allows diploma graduates to advance their technical skills and knowledge in fashion design. This program lets you explore advanced creative design concepts for developing fashion products. You will study advanced design research, product development, block development, pattern design and garment construction.

You will gain advanced knowledge and experience in specialised areas of fashion including evening wear, lingerie, children’s wear, menswear and sportswear. Advanced pattern technology is designed to provide you with an advanced knowledge and understanding of pattern design principles, developing the ability to produce complex patterns using manual and computer aided manufacturing technology including Body Scan technology.

CAD/CAM (fashion and textiles) technology gives you advanced knowledge of product design and development within the fashion industry.

Management courses provide you with advanced knowledge and understanding of social, sustainable and international issues related to production management for onshore and offshore environments.

Career outlook
Graduates will gain employment in the fashion industry in areas of fashion design; pattern design; grading; production management; quality assurance and control; offshore production management; specification coordinating; and garment technology.

Professional recognition
The programs are recognised and supported by Manufacturing Skills Australia (MSA).

What you will study
The focus of this year is to provide you with real world experiences. You will be given industry-driven briefs that focus on fashion product development and production in Australia and overseas.

In your major projects you will gain advanced knowledge and experience in specialised areas of fashion including evening wear, lingerie, children's wear, menswear and sportswear. Advanced pattern technology is designed to provide you with an advanced knowledge and understanding of pattern design principles, developing the ability to produce complex patterns using manual and computer aided manufacturing technology including Body Scan technology.

CAD/CAM (fashion and textiles) technology gives you advanced knowledge of product design and development within the fashion industry.

Management courses provide you with advanced knowledge and understanding of social, sustainable and international issues related to production management for onshore and offshore environments.

Career outlook
Graduates will gain employment in the fashion industry in areas of fashion design; pattern design; grading; production management; quality assurance and control; offshore production management; specification coordinating; and garment technology.

Professional recognition
The programs are recognised and supported by Manufacturing Skills Australia (MSA).

Prerequisite
RMIT Diploma of Applied Fashion Design and Technology, or RMIT Associate Degree in Fashion Design and Technology, or equivalent.

This course is not available to Year 12 applicants unless this requirement has been met.

Extra requirements
Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Students can continue with their studies in the Master by research or PhD.
Graduates can also choose to study the Master of Fashion and Textiles by coursework.

You may also be interested in…
» Fashion and textile merchandising (page 13)
» Textile design (page 30)
» Textile technology (page 32)
FASHION AND TEXTILE MERCHANDISING

BP212 Bachelor of Applied Science (Fashion and Textile Merchandising)

Duration: FT1 — V
2011 ATAR: N/A
www.rmit.edu.au/programs/bp212

The fashion and textile merchandising degree is for graduates who are seeking to develop the necessary skills and capabilities to interpret and manage in fashion enterprises.

The degree builds upon graduates’ skills developed in the Associate Degree in Fashion and Textile Merchandising.

In this degree you will focus on the technical skills and theory required to merchandise and market fashion and textile-related products throughout each stage of the supply chain. You will study fashion and textile merchandising, marketing, retail, computer aided design, research, supply chain and management studies to provide you with a theoretical framework.

The application of fashion merchandising related to consumer demand for fashion, textiles and related products is studied in a local and an international context.

Working with industry
You will undertake industry research and develop industry briefs as part of your major project studies.

What you will study
Today’s marketing management emphasises strategic issues around the need to become a customer-focused organisation. The emphasis, therefore, is on developing strategies for an increasingly competitive fashion and textiles global marketing environment. The marketing course integrates previous studies in marketing in the strategic context of the organisation.

Specific topics include the changing marketing environment (external) and marketing organisation (internal) analysis, strategic tools and perspectives, product and customer market analysis, qualitative and quantitative market research, the product, price, promotion and distribution decisions at strategic level. Planning, implementation and control issues are formulated into strategic action.

Fashion retail management focuses on the overall financial expectations of a fashion retail enterprise to achieve its ‘bottom line’ predictions. The structure of the business and its performance indicators are determined to calculate profit and loss for a specified period. Fashion retailing timelines are analysed to reflect relevant computations.

Fashion and textile merchandising management focuses on the study and application of fashion-merchandising theories related to consumer demand for apparel and related products. History, social and cultural developments, types of retail environments and merchandising strategies are critically analysed. Concepts of market intelligence, merchandising styling, sourcing and buying office functions for each type of store are compared. Fashion business practices, the role of buying (in various settings) and evaluation of ‘trade’ are interpreted for the development of merchandise plans for a particular fashion retail enterprise.

Management courses will provide you with an advanced knowledge and understanding of innovation, social, sustainable and international issues related to supply chain management both onshore and offshore in today’s and future environments.

Career outlook
Graduates find employment in:
» advertising and marketing fashion
» brand management in fashion
» international trade
» merchandise analysis
» merchandising
» merchandising planning
» product development
» product management
» range coordination
» retail buying
» retail management
» sales management.

Global connections
With student exchange agreements at a number of overseas universities such as FIT (New York), LIM (New York), London College of Fashion (London), and Buffalo State University (New York) you will see the world and broaden your horizon.

Study tours are another opportunity to learn in a different environment. Past study tours have included countries such as USA and China, and cities like London, Paris, Rome, and Barcelona. You will visit universities offering fashion merchandising programs, fashion retail and merchandising offices and sights of cultural interest.

Prerequisite
RMIT Advanced Diploma of Fashion and Textiles Merchandising or Associate Degree in Fashion and Textile Merchandising, or equivalent. This course is not available to Year 12 applicants unless this requirement has been met.

Extra requirements
Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Students wanting to continue with their study are encouraged to apply for Master by research or PhD after successful completion of their bachelor program.

Graduates may also undertake the Master of Fashion and Textiles by coursework.

You may also be interested in...
» Fashion technology (page 12)
» Textile design (page 30)
» Textile technology (page 32)
Imagine travelling the world to discover the next big thing in fashion and textiles. Developing the looks and the trends to suit the market’s culture and taste.

The Associate Degree in Fashion and Textiles Merchandising is designed to give you the opportunity to explore and integrate creativity with business.

With its international focus, this program helps you pursue a career in buying, product development, retail management, planning, allocation and quality.

The program’s major highlight allows you to work in teams on industry-based projects with some of the biggest names in fashion, including Sportsgirl, Country Road, Target, Spotlight, and Bardot Fashion Australia. In these projects, you will work with fashion industry professionals and experience first hand their mentoring and guidance.

If you are creative and business minded, enjoy fashion and challenges, this program will inspire you and help you develop your potential.

Working with industry

During your second year you will participate in the Young Essential Project (YEP), working in teams to develop a product range. In 2010, students worked with Sportsgirl, Country Road and Target. Students developed lingerie, Spring Carnival fashion garments, casual and street wear, and party wear. Each year the briefs change.

The program offers work placements with over 100 Victorian-based fashion and textile businesses. Students often gain full-time employment with their work experience companies.

What you will study

Year one

In your first year you will gain knowledge of textiles, product development, marketing, supply chain, fashion mathematics, visual merchandising and computer skills. You will apply these skills to an industry based project. This opportunity will show you how each course you study is linked to the fashion world.

Year two

You will build on your studies and proceed to an advanced level in computer aided design, product development, and supply chain. You will take on new exciting courses related to fashion retail in fashion branding, fashion retail and merchandising management, merchandising planning, global fashion marketing and fashion and textile industry research.

This program develops graduate capabilities that industry looks for. These include self management skills, problem solving skills, research skills, analytical skills and self directed learning skills. You will graduate work ready or complete an additional year to gain a degree qualification.

Career outlook

Graduates work in local and international fashion, textile and clothing industries. Employment prospects include product developers, assistant buyers, sales representatives, range coordinators, store managers, service assistants, visual merchandisers, marketers, design assistants, quality assurance officers and production assistants.

RMIT graduates are currently employed by major companies such as Hugo Boss, French Connection, Calvin Klein, David Jones, Myer, Country Road, Sussan, Jockey Australia, Mitch Dowd, Kmart, Sportsgirl, Diana Ferrari, Target, Just Jeans, Jag, and Spotlight.

