Did you ever own a box of pencils as a child? Remember the excitement you felt when you opened the box to find the vibrant colours artfully arranged, each pencil beautifully formed, a vehicle of self-expression offering myriad possibilities?

Studying at Billy Blue College of Design is like that box of pencils from your childhood. Open it, and once more you’ll discover limitless inspiration.

These pencils represent the core principles of a design education at Billy Blue. Originally a school of illustration, the college has grown into so much more, extending its reach into all disciplines of design. Put simply, the college’s view of design no longer has horizons.

Billy Blue produces ‘thinkers who can make and do’. Your imagination is the only limitation in a world where everything is interesting, change equals creative innovation and anything is possible.

At Billy Blue, you create so much more than beautiful illustrations. No matter the discipline, you learn to think, make and do. Acquiring relevant skills, collaborating with a talented creative community and gaining practical experience with some of the design industry’s leaders along the way. You discover how to think creatively to generate great ideas and outcomes for the real world – brands, products, systems and environments that have the potential to shape how we live.

As a Billy Blue graduate, your ‘box of pencils’ becomes your war chest of ideas and skills: invaluable tools for a working designer. For the world has never needed skilled, connected innovative problem-solvers more than it does now.

Got ideas? Join us!
Amongst these pages you’ll find a hoard of information that could lead you to a future filled with creative thinking (and doing). Take a gamble and pick a page for insight into everything Billy Blue has to offer you. Choose your own adventure – go forth and explore!

Billy Blue College of Design
Welcome
The Legacy of Billy Blue
We’re 25+ Years Young
Why Choose Billy Blue
Where are we located?
What Elements of Design Inspire You?

The Billy Blue Courses
Introducing Our Courses
Branded Fashion Design
Communication Design
Digital Media Design
Interior Design
Study Pathways
Design Fundamentals
Short Courses
What Career Can I Pursue?

See the Sights
Branded Fashion Stories
Communication Design Stories
Digital Media Design Stories
Interior Design Stories

Meet & greet
Connected to Industry
Academic Leaders
Our Dean
Meet the Lecturers

The Next Steps
Got Ideas? Join us!
How to Apply
Where to From Here?
Frequently Asked Questions

CONTENTS
Billy Blue has continued to grow its influence and relevance through its fraternity of students, educators and industry.

Since its foundation over 25 years ago, the Billy Blue College of Design model has been based on developing a student’s ability to understand, assimilate and then ‘live’ the skills and attributes required to prosper in a professional design practice. Our mission is to prepare students to Think, Make and Connect.

In recent years, the business of professional design has radically changed. The past relationships of a purely service-based industry have expanded and the industry is in a new paradigm of redefinition. At Billy Blue we are committed to keeping engaged with these changes.

Design today is a dynamic and exciting world where ideas, artistry and communication collide and multiply. There has never been a more inspiring time for design, especially in Australia. Design today is a complex conversational process that searches for great ideas to solve wicked problems. This process needs hard thinking and sweaty persistence to hatch brainstorms and then craft them to build great brands, campaigns, interactions, spaces or wearable products. Through the influence of the internet and shifting consumption habits, design is now the crucial commercial edge in the world of business, user experience, arts and culture, government and social engineering.

The deeper problems of today’s world require the ideas of individuals and collaborative communities to produce sustainable and meaningful systems, projects and objects. Design, now more than ever, is so much more than decoration and pretty pictures. It’s all about generating ideas as the key currency in solving a wide range of holistic commercial endeavours. Design today is very good for the world. It’s renewable, user focused and still has the ability to create wonderful aesthetic innovation. In short, design can still change the world. Despite a tsunami of change in conditions, Billy Blue remains a vibrant and involved community of design practice.

This mission has always been what Billy Blue is about – being part of a family of designers who rely on each other to navigate the way forward for working designers and find opportunities and livelihood. These days, without a community to belong to, you can’t help but feel isolated. As a Billy Blue alumnus, you remain connected to our mission. Connected design education for designers by designers.

Today design students need to deeply engage with the powerful community of ideas, developing a passion to explore, risk and transform themselves within the Creative Industries and the broader economy of opportunity.

