BILLY BLUE THE MAN

Billy Blue, the man, first came to public notice before the London courts in the late 1700s and arrived in Sydney as a convict in 1801. He was given a seven-year sentence for stealing a small amount of sugar and was thought to have been half American Indian, half black African. Later, Billy Blue became good friends with the Governor of New South Wales, Lachlan Macquarie (not easy for a black ex con, then or now), and began a rowing boat ferry service that connected the south side of Sydney Harbour with the north. Although he was caught smuggling barrels of rum tied to the bottom of his boat, he was eventually given a grant of 80 acres. This area is now known as Blues Point and is located on the northern side of Sydney Harbour.

William 'Billy' Blue’s legacy of thriving against adversity with creativity and perseverance is the embodiment of our founder’s inspiration.
Welcome to Billy Blue College of Design - where a common thread connects us

A thread of lasting personal and professional fraternity born out of a common pursuit of excellence. A place where future networks are fused, where a devoted group of educators and designers inspire and ignite our passions. A thread of trust and partnership between our college and the design industry.
Billy Blue College of Design has grown into a truly inspirational space for design education.

We stand committed to our key values of providing relevant and practical design education through maintaining consistent engagement with the community, the design and communication industry and the academic community.

At Billy Blue we don’t work in a theoretical vacuum. Our courses, whether Vocational courses or Higher Education Bachelor Degrees, are born out of our original mission of ‘design education for designers by designers.’ At Billy Blue we proudly produce ‘thinkers who can do.’

As a leading design college in Sydney, it comes down to two things. One: providing a vibrant learning environment where students can experiment and investigate their expressive and personal potential as visual communicators, and two: supporting students as they experience and come to grips with the rigour and pace of professional design.

In short - have fun surrounded by like-minded people in a generous, collaborative space. Learn about yourself as a designer and grow in confidence to be ready to enter a great job with a top design firm or agency out there in the working world. These key objectives are the thread that pulls us all together.

The landscape for designers today is increasingly complex. Billy Blue designers are focused on finding opportunities to apply the design and problem solving process wherever possible. Design today has to be responsive to the myriad issues that face contemporary urban life. It’s no longer feasible to consider design as a purely aesthetic or decorative exercise. Design thinking is at the heart of what some theorists call ‘the dawning of the creative age.’

We are always looking for unique individuals to nurture and mentor. Working in design is much more than just making pictures. It’s a demanding and exhilarating life-choice where we work with clients and project objectives to create potent and memorable design outcomes. It’s much more than art. It’s about creating the opportunity to design no matter the discipline. We are always moving towards the industry as it exists, responding to the social and commercial reality of the time.

We look forward to welcoming you into our unique environment and our established fraternity of collaborators and partners.

Billy Blue is proud to claim an iconic and affectionate place in the hearts and minds of the design community.

Andrew Barnum, Head of College
Billy Blue College of Design
Here everyone's so in tune with each other, everyone knows what they're talking about. It's good to discuss different topics with passionate and like minded people.

- Taylor Wallace
  Australia
  Current student
  Bachelor of Applied Design (Communication)
Why choose Billy Blue?

Reputation
Legacy
Heritage
Skills
Environment
Collaboration
Campus
SRC
Work prospects
Industry internships
Exposure
**Reputation**
Billy Blue College of Design is renowned for achieving an extremely high employability rate in the fields of graphic design, advertising, digital media design and publishing.

**Legacy**
When you study at Billy Blue, you become part of the Billy Blue legacy. Industry professionals originally founded the college, and today it’s a creative hub where current practicing professionals come to teach and meet with students and staff.

**Heritage**
Billy Blue College of Design has a twenty-two year history as one of Australia’s leading Design Colleges. We’re proud to have produced some of Australia’s most creative and successful design graduates.

**Skills**
Our motto is to make “thinkers that do” so we equip you with the right skills to become a winning designer. And we’re always moving towards the industry as it works, in commercial reality.

**Environment designed just for you**
Don’t expect to relax when you walk through our doors – there’s always something happening. From the moment you step inside the college, you experience a strong creative culture.

**Collaboration with colleagues**
Our Project Studio is a unique, interactive space where you work on ‘live’ projects with external clients in your second and third year. This unique environment allows you the freedom to create, experiment and explore – and make your imagination a reality.

We offer a wide range of professional design services from corporate identity and collateral design, through to environmental graphics, illustration, websites and multimedia applications. You work in teams and are managed and mentored by lecturers within a commercial capacity.

**Work prospects**
We’re proud to have provided trusted and award winning graduates for design firms and agencies around the globe. Throughout your studies, you will mix with industry professionals, so you’ll leave the college with valuable industry experience and contacts.

With instruction from industry practitioners and academics, and an on-going commitment to work experience, completion of our courses position you as a highly qualified and sought after graduate.

**Campus life at Billy Blue**
The exterior walls of Billy Blue show how much we love design. This could be the only College in the world to win an award at the New York Type Directors Club for signage design (created by Billy Blue Creative).

We’ve also won awards for the graphics on our classroom doors, some of which were designed by our own students. The popular interior graffiti wall is a work-in-progress, as it is a public space for unstructured creative expression.

**Student representative council**
At Billy Blue, we understand that you need to have a student voice and a life outside of college. The student representative council is responsible for helping students speak up and maintain a balanced lifestyle. This includes organising events such as barbecues, social drinks and various sporting events.

Having fun is an intrinsic part of the Billy Blue experience.

**Industry**
One of the best ways to judge a college is by the quality of its teachers. We only employ industry professionals because we believe the best people to teach are those who are actually working in the industry now. Our current Head of College was also sought directly from the industry to bring a dedicated professional perspective to everything we do.

We provide you with real experience in the industry – the most valuable experience of all. Our external industry connections, through our Project Studio and lecturers, also help you to get noticed where it counts.

**Internships and work experience**
We have bona fide optional internship, work experience and scholarship agreements with Landor, Hulsbosch Communications, Frost* Design, Futurebrand, Pearshop, Powerhouse Museum, Leo Burnett Digital and The Hub Agency, to name a few.

We provide you with every opportunity to carry out work experience, and graduate with a professional portfolio with your own personal business card and letterhead. We also have a graduation exhibition that is well subscribed to by top professionals in the design and advertising industries.

Infact, students have been known to get a call from a prospective employer within weeks of the graduate exhibition.

**Exposure**
As a Billy Blue student, you have the opportunity to study abroad and complete part of your design course at Berghs School of Communication in Stockholm, Sweden. This college has an internationally renowned reputation as a leading college of communication and design.

For over sixty years Berghs has been consistently developing a program of study that mixes the strategic, creative and production aspects of communication into a cohesive unity.

If you’re studying a Communication Design or Digital Media Design course, the Berghs study abroad program is available in your second year. The international perspective that this experience provides is invaluable to you becoming a highly sought after designer in leading studios around the world.

The study abroad program at Berghs is only available to Australian students.
Where ambition meets practical application

Follow the thread: talent, ambition, skills, thinking, practice. Understand the design process, grow in confidence and maturity, engage with industry through Project Studio, internships and work experience opportunities. This is the Billy Blue experience.
Where will I study?

The campus is a fantastic, fun and interactive place to study. Located in the heart of North Sydney’s central business district, the campus is spread out over three floors of the Northpoint building, allowing you to mix with students from Billy Blue and our partner colleges.

Our campus is located in North Sydney, a lively and sophisticated business district just a few minutes from central Sydney across the famous Harbour Bridge.

If you feel like a break, head to the student chill-out area. Or if it’s information you need, our campus Resource Centre includes updated volumes, free catalogues and electronic database access to leading online journals. It’s packed full of books, magazines, publications, CDs and DVDs.

Additionally, our Resource Centre includes the latest Apple iMac computers and students can access our wireless network on campus. Printing and copying is available to students. Campus facilities are open from 8am to 9pm Monday to Thursday, 8am to 6pm Friday, and 10am to 4pm Saturdays during the semester.
Classes on the North Sydney campus run from 8am to 10pm Monday to Saturday depending on your timetable.

The Think: Auditorium is one of North Sydney’s largest lecture theatres, designed to seat 200 people with breakout and foyer areas. Guest lectures by industry experts are held in the auditorium regularly throughout the year.

Hungry? William Blue Dining is a 70 seat student-run restaurant right on campus. There’s also an extensive food court below the college, plus numerous cafes and restaurants just outside.

North Sydney train station is only a short walk from our campus and with a vast array of eateries and shops nearby. Everything you need is right at hand.

If you’re new to Sydney, you can expect a warm welcome. Sydney is a safe and friendly city with pristine beaches, gorgeous harbour side parks and possibly the most varied cuisine in the world.

Sydney has emerged as a key global design centre with a dynamic creative community. It has established its position as Australia’s leading city for commercial design. This provides Billy Blue students with access to great internship, project and employment opportunities in some of Australia’s most dynamic creative agencies.
DANIEL SAMMUT
Australia
Current Student
Bachelor of Applied Design (Communication)

“After looking at all the design colleges in Sydney, I felt that Billy Blue College of Design had the most to offer. It also had a reputation for generating the best design students. I’ve always had a love for drawing and visual arts and studied it right throughout high school. It was this, together with my love for magazines that led me to pursue a career in graphic design.

The highlight of the course so far has been the opportunity to work on live projects, like the Billy Blue College of Design Guide 2010 | 11. In the future, I’d like to use what I’ve learnt at Billy Blue to run my own boutique design studio.”
SUSANNA WEXELL
Sweden
Current Student
Bachelor of Applied Design (Communication)

“I decided to study with Billy Blue because of its good reputation and close connection to the design industry. I love the fact that it’s a small college with lots of close contact between lecturers and students. I’d always felt the need to express my creativity and design gives me the chance to do something I really enjoy.

The highlight of studying at Billy Blue has been creating an advertising campaign for the college. It was a great experience. The marketing department gave me the freedom to develop a concept, design, and organise the photography and printing. I also worked with Daniel Sammut on the Billy Blue College of Design Guide 2010, which was a lot of fun. It has been very rewarding to work on real-life projects and see my work come to life in print and on billboards.

I’m looking forward to graduating and getting out in the industry. For now, I want to experiment with different areas of graphic design, have fun and enjoy the Australian summer.”

LEILA KHI EV
Australia
Current Student
Bachelor of Applied Design (Digital Media)

“I chose Billy Blue because we don’t just work with typical lecturers, we actually work with people in the industry. They give us constructive criticism and quality feedback on our work. The design industry gives me the opportunity to create beautiful things that have a purpose or meaning. I find joy in having a job where I can create different solutions every time. Through my journey at Billy Blue I have found my passion is with design and animation. I really want to work in a role where I can create animation and motion graphics.”
Elise Santangelo

United States of America
Current Student
Bachelor of Applied Design (Communication)

“One thing I have really taken away from Billy Blue is the lack of hand-holding. I’ve learnt to be self-directed and self-motivated, which means I’ve become more confident in my abilities.”

Elise Santangelo is a star in the making. With a healthy obsession for creating things ever since high school, she’s long been interested in graphic design. “What interests me is the way things are always changing. There’s always the possibility to create something unique. The ability to transform an idea into a physical form is really exciting.”