Graduates of this program have started their own fashion labels and boutique businesses. With strong links in the fashion, textiles and footwear industries, RMIT can assist you to achieve your career goals.

Extra requirements

Year 12 applicants are required to attend a pre-selection session. Non-Year 12 applicants are also required to attend a pre-selection session and must complete and submit a VTAC Pi form, available online at www.vtac.edu.au.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of Associate Degree in Fashion and Textile Merchandising will receive exemptions of two years from the following degree:

» Bachelor of Applied Science (Fashion and Textile Merchandising)

You may also be interested in...

» Fashion and textile merchandising (degree) (page 13)

» Visual merchandising (page 36)
FASHION AND TEXTILES MERCHANDISING

C4219 Certificate IV in Fashion and Textiles Merchandising

Duration: PT3 — VT X
2011 ATAR: RC
www.rmit.edu.au/programs/c4219

BRUNSWICK CAMPUS

Always wanted to be involved in the fashion business? Want to be a key member of a creative team that develops the market looks and trends?

The Certificate IV in Fashion and Textile Merchandising is designed to provide you with the skills and graduate capabilities to succeed in the rapidly evolving fashion industry. The global focus aims to give you a vast array of career opportunities in this exciting industry.

What you will study

The certificate IV provides you with the skills and knowledge required for a career in fashion merchandising and marketing. You will work in both the retail and wholesale fashion and textile industries.

This program focuses on practical skills and theories relating to fashion product ranging, fashion production, fashion marketing, quality assurance, visual merchandising, fashion supply chain and CAD/IT.

Classes are held in the evening. You will study in lectures, tutorials, research tasks, case studies, industry field visits, problem-solving activities, presentations and group-based learning.

Career outlook

Graduates work in diverse and exciting areas in the fashion, textile and clothing industries. Employment prospects include product developers, assistant buyers, sales representatives, range coordinators, store managers, service assistants, visual merchandisers, marketing, design assistants, quality assurance officers and production assistants.

RMIT graduates are currently employed by major organisations such as Hugo Boss, French Connection, Calvin Klein, David Jones, Myer, Country Road, Sussan, Jockey Australia, Mitch Dowd, Kmart, Sportsgirl, Diana Ferrari, Target, Just Jeans, Jag, and Spotlight.

Professional recognition

This program is recognised and supported by ALMATAB (Australian Light Manufacturing and Training Advisory Board).

Prerequisite

There are no prerequisite studies.

Extra requirements

Applicants must complete and submit a VTAC PI form. Relevant employment and experience will be considered.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Certificate IV in Fashion and Textiles Merchandising can apply for credit/RPL and may receive exemptions in some courses in the first year of the Associate Degree in Fashion and Textile Merchandising.

You may also be interested in...

» Fashion and textile merchandising (associate degree) (page 14)
» Fashion and textile merchandising (degree) (page 13)
» Visual merchandising (page 36)
‘The best thing about studying at RMIT is the many connections I have made throughout the duration of the program.

‘These connections have led to group exhibitions with fellow students, the opportunity to play the lead role in a film and curated into exhibitions by the School of Art Galleries coordinator.’

Amanda Airs
Bachelor of Arts (Fine Art)
The Bachelor of Arts (Fine Art) is a practice-based fine art program offering studies in a range of specialist areas. Studio practice is central to the program, and throughout the degree you will engage in a range of practical, conceptual and technical skills to equip you with the knowledge to work within the diverse industries and cultures associated with the fine arts. Within the degree, studio courses are complemented by studies in the history and theory of art, as well as offering you options for expanding your study across multiple areas of theory and practice.

**Working with industry**
The degree is a practice-based degree complemented by studies in the history and theory of art and culture. All areas of study are integrated into industry experience through assessment and critical feedback. In addition to this, the program provides internship opportunities with a range of partner institutions and organisations.

**What you will study**
Specific study is available across a range of specialist studio areas and options, including ceramics, drawing, experimental animation, fine art photography, gold and silversmithing, installation practice, jewellery, media arts, music technology, object design, painting, performance, printmaking, public art, sculpture, sound art, sound design, video art and art history and theory.

In **year one** of the program you will begin to develop a range of skills to assist you in investigating ideas and creative interpretations, and forming a range of skills in the production of creative works.

In **year two** you will continue to develop ideas and skills within a framework of experimentation and self-directed projects, supported by courses designed to further your skills in theory and practice.

In **year three** you will develop self-guided projects supported by critical feedback and reflection. Upon successful completion of the program you will have developed a sophisticated body of creative work.

**Career outlook**
Multi-skilled and capable of employment in a range of creative industries, graduates continue to make significant contributions to contemporary art and culture nationally and internationally.

Graduates exhibit work in world class local, national and international galleries, and hold senior positions in galleries and museums as well as national and international university academic and research positions. Graduates from this program also engage in a range of artistic and cultural activities, such as public art commissions, online and time-based art, production design, website design, photography, special effects art, video editing, project management, festival curation, cultural diplomacy, sound recording, music arrangement, motion picture directing and commercial creative practices.

**Professional recognition**
The program is recognised by national and international funding and support organisations as a degree in fine art, including Arts Victoria and The Australia Council for the Arts.

**Global connections**
Study Abroad is offered in year two of the program, as well as a study tour to New York. The program has strong connections with Europe through drawing, and many graduates are now working internationally.

**Prerequisite**
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

**Extra requirements**
All applicants are required to submit a pre-selection kit available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to present their folio and attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

**Pathway**
Graduates of the following program may be eligible to apply for exemptions:

- Diploma of Visual Art
- Foundation studies and visual art students with distinction may articulate directly into the degree.

An honours degree is available following the successful completion of the Bachelor of Arts (Fine Art). Honours is a pathway to postgraduate research. Eligibility is based on your level of academic achievement during the degree.

**You may also be interested in...**

- Animation and interactive media (page 2)
- Communication design (page 6)
- Design (page 7)
- Education (art specialisation) (see the education brochure)
- Furniture design (page 21)
- Furniture design and technology (page 22)
- Graphic design (page 8)
- Interactive digital media (page 4)
- Music industry (see the media and communication brochure)
- Photography (page 25)
- Photoimaging (page 26)
- Visual art (page 33)

See the computing and information technology brochure for more information on:

- Computer science (games, graphics, and digital media)
- Information technology (multimedia design)
I chose RMIT as I believe it has the most creative opportunities and subjects for those who want to express their art.”

Owen Holloway
Certificate IV in Custom Made Footwear
CUSTOM MADE FOOTWEAR

C4238 Certificate IV in Custom Made Footwear
Duration: FT1 — D X
2011 ATAR: —
www.rmit.edu.au/programs/c4238
BRUNSWICK CAMPUS

Imagine creating works of art that everyone wants to wear on their feet!
In the Certificate IV you are provided with training that will develop a range of skills you will use in the footwear industry and the custom-made footwear sector.
Specific emphasis is placed on developing your technical and practical skills to produce high level custom made footwear.
You will study custom made footwear development focusing on design, patterns, manufacturing and the presentation of finished design ideas.

What you will study
This one year program will enable you to produce working patterns, understand the correct use of components in footwear construction and the use of leather characteristics and synthetic materials to construct custom-made footwear.
You will develop creative and technical skills in computer-aided design, product development and technical information including specification development. Classes take place in a simulated industry environment and you are encouraged to be creative and practical in your studies.
On successful completion of this qualification you will have gained the necessary knowledge and skills to design and create custom-made footwear.

Career outlook
Graduates gain employment in the footwear industry and are currently employed in positions including designers and product developers, production/quality controllers, supply chain managers and technical officers for footwear and accessory companies. A number of graduates currently own and operate their own footwear design businesses.

Professional recognition
This program is recognised and supported by Manufacturing Skills Australia (MSA).

Prerequisite
There are no prerequisite studies.

Extra requirements
Applicants must attend a pre-selection assessment and present their folio.