We look forward to welcoming you to our unique community. A pole star of Thinking, Making and Connecting.

Helmut Leuckenhausen
Executive Dean
Think Design
Billy Blue’s legacy of thriving against adversity with creativity and perseverance is the embodiment of our founders’ inspiration.

We're 25 years young

We’re proud to celebrate that 2013 marked Billy Blue College of Design’s 26th anniversary.

Since opening our college doors in 1987, we’ve produced thousands of graduates, qualified and ready to make their mark in the design world. And what a mark they have made! Our exceptionally high employability rate has seen many of our graduates go on to become very successful in their chosen discipline, working on challenging, award-winning projects with prestigious clients at some of Australia’s (and indeed the world’s) leading design companies.

Over that time we’ve grown too, expanding our college’s horizons with new campuses in Brisbane and Melbourne, and developing our educational offering to keep pace with the rapidly changing industry. We’re looking forward to continuing our fine tradition of thinking, making and connecting for many years to come!

Since opening our doors in 1987, we’ve propelled thousands of qualified graduates into exciting and diverse creative industries careers.

The man, the mystery

Billy Blue, the man, first came to public notice before the London courts in the late 1700’s 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 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 acres. This area is now known as Blue’s 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 founders’ inspiration.
WHY CHOOSE BILLY BLUE?

Collaboration
As your studies progress you will have many opportunities to establish your industry connections and to ensure you know how to leap into the creative industries. You will work on real world projects with real clients, mentored by our industry partners and guided throughout by our industry expert staff.

Environment
From the moment you step into a Billy Blue campus, you become part of an energetic, productive creative community. You cannot help but feel the creative juices flowing!

Skills
We help to equip you with the skills you need to become a successful designer. We stay up to date with changes in the industry so we can offer our students relevant, important tools for the real world.

Work prospects
Billy Blue has consistently produced award winning and work-ready graduates for design firms and agencies around the globe. Throughout your studies, you learn from academic and current design practitioners who have enormous industry insight. You’ll leave the college with relevant knowledge and skills, industry experience and valuable contacts to position you with excellent work prospects.

Campus life
The Billy Blue campuses in Sydney, Melbourne, Brisbane and Perth have been designed to inspire. All our spaces have a lively, contemporary feel with flexible learning environments, up-to the minute facilities and lounge areas to relax and meet other students.

Reputation
Billy Blue College of Design is known for its extremely high employability rate across a variety of design disciplines, including communication design, branding and advertising, digital media design, interior design and branded fashion.

Legacy
When you study at Billy Blue, you become part of our legacy. Industry professionals and entrepreneurs founded the college originally and today it remains an active creative hub where current practicing professionals teach and mentor students.

Heritage
Billy Blue College of Design has a 25 year history as one of Australia’s leading design colleges. We’re proud to have produced some of the country’s most outstanding design graduates.

Work Experience
Billy Blue has internship, work experience and scholarship agreements with design industry leaders, including MCA (Museum of Contemporary Art), Sitipad, Host, The Loop, Frank Digital, Pusher, MAUD, MTV, Toby & Pete, The Projects, Hyne, Creative Method, Proz Partners, MIDON, The Distillery, EJ, Boccalatte, Digital Eskimo, Re Team, Ellery, Knib, Willow, Seafolly, Ben Sherman and Mentally Friendly. We provide you many opportunities to gain valuable work experience ensuring you graduate with a broad professional portfolio, strong commercial compass, and creative licence. Our graduation exhibitions are well attended by industry professionals, our extended creative community, and many students have received calls from prospective employers following graduate exhibition exchange. We help you connect.

Industry
We employ industry professionals because we believe that the best people to teach design are those who are actually practising in the industry now. We also offer you genuine industry experience and connections to help you to stand out as a design graduate.

Exposure
As a Billy Blue student, you can even broaden your geographical horizons and complete part of your Communication Design, Branded Fashion, Digital Media Design or Commercial Interior Design qualification interstate, at either our Sydney, Brisbane or Melbourne Campuses. Billy Blue’s international institutional alliances will expose you to new trends and cross-cultural perspectives, making you a truly global designer.

Student representative council
At Billy