Presently in her third year of study at Billy Blue, Elise already has some work experience up her sleeve. “I was lucky enough to do some art directing for ‘between’, the Billy Blue magazine, which was a huge learning experience. It was a great feeling to be part of a collaborative project and extremely gratifying to see our work produced commercially, from start to finish.”

Elise is in the process of gearing up for the end-of-year exhibition where she has collaborated with a team of fellow students. “It has been really challenging but taught me the value of fighting for a good idea, and believing in a strong concept. At the beginning, everyone has a different idea in their mind - actually seeing it how you imagined it is a whole different thing entirely.”

Reflecting on her time spent at Billy Blue Elise comments “I’ve had the chance to meet some very interesting people – we work well together and they’ve become very good friends. One thing I have really taken away from Billy Blue is the lack of hand-holding. I’ve learnt to be self-directed and self-motivated, which means I’ve become more confident in my abilities.”

When it came to choosing a design college, Billy Blue stood out in her mind. “Out of all the design colleges I looked at in Sydney, I’d heard the most about Billy Blue. The small size makes it feel more personal, and lecturers really do get more involved with you, which is great support.”

Elise has exciting plans for the future. “To work overseas in design, see as much as possible, and keep learning. Also I’d love to be part of a design collective.”

In terms of advice to future students she suggests “take any opportunity you can to learn, no matter what it’s about. Do projects outside of college. Explore. Have an opinion. And know what you’re talking about... subconsciously this all feeds into your work.”
At Billy Blue College of Design we encourage you to work with actual clients on design briefs. Project Studio’s mission is to source and coordinate a steady flow of opportunities throughout the college and is inclusive of all disciplines in design. The design opportunities managed by Project Studio are specifically selected to support your study and provide additional educational experience – not to mention the opportunity to create additional portfolio pieces.

Project Studio
Project Studio takes on design briefs from paying clients. You will be selected to work on these briefs as if you were the designer in a real work environment. This also means you will experience the pressure and demand that a designer experiences working in the industry - deadlines, presentations and client meetings.

Strategic community projects
Project Studio also seeks out clients who wish to produce innovative design solutions above and beyond standard design practices. That’s because we want you to be a future leader as a strategic and innovative design thinker. These special projects require you to participate in briefs that really challenge the traditional notion of design.

Timetabled class groups
Project Studio also runs timetabled group sessions for open briefs in 2nd and 3rd year. These timetabled classes are optional, but give you the chance to engage in the design process without the demands of a structured brief and client scenario. These briefs may include competitions, design initiatives run by external organisations such as DIA, AGDA or AGIDeas, briefs for not-for-profits/charitable organisations, or internal projects such as Billy Blue promotional material. If you partake in these sessions you will need to commit to completing the brief, despite the outcome of the project, and are also encouraged to work on briefs in a collaborative scenario.
The design opportunities managed by Project Studio are specifically selected to support your study and provide additional educational experience.

Your Graduate Exhibition
As a Billy Blue Student you can apply for a role in the Graduate Exhibition Design Team who produce, run and manage graduate exhibitions. Graduate Exhibitions provide you, as a Billy Blue graduate, the opportunity to showcase your work directly to members of the design industry who are looking to recruit talented Junior Designers.

Currently Billy Blue holds their Graduate Exhibitions twice yearly, coinciding with each graduating group. The design team manages all aspects of the event including the production of event invitations, the graduate website, and year books, as well as the exhibition display from spatial design right down to the display of your portfolio.

Project Studio is very keen to make contact with individuals and groups who can be inspired by the design resources available at Billy Blue.
GETTING STARTED

Come meet us

A day in the life of a designer.
Find out what really goes on at our college.

**Industry days**
Billy Blue teams up with industry on campus to run industry seminars where you can gain valuable insight and practical design skills from some of the most respected designers around. Learn first-hand what a typical working day for a designer consists of, hear of their design projects, and find out what industry really looks for in a designer.

**Day in the life workshops**
A great initiative at Billy Blue is our ‘day in the life’ workshops. This is where you can find out what goes on at our college, and see what communication, digital media, branded environment, commercial interior, residential interior and brand fashion designers really do. You spend a day working on a design brief, producing artwork – both by hand and digitally – and then take it to the production stage. To experience a day in the life of a designer, give us a call or send us an email at info@billyblue.edu.au.

**Open days**
We hold open days every year. It’s a chance for you to see what happens on campus, meet our staff, find out about our courses, hear from current students and graduates, learn about FEE-HELP for Australian students – and get a real understanding of what lies ahead! To reserve a place, call us on 1300 851 245 or email info@billyblue.edu.au.

**‘How to apply’ design symposium**
Every year, you’ll have the opportunity to attend a design symposium on campus. This is an opportunity for industry, academics and students to hear design leaders provide perspectives on the current engagement between the design industry and design education.

**Exhibition**
Students are encouraged to attend our Graduate Exhibition which is held twice a year. You will be inspired by the professionalism of your graduating peers.

**Tours**
Doing a private tour of the college is a great way to get a taste for student life at Billy Blue College of Design. You can explore our studios, the infamous graffiti wall, our open study spaces and computer and drawing rooms. See students in action – both at study and at play. To book a tour, email info@billyblue.edu.au or contact your Course and Careers Advisor.
Once you’ve got a feel for Billy Blue College of Design, via an open day, tour or day-in-the life-workshop – we get to the next step - applying for a program.

How do I apply?
To apply, you need to complete the application form and send it to us along with academic transcripts and any additional documentation (e.g. your high school results, résumé, references and design portfolio). Once we receive your application, we’ll contact you to arrange an interview time.

How can I get an application form?
Call one of our Course and Careers Advisors on 1300 851 245 (Australia), +61 2 8588 4704 (overseas) or visit www.billyblue.edu.au to download a PDF version. Otherwise, you can visit our administration office at our North Sydney Campus, Level 4, 213 Miller Street, North Sydney and we can help you through the application process.

Interview
The interview is an opportunity for you to tell us more about yourself through your portfolio.

Portfolio
Once you’ve decided which course is for you, you will need to submit your application. Along with your high school results and other relevant transcripts, you need to submit a design portfolio. This should include 6–10 pieces of your original creative work. It can include drawings, illustrations, artwork, digital work, websites, animations, 3D (real or virtual), photography, printmaking, writing, or any other expressions of personal creativity. It is an advantage to have studied art or design in high school, as a portfolio can be generated from your school work.

Portfolios can be submitted in most formats (email/CD/post) or in person if you come in for your interview. If you live outside of Sydney you may be able to arrange a phone interview. For more information about this process, please contact a Course and Careers Advisor, or proceed to our website for application forms and guidelines.
it's just the feeling of the place.

it's really hands on and practical.

It's a creative environment.

- Belle Blau
  Australia
  Current student
  Bachelor of Applied Design
  (Communication)
LECTURERS

Academic leaders

Our educators all have appropriate academic qualifications backed up by many years of industry experience. In addition to their teaching schedules, they work as leading designers in the industry. As a result, at Billy Blue, you learn what’s really important to succeed in the design world.

STEPHEN ANDREWS
Deputy Head of College

Bachelor of Education (Art) – Alexander Mackie CAE. Masters of Education – Sydney University. Stephen commenced his career in education as a secondary teacher of Visual Arts, supporting many students in embarking on successful careers in a diverse range of creative fields. During the time he held numerous leadership positions, such as Creative Arts Coordinator, Administration Coordinator, and Senior HSC Marker. In recent years, Stephen worked as an Education Officer with the Catholic Education Office Parramatta, looking after areas such as school accreditation, review and development, as well as Regional Vocational Education Coordinator. He has been part of the Billy Blue team since 2007.

NEIL BARNETT
Program Director, Communication Design

Neil has over 14 years teaching experience and course leadership gained at a range of Higher Education institutions in the UK and Australia. He was a Course Director at London College of Communication for three years prior to his appointment at Billy Blue, instigating and implementing new pedagogic approaches including the introduction of student centered teaching and learning strategies, practical workshops, group learning and peer assessment into studio based projects. He also set up a mentoring scheme for final year students through a CLIP CETL fellowship research grant. His industrial experience includes work with multi-national design and branding consultancies in the UK, Spain and Australia. He gained an MA in Graphic Design from Central Saint Martins, London, has a teaching degree from Cambridge University and is a member of AGDA.

MIEKE LEPPENS
Program Director, Brand Fashion

Dr Mieke Leppens has 25 years experience in the international design arena, having worked mainly in the fields of fashion design, fashion marketing and design education. Her professional design career spans across all levels of the industry from ‘haute couture’ in Paris to ‘design original’ in Belgium, fast fashion and brand fashion labels in Australia. Mieke has extensive design teaching expertise right across the board - in private colleges, universities, design studios, with theory and research subjects, and in writing and implementing new design programs. She was awarded a PhD at the University of Technology, Sydney. Since then, Mieke has actively participated in the furthering of the Australian fashion design industry by writing, winning and implementing Federal Government Grants allocated to Australian fashion companies for creative improvements of their businesses culture. Mieke has been the external consultant in the development of the Bachelor of Applied Design (Brand Fashion) course at Billy Blue College of Design.
MICHAEL O’BRIEN  
Program Director,  
Branded Environment Design,  
Commercial Interior Design,  
Residential Interior Design

Graduate Diploma in interior Design (RMIT) Bachelor of Applied Science-Bld Environment (QUT). Michael has over 18 years experience in interior design practice and education. He has worked both locally and internationally for companies such as DCM, Hassell, HOK/Lob and Foster and Partners. Over this time, he has completed numerous residential and commercial projects in retail, corporate, exhibition, sport and hospitality environments. Michael has also lectured at a number of universities across Australia including Queensland University of Technology (QUT), Royal Melbourne Institute of Technology (RMIT), University of New South Wales (UNSW), and University of Technology (UTS).

DEBRA HUNTER  
Program Director,  
Printing and Graphic Arts

Debra has a background in both the visual arts and graphic design, having trained at the National Art School and at Enmore Design Centre where she received a Diploma of Graphic Design. She has worked for many years as a digital artist designing and developing characters, symbols, interfaces and layouts for web-based software applications. She also ran her own business, Good Character Design for several years. Debra has been teaching digital illustration, graphics and computer skills for more than 8 years within TAFE and more recently at Billy Blue College of Design. She is currently completing a Master of Cross Disciplinary Design with the College of Fine Arts at the University of NSW.

DAVID MACKAY  
Brand Communications & Environments

Diploma in Graphic Design, Duncan of Jordanstone College of Art, UK Fellow of the Chartered Society of Designers. A founding partner of Crabtree Hall, an award-winning design consultancy with offices in London, Paris and Beijing, David Mackay has over 20 years experience in all aspects of branded communications and the consumer environment. He has advised multi-national clients including LVMH, Unilever, Tesco, Japan Tobacco, Hennes & Mauritz, Agip, Groupe Casino, Marks & Spencer, Eurotunnel, Dairy Farm Group and British Airports.