You may also be interested in…
» Fashion (page 10)
» Fashion design and technology (page 11)
» Fashion technology (page 12)
» Fashion and textile merchandising (page 13)
» Textile design (page 30)
» Textile design and development (page 31)
One exciting project I worked on during the program was designing a furniture range for the Salvation Army’s crisis housing services. This involved directly working with Salvation Army representatives as well as the public to research the needs and necessities of furniture for some of Melbourne’s most disadvantaged.

‘Working in small groups, we created a complete range, including a dining table, beds, bedside tables and a sofa bed. They were then developed and manufactured by a Salvation Army branch, Creative Opportunities, who employ people with disabilities. The finished pieces were then presented at the RMIT stand at Australia’s premier furniture and furnishings trade fair, Furnitex 2010.’

Laura Drew
Associate Degree in Design (Furniture)
Furniture design student Roslyn Campbell at the Furnitex exhibition with her award winning design.

Furniture design student artwork by Chris Goff at the Furnitex exhibition.
Furniture design and technology student artwork by Adam Cornish.

Furniture design and technology student artwork by David Davenport.

Furniture design and technology student artwork ‘Triangle Cupboard’ by Russell Davidson.

FURNITURE DESIGN

C5252 Diploma of Furniture Design and Technology

C4250 Certificate IV in Furniture Design and Technology

Duration: Dip: FT2 or PT4—

2011 ATAR: RC

www.rmit.edu.au/programs/c5252

Have you always wanted to bring your ideas to life? Always dreamed of creating your own modern furniture?

In furniture design and technology you will bring your ideas and concepts to life. This program is designed to develop your knowledge and skills in furniture production, from the development and management of prototypes through to final manufacture.

During the two-year program, you will develop an understanding of how furniture is constructed and work as a designer and prototype developer.

The program culminates in an industry show to promote your designs and abilities to future individual clients and furniture manufacturers.

Working with industry

In this practical-based program you will work with prominent Australian companies to explore theories and conceptual ideas of design by making your own furniture items.

You will study in state-of-the-art studios and workshops. Your projects will involve designing, developing and constructing your own industry standard furniture items.

Teachers in this program are experienced industry practitioners integrating current industry practices with your studies. You will focus on current materials, construction, design aesthetics and environmental issues.

What you will study

Year 1—Certificate IV in Furniture Design and Technology

The first year of the diploma gives you a strong grounding in:

» the design process and ideas generation

» construction of timber furniture

» materials and finishes

» concept and technical presentations (including CAD)

» environmental issues in production of furniture.

Year 2—Diploma of Furniture Design and Technology

The major focus of your second year is workshop practice. You will use your design and creative skills to produce three major furniture items for the end of year show.

In your second year you will study CNC manufacturing and furniture design professional practice.

Career outlook

Graduates work as self-employed designers/makers, working in cooperation with other furniture designers in the design and production of custom furniture.

Professional recognition

This program is recognised by the Manufacturing Skills Council and the Design Institute of Australia.

Prerequisite

There are no prerequisite studies.

Extra requirements

All applicants are required to present their folio and attend an interview in late November to early December.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates may apply for exemptions of up to 96 credit points from the following degrees:

» Associate Degree in Design (Furniture)

» Bachelor of Design (Industrial Design)

You may also be interested in…

» Furniture design (page 21)

» Cabinet making and pre-apprenticeship (see the apprenticeship and traineeship guide)

» Industrial design (page 23)

» Product design (page 24)
INDUSTRIAL DESIGN

BP195 Bachelor of Design (Industrial Design)
Duration: FT — W X
2011 ATAR: RC
www.rmit.edu.au/programs/bp195

CITY CAMPUS

Industrial designers invent, visualise, prototype and ultimately deliver resolved design solutions to complex problems in the form of new products and services. The socio-cultural, technological, material, aesthetic and experiential dimensions of a particular need or opportunity in specific situations and contexts are teased out through a variety of design methods and processes in order to propose new and better alternatives.

For more than 60 years industrial design at RMIT has offered aspiring designers technical, theoretical and applied immersions into the diverse and dynamic fields of industrial design practice. Significant scope is given to explore both established and emerging domains of the discipline as well as to develop capabilities and professional ethics through design.

You will explore: producing commercially-oriented approaches to product, transportation and furniture design; design of sustainable product/service/systems; design of technologically and materially mediated interactions and experiences; design as a mechanism for enabling social reform and cultural enrichment; the possibilities of form, process and material in response to rapid technological advances; the increasingly blurred intersections of our digital and material worlds; and design as a way to address the needs of clients, user groups and communities.

Working with industry

Through assessment and feedback, industry practitioners will be involved in appraising and critiquing your design work.

Student engagements recently included partnerships in the following industries: automotive — Ford, Toyota and GM Holden; product and technology — Philips; research (sustainable and cultural development) — Victorian Eco Innovation Lab, SIAL; and government — City of Hume and Melbourne City Council.

Design and implementation of products and services have included not-for-profit and community organisations — Diabetes Australia and Social Studio; and cultural institutions — Museum Victoria; as well as numerous engagements with local industrial design consultancies and product-making firms.

What you will study

Industrial design has four core study streams: Design Studies and Professional Practice — explores the contemporary industrial design landscape, its histories, theories, methods and issues. Communications — provides an exposure to methods of design visualisation and communication. Technology — opens up the material, manufacturing and technological constructs of the practice, and Design Studio — the central element of the curriculum, provides a diverse suite of applied, industry linked and research integrated design project experiences.

Year 1 provides foundational exposures to the methods and nature of the designed form to the socio-cultural factors of design and designing.

Year 2 sees an increase of the technical, technological and contextual complexity by which design activity is to be considered, and provides significant avenues of choice in industrial design practice.

Year 3 significantly defines individual design capabilities and interests by providing a variety of design studio and elective topics from the program as well as from other disciplines in the University.

Year 4 provides the challenge of defining and demonstrating an area of professional engagement through a year-long, research led and industry engaged design project. This experience acts as a scaffold for entry into the profession and opens up opportunities beyond graduation.

Career outlook

Graduates work as designers for product and manufacturing companies; in the consultancy, entertainment, education, cultural and services sectors; and for research institutions. Cross-disciplinary designers work in emerging fields of design practice; others start and run their own design or product-producing businesses.

Professional recognition

Design Institute of Australia — students eligible for student membership and graduates eligible for full membership.

International Interaction Designers Association (IxDA) — students/graduates are eligible for membership.

Association of Women Industrial Designers (AWID) — students/graduates are eligible for membership.

Global connections

Industrial design students have the opportunity to do exchange at partner universities in India, China, South Korea and other centres of manufacturing; or work with industrial design students from other parts of the world.

Prerequisite

Units 3 and 4 — a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements

All applicants are to attend a design exercise/test. Short-listed applicants are invited to sit an interview and folio presentation session. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Honours is awarded to graduates of the four-year industrial design degree based on their cumulative grade point average.

RMIT graduates of the following programs may be eligible to apply for exemptions:

- Associate Degree in Design (Furniture)
- Diploma of Furniture Design and Technology
- Diploma of Product Design

You may also be interested in:

- Animation and interactive media (page 2)
- Communication design (page 6)
- Furniture design (page 21)
- Mechanical engineering (see the engineering brochure)
- Product design (page 24)
PRODUCT DESIGN

C5233 Diploma of Product Design
Duration: FT2
2011 ATAR: RC
www.rmit.edu.au/programs/c5233

CITY CAMPUS

Curious? Creative? Interested in making a difference by designing better products? Always coming up with ideas to solve problems you see around you?

The Diploma of Product Design develops your skills and knowledge to have a career as a product designer in Australia or overseas.

Starting from a project brief, you will learn traditional product development techniques while using the latest industry tools and practices to develop solutions to design problems.

You will be guided through the process of developing new consumer products (such as toys or kitchenware) resolving practical, manufacturing and environmental issues.

Design projects get you involved with local and international companies. Students have recently designed prototypes made in China and Malaysia.

You will graduate to work in small or large design companies or as an independent designer.

What you will study
This is an intensive design program that teaches you the latest skills and knowledge in designing products.

Year one
Starting from a project brief, you will learn traditional product development techniques and media. You will work with the latest industry tools and practices to formulate solutions to design problems. You will be guided through the process of developing new consumer products (such as toys or kitchenware) resolving practical, manufacturing and environmental issues.