ANNETTE LODGE  
Illustration

Diploma in Graphic Design - Perth Technical College. Bachelor in Fine Art (Major in Painting) - Curtin University. Post Graduate Studio Program - Banff Centre of Fine Arts, Alberta, Canada. Annette is a highly awarded painter and illustrator. She exhibits regularly in Sydney and her work is represented in public and private collections both nationally and overseas including WA University, Mirvac Corporation, Sydney Park Royal, The Shell Collection USA, Royal Palms Casino, Vanuatu, Twin Waters Resort, and Banff Centre of Fine Arts Canada. She has written and illustrated several children’s books including Bird, ABC Books which won a Notable Book award in 2006 and Natemba which was shortlisted for the Wilderness Society environmental award in 2008. She is currently represented in Sydney by The Drawing Book as a freelance illustrator, SOHO Galleries and ABC Books, Australian Broadcasting Commission, Australia.
CONNECTED TO INDUSTRY

As a student at Billy Blue College of Design, you get real-world experience. Our courses are nationally recognised and developed in close consultation with industry professionals. You will graduate with a qualification that is industry-endorsed and gives you strong links to the career of your choice.

The design industry thinks very highly of our college and graduates. Read what they have to say about us.

**Frost* DESIGN**

Carlo Giannasca
Design Director & Partner

“In my experience, Billy Blue produces students who have that rare combination of creativity and professional competence. This is refreshing for an employer who is looking for people who are capable and can hit the ground running.”

**ESKIMO**

Genevieve McKelvey & Clare Stephens
Art Directors

“We are really impressed with the high standard of professionalism, enthusiasm and passion from our mentees and their fellow students as seen at the end-of-year exhibition. It’s great to see a wide range of work in their folios from typography and packaging through to advertising. The briefs set are realistic guides of what they might be given when working in a studio and are sure to give them a good insight into what will be expected of them once they enter the workforce.”
“Over the last five years Landor has built a strong relationship with Billy Blue with the deliberate intention of reducing the gap between industry and education. As part of our Shine design internship program, now in its sixth year, we offer places to the brightest and most dynamic students that we believe are ready to play a part in our business. Without fail the interns we’ve taken on from Billy Blue have shown an incredible degree of enterprise, energy, enthusiasm and creativity. They have quickly become invaluable members of the design team, working on major projects for both domestic and international clients. We plan to give this on-going relationship our full commitment.”

MTV NETWORKS AUSTRALIA
Kate Davitt
Creative Services Manager

“When interviewing for positions in the Creative Department at MTV, I have found Billy Blue graduates to be a cut above the rest. With a broad and useful skill set, clear and thorough portfolios and a high level of creative flair, graduates are exceptionally well prepared to enter the industry.”
Where the adventure begins

Threading the needle and digging deep. Where does your secret design passion live: communication design, brand fashion, commercial interior, residential interior, digital media design, branded environment design or graphic pre-press?
Study options

If you’re planning to study at Billy Blue, you’ll need to decide between our range of industry driven courses.

If you’re planning to study at Billy Blue, you’ll need to decide between our range of industry driven courses in communication design, digital media design, branded environment design, commercial interior design, residential interior design or brand fashion design.

**Communication design**
Communication design used to be called graphic design. Today, graphic design is just one element in an evolving range of visual communication disciplines including advertising, publishing and typography. Designers are often required to work across a range of disciplines and media in this industry, including the digital environment. This stream aims to produce imaginative designers who work creatively in areas where information is primarily conveyed by visual means.

**Digital media design**
Digital media design is focused on time-based visual communication e.g. anything that moves or is specifically developed for an on-screen environment. Areas of study include internet design, interactive design (e.g. touch screens), CD ROMs, DVDs, digital interfaces, digital animation, video games, 3D design, film, TV and emerging technologies. There is an increasing demand for skilled designers who specialise in this exciting area.

**Branded environment design**
Branded environment is all about the application of ‘brand language’ to three dimensional spaces e.g. logos, colour, sound, imagery, textures, messages etc. The branded environment is where we take elements of a company’s brand to create vibrant and exciting expressions of the brand in a variety of spaces. Branded environment designers work in fields such as retail, exhibitions, museums, events, interactive spaces, branding opportunities, outdoor signage and 3D design.
Commercial interior design
This pathway prepares you to take on the world as a creative interior designer. Commercial interior designers work on cafes, bars, hotels, restaurants, exhibitions, and workspaces to name a few. They may also design interiors for game designs, virtual worlds and animations. Find out about branding, lighting and sustainability, brand management, design culture, digital worlds, materiality and more.

Residential interior design
Residential interior teaches you how to shape and influence the spaces in which people live. You learn to create, design and organise innovative and responsible solutions using various communication and media methods, and discover the digital world, communication systems, design theory and environment design. This stream equips you for work as a residential interior designer in an architectural or interior design practice anywhere in the world.

Brand fashion design
Brand fashion embraces the design and development of products for a brand’s clothing label. This field teaches you how to manage the production of clothing designs to meet project budgets and timelines, and investigates brand trends, 2D and 3D imaging, project management, garment construction, and the history, culture and theory of design. Best of all, it primes you for a bright career as a branded fashion designer, buyer, merchandiser or product developer.

Printing and graphic arts
The pre-press/digital production pathway prepares you for work in graphic design, a finished art studio, print pre-press studio, magazine or newspaper publishing. Become skilled at assembling text/images, preparing files, and transforming text/images for production. Successfully complete the Certificate III in Printing and Graphic Arts (Graphics Pre-press) or Diploma of Printing and Graphic Arts (Digital Production) and you may be eligible for the Bachelor of Applied Design programs – a great option if you’re wanting to change your focus to design rather than the printing and graphic technology industry.

Accelerated study options
The Billy Blue Bachelor of Applied Design is available with an accelerated study option. If you maintain a cumulative grade point average of 65% across all subjects, you will be invited to enrol in an additional study period within the academic year. This means that with a consistent level of high achievement, you will be able to complete a 3 year Bachelor Degree in just 2 years.

Gain a second degree in as little as one year of additional study
Graduates of a Billy Blue Bachelor of Applied Design course may be eligible to enrol in a second degree in another design discipline. For example, if you complete the Bachelor of Applied Design (Communication), you may be eligible to enrol in Bachelor of Applied Design (Digital Media). This second degree can be completed in as little as one year full-time study, with part-time study also being an option. With a second degree you will have a unique level of expertise across design disciplines, giving you a significant edge.

Flexible and online study options*
Our new educational technology platform will deliver best practice in communication and the creation of learning communities. Students will have access to valuable online support resources and extensive collections of research and learning materials. In addition, some courses may be offered online in 2010. Please visit www.billyblue.edu.au for more information about upcoming flexible and online learning study options.

Flexible and online learning courses, including mixed mode learning will not be available to overseas students studying in Australia.

This option is available for Australian and overseas students.
Study pathways

**BACHELOR OF APPLIED DESIGN**

**Communication design**
- Year 1: Semester 1
- Year 1: Semester 2
- Year 2*: Semester 3

**Digital media design**
- Year 1: Semester 1
- Year 1: Semester 2
- Year 2*: Semester 3

**Branded environment design**
- Year 1: Semester 1
- Year 1: Semester 2
- Year 2*: Semester 3

**Commercial interior design**
- Year 1: Semester 1
- Year 1: Semester 2
- Year 2: Semester 3

**Residential interior design**
- Year 1: Semester 1
- Year 1: Semester 2
- Year 2: Semester 3

**Brand fashion design**
- Year 1: Semester 1
- Year 1: Semester 2
- Year 2: Semester 3

**PRINTING AND GRAPHIC ARTS**

**Graphic Pre-press**
- Year 1: Semester 1
- Year 1: Semester 2
- Year 1: Semester 3

**LEGEND**
- Study pathways: this line displays your course pathways
- Common semester: this semester is also studied in other streams
- Unique semester: this semester is individual to this stream

Exit qualification
- Diploma of Applied Design
Bachelor of Applied Design (Communication)
Bachelor of Applied Design (Digital Media)
Bachelor of Applied Design (Branded Environment)
Bachelor of Applied Design (Commercial Interior)
Bachelor of Applied Design (Residential Interior)
Bachelor of Applied Design (Branded Fashion)

Exit qualifications
• Associate Degree of Applied Design (Communication)
• Associate Degree of Applied Design (Digital Media)
• Associate Degree of Applied Design (Branded Environment)
• Associate Degree of Applied Design (Commercial Interior)
• Associate Degree of Applied Design (Residential Interior)
• Associate Degree of Applied Design (Branded Fashion)

Diploma of Printing and Graphic Arts (Digital Production)

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

Semester entry point

One additional unit of study is required if you change streams at the completion of semester 2

If you leave Billy Blue prior to the completion of your course you may still be eligible for a qualification
Communication design
Bachelor of Applied Design

Course Specifications
Bachelor of Applied Design (Communication)
Duration: 3 years full-time, 6 semesters
Intakes: March, July, November
FEE-HELP available for Australian students
CRICOS Course Code: 064423C

Entry Requirements
Minimum of 18 years of age prior to course commencement with completion
of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or
Mature age (aged 21 or over) entry with relevant work experiences
and
Submission of a design portfolio (6–10 pieces of original creative work) and
Personal or phone interview (where possible) and
IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language

CREATING THE FUTURE OF VISUAL COMMUNICATION

Communication design – or graphic design, as it used to be known – is fundamentally concerned with the relationship between words, images and the power that they have to create culture, shape our values and determine the future.

The Bachelor of Applied Design (Communication) introduces you to a comprehensive range of communication design disciplines: typography, branding, publication design, advertising, image making, packaging, web design, information design and advertising. You engage with the design process – moving from basic design exercises to a range of fully comprehensive projects – where initial concepts are taken through to printed outcomes or functioning screen-based environments.

This course not only equips you with practical communication design expertise – it provides you the opportunity to work on varying projects which provide invaluable teamwork skills essential for success in the design industry.

The program’s strong practical focus is enhanced by continued industry involvement through Billy Blue’s optional Internship Programs and Mentoring Schemes, and you will have the chance to undertake live industry briefs through Project Studio.

Create an exciting future
This well-respected qualification equips you with the skills to become employed in fields such as: graphic design, art direction, photography, illustration, advertising, print media, magazine design and publishing, print media, copywriting, typography, finished art, packaging design, book design, information architecture and interactive graphic design.

The life of a communication design student
Within the first semester you will study subjects that are common across all streams of the Bachelor course, in which you work on a series of practically-based projects. This invaluable experience equips you with a range of practical tools and theoretical frameworks to engage with the design process.

By the final two semesters, you’ll be very familiar with design research methodologies and practical applications. With the help of your technical skills, theoretical constructs and constant exposure to our staff of practicing designers, you’ll have the confidence to solve complex design problems and create unique visual solutions.
Introduces you to a comprehensive range of communication design disciplines, including typography, branding, publication design, advertising, image making, packaging, web design, information design and advertising.

**WHAT SUBJECTS WILL YOU STUDY?**

**First year - Level 100**

Semester 1
- AD101 Design Culture and Theory
- AD102 Ideas Generation in Visual Communication
- AD103 Systems of Communication
- AD104 Introduction to Design Practice

Semester 2
- AD105 Frameworks of Design
- AD106 Typography and Context
- BC101 Symbols and Distribution
- AD107 Studio Practice

**Second year - Level 200**

Semester 3
- AD201 Introduction to Design Research
- CD201 Design Research and Ideas Generation
- CD202 Interface, Representation and Sequence
- CD203 Design Usability and the Community

Semester 4
- CD204 Advanced Design Research
- CD205 Advanced Media Integration
- BC201 Interactive Spaces
- BC202 Advanced Design Strategy and Application

**Third year - Level 300**

Semester 5
- AD301 Culture of Change and Innovation
- AD302 Design Studio Management
- AD305 Independent Design Practice 1
- AD307 Design in Practice 1

Semester 6
- AD303 Design and Business
- CD302 Design in Practice 2 for CD
- AD304 Positioning the Design Practice
- AD306 Independent Design Practice 2

**COMMONLY ASKED QUESTIONS**

Why is graphic design called communication design?
The reason for the name change is that graphic design is now seen as just one element in a broad and evolving field of visual communication disciplines. The nature of the visual communication industry is such that designers are often required to work across a range of disciplines and media including the digital environment. The communication design stream aims to produce imaginative designers who work creatively in areas where information and ideas are primarily conveyed by visual means.

Why study communication design at Billy Blue?
The Bachelor of Applied Design (Communication) is a comprehensive design qualification that builds on our highly successful associate degree and the needs of the creative industries. It is taught by, and was developed by, leaders in the visual communication design world from Brand and Design Consultants, to Graphic Designers and Creative Directors. That means you gain the skills and knowledge that employers are really after. What’s more, Billy Blue graduates are renowned for their work-readiness and overriding success in the design world.
Digital media design
Bachelor of Applied Design

A CHANGING DIGITAL WORLD

The digital world is evolving by the minute. In fact it is currently one of the world’s fastest-growing industries.

If you’re fascinated by time-based visual communication e.g. anything that moves, this is the course for you. Digital media design is about communicating in a digital environment by designing with images, typography, sound, 3D, motion and interactivity for expression, communication, social interaction, and education. Digital media design refers to both the process (designing) by which the communication is created and the products (designs) which are generated.

Working in the digital world
Armed with the Bachelor of Applied Design (Digital Media), you’ll be privy to a variety of high-tech positions in video game design, animation, web design, film and TV, scripting for the web, 3D design, illustration, interactive design, studio or production management.

COMMONLY ASKED QUESTIONS

What is digital media?
Digital media is time-based visual communication, or in other words, anything that moves or is specifically developed for an on-screen environment. The digital world stretches far and wide, from internet design, CD ROMs, DVDs, and digital animation to video games, 3D, film and TV and anything interactive (e.g. touch screens).

What can I do with this qualification?
With an increasing demand for skilled designers in this area, you could find yourself working on video game designs, animation, web design, film and TV (broadcast design), 3D design, previz art, storyboard design and a whole lot more.

Discover the digital universe
This course has a clear objective - to optimise your ability to research, plan, organise, conduct and complete creative, sustainable and cost effective strategies for the Australian and international markets. Throughout the course you discover the diversity of the digital world, from internet design, touch screens, CD ROMs and DVDs, to digital interfaces, digital animation, video games, 3D, film, TV and emerging technologies.
Search the diverse areas of the digital world, from internet design, touch screens, CD ROMs and DVDs, to digital interfaces, digital animation, video games, 3D, film, TV and emerging technologies.

Why study digital media design at Billy Blue?
The Billy Blue Bachelor of Design (Digital Media) is an industry-driven course that sees you interacting with digital media professionals throughout the duration of the course to make invaluable contacts before even entering the workplace.

Billy Blue is a leader in the field of digital media design, and we’re known for setting unprecedented high industry standards. With skilled lecturers that are actually working in this high growth industry, you’ll be in big demand as a graduate in the digital media world.

WHAT SUBJECTS WILL YOU STUDY?

First year - Level 100
Semester 1
AD101 Design Culture and Theory
AD102 Ideas Generation in Visual Communication
AD103 Systems of Communication
AD104 Introduction to Design Practice
Semester 2
AD105 Frameworks of Design
AD106 Typography and Context
DM101 Internet Design Technologies
AD107 Studio Practice

Second year - Level 200
Semester 3
AD201 Introduction to Design Research
BD201 3D Design 1: Theory Planning and Concept Development
DM201 Digital Video Composition and Storytelling
DM202 Advanced Internet Design Studio
Semester 4
DM203 Social Design Studio
DM204 3D Design 2: Applied 3D in Game Design and Animation
DM205 Title and Credit Design
DM206 Business and Culture of Game Design

Third year - Level 300
Semester 5
AD301 Culture of Change and Innovation
AD302 Design Studio Management
AD305 Independent Design Practice 1
AD307 Design in Practice 1
Semester 6
AD303 Design and Business
DM301 Design in Practice 2 for DM - Group Interactive Design Project
AD304 Positioning the Design Practice
AD306 Independent Design Practice 2
OUR COURSES

Branded environment design
Bachelor of Applied Design

Course Specifications
Bachelor of Applied Design (Branded Environment)
Duration: 3 years full-time, 6 semesters
Intakes: March, July, November
FEE-HELP available for Australian students
CRICOS Course Code: 064424B

Entry Requirements
Minimum of 18 years of age prior to course commencement with completion
of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or
Mature age (aged 21 or over) entry with relevant work experiences
and
Submission of a design portfolio (6–10 pieces of original creative work) and
Personal or phone interview (where possible) and
IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language

THE BRANDED ENVIRONMENT FOCUS

Branded environment design is all about the application of ‘brand language’ (logo, colours, sound, imagery, textures, messages) to three dimensional spaces.

Branded environment design is where we take elements of a company’s brand to create experiences which engage the senses and stir the emotions of a brand in a three dimensional space. You will explore idea generation, articulate creative solutions using a range of media and communication techniques, understand how to manage and uphold the integrity of a brand in 2D and 3D formats, design unique environments in response to brand challenges and understand the effects that a space has on the people that visit it and how, in turn, they can influence the environment they’re in.

COMMONLY-ASKED QUESTIONS

What is the difference between branded environment and interior design?
Branded environment is not interior design. Branded Environment Designers are concerned with how a brand’s values are translated to the ‘skin’ of 3D environments. That means they bring their skills in branding and communication design to three dimensional applications.

By contrast, an Interior Designer is not only concerned with this ‘skin’ but with a vast array of other skills needed to make an interior environment design a reality e.g. lighting, production, materials and function, human ergonomics and facilities design to name a few.

Your branded environment career
You could work in communications, interior design or architectural practices and specialise in the translation of brand language to environments. These environments include interactive spaces, game and virtual design, product launches and exhibitions, museums, retail spaces and way finding systems. (e.g. airports and shopping centres).
Create experiences which engage the senses and stir the emotions of a brand in a three dimensional space.

**What does a branded environment designer do?**

They are communications designers with a specialised awareness of how to communicate brand language in an immersive way within a three dimensional context. This means that they need to have a strong awareness of interior design and branding elements in order to drive the creative translation of a brand into an environmental context. They work across a range of practices in the field of brand management including communication, interior design, exhibitions, events and even in architectural companies.

**Why study branded environment at Billy Blue?**

Unlike any other qualification in Australia, this one-of-a-kind course was designed in direct response to industry demand. Why not take the chance to join this emerging, vibrant field of design, and build indispensable professional contacts while you’re at it? With over 20 years of experience Billy Blue College of Design is synonymous with quality, professionalism and experience, and if you’re serious about design, it’s the place to learn from highly-experienced design experts who are working in industry.
Commercial interior design
Bachelor of Applied Design

The Bachelor of Applied Design (Commercial Interior) at Billy Blue College of Design provides you with the opportunity to specialise in your area of passion – commercial interior design.

The world of commercial interiors
Commercial interior design is about designing and developing unique and immersive interiors for commercial environments, from hotels, bars, restaurants and workspaces to the interiors of animation/film and game design.

Commercial interior focus
This course provides you with the necessary skills to create state-of-the-art commercial interiors – in both the physical and digital world. Digital technology is a strong focus of this course – how it represents spatial environments, and communicates information relevant to designing, costing, evaluating, and constructing commercial interiors.

You study the fundamental areas of commercial interiors – branding, lighting, sustainability and materiality – and grasp the practicalities of designing inspiring commercial environments. You will discover how commercial interior design strategies are assessed and explore how commercial interiors can engage an audience.

You will make commercial environments a reality through documentation, contract management, professional design practice and cross-disciplinary interaction. You will also have the opportunity to apply theory to practice by creating a range of commercial interior design solutions for real clients.

Design a commercial interior career
As a Commercial Interior Designer, you may work in architectural or interior design practices designing everything from cafes, hotels, restaurants to exhibitions and corporate environments. You could also work in industry designing the interiors of games, virtual worlds and animations.

Entry Requirements
Minimum of 18 years of age prior to course commencement with completion of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or
Mature age (aged 21 or over) entry with relevant work experiences
and
Submission of a design portfolio (6–10 pieces of original creative work) and
Personal or phone interview (where possible) and
IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language.
You explore the fundamental areas of commercial interiors – branding, lighting, sustainability and materiality – and grasp the practicalities of designing inspiring commercial environments.

**COMMONLY ASKED QUESTIONS**

*How does commercial interior differ from other interior design degrees?*

Commercial interior design is still an interior design degree – however it allows you to specialise in ‘your’ area of interest. Instead of studying residential, commercial, public and institutional interiors, you focus on the issues and skills relevant to commercial interior design over 3 years.

*What does a Commercial Interior Designer do?*

They design and create a range of interior environments relevant to the commercial endeavour e.g. retail and exhibition spaces, cafés, restaurants, nightclubs, hotel design, and corporate/work environments. Interior design is becoming a more important part of commerce played out in digital environments, so you could also be involved in the design of digital commercial environments.

*Why study commercial interior at Billy Blue?*

Commercial interior is a thriving industry, and this is a unique opportunity to learn from a highly-passionate and educated team of designers that live, breathe and work in commercial interiors. Rather than studying residential, commercial, public and institutional interiors all together, we focus on allowing you to specialise and concentrate on the design issues and skills that are really relevant to your commercial interiors career.