Year two
Using the skills and knowledge from year one you will develop projects with greater complexity and range, including electrical enclosures and mechanical products. You will research and analyse ideas in design and manufacturing, developing your skills and design communication.

Career outlook
As a graduate you can specialise in many diverse areas of product development. Areas include computer-aided design, product illustration, CAD drafter, product styling, home wares, model making, furniture and lighting, toy design, eco design, special effects for film and television, or as a liaison between engineering and production. As a product designer you will work as part of a design or manufacturing team. Many designers also undertake freelance work.

Professional recognition
This program is recognised by the Design Institute of Australia.

Global connections
You will work with local and international manufacturers and industry partners on projects, working with local communities in countries in the Asia-Pacific region.

In solving locally-based design problems you will produce prototypes using modern communication technologies to work across international boundaries.

Prerequisite
There are no prerequisite studies.

Extra requirements
Applicants must complete and submit a supplementary information form available online at www.rmit.edu.au/programs/apply/forms/vtac.

All applicants are required to attend a selection session consisting of an interview, folio presentation, and design exercise in late November to early December.

Pathway
Graduates may apply for exemptions from the following degree:
- Bachelor of Design (Industrial Design)

The Certificate IV in Design has a guaranteed pathway for eligible graduates into this diploma.

You may also be interested in...
- Design (page 7)
- Furniture design (page 21)
- Furniture design and technology (page 22)
- Industrial design (page 23)
PHOTOGRAPHY (ARTS)

BP117 Bachelor of Arts (Photography)
Duration: FT—V X
2011 ATAR: RC
www.rmit.edu.au/programs/bp117

CITY CAMPUS

Established in 1887, the Bachelor of Arts (Photography) is the oldest continuous running photography program in the world and has earned an enviable reputation. The program delivers contemporary commercial skills to its students from the finest commercial photographers and respected academics in Australia.

The school is housed in ultra-modern facilities right in the heart of Melbourne. With generous studio facilities, modern lecture theatres and state-of-the-art Apple Macintosh computer labs, you will experience cutting-edge education in this vibrant and multicultural city.

Photography at RMIT produces professional image-makers of the highest calibre and emphasises the need for creative thinking and a personal exploration of the underlying meaning of photographic image making.

Through practical, theoretical and conceptual investigations you will develop a range of skills relevant to the diversifying creative and commercial photographic industries.

Working with industry

Within this degree all studio/practice-based courses simulate workplace practices, and tutorials help you to develop key workplace skills and knowledge. Industry relevance is a key distinguishing factor, whereby generic skills and theoretical understanding are combined. Industry guest speakers are included in second and third year. Professional photographers mentor final year students and graduate folios are assessed by a panel that includes two or more relevant industry practitioners. Industry also engages with RMIT students by offering exclusive high-profile competitions.

What you will study

The first year of study enables you to gain a solid grounding in core photographic techniques, materials, concepts, theories and processes. In second year you will choose from a broad range of photographic specialist courses and student electives, and in your third year you are able to work autonomously, developing your own ideas, and will be required to form industry liaisons.

There is a wide variety of study options and specialisations on offer in the program, and you are encouraged to pursue your interests throughout the degree. The range of options explored includes advertising, architecture, digital imaging, documentary, editorial, fashion, food, science, photojournalism, portraiture and product photography. An investigation into the cultures of photography is offered at all year levels, and forms the basis for developing an understanding of where your own practice will be situated within the broadening culture of local, national and international photographic interests.

Honours (additional one year)

An honours degree is available.

Career outlook

The photography degree prepares students for a range of career options in photography. Recent graduates are working in a number of photographic industries, including advertising, fashion, editorial, libraries, museums, galleries, education units, film and TV, video production, research, medical research, manufacturing industries, secondary school teaching, TAFE teaching and university lecturing. Opportunities exist as curators, artists, digital production consultants, colour management specialists, workflow consultants, professional photographers and imaging specialists.

The range of options for graduates is so broad that you will be encouraged to consider these during your final year of study to ensure you are prepared for a career in photography. Graduates are also encouraged and assisted in seeking international experience.

Global connections

The Bachelor of Arts (Photography) has connections with universities in the USA and Europe and many students spend one semester in second year studying abroad.

Prerequisite

Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements

All applicants are required to submit a pre-selection kit available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to present their folio and attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the following programs may be eligible to apply for exemptions:

» Diploma of Photoimaging (RMIT TAFE)

» Advanced Diploma of Photography (Photography Studies College (PSC))

You may also be interested in...

» Advertising (degree) (see the media and communication brochure)

» Advertising (TAFE) (see the business brochure)

» Fine art—fine art photography (page 17)

» Photoimaging (page 26)
PHOTOGRAPHY AND PHOTOIMAGING

C4244  Certificate IV in Photoimaging
C5228  Diploma of Photoimaging

Duration:  Cert IV: FT1 – X (Dip: FT1)
2011 ATAR:  RC

www.rmit.edu.au/programs/c5228

CITY CAMPUS

The photoimaging programs are designed to build core skills and knowledge in the key functional areas of image capture (studio and location), digital manipulation, output and photo theory.

Working with industry

In the Certificate IV and Diploma of Photoimaging, practical learning activities take place in studios, on location, in classrooms and in computer labs.

What you will study

Year 12 applicants typically apply for the certificate IV and complete the suite of two programs over two years full-time.

Certificate IV

The Certificate IV in Photoimaging is designed to reflect the role of individuals working as photographers’ assistants, who apply a broad range of skills including lighting, image capture, enhancements, manipulation and output.

Areas covered:
» colour theory
» design
» digital output and printing
» image capture in response to a brief
» lighting techniques
» OHS
» research practice.

Diploma

The Diploma of Photoimaging is for photoimaging practitioners who have a sound theoretical knowledge base and use a range of specialised and technical competencies to plan, carry out and evaluate photoimaging services.

This qualification is relevant to a range of industry contexts, such as commercial, domestic portrait, media, wedding, illustrative, institutional and art photography.

Areas covered:
» advanced lighting
» colour management
» innovation and presentation
» interactive media and web environments
» photo images for media, publication and technical purposes
» styling
» visual communication
» work practices.

Career outlook

Graduates are employed as photographers, technologists or paraprofessionals in areas such as advertising, commercial, industrial, wedding and portrait photography.

Many of our graduates establish and run successful independent practices.

Professional recognition

This program is recognised by various government departments and photographic businesses as an approved course of study. The program is also recognised by the Australian Institute of Professional Photography, and graduates may be granted membership.

Prerequisite

There are no prerequisite studies.

Extra requirements

All applicants are required to submit a pre-selection kit available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to present their folio and attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Certificate IV in Photoimaging may progress to the Diploma of Photoimaging.

Graduates of the diploma may apply for exemptions from the following degree:
» Bachelor of Arts (Photography)

You may also be interested in…

» Fine art—fine art photography (page 17)
» Photography (page 25)

Photoimaging student artwork by Trent Perrett.

Photoimaging student artwork by Emma Relph.

Photoimaging student artwork by Sally Plottel.

Photoimaging student artwork by Felicity Bale.
Want to advance your skills and career in printing and graphic arts? Want to make the move into a sales or a management role? This program reflects the increased industry demand for management and sales skills within the printing industry.

In this program you will gain the skills, attitude and knowledge to cultivate customer service relationships, develop networks and understand how information technology systems function in printing. Scheduling production workflows will allow you to develop and improve your best practices to meet business and industry needs.

What you will study
You will study in seminars, tutorial, workshops, and use online delivery in the workplace. In project based learning you will study information technology systems in the printing industry and the requirements of paper and printing processes to build client relationships.
You will:

» Coordinate and implement customer service strategies to establish business networks.
» Explore and facilitate continuous improvement in areas like OHS practices, and identify environmental hazards to maintain safe work environments.

Your assessment is ongoing throughout the year. This includes essays/reports, verbal class presentations, group projects, research projects, and practical assignments.

Career outlook
As a graduate you can enter management, administration or a sales role with small to large organisation working across the industry sector.