**WHAT SUBJECTS WILL YOU STUDY?**

**First year - Level 100**

**Semester 1**

AD101 Design Culture and Theory  
AD102 Ideas Generation in Visual Communication  
CI101 Systems of Communication 1  
AD104 Introduction to Design Practice

**Semester 2**

AD105 Frameworks of Design  
CI102 History of Commercial Interiors  
CI103 Systems of Communication 2  
CI104 Digital Worlds

**Second year - Level 200**

**Semester 3**

AD201 Introduction to Design Research  
CI201 Scheduling Interiors 1: Commercial  
BE201 Environment Planning and Visualisation  
BE202 Environment Design 1: Branding

**Semester 4**

BC201 Interactive Spaces  
BE203 Brand Management  
CI202 Systems and Documentation 1 - Retail / Exhibition  
BE204 Environment Design 2: Retail

**Third year - Level 300**

**Semester 5**

CI301 Environment Design 3: Hospitality / Corporate  
AD301 Culture of Change and Innovation  
CI302 Scheduling Interiors 2: Commercial  
AD305 Independent Design Practice 1

**Semester 6**

CI303 Systems and Documentation 2 - Hospitality / Corporate  
AD306 Independent Design Practice 2  
CI304 Systems and Documentation 3 - Nominated  
AD304 Positioning the Design Practice
OUR COURSES

Residential interior design
Bachelor of Applied Design

Course Specifications
Bachelor of Applied Design (Residential Interior)
Duration: 3 years full-time, 6 semesters
Intakes: March, July, November
FEE-HELP available for Australian students
CRICOS Course Code: 069570G

Entry Requirements
Minimum of 18 years of age prior to course commencement with completion of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or
Mature age (aged 21 or over) entry with qualifications equivalent to a Senior Secondary Certificate and
Submission of a design portfolio (6–10 pieces of original creative work) and
Personal or phone interview (where possible) and
IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language

CREATE A RESIDENTIAL INTERIOR DESIGN CAREER

Residential interior focus
In just three years, the Bachelor of Applied Design (Residential Interior) shows you how to create, design and organise innovative and responsible solutions for residential environments, using all kinds of media and communication techniques. It will help you develop into a mature and aware design professional capable of influencing and shaping the residential experience at a local or international level.

Within the interior design industry there’s a growing demand for designers who can respond creatively and responsibly to the realities of contemporary residential living. And now, thanks to the Bachelor of Applied Design (Residential Interior) – you can become one of them.

At Billy Blue, you’ll learn how to evaluate residential design challenges, discover how digital technology is influencing the residential interior design landscape, and understand how a creative residential interior can immerse its inhabitants.

Important principles and skills are picked up along the way, and put into practice through design, documentation, the building approval process, budgeting, specification writing and project management. Theory is brought to life through hands-on practical experience in an exciting studio environment amongst other like-minded passionate individuals.

Your residential interior career
With the Bachelor of Applied Design (Residential Interior), you could be designing a wide range of residential environments - from single and multi-level houses to the interiors of large scale or high-rise residential apartment complexes. You may find work in any leading architectural or interior design practice, either here in Australia or around the world. You could also start your own interior design business.
Design a wide range of residential interiors; from single and multi-level houses to large scale or high-rise residential apartments.

COMMONLY ASKED QUESTIONS

What does residential interior mean?
A residential interior is a spatial environment where humans live. It’s a sheltered framework where people eat, sleep, cleanse, play, work, relax and entertain. A residential environment could include detached houses, semi-detached houses, townhouses or multi-level dwellings e.g. flats and apartment complexes. Residential environments are everywhere - central and inner city locations, suburban environments and countryside. The experience of residential living within a digital context is an emerging area of design and this course allows you to explore these areas.

Why study residential interiors at Billy Blue?
The Bachelor of Applied Design (Residential Interior) is the first of its kind in Australia, in that it’s entirely focused on residential design. The program was developed by people with extensive interior design experience. With a strong emphasis on a “real-world context”, you receive a lot of hands-on experience experimenting in studio environments, supported by knowledgeable and experienced lecturers.

WHAT FIRST SUBJECTS WILL YOU STUDY?

First year - Level 100

Semester 1
AD101 Design Culture and Theory
AD107 Ideas Generation in Visual Communication
CI101 Systems of Communication 1
AD104 Introduction to Design Practice

Semester 2
AD201 Frameworks of Design
RI201 Environment Design 1: Residential
RI202 Communication Systems 2: Residential
RI203 Digital Interiors: Residential

Second year - Level 200

Semester 3
AD201 Theories of Space and Place 1
RI202 Scheduling Interiors 1: Residential
RI203 Systems and Documentation 1: Residential
BE201 Environment Planning and Visualisation

Semester 4
RI202 Theories of Space and Place 2
RI205 Scheduling Interiors 2: Residential
RI206 Systems and Documentation 2: Residential
RI202 Environment Design 2: Residential

Third year - Level 300

Semester 5
RI301 Residential Design Technologies
RI302 Environment Design 3: Residential
RI303 Systems and Documentation 3: Residential
AD300 Independent Design Practice 1

Semester 6
AD301 Culture of Change and Innovation
AD304 Positioning the Design Practice
RI304 Systems and Documentation 4: Residential
AD306 Independent Design Practice 2
OUR COURSES

Brand fashion design
Bachelor of Applied Design

Course Specifications
Bachelor of Applied Design (Branded Fashion)
Duration: 3 years full-time, 6 semesters
Intakes: March, July, November
FEE-HELP available for Australian students
CRICOS Course Code: 069278M

Entry Requirements
Minimum of 18 years of age prior to course commencement with completion of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or
Mature age (aged 21 or over) entry with relevant work experiences and
Submission of a design portfolio (6–10 pieces of original creative work) and
Personal or phone interview (where possible) and
IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language

MAKE YOUR MARK ON THE FASHION WORLD

The fashion industry is looking for a new breed of designer. They need individuals that can create fresh, inspiring, imaginative designs – then develop and produce them for commercial success. The Bachelor of Applied Design (Branded Fashion) will challenge both your creative and business mind – and groom you for a world-class career as a Brand Fashion Designer.

Brand yourself a career
The Bachelor of Applied Design (Branded Fashion) focuses on the design, production and marketing of garments. You learn how to create and market a range of design solutions, and use the latest software to communicate your product design ideas.

Discover how to produce clothing designs according to project budgets and timelines, and find out how to manage the integrity and positioning of a brand. Investigate the theory behind design and marketing, evaluate communication and brand fashion strategies, and scrutinise current, present and future fashion trends. You’ll enhance your forecasting, project-management and drawing skills, and discover the difference between fashion and clothing, and brand label and designer label.

Explore your creative potential in studio practice by experimenting with various tools and ideas to come up with inventive solutions. And to prepare you for the real-world, you meet plenty of people from industry and collaborate with like-minded design mates on case studies, real-world briefs and much more.

Billy Blue’s newest qualification equips you with the skills to become a brand fashion designer, buyer, merchandiser or product developer. Having this qualification under your belt also means that you could launch your own range of garments. Picture yourself working for any number of leading fashion brands from Country Road and Louis Vuitton to General Pants or Witchery.
Branding adds value to clothing which is primarily surface related. The brand fashion designer’s role is to find the most creative, strategic, sustainable and cost-effective solution.

**COMMONLY ASKED QUESTIONS**

**What's the difference between brand fashion and fashion design?**
Branding adds value to clothing which is primarily surface related. Brand fashion covers a wide variety of clothing types, across a range of needs and consumers. The Brand Fashion Designer’s role is to find the most creative, strategic, sustainable and cost-effective solution. They take a generic form (shorts, jeans, t-shirt, skirt), rework it, and customise it, so that it fits with a brand and its image. They work to a price-point determined by their market, and deal with pattern makers and garment constructors to make their product.

**Why study brand fashion at Billy Blue?**
The Bachelor of Applied Design (Branded Fashion) is a one-of-a-kind design qualification, launched in direct response to the needs of the creative industries. It is taught by, and was developed by, leaders in the design world from brand and design consultants, to fashion designers and creative directors. That means you gain the skills and knowledge that employers are really after. What’s more, Billy Blue graduates are renowned for their work-readiness and success in the design world.
Graphic pre-press
Certificate III in Printing and Graphic Arts

There are continual technological advances in the printing industry which means fantastic career opportunities in the graphic pre-press industry continue to emerge.

You’ll be lucky enough to undertake a work placement as part of this course. 250 hours of work experience helps you to establish industry connections and put your theory to the test. Work experience takes place in a variety of locations and environments. The industry connections made during these work placements will prove invaluable as you move into full-time work.

Big employment prospects
There are continual technological advances in the printing industry which means fantastic career opportunities in the graphic pre-press industry continue to emerge.

AN EMERGING INDUSTRY
With continual technological advances in the printing industry, fantastic career opportunities in the graphic pre-press industry lie ahead. If you’re passionate about all things print – take the plunge now.

This exciting course is ideal if you want to work in a small to medium printing or design studio in this growing industry.

As a pre-press professional you’ll be in charge of preparing digital documents for output to print. This course teaches you how to assemble text and graphics, and prepare files for final print production using a variety of hardware and software. As a graduate of this course, you’ll be equipped with the skills to work in digital production environments such as print pre-press studios, or magazine and newspaper publishing.

WHAT SUBJECTS WILL YOU STUDY?
The course covers 20 units of competence (15 core and 5 electives) as follows:

Core
ICP30216 Inspect Quality Against Required Standards
ICPSU260B Maintain a Safe Work Environment
ICPPP211B Develop a Basic Design Concept
ICPPP221B Select and Apply Type
ICPPP224B Produce Pages using a Page Layout Application
ICPPP225B Produce Graphics using a Graphics Application
ICPPP252B Output Images
ICPPP321B Produce a Typographic Image
ICPPP322B Digitise Images for Reproduction
ICPPP324B Create Pages using a Page Layout Application
ICPPP334B Prepare an Imposition Format for Printing Processes
ICPPP386B Undertake Digital Proofing
ICP51628B Communicate in the Workplace
ICP51613B Apply Knowledge of the Graphic Pre-press Sector
ICPMA4102B Access and use the Internet
Work Placement (250 hours)

Electives
ICPPP227B Produce Online PDF Files
ICPPP328B Generate High-end PDF Files
CUVCOR08B Produce Drawings to Represent and Communicate the Concept
ICPSU345B Purchase Materials and Schedule Deliveries
WRR098B Manage Sales and Service Delivery

COMMONLY ASKED QUESTIONS
What does a graphic pre-press professional do?
A graphic pre-press professional is responsible for many things - managing design for production, and setting/composing type/graphics into layouts and finished pages ready for printing or production of other visual media. They use the latest computer programs to digitise, manipulate and output images, and produce high-quality digital colour proofs. They’re experts in scanning and adjusting colour and contrast of images, and help input, transfer and alter electronic information for a variety of devices including scanners and multimedia systems.

Entry Requirements
Minimum of 18 years of age prior to course commencement with satisfactory completion of year 11, year 12 or equivalent or Mature age (aged 21 or over) entry with relevant work experiences and IELTS 5.5 (academic) or above if English is not your first language.

AN EMERGING INDUSTRY
With continual technological advances in the printing industry, fantastic career opportunities in the graphic pre-press industry lie ahead. If you’re passionate about all things print – take the plunge now.

This exciting course is ideal if you want to work in a small to medium printing or design studio in this growing industry.

As a pre-press professional you’ll be in charge of preparing digital documents for output to print. This course teaches you how to assemble text and graphics, and prepare files for final print production using a variety of hardware and software. As a graduate of this course, you’ll be equipped with the skills to work in digital production environments such as print pre-press studios, or magazine and newspaper publishing.

WHAT SUBJECTS WILL YOU STUDY?
The course covers 20 units of competence (15 core and 5 electives) as follows:

Core
ICP30216 Inspect Quality Against Required Standards
ICPSU260B Maintain a Safe Work Environment
ICPPP211B Develop a Basic Design Concept
ICPPP221B Select and Apply Type
ICPPP224B Produce Pages using a Page Layout Application
ICPPP225B Produce Graphics using a Graphics Application
ICPPP252B Output Images
ICPPP321B Produce a Typographic Image
ICPPP322B Digitise Images for Reproduction
ICPPP324B Create Pages using a Page Layout Application
ICPPP334B Prepare an Imposition Format for Printing Processes
ICPPP386B Undertake Digital Proofing
ICP51628B Communicate in the Workplace
ICP51613B Apply Knowledge of the Graphic Pre-press Sector
ICPMA4102B Access and use the Internet
Work Placement (250 hours)

Electives
ICPPP227B Produce Online PDF Files
ICPPP328B Generate High-end PDF Files
CUVCOR08B Produce Drawings to Represent and Communicate the Concept
ICPSU345B Purchase Materials and Schedule Deliveries
WRR098B Manage Sales and Service Delivery

COMMONLY ASKED QUESTIONS
What does a graphic pre-press professional do?
A graphic pre-press professional is responsible for many things - managing design for production, and setting/composing type/graphics into layouts and finished pages ready for printing or production of other visual media. They use the latest computer programs to digitise, manipulate and output images, and produce high-quality digital colour proofs. They’re experts in scanning and adjusting colour and contrast of images, and help input, transfer and alter electronic information for a variety of devices including scanners and multimedia systems.

Entry Requirements
Minimum of 18 years of age prior to course commencement with satisfactory completion of year 11, year 12 or equivalent or Mature age (aged 21 or over) entry with relevant work experiences and IELTS 5.5 (academic) or above if English is not your first language.
There’s never a dull moment working as a digital production professional. They spend their day transforming text and images for final production...

Possibly the best part of this course is the work placement component where you spend 450 hours in different locations and environments. This is broken up throughout the academic year and provides you with vital links and relevant practical experience that really pays off once you move into full-time work.

Abundant job prospects
As a graduate, you can look forward to advancing your skills in the preparation of files and digital workflow, and the transformation of text and images for final production. Additionally, you will become proficient in the use of industry-standard software such as Adobe Photoshop, Illustrator and InDesign to create artwork for digital print production.

GET AHEAD IN DIGITAL PRODUCTION
Keen to work in a digital production environment such as a graphic design or finished art studio, print pre-press studio, or the magazine and newspaper publishing industry? If so, this is the qualification for you.

The Diploma is the 2nd year of the Billy Blue printing and graphics arts course and a step up from the Certificate III in Printing and Graphic Arts (Graphic Pre-press). It equips you with a broad range of knowledge to excel in the graphic technology industry, and advances your skills in the preparation of files for digital workflow.

You’ll become proficient in the use of industry-standard software such as Adobe Photoshop, Illustrator and InDesign to prepare artwork for digital print production. It equips you for a rewarding role in digital production environments such as pre-press studios, magazine and newspaper publishing.

WHAT SUBJECTS WILL YOU STUDY?
The course covers 21 units of competence (16 core and 5 electives) as follows:

Core
ICPPP322B Digitise Images for Reproduction
ICPSU260B Maintain a Safe Work Environment
ICPSU262B Communicate in the Workplace
ICPSU216B Inspect Quality Against Required Standards
BSBCUS501A Manage Quality Customer Service
ICAB4135B Prepare Production Costing Estimates
ICPPP385B Operate a Database for Digital Printing
ICPPP352B Output Complex Images
ICPPP484B Prepare for Variable Data Printing
ICPSU553B Troubleshoot and Optimise the Production Process
Work Placement (450 hours)

Electives
ICPPP226B Produce Interactive PDF Files
ICPPP328B Generate High-end PDF Files
ICPKN320B Integrate Colour Theory and Design Processes in Response to a Brief
ICPPR481B Prepare for Variable Data Printing
ICPPR484B Prepare for Variable Data Printing
ICPPR485B Troubleshoot and Optimise the Production Process
Work Placement (450 hours)
Design fundamentals
Certificate III

Course Specifications
CUV30303 Certificate III in Design Fundamentals
Duration: 18 weeks full-time
Intakes: March, July, November
CRICOS Course Code: 056812A

Entry Requirements
Minimum of 15 years of age prior to course commencement or satisfactory completion of year 11, year 12 or equivalent
and Overseas students require IELTS band score 5.5 or above.

This course has been designed specifically to ensure that you’ll have a quality portfolio when you finish.

ONE STEP CLOSER TO A DESIGN CAREER

The Certificate III in Design Fundamentals is an important step toward a rewarding career in design. Here at Billy Blue, we’ll help provide you with the fundamental knowledge, skills, experience and portfolio needed to advance to a successful tertiary education in visual arts and design.

Keen to study design, but haven’t yet compiled a portfolio to gain entry into a Bachelor Degree? Passionate about design, but don’t want to study at a higher level? Good news – this course has been designed specifically to ensure that you’ll have a quality portfolio when you finish. In fact, the entire course is focused on real-life commercial projects, which lead to the completion of portfolio material.

Get insight into the world of design
This course gives you great insight into the exciting and dynamic world of design. It arms you with the academic skills necessary for successful tertiary study. On successful completion, it gives you the chance to gain entry into Year 1 of our Bachelor of Applied Design courses. It’s an ideal way to familiarise yourself with our campus, meet other design students, and check out our extensive IT labs and the latest software.

To successfully graduate from this course, you will need to have achieved competency in all 14 units delivered across four areas of expertise – design thinking, computer skills, hand skills and portfolio skills.

Overseas students with an IELTS band score of 5.5 (Academic) or equivalent who plan to enter Year 1 of the Bachelor Degree course are required to attend the English language and academic skills subject.

Next steps
It’s good to know that when you complete the Certificate III, you have a greater chance of attaining entry into a Billy Blue Higher Education qualification.

To successfully graduate from the English language and academic skills component of the Certificate III in Design Fundamentals, overseas students are required to demonstrate an IELTS band score of 6.0 (Academic) or equivalent.

Design thinking
Fundamental to design is design thinking. It applies to all design disciplines and lies at the heart of any work. Being able to think conceptually is vital to a designer.

You will:
• be introduced to the fundamental principles of design
• learn how to brainstorm ideas and develop a concept
• find out how to express a concept visually
• learn how to analyse and interpret a brief.

Hand skills
Billy Blue emphasises the importance of hand skills in all design processes. Therefore, we introduce you to the manual techniques of design fundamentals from the outset.

You will:
• learn how to produce drawings for communicating and presenting a concept visually
• develop drawing skills for observation of the world around them
• gain insight into how drawing skills are transferred and related to the other design subjects.
Computer skills

Computer skills are an intrinsic part of the design industry. These skills enable designers to take their ideas and develop them into a final design, ready for use in the commercial market. Designers rely heavily on their computer skills to communicate their ideas effectively.

You will:
- learn how to use and create artwork in Adobe Creative Suite software (PhotoShop, Illustrator, InDesign)
- work on an Apple in a Mac OS environment.

Portfolio skills

The portfolio component of the course focuses largely on what the industry looks for in a good portfolio. Examples of professional portfolios are examined. The subject brings together work done in all classes to be selected for the portfolio. This is where everything that you have learnt comes together for review and presentation.

English language and academic skills subject

The English language component covers major academic skills such as reading, listening, genre writing and presentation, research, referencing and critical analysis.

It also places a strong emphasis on Australian culture:
- Australian landscape and character
- Lifestyle - rural and urban, leisure and sport
- Australian artists and designers
- Products, inventions, discoveries and icons
- Indigenous population (art, music, film)
- Australian art and architecture
- Literature, music, theatre, food and film
- Ethnic groups
- Disasters and dangers
- Sydney.

WHAT SUBJECTS WILL YOU STUDY?

Design thinking
- BSBOHS201A Participate in OHS Processes (core)
- BSBOES204A Source and Apply Design Industry Knowledge (core)
- BSBOES306A Source and Apply Information on the History and Theory of Design (core)
- BSBOES302A Explore and Apply the Creative Design Process to 2D Forms (core)

Hand skills
- BSBOES301A Explore the Use of Colour (core)
- BSBOES303A Explore and Apply the Creative Design Process to 3D Forms (core)
- CUVCOR08B Produce Drawings to Represent and Communicate the Concept (core)
- CUVDSP07B Research and Apply Techniques for Graphic Design (elective)

Computer skills
- CUVVSP11B Apply Techniques to Produce Digital Images (elective)
- CUVVSP13B Research and Experiment with Techniques for Digital Image Enhancement (elective)
- CUVVSP12B Produce Digital Images (elective)

Portfolio skills
- CUVCOR03B Develop, Refine and Communicate Concept for Own Work (core)
- BSBOES403A Develop and Extend Design Skills and Practice (elective)
- CUVDSP07B Research and Apply Techniques for Graphic Design (elective)
Short courses

Billy Blue’s short courses are a great way to expand your skills and knowledge of design. You may be working in the design/visual communications industry and want to strengthen or broaden your range, you may want to add these skills to enhance another career, or you may simply want to learn something fun and useful for your own personal use. Studio sessions are run during the evenings and on Saturdays throughout the year.

Why not take the opportunity to:
- consolidate your design skills
- add an extra string to your bow
- find a different direction
- learn something new.

Billy Blue’s short courses have been created to meet the needs of the design industry by providing professional development and are not recognised under the Australian Qualifications Framework.

Adobe After Effects CS4 Basic
This course is a great introduction to Adobe After Effects CS4, so you can create compelling motion graphics and visual effects. You will learn a comprehensive set of tools for compositing, animation and effects.

Adobe CS4 Basic
Adobe CS4 Intermediate
Adobe Creative Suite 4 – InDesign, Illustrator and Photoshop - provides the most comprehensive graphic, photo editing and design environment. Learn how to use the industry’s essential tools for design and print production. Basic and intermediate courses have been designed to meet your skill level from introductory techniques through to mastering advanced functions and hidden tricks to develop a more efficient workflow.

Adobe Photoshop CS4 Basic
Adobe Photoshop CS4 Intermediate
Adobe Photoshop is a pixel-based program that allows you to retouch, manipulate and combine images. Basic and intermediate courses have been designed to meet your skill level from an introductory overview through to mastering advanced features and hidden techniques.

Adobe Premiere - Video Editing
This course will provide a comprehensive overview of the key video features, powerful editing tools and tips and tricks in Adobe Premiere from capturing video footage through to transition tools and final movie output.

Copywriting
If you like the Gruen Transfer, you’ll love our copywriting course! Copywriting is the art of using words to sell a product or service to the market. It’s about coming up with an idea that stands out, creates an impression on the target market and ultimately sells a product.

Design Basics
Are you involved in producing visual communications but lack the design knowledge to give your documents that extra edge? Equip yourself with a solid understanding of the principles of design so you can get ‘off the software’ and into the right headspace to focus on the communication of ideas.

Digital Photography
This hands-on, practical course is for beginners and amateurs who have a digital SLR camera. You’ll be introduced to the basics of aperture, shutter speed, lighting and composition control the creative process of capturing images. And you’ll master basic photo editing to enhance your photos for printing or viewing on-screen.

Digital Photography - Portraits
You know a lot of the basics of photography but you still can’t make those portraits come alive like the professionals. This course will show you many of the techniques employed by the professionals with an emphasis on composition and lighting.