Professional recognition
This program is recognised by the printing and graphic arts industry on a national basis and is supported by the Printing Divisional Council of the EPIC Industry Training Board. AMWU and PIAA support the program.

Prerequisite
You are required to be employed and have some industrial experience or have gained skills and knowledge within the printing industry or affiliated sectors to enter this program. Skills and knowledge gained in either trade, diploma or degree qualifications will enable you to meet the entry requirements.
Want the training to pursue a career in the sophisticated electronic world of desktop publishing and graphic arts?

This program gives you the necessary skills and knowledge in all aspects of digital image design, manipulation and assembly, plus the management practices necessary for digital output to multimedia platforms and other communication media.

You must successfully complete the Certificate IV before progressing to the diploma.

What you will study
You will develop specialised technical and management skills to plan, design, produce and evaluate your own work or team work in the multimedia sector of the printing and graphic arts industry.

You will design and author multimedia information, create electronic documents, manipulate databases and information systems.

Career outlook
This program is a recognised qualification for a career in desktop publishing, graphic pre-press, multimedia development, multimedia graphic design or web site design.

Job roles could include multimedia developer, multimedia graphic designer, website designer.

Professional recognition
This program is recognised by the Printing Divisional Council of the EPIC Industry Training Board and the publishing and creative arts industries.
'I had always been interested in the textile and fashion industry but knew I didn’t want to be a fashion designer. I didn’t know what textile design was and couldn’t begin to understand how the students actually made the fabrics! It looked like a really diverse, yet hands-on course. I could experiment with a lot of drawing and mark making but also learn about fibres and construct fabrics. It seemed a little bit left of centre but also absolutely perfect.

'I was rather uncertain of my creative ability before I started my textile design degree and now I feel that I have an excellent skill set which is very unique and I can become part of a lovely community of people who are passionate about design.

'Textile Design has allowed me to meet other creative people and be hugely inspired by their work and passion. They are all great people too! Now I have a network of friends who I can talk to about textiles for hours on end, get excited about the future of archi-textiles with, and hopefully, collaborate with in the future.'

Rachel Black
Bachelor of Arts (Textile Design)
What you will study

Year one
You will learn a range of design processes, plus colour, technical and mark-making skills to develop visual concepts through to textile sampling and CATD simulations. Experience is hands-on in printing, weaving and machine knitting. You will learn repeat design, develop croquis, colour, media and illustration techniques; create resource books; and develop folio and presentation skills. You will use Photoshop (and later Illustrator) for repeat design and storyboarding.

Year two
In year two you are able to specialise in surface pattern design (print) or constructed textiles (knit and weave) and will experience designing for a broad range of projects using specialist CATD software. Industry projects are introduced to students in this year with the cultural and social aspects of textile design and a University elective to develop research and writing skills. Competitions, awards and the option for an international fashion and textile exchange are offered in this year.

Year three
In year three of the course we introduce to you textile business and careers, with an emphasis on creating the right folio for industry and small business presentations. You are given real-time projects and awards in this final year to create a folio of diverse projects that emphasise your skills and capabilities. Students also participate in the end of year degree show by exhibiting project work to our industry and community partners. Projects with The Johnston Collection, RMIT Architecture and Design, Dryen Australia and the Warwick Dreamweaver Award; work-integrated learning experience with Design:Made:Trade, including sustainable enterprise projects.

Career outlook
Textile designers form an integral part of a design and marketing team to create original designs, develop sample fabrics, identify marketing opportunities and advise on product development strategies. They have the specialist skills to make decisions about colour, structure, surface texture and pattern, weight and yarn, fabric composition and appropriate methods of manufacture.

Fabrics designed by textile designers are used in all aspects of fashion, from streetwear to sportswear, from evening wear to intimate apparel. In homewares and soft furnishings, textile designers create bedding, table linen, carpets, laminates and decals for ceramics. In the automotive, defence, sportswear and aerospace industries, textile designers are involved in technical textiles, performance testing and smart fabric applications.

Prerequisite
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements
All applicants are required to attend a selection session consisting of an interview and folio presentation. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates of the following program may be eligible to apply for exemptions:
» Diploma of Textile Design and Development

You may also be interested in...
» Fashion (page 10)
» Fashion design and technology (page 11)
» Fashion technology (page 12)
» Furniture design (page 21)
» Furniture design and technology (page 22)
» Industrial design (page 23)
» Interior design (page 9)
» Textile design and development (page 31)
» Textile technology (page 32)
TEXTILE DESIGN AND DEVELOPMENT

C5213 Diploma of Textile Design and Development
C4218 Certificate IV in Textile Design and Development

Duration:  
Dip: FT2 — X  
Cert IV: PT2 — X

2011 ATAR: RC  
www.rmit.edu.au/programs/c5213

BRUNSWICK CAMPUS

Are you fascinated by materials, surface, texture, pattern colour, art and design?  
Do you enjoy making things and working with your hands? Ever wondered how textiles are made and how they can be applied?

As a textile designer you will create designs produced on knitted, woven and printed fabrics or textile products for fashion, interiors, homewares, craft, and other commercial applications. You can also work in graphics, packaging, greetings cards, ceramics, wrapping and wallpaper.

You will work as part of a design team for small and large companies or start your own business. This is a practical, hands-on, studio based program where you will have access to state-of-the-art facilities to undertake projects briefs. You will develop your colour, drawing, design and computer skills to plan, develop and produce screen printed, machine knitted or woven fabrics for a variety of applications.

You will create experimental textile samples using a range of materials and processes including dye technologies, digital printing, laser cutting, and fabric manipulation.

Industry projects will have you involved in developing a collection and producing a range of textiles to technical and market specifications.

Working with industry

You will undertake a range of design projects for companies such as Otto and Spike, Warwick Fabrics, Silk Trader, Matt Bags, Maurice Kain. Industry representatives provide you with direct feedback.

In your third year you will undertake work experience placed with companies including Printink, Signature Prints, Ink and Spindle, Silk Trader, Timorous Beasities (UK), Kova Textiles (NY),面料之家, Trader, Timorous Beasities (UK), Kova Textiles (NY).

Industry representatives will provide you with first hand experience and feedback on your project. Industry involvement is strongly encouraged. The year culminates with the graduate exhibition, where you showcase your final folio to industry.

Career outlook

Graduates are currently employed as:
- textile designers/artists/makers/developers
- knitters, weavers, screen printers
- self-employed freelance designers
- fabric wholesalers
- clothing companies and fashion labels
- textile manufacturing companies producing woven and knitted fabrics
- production management
- design consultancies

Extra requirements

All applicants are required to attend a selection session consisting of a folio presentation. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates may apply for exemptions from the following degree:
- Bachelor of Arts (Textile Design)

You may also be interested in…

- Fashion design and technology (page 11)
- Fashion (page 10)
- Fashion technology (page 12)
- Fine art (page 17)
- Interior design (page 9)
- Textile technology (page 30)
- Textile design (page 30)

Legend: FT — Full-time (number of years); PT — Part-time (number of years); RC — A range of selection criteria applied; N/A — Not available; D — Degree program; T — TAFE program

See page 41 for application details: V — VTAC; R — RMIT Direct; S — RMIT School; X — Extra requirement
Year two
You will apply your technical skills to the product development of performance textiles including sportswear, environmental, automotive, home furnishings and medical textiles. You will build your expertise and knowledge of yarn, knitted, woven and non-woven fabrics and related processes in colour theory, dyeing, printing, product development, design and evaluation.

Year three
Courses combine technical knowledge and computer-aided design (CAD) skills with exploration in design and creativity for the production of marketable products in textiles. Your major project studies will enable you to research advanced materials.

Career outlook
Graduates gain employment in the fashion and textile industries, including product developers, textile technologists, technical managers, research and development managers and quality control managers. Current graduates are employed at Holden, Melbourne Fire Brigade, Rip Curl, Australian Defence, Albany International and many other small and large companies.

Professional recognition
The Bachelor of Applied Science (Textile Technology) degree program is professionally accredited by the Textile Institute: www.texi.org

The Textile Institute is a worldwide organisation that covers all sectors and all disciplines in textiles, clothing and footwear. Within the global textiles, clothing and footwear industries the aim of the Institute is to facilitate learning, to recognise achievement, to reward excellence and to disseminate information.