Drawing Creatively
This is an inspiring course for anyone wanting to explore drawing techniques, skills and mediums, in an environment that is both supportive and stimulating.

Adobe Dreamweaver CS4 Basic
Adobe Dreamweaver is the industry-leading web creation and development tool. This course will guide you through the program step by step, so you will gain the necessary skills and confidence to plan, build and maintain your own website.

Adobe Flash CS4 Basic
This exciting course is for web designers looking to create Adobe Flash animations. Begin with the basics and develop your skills through to more complex animations that introduce simple ActionScript to provide basic interactivity for your Flash project.
Billy Blue’s short courses are a great way to expand your skills and knowledge of design.

To begin expanding your creative and technical skills visit www.billyblue.edu.au for the latest studio session information and start dates, or to download an application form. Alternatively, if you would like to discuss any of the studio sessions please call our Short Course Coordinator on +61 2 9492 3297 or email studiosessions@billyblue.edu.au.
CAREER

Where preparation meets opportunity

Real job outcomes, remuneration packages and inspiring student stories. Tying the college thread to the design world outside. Stories from the Billy Blue/design industry coal face.
What career can I pursue?

The world needs good creative people with practical experience. At Billy Blue you get a head start because your lecturers are industry practitioners as well as academics.

We have an over 85% career success rate. This is because design companies frequently approach us, not only to offer work experience but also to employ graduates. We make sure that every student graduates with a professional portfolio of their work and their own personal business card and letterhead.

Land a great career
Graduate from Billy Blue College of Design, and you’ll land a career that is both highly-paid and fun. Most designers and art directors earn well above the average income and many are in the top five percent of salary earners. Communication, digital media, branded environment, commercial interior, residential interior, brand fashion and graphic pre-press are growth industries worldwide, with strong demand for qualified designers across all visual media. The rapid development of multimedia design including the growth of video games, digital film and television are also creating exciting new opportunities for graphic designers.

Communication design
Our communication design stream will transform you into an imaginative designer destined for a career in visual design. As a graduate, you’ll not only have succeeded in the area of graphic design – you’ll have the skills to tackle areas like advertising, publishing, and typography. Designers are often required to work across a range of disciplines and media in this industry, so don’t be surprised if you find a job in the digital environment.
We have an over 85% career success rate.* This is because design companies frequently approach us, not only to offer work experience but also to employ graduates.

**Digital media design**
As a digital media design graduate, you can pursue a diverse range of careers in digital film and video production, website design, video game design, interactive media and more. You’ll graduate with highly developed skills that cut across a range of media and disciplines, supporting the shape and direction of a particularly exciting industry.

**Branded environment design**
As a Branded Environment Designer, you’ll pursue a career based in visual communication design where the outcomes are realised in a three dimensional or spatial context. As a graduate, you could work any of these areas – retail design, exhibition design, events design, digital and actual interactive design, branding strategy, environmental and outdoor design, way finding systems, typography, 3D design (virtual and actual), experiential design, or studio and production management.

**Commercial interior design**
Study this area and you’ll be well on your way to building a great career as a Commercial Interior Designer. Based in an architectural or interior design practice, you’ll design exciting environments, from cafes, hotels, restaurants, and exhibitions, to workplaces, computer games, virtual worlds, games and animation.

**Residential interior design**
Graduate from this specialisation and you’ll design a wide range of residential interiors, from single and multi-level houses to large scale or high-rise residential apartments. You could be working in any leading architectural or interior design practice, or you may even wish to start up your own interior design business.

**Brand fashion design**
As a graduate you’ll land yourself a great design career as a brand fashion designer, buyer, merchandiser or product developer. Having this qualification allows you to launch your own range of garments, and gives you the ability to work for major fashion brands all around the world.

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**Check out what you could expect to be paid in the design industry**

- Creative Director: $100,000 – $155,000
- Art/Design Director: $70,000 – $100,000
- Senior Flash Developer/Actionscripter: $90,000
- Studio Manager: $70,000 – $82,500
- Senior Designer: $70,000 – $80,000
- Senior Finished Artist: $60,000 – $75,000
- Intermediate Flash Developer/Actionscripter: $69,125
- Mid Weight Designer: $49,500 – $64,610
- Mid Weight Finished Artist: $50,000 – $60,000
- Flash Developer: $50,000
- Junior Designer: $31,850 – $45,000
- Junior Finished Artist: $36,400 – $40,000

* Based on statistics in *The Aquent Orange Book | Asia Pacific Edition 2008–2009* / Figures are based on the median Sydney annual base salary range and are calculated across all disciplinary departments and agencies.

* Based on statistics from the 2008 Think Colleges Pty Ltd Graduate Destination Survey (GDS)
When you graduate from Billy Blue, you’ll be a sought after graduate. Our top students work for leading design companies all around the world as Graphic Designers, Art Directors, Photographers, Account Managers, Residential Designers, Digital Media Experts, Brand Fashion Designers and Commercial Interior Designers.

Our graduates work in a number of leading design, advertising and publishing firms, both here in Australia and around the world. You’ll spot them working for many prestigious companies including:

- Landor
  www.landor.com
- Pearshop
  www.pearshop.com.au
- Blue Marlin
  www.bluemarlinbd.com
- Mentally Friendly
  www.mentallyfriendly.com
- Ink Project
  www.inkproject.com
- Team Bondi
  www.teambondi.com
- Creative Method
  www.thecreativemethod.com
- War Design
  www.wardesign.com.au
- Eskimo Design
  www.eskimodesign.com.au
- Frost* Design
  www.frostdesign.com.au

PAN YAMBOONRUANG
Landor Associates
Designer
2005 Graduate
Communication Design
Bachelor Degree

“Billy Blue was my obvious choice thanks to its practical approach, industry recognition, creative reputation, and quality, experienced lecturers.

I can honestly say that I enjoyed every second of working on design projects because I had an open license to create. There’s no right or wrong in this job and the possibilities are endless. Having a happy client is vital to doing a job well in this industry, and it’s one of the most rewarding parts of the job. To be a good designer, I need to constantly push myself beyond what I think I can do.

For now, I’m keen to get my hands on as many brands as possible, be it big, small, corporate or boutique.”
ALICE HIGGINS  
ACP Magazines and Channel 9  
Designer  
2006 Graduate  
Communication Design  
Bachelor Degree  

“The study environment at Billy Blue was friendly, inviting and fun! I liked the fact that the degree included lots of practical work and that the lecturers actually worked in the industry.

The highlight of my career so far has definitely been seeing my work going from the design stage through to print and onto newsagents shelves. There’s so much gratification in knowing that you helped produce a magazine. Seeing my work on television and knowing that it is being broadcast live across Australia, and streamed on the internet is also a great thrill. I love the visual aspect of both print media and television and wanted to be part of the creative process. Having this diversity across two jobs keeps it interesting and fun!

To get into the magazine industry you need to be determined, motivated and show initiative. Eventually I would like to be Art Director of a women’s lifestyle magazine.”

RAY KRISTIANTO  
Resolution Design Australia  
3D Artist  
2009 Graduate  
Multimedia Design  
Bachelor Degree  

“Billy Blue College of Design gave me the opportunity to hold lots of workshops and studio sessions. It was such an amazing opportunity to share with fellow students.

While studying at Billy Blue, I won the Yellow Sock awards in my 2nd year for breaking new ground, and the Commodore Award in my 3rd year for academic performance, attitude, creativity and professionalism. Recently I won the Sydney Cut&Paste 3D Design competition which places me alongside the rest of the design world at the New York Global Championship.

Thanks to Billy Blue, I now work as a 3D Artist at Resolution Design Australia, a post-production company handling shorts, TVCs and commercials. There’s nothing better than earning money by making awesome cool graphics for the rest of my life. I continue to be inspired by artists around the world every single day.”

WHITNEY COLBOURN  
War Design  
Junior Designer  
2009 Graduate  
Communication Design  
Bachelor Degree  

“I really liked the personal atmosphere of Billy Blue College of Design and wanted to go to the best design college possible where I could collaborate with talented people on a range projects. Landing a position at War Design has been an exciting opportunity for me. They believe in great design and the change it can affect, which makes for a motivating and inspiring work environment. No brief or project is ever the same and my skills as a designer are always put to the test.

I love everything about this industry - the work, deadlines, challenges, inspiration, people and more. My plan for the future is to become the Creative Director of my own studio.”
GRADUATE SPOTLIGHT

JESSICA BURTON
MTV Networks
Junior Producer
2008 Graduate
Communication Design
Bachelor Degree

Jessica discovered her love of animated film and multimedia as a teenager. Coincidentally, it was around this time that she learnt of Billy Blue College of Design. “The brochures really stood out. It was obvious that creativity was more of a culture than just a theoretical course.”

After graduating from Billy Blue College of Design, Jessica scored a role that would make any good designer drool - Junior Producer at MTV Networks Australia. “I get experience in producing, scripting, concepting, motion graphics, video editing, tape editing and compiling and audio/sound mixing. And I’m involved with the creative industry, while getting exposure to social and cultural happenings, and trends and events that are relevant to my generation and the people around me.”

Jessica is passionate about working for a good cause. “To create television ads and web content for worthwhile causes or charities is really important to me. I think any place where creativity can do more than just sell a product is fantastic.”

This talented young producer has many claims to fame, like graphic work she and another Billy Blue graduate created for the Toyota Yaris competition spot for the MTV VMA’s in 2009. In her final year of college, Jessica concepted and project managed an interactive web project for ‘Our Sydney’, an exhibition that encouraged Sydney locals to explore, celebrate and appreciate their city.

“It was an amazing experience. I could approach MTV with a developed interest in project management, which was really helpful when applying for my role.”

Jessica enjoyed the “community, friendships and opportunities to self direct projects and the creative direction” at Billy Blue. The hands-on work with software, Flash, and 3D clearly paid off too. “I’d be a bit nerdy and muck around with Photoshop at home to use in my work.”

As to advice to prospective students she suggests, “be open-minded about the direction your design career may take. You just never know what unrealised talents might lie underneath your love of magazine layouts or something.”

Open about the future, Jessica is keen to stay busy and continue learning. “I have so many options. But I’d like to make the most of the opportunities MTV has given me and pursue more production roles. The MTV brand is globally recognised as a social and cultural icon among young people the world over. It’s exciting to be a part of that.”

“The MTV brand is globally recognised as a social and cultural icon among young people the world over. It’s exciting to be a part of that.”
Serhat was born to be a designer. His passion was ignited at just eight years old when he was captivated with Pink Floyd’s Dark Side of the Moon album cover. “I was totally in awe of the design. I just didn’t know it was design – I called them “cool drawings.”

In pursuit of a graphic design qualification, combined with a passion to experience another culture, Serhat fled to Australia, where he studied a Bachelor Degree at Billy Blue College of Design. “The opportunity to study something I enjoyed in a country where I could improve my English and perfect my surfing skills was a great mix!”

Serhat chose Billy Blue College of Design for its creativity, small classes, and industry expert lecturers. “I really liked the idea of a dynamic and creative career. As a designer, the opportunities are endless.”