Upon the completion of the Bachelor of Applied Science (Textile Technology), you are eligible to apply for membership with the Textile Institute. The program is informed and well connected with industry through mentoring and work integrated learning projects.
VISUAL ART

C5234  Diploma of Visual Art
Duration: FT2 or PT4
2011 ATAR: RC
www.rmit.edu.au/programs/c5234
CITY CAMPUS

RMIT is the largest provider of visual arts education in Victoria, offering a broad range of studio electives spanning painting, printmaking, drawing, sculpture, digital imaging, and public art. This program prepares individuals who wish to pursue a career as visual artists or in other creative fields. This is achieved by studying practical and theoretical courses developed in conjunction with the arts industry.

The major emphasis of the Diploma of Visual Art is the production of a folio of work that reflects your personal creative inquiry, and the pursuit of excellence. The folio will display a sequential development, with emphasis on the acquisition of skills and the adaptation of those skills to the production of works with a sound personal philosophical base.

The diploma is developed around ideas of integrated course experiences, reflecting contemporary notions of the arts practitioner as multi-disciplined.

Working with industry
There is a strong connection to the art industry as staff are highly skilled, well regarded by industry, experienced, active in their own art practice and committed to teaching.

What you will study
In year one you will study the following core courses: health and safety procedures, produce drawing, art history and theory, advanced drawing, and elements and principles of design. You will also select three studio specialisations, choosing from digital imaging, painting, sculpture, printmaking and public art.

The program will provide you with the necessary skills to be competent in producing works of art, work to a brief and have an understanding of the arts industry.

In year two, additional core units will be introduced which include arts business and developing exhibition practices. You will also select two studio specialisations, choosing from digital imaging, painting, sculpture, printmaking or public art.

In year two you will develop a personal philosophy and aesthetic that demonstrates an understanding of visual arts and contemporary art practice.

You will have access to well-equipped purpose-built studios with individual studio spaces being available for full-time second year students.

Career outlook
Graduates will possess the knowledge and confidence to make appropriate decisions regarding their future as self-employed art practitioners, as paid employees in the visual art and crafts industry, or as high level support staff in art related industries.

Prerequisite
There are no prerequisite studies.

Extra requirements
All applicants are required to attend a selection session consisting of an interview and a folio presentation.

The folio should contain artwork produced after 2006 that demonstrates the use of a variety of materials and techniques.

The following is a guide only:
- freehand observational drawings (6–10)
- life drawings (6—if possible)
- notational drawings, quick sketches or drawing journals
- any paintings, photographs, sculptures or print.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates may apply for exemptions from the following degree:
- Bachelor of Arts (Fine Art)

Pathways are available for further study in areas of fine art, creative media, curatorial studies, art education, community arts, or arts therapy.
C4281 Certificate IV in Visual Art and Contemporary Craft

Duration: FT 6 months
2011 ATAR: —

www.rmit.edu.au/programs/c4281

The Certificate IV in Visual Arts and Contemporary Craft is a practical studio-based program that provides you with an understanding and broad knowledge in a range of art methods that will allow you to explore a diverse approach to art making, art theory and art self development and portfolio creation.

The program is offered midyear and is run over six months from July through to December the same year. On completion of the certificate IV you will be able to apply for some credits in the Diploma of Visual Arts.

The program is designed to focus on developing and supporting you in all facets of the visual arts and provides an avenue for a life-long learning methodology. The program supports an articulation model as the first step into RMIT’s School of Art and will offer training to a diverse range of target groups which include:

» secondary school leavers
» Year 12 students
» clients who would like to develop a portfolio to enter into higher education/TAFE
» clients who have missed a place in TAFE or higher education.

What you will study
The program allows you to develop a range of skills including drawing, digital art, sculpture, printmaking and painting. The program is designed to support folio creation and an introduction to the arts industry.

The program is designed for students who wish to create a folio, learn about the visual arts industry and develop the skills to become a visual arts practitioner. On completion you will produce a portfolio of artwork for use in application/s for further training, or to seek work in the visual arts industry.

You will be assessed through individual portfolios, oral and written tasks. The learning and assessment will take place over one semester and run from midyear through to the end of the year.

Career outlook
Graduates will possess the knowledge and confidence to make appropriate decisions regarding their future as self-employed art practitioners, as paid employees in the visual art and crafts industry, or as high level support staff in art related industries.

Graduates will have the confidence to apply for other art related courses.

Pathway
Students who complete the Certificate IV in Visual Arts and Contemporary Craft are eligible for credit transfers for four units currently offered in the C5234 Diploma of Visual Arts.

Prerequisite
There are no prerequisite studies.

Extra requirements
All applicants are required to attend a selection session consisting of an interview and a presentation of recent art practice. The presentation should include artwork produced after 2006 that demonstrates the use of a variety of materials and techniques.

The following is a guide only:

» freehand observational drawings (4–6)
» life drawings (4—if possible)
» notational drawings, quick sketches or drawing journals
» any paintings, photographs, sculptures or prints.

You may also be interested in…

» Communication design (page 6)
» Design (page 7)
» Education (art specialisation) (see the education brochure)
» Fine art (page 17)
» Graphic design (page 8)
» Visual art (page 33)
**VISUAL ART FOR ABORIGINAL AND TORRES STRAIT ISLANDERS**

**C4201 Certificate IV in Visual Art and Contemporary Craft**

**Duration:** FT1 or PT2

2011 ATAR: —

www.rmit.edu.au/programs/c4201

**BUNDOORA CAMPUS**

Developed for Indigenous learners, this certificate offers both practical and theory-based courses. These include painting, drawing, sculpture, digital imaging and printmaking. The program:

» offers you specialised training in visual arts

» acknowledges the unique, distinct and diverse nature of Indigenous culture

» encourages the maintenance of Indigenous identity and culture, which is continually evolving

» recognises the importance of Indigenous family commitments and the respect for Elders

» understands Indigenous histories, current issues and policies from a national and local community perspective

» is specifically designed for Indigenous students

» explores Indigenous art practices that align with contemporary and traditional art methodologies.

The program is suitable for school leavers and Elders wishing to return to study, and prepares individuals who wish to pursue further advanced studies in the visual arts or undertake their own practice.

**What you will study**

The Certificate IV in Visual Arts and Contemporary Craft is a practical, studio-based program which allows you to develop a range of skills including drawing, digital art, sculpture, printmaking and painting. The program is designed to support folio creation and is an introduction to the arts industry.

The program is designed for students who wish to create a folio, learn about the visual arts industry and develop the skills to become a visual arts practitioner. On completion you will produce a portfolio of artwork for use in application/s for further training, or to seek work in the visual arts industry.

The major emphasis is on the production of a folio that reflects your Indigenous culture and personal creative inquiry. You will be encouraged to explore and develop new ways of applying Indigenous art through a variety of art media.

**Career outlook**

Graduates will possess the knowledge and confidence to make appropriate decisions regarding their future as self-employed art practitioners, as paid employees in the visual arts and crafts industry, or as high-level support staff in art-related areas.

**Prerequisite**

There are no prerequisite studies.

**Extra requirements**

All applicants are required to attend a selection session consisting of an interview and a presentation of recent art practice. The presentation should include artwork produced after 2006 that demonstrates the use of a variety of materials and techniques.

The following is a guide only:

» freehand observational drawings (4–6)

» life drawings (4 — if possible)

» notational drawings, quick sketches or drawing journals

» any paintings, photographs, sculptures or prints.

**Pathway**

Graduates of the certificate IV may apply for further study within the Diploma of Visual Art (C5234) at RMIT’s City campus.

You may also be interested in:

» Communication design (page 6)

» Design (page 7)

» Education (art specialisation) (see the education brochure)

» Fine art (page 17)

» Graphic design (page 8)
Want to develop your creative display and design skills for the retail, exhibition and event industries? Travel the world working in photo-styling, events and store design?