Following a brief stint at Landor Associates, Serhat landed a Graphic Designer role at the prestigious agency Frost Design. It’s a place where he has learnt a lot about the industry and has met some really inspiring people. “I guess I’ve been pretty fortunate so far, being able to work with some great designers and really creative people.”

What he loves most though is the diversity of working as a designer. “It’s never ‘just print’ or ‘just computers’ – it’s so much more than that! I love the challenge of getting into the mind set of the client, be it a big bank, cultural institution or charity organisation saving orang-utans!”

Clearly talented, Serhat has certainly come up trumps in the awards department. There’s the Shine award that he won while still at college, and the ‘Graphic Design Graduate of the Year’ and ‘Overall Graduate of the Year’ awards from the Design Institute of Australia won in 2009. He credits Billy Blue for his success - “it was a nice confirmation that I must’ve done something right during my time at Billy Blue.”

He explains why he decided to join the exciting creative industry. “It might be a branding project one day, an album cover the next day, or an art installation the next.”

Serhat is passionate about graphic design, and says that we only have to look at the Obama campaign in 2008 to see the power of effective design. “Graphic design truly showed its possibilities in today’s society with inspirational posters saying ‘HOPE’ and ‘CHANGE’!”

For budding design students, Serhat suggests, “have fun, work hard! The combination of fun times and hard work is the best recipe to keep growing as a designer.” Travel and fun is on the cards for this talented designer, as well as a goal to “have a little studio with some good friends, somewhere, sometime...”
Mentally Friendly

Jon and Nick, two Billy Blue College of Design graduates created their own design agency – Mentally Friendly – and have employed a constant stream of Billy Blue graduates ever since. Mia Nilsson is their latest recruit and Junior Designer. This story highlights the Billy Blue life cycle – the connection between Billy Blue students, graduates and the design industry itself.

Jon and Nick

2004 Graduate
Communication Design
Bachelor Degree

Jon Christensen has come a long way since graduating from Billy Blue College of Design in 2004 with a Bachelor Degree in communication design. Jon with his peer Nick, are the creative geniuses behind the edgy design agency, where they now inspire and share their design expertise with the team.

“Nick and I worked on all of our assignments together at Billy Blue. We put pressure on ourselves and didn’t mind working late because we liked what we were doing.”

Jon and Nick started freelancing for a handful of people throughout their studies, and by the end of their third year, they had enough clients to start their own studio. Two weeks after graduation they moved into their first studio in Surry Hills.

Saying Jon and Nick are huge fans of Billy Blue graduates would be an understatement. With three Billy Blue graduates in their current team he says, “Why wouldn’t you employ them?! People are always looking for talented designers – and Billy Blue grads understand what industry is really like.”

Mia Nilsson is the latest addition, and he remembers her portfolio well. “It had the clearest style and contained a broad range of work. Her work had a level of concept that made a distinct difference to the final product.”

Jon continues to work closely with Billy Blue. In addition to employing graduates, he talks to students at Billy Blue industry days, and has even sat on the Course Advisory Board.

He credits Billy Blue’s lecturers for his success. “Having lecturers that worked in the industry really helped – we learnt how to deal with clients and had an idea of what to expect. Billy Blue was fun but hard work. If you want to work in the design industry it’s a great place to start.”

Mia Nilsson

Junior Designer
2004 Graduate
Communication Design
Bachelor Degree

Mia Nilsson recently graduated from Billy Blue College of Design with a Bachelor of Applied Design (Communication Design). Now a Junior Designer at Mentally Friendly, she relishes the opportunity to work with a fellow Billy Blue graduate. “I like working in a small, personal studio. There’s a lot of room for me to be creative, learn and evolve as a designer.”

Mia believes Billy Blue’s winning formula is relevant courses, lecturers that work in design, and great industry networks. This was evident when Mentally Friendly was impressed by her design work at the 2009 Graduation exhibition and headhunted her for an interview.
KEY INTAKE DATES

Bachelor of Applied Design (All Streams)
- Intake 1: Commencing 8/3/10 and ending 23/5/10
- Census Date: 29/3/10
- Intake 2: Commencing 5/7/10 and ending 5/9/10
- Census Date: 26/7/10
- Intake 3: Commencing 25/10/10 and ending 11/2/11
- Census Date: 15/11/10

Certificate III in Design Fundamentals
- Intake 1: Commencing 8/3/10 and ending 23/5/10
- Census Date: 29/3/10
- Intake 2: Commencing 5/7/10 and ending 5/9/10
- Census Date: 26/7/10
- Intake 3: Commencing 25/10/10 and ending 11/2/11
- Census Date: 15/11/10

Certificate III in Printing and Graphic Arts (Graphic Pre-press)
- Intake 1: Commencing 8/02/10 and ending 14/05/10
- Intake 2: Commencing 31/05/10 and ending 3/09/10
- Intake 3: Commencing 20/09/10 and ending 24/12/10

SCHOLARSHIPS

If you are interested in studying at Billy Blue College of Design, you could be lucky enough to win a scholarship. We award one per year to a gifted student.

This is a genuine scholarship and the selection process is rigorous. There are also a number of bursaries awarded to runners up. Scholarship entry is restricted to Australian citizens or permanent residents of Australia.

To apply, please call us on 1300 851 245 or email info@billyblue.edu.au. In addition, we also award special prizes to talented Australian and overseas students throughout the years of study.

TUITION FEES

Billy Blue College of Design tuition fees are published in the Billy Blue Schedule of Fees and Dates. This is available from your Course and Careers Advisor or at www.billyblue.edu.au.

Entry Requirements

Please refer to the individual course pages for entry requirements.

Course Credits

Recognition of related academic achievements and informal learning for course credit are available. Certified testamurs and transcripts are required from recognised institutions. Contact your Course and Careers Advisor or Agent for an application form and details on the process.

Modes of Study and Assessment Methods

The courses are offered face-to-face only and may include an industry based work experience component. Assessment is through design projects, research projects, group work and presentations.

Additional Information

Study Now and Pay Later

Eligible Billy Blue students now have access to the Australian Government’s FEE-HELP loan scheme for Billy Blue’s Higher Education Degree courses.

FEE-HELP can assist you in paying for all, or part of, your tuition fees. Repayments commence via the tax system once your income rises above a minimum threshold ($41,595 in 2008-09).

Billy Blue College of Design, as a trading division of Think: Colleges Pty Ltd, has FEE-HELP approved for:
- Bachelor of Applied Design (Communication)
- Bachelor of Applied Design (Digital Media)
- Bachelor of Applied Design (Branded Environment)
- Bachelor of Applied Design (Commercial Interior)
- Bachelor of Applied Design (Residential Interior)
- Bachelor of Applied Design (Branded Fashion).

To find out more about FEE-HELP, visit www.goingtouni.com.au, call us on 1300 851 245 or visit www.think.edu.au/fee-help.
If you are interested in studying at Billy Blue College of Design, you could be lucky enough to win a scholarship.
**FAqs**

**Frequently asked questions**

**What software programs will I be learning?**
Communication design students will learn how to use InDesign, Photoshop, Illustrator, Flash and Dreamweaver. Digital media and branded environment design students will learn how to use Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver, Flash, Maya, Final Cut Pro and After Effects. Commercial interior, residential interior and brand fashion students will use state-of-the-art documentation and visualisation software. For more information please visit www.billyblue.edu.au.

**Am I able to defer my studies?**
Yes. You may apply to defer for up to a year at any point during your studies.

**What if I am unable to meet the entry criteria for the Bachelor of Applied Design?**
Billy Blue College of Design has recognised pathways to help you gain entry into the Bachelor of Applied Design based on the criteria you are able to meet.

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**I don’t have a portfolio to qualify for entry into the Bachelor of Applied Design. How can I meet the entry criteria?**

If you do not have a portfolio that qualifies for entry, we recommend that you undertake the Certificate III in Design Fundamentals.

This course is designed specifically to ensure that you’ll have a quality portfolio upon completion of the course. In fact, the entire course is focused on real-life commercial projects, which lead to the completion of portfolio material. After completing the course you will be ready to show off your exciting portfolio and enrol into the Bachelor of Applied Design.

**I have a portfolio but I haven’t completed a High School Certificate or equivalent. How can I gain entry into the Bachelor of Applied Design?**

If you have an exciting portfolio but have not completed a High School Certificate or equivalent, we have created a pathway with one of our partners - CATC Design School.

CATC was established in 1982, and has developed into a successful design school where students graduate as qualified designers with excellent hands-on, industry relevant skills. Their high tech curriculum ensures that graduates are equipped with the right skills in order to become highly professional designers.

The CATC pathway provides you with the opportunity to apply for direct entry into the third semester of the Bachelor of Applied Design (Communication) upon completion of the CATC Design School Diploma of Commercial Arts (Graphic Design). The Diploma of Commercial Arts (Graphic Design) is a 1 year full-time program that provides you with a greater design awareness and encourages you to develop your own individual style. It also provides you with the opportunity to gain work experience to improve your understanding of the industry and professional standards required for employment.

The Diploma of Commercial Arts (Graphic Design) is also a perfect launching pad for the other Bachelor of Applied Design streams. It will provide you with the skills and confidence necessary to assist you in gaining entry to any of the Bachelor of Applied Design degrees. For more information on the CATC Design School pathway please contact a Course and Careers Advisor.

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**CATC DESIGN SCHOOL**
Where you make the leap
Get plugged into your new design network. Industry leaders, lifelong colleagues and friends. Exciting personal and professional collaboration. A brave and curious future awaits.
CONTACT US

Find out more

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North Sydney Campus
Northpoint, 171 Pacific Highway
North Sydney, NSW Australia 2060

Phone (Australia): 1300 851 245
Phone (overseas): +61 2 8588 4704
Fax: +61 2 9957 1811

info@billyblue.edu.au
www.billyblue.edu.au
Think: Education Group is distinguished by its commitment to providing innovative, industry relevant degree and vocational courses at the highest levels. This not only provides students with a guarantee of quality but also a unique learning experience that sets them apart from other college and university graduates.

Billy Blue College of Design is a trading name of Think: Colleges Pty Ltd, a private Higher Education Institution accredited by the New South Wales Department of Education and Training (DET) and a registered training organisation with national qualifications and courses accredited by the New South Wales Vocational Education and Training Accreditation Board (VETAB). The DET is the only accreditation authority in the State of New South Wales listed on the Australian Qualifications Framework Register, authorised via the New South Wales Higher Education Act (2001) to accredit private providers of higher education. VETAB is the only accreditation authority in the State of New South Wales authorised via the New South Wales Vocational Education and Training Act (2005) to accredit private providers of vocational education and training. All degrees, diplomas and advanced diplomas issued by the College are recognised within the Australian Qualifications Framework. The College is subject to periodic audits by the Australian Universities Quality Agency and the Vocational Education and Training Accreditation Board.

Workshops, seminars, and short courses offered by the College are not recognised within the Australian Qualifications Framework and they are not accredited by DET or VETAB. These are developed by the College in consultation with industry in order to meet industry needs.
If you would like more information on any of the material presented in this brochure, please visit our website or contact one of our Course and Careers Advisors.