This diploma will develop your knowledge and practical skills required to survive and see you flourish in the fast-paced world of visual merchandising. The program has a sharp commercial focus that nurtures and directs your creativity to meet the demanding and ever-changing expectations of the retail, exhibition and event industries.

The strengths of this program are the practical workshops and outstanding industry connections you will make. You will graduate from the largest, most exciting and effective visual merchandising program of its type in Australia.

Working with industry

In competency-based training the focus is on ‘learning by doing’ and the practising of skills creates a diverse learning environment.

You will acquire a broad range of hands-on skills that include 3D design and construction, retail design, exhibition and event design, technical drawing and illustration, CAD, model making, digital imaging, colour solutions and photo-styling, alongside the history and theory of visual merchandising.

What you will study

The diploma’s focus is to provide you with strong practical skills in visual merchandising, and develop a sophisticated understanding of the display and design process in retail, exhibition and event environments.

Year one includes an introduction to visual merchandising practice and all fundamental display and design skills, including studio practice, visual presentation, illustration, photography, 2D digital design, technical drawing, colour and typography.

Year two includes advanced display and design practice, photo-styling, work-integrated learning and industry projects. You will develop sophisticated display and presentation skills for retail, exhibition and events. You will also receive advanced digital training in CAD, digital imaging and multimedia.

Career outlook

As a visual merchandiser you are employed to present and maintain an organisation’s image, service and merchandise to its customers. You will work in retail stores, display production companies and promotional support studios. You can also work as a consultant or designer.

With hands-on experience in display, product presentation and design, you can move into middle management and management positions.

This program has strong industry links, allowing you to develop contacts through a mentoring program with a strong focus on learning by doing.

Graduates find employment in:

» visual merchandising
» retail design and display
» photo-styling
» store design
» exhibition
» events.

Professional recognition

A number of professional bodies represent visual merchandising practitioners.

Among the peak bodies are The National Retail Association (NRA), the Australian Retailers Association (ARA), The Exhibition and Event Association of Australasia (EEAA), and the Design Institute of Australia (DIA).

Prerequisite

There are no prerequisite studies.

Extra requirements

All applicants are required to attend a selection session consisting of an interview, drawing exercise and folio presentation.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

RMIT graduates of the following program may be eligible to apply for exemptions:

» Certificate IV in Design

You may also be interested in…

» Design (page 7)
» Fashion and textile merchandising (page 13)
» Fashion and textile merchandising (associate degree) (page 14)
Fashion and textiles’ computer-aided design facility
RMIT’s School of Fashion and Textiles’ newly refurbished computer-aided design (CAD) facility offers students the latest in CAD software in a state-of-the-art environment. Software includes Apparel 21, AutoCAD2008, Gerber, Lectra, DesignaKnit and Scotweave, in addition to generic Adobe Creative Suite and Microsoft Windows applications. The space also provides a dedicated quality print facility.

Fine art facilities
The Bachelor of Art (Fine Art) facilities offer students access to traditional and contemporary technology and equipment. Highly specialised digital equipment for photography, video and sound coexist with specialised studio spaces and advanced gold and silversmithing workshops.
All this encourages the development of sophisticated production skills and artistic strategies, and new technology is critically engaged and evaluated in the investigation of the conceptual, technical and ideological foundations of art practice.

Furniture workshop
RMIT’s School of Design TAFE furniture workshop is a dedicated teaching facility with a huge array of equipment within a simulated workshop environment. Basically, it is two workshops in one. Workshop one is equipped with the traditional basic static wood working machines from docking saws, rip saws, dimension saws and band saws, to planing machines, moulding machines, drills and sanders. Workshop two is focused on the newer breed of technology: numerical-controlled panel saws, edge-banding machine and a five-axis flat bed computer numeric-controlled machining centre suited to batch of one or nested base manufacture. The workshop is at industry standard, so when you enter the workforce, you will be ready and skilled to use all of the equipment available.

International Centre of Graphic Technology
The International Centre of Graphic Technology (ICGT) offers state-of-the-art printing facilities at the Brunswick campus. The ICGT is a fully-simulated printing environment offering the latest technologies from Canon, Fuji Xerox, Konica Minolta, Océ and Indigo. Students also have access to several Mac labs for graphic design work and graphic pre-press, using software such as the Adobe Creative Suite.
‘I loved my time on exchange, it was an amazing study and career experience.’

Georgia won a scholarship to study abroad at the Amsterdam Fashion Institute (AMFI). While studying at AMFI Georgia won a competition to design jeans with the Europe-based label WE. Her vintage jean collection sold out in just one week in the Netherlands, Belgium, Germany, France, Luxembourg and Switzerland.

Georgia Havekotte
Bachelor of Applied Science (Fashion Technology)

Global Connections

Your global passport
Get an international edge:
» semester exchanges
» group study tours
» international work placements
» research projects.

RMIT’s International Industry Experience and Research Program (RIIERP) offers students from all disciplines the opportunity to work overseas with global best practice companies.

More information:
www.rmit.edu.au/RIIERP

Your RMIT ticket to the world
Experience a life-changing adventure and enhance your career prospects at the same time!
» Study one or two semesters overseas.
» Choose from over 100 RMIT partner institutions or RMIT Vietnam.
» Choose a shorter ‘study tour’ option.
» Take up an international work placement and gain hands-on work experience.

Expert staff at RMIT Education Abroad will help you to make it all possible.
www.rmit.edu.au/globalpassport/educationabroad

International recognition
Many RMIT programs are recognised internationally. Recognition can include:
» full accreditation
» membership of overseas professional associations
» membership of Australian associations that have reciprocal membership arrangements with overseas bodies.
SCHOLARSHIPS

Scholarships at RMIT: a world of possibilities
Commencing and current students are strongly encouraged to apply for an RMIT scholarship. Each year RMIT awards millions of dollars in scholarships to thousands of RMIT students across all TAFE, university and postgraduate program areas. RMIT scholarships recognise academic achievement, leadership and community skills. RMIT also offers Equity and Aboriginal and Torres Strait Islander scholarships to assist students from a range of backgrounds to achieve their study ambitions.

Scholarships for academic achievement
If you achieve outstanding VCE (or equivalent) results, there are many opportunities to have your talents rewarded at RMIT.

Leadership scholarships
Leadership and community involvement scholarships provide assistance in the education of young people with outstanding leadership potential. These scholarships target students with a passion for study and a commitment to contributing to their community.

Equity scholarships
Equity scholarships are available to assist students from disadvantaged backgrounds.

Scholarships for Aboriginal and Torres Strait Islander students
RMIT is committed to supporting Aboriginal and Torres Strait Islander students to engage in study through financial support.

Research scholarships
RMIT has various scholarships to assist you with your academic and career goals.

Further information on these and many more scholarships is available on our website: www.rmit.edu.au/scholarships

TAKE ENROLMENT

The structure of a TAFE qualification is pre-determined by the relevant industry training package. How you progress through the qualification levels in a training package, combined with your eligibility for a government-subsidised place, will determine the tuition fees that you will pay.

For the following programs, you will be admitted into the highest qualification level and can choose to exit with a lower listed qualification upon the successful completion of the required courses (subjects). Your eligibility for a government-subsidised place will be assessed at the highest entry point and this will determine the fees you will pay:

» Furniture design and technology (page 22)
» Textile design and development (page 32).

For the following programs, you will be admitted into the lowest level in the training package and upon successful completion of each qualification level you can apply to commence the next qualification level in the training package. Each qualification level is classed as a new enrolment in a new program and your eligibility for a government-subsidised place will be assessed prior to enrolling in each program. This will determine the fees you will pay. Most students will commence at the lowest qualification level, however you may be able to commence at a higher qualification level, subject to recognition of prior learning:

» Graphic design (page 8)
» Interactive digital media/Screen and media (page 4)
» Photoimaging (page 26)
» Printing and graphic arts (multimedia) (page 28)
» Visual arts and contemporary craft (page 35).

More information about TAFE tuition fees is available in Money matters on page 40.

MORE DEGREE AND TAFE STUDY OPTIONS

The following brochures are also available:

» Apprenticeship and traineeship
» Architecture and building
» Business
» Community services and social sciences
» Computing and information technology
» Education and training
» Engineering
» Environment and planning
» Health and medical sciences
» Justice and legal
» Media and communications
» Science

Order more brochures online at www.rmit.edu.au/programs/publications.
Alternatively, speak to a customer service consultant at RMIT’s Info Corner. Tel. + 61 3 9925 2260, email study@rmit.edu.au, or drop into Info Corner at 330 Swanston Street (cnr La Trobe St), Melbourne.
TAFE programs
At TAFE you may be offered a state government-subsidised place or a full-fee place.

State government-subsidised places
You are eligible for a government-subsidised place if you are:
» an Australian citizen, an Australian Permanent Resident, a Special Category Visa holder (sub-class 444, New Zealand citizen), or an East Timorese asylum seeker
and any of the following:
» under 20 years of age on 1 January in the year you start studying
» enrolling in a Foundation Skills qualification (as categorised by Skills Victoria)
» enrolling in a qualification that is accredited at a higher level than the qualifications you already hold
» a Victorian apprentice commencing in 2011.
TAFE tuition fees are determined by the level of the qualification and in 2011 they were categorised as follows:

Skills Creation: certificate I and II
$1.51 per student contact hour
with a minimum fee $105 and a maximum fee $875 p.a.

Skills Building: certificate III and IV
$1.84 per student contact hour
with a minimum fee $188 and a maximum fee $1250 p.a.

Skills Deepening: diploma and advanced diploma
$3.79 per student contact hour
with a minimum fee $375 and a maximum $2000 p.a.

For information about the TAFE program level you will be enrolled in and how this will affect your eligibility for a government-subsidised place and the tuition fees that you will pay, please refer to www.rmit.edu.au/programs/apply/tafe/eligibility.

Full-fee places
If you do not meet the criteria listed above then you will be offered a full-fee place (FFP). FFP students are required to pay the approved tuition fee for their program. FFP fees vary according to each program. A full list of fees for TAFE programs is available online at www.rmit.edu.au/programs/fees/tafe/fullfee.

Financial assistance
Financial assistance may be available to eligible students through the VET FEE-HELP scheme, which is a government loans scheme to assist students to pay their tuition fees. For information visit www.deewr.gov.au/vetfeehelp.

TAFE fee concession
If you are a Victorian Government-funded student with a Health Care Card or receive government benefits through Centrelink you may be entitled to a concession on your tuition fees, which in most cases is equivalent to the minimum fee for the qualification level. For information visit www.rmit.edu.au/programs/fees/tafe/concession.

Associate degree and degree programs
If you are applying for an associate degree or degree program you may be offered a Commonwealth-supported place (CSP).

Commonwealth Supported Places (CSP)
A CSP is jointly funded by you and the Commonwealth Government. Some Commonwealth supported students may be eligible for HECS HELP. The amount to be paid is defined by Student Contribution ‘bands’. In 2011, the following student contributions for a standard, annual, full-time load applied:

<table>
<thead>
<tr>
<th>Student contribution band</th>
<th>Maximum student contribution for a place in 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band—national priorities: mathematics, statistics, science</td>
<td>$4355</td>
</tr>
<tr>
<td>Band 1: humanities, behavioural science (including clinical psychology), social studies, foreign languages, visual and performing arts, education, nursing</td>
<td>$5442</td>
</tr>
<tr>
<td>Band 2: computing, built environment, health (allied health and other health), engineering, surveying, agriculture</td>
<td>$7756</td>
</tr>
<tr>
<td>Band 3: law, dentistry, medicine, veterinary science, accounting, administration, economics, commerce</td>
<td>$9080</td>
</tr>
</tbody>
</table>

More information
For information on Commonwealth supported places and HECS HELP please visit the Australian Government Department of Education, Employment and Workplace Relations website at www.goingtouni.gov.au.

Australian students may be eligible to apply for income tax deductions relating to the education expenses that are linked to their employment. Students should check with an accredited taxation accountant/consultant as to their eligibility for possible deductions. The Australian Taxation Office website may also be useful www.ato.gov.au.

Material fees (TAFE and degree)
Material fees are charged by RMIT for goods and services associated with your study such as field trips or lecture notes, reading material or course readers and laboratory or workshop equipment that is consumed by you or may become your own property after you have completed the course. These fees are not compulsory and you can choose to purchase these items independently.

Please note: fees indicated relate to 2011 and should be used as a guide only. RMIT reserves the right to adjust fees for full-fee places on an annual basis.
HOW TO APPLY

Before applying for a program at RMIT, check the mode of application and the extra requirements in this brochure, the VTAC Guide or at www.rmit.edu.au/programs.

<table>
<thead>
<tr>
<th>How to apply by program type</th>
<th>Semester 1 intake</th>
<th>Semester 2 intake (if offered)</th>
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</thead>
<tbody>
<tr>
<td>Degrees and associate degrees (not including honours)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate IV, diploma, advanced diploma (full-time)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate IV, diploma, advanced diploma (part-time)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate III and lower*</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
</tr>
<tr>
<td>Apprenticeships and traineeships</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
</tr>
</tbody>
</table>

* Some certificate III and lower programs are administered by direct application. Please visit www.rmit.edu.au/programs for more information.

VTAC application

To apply for the following RMIT programs for Semester 1 2012, you need to apply through the Victorian Tertiary Admissions Centre (VTAC):
» degree programs—full-time and part-time
» certificate and diploma programs—full-time and part-time.
For more detailed information about the VTAC application process, entrance requirements and application dates go to www.vtac.edu.au.

Direct application

To apply for one of the following programs submit a direct application at www.rmit.edu.au/programs/apply:

- TAFE — VCE and VCAL
  - full-time and part-time TAFE programs not offered through VTAC
- Degree — new degrees not offered through VTAC
  - distance education degree program
- Midyear — all midyear applications

RMIT school-based application

A number of TAFE certificate I, II, III and a limited number of certificate IV programs accept applications directly to the relevant RMIT school.
Information on where to obtain and lodge an application can be found on the program information web page at www.rmit.edu.au/programs, by contacting Info Corner, or by contacting the relevant RMIT school at www.rmit.edu.au/schools.

Midyear entry

To apply for midyear entry at RMIT you will need to apply online at www.rmit.edu.au/programs/midyear.
Not all RMIT programs will accept applications for midyear entry. A list of programs accepting midyear applications is published in May at www.rmit.edu.au/programs/midyear.

Entrance requirements

RMIT has general requirements of entry which applicants are required to meet in order to demonstrate their capacity to successfully complete an RMIT program. The general requirements of entry for undergraduate programs can be found at www.rmit.edu.au/policies/students/selection.

Extra requirements

Many programs at RMIT have extra requirements as part of their selection process such as:
» an interview
» a test
» a folio
» completion of additional supplementary forms.
It is very important that you carefully read any extra requirements listed under programs in the current VTAC Guide or in RMIT program brochures. Failure to comply with these requirements by the date specified will jeopardise entry into a program.

Application dates

Key application dates are as follows:
1 May — Midyear intake applications open
31 May — Closing date for direct applications—midyear (timely)
1 August — VTAC applications open
14 August — Direct applications for degree and diploma programs open (Semester 1 2012 intake)
30 September — Closing date for VTAC applications (timely)
11 October — Closing date for VTAC SEAS and Direct ACESS applications
31 October — Closing date for direct applications—selected TAFE programs
10 November — Closing date for direct applications—postgraduate and honours (timely)
11 November — Closing date for VTAC applications (late)
1 December — Closing date for direct applications—selected degree and TAFE programs
9 December — Closing date for VTAC applications (very late)

International/non-resident of Australia

Applicants who are not Australian or New Zealand citizens, permanent residents of Australia or holders of a Permanent Humanitarian or Temporary Protection Visa should apply through RMIT International Services (unless currently studying Year 12 in Victoria—VCE or the International Baccalaureate).
For more information visit www.rmit.edu.au/programs/international.

More information

For more information about RMIT programs and application procedures go to www.rmit.edu.au/programs/apply or contact Info Corner at 330 Swanston Street, Melbourne, tel. +61 3 9925 2260 or email study@rmit.edu.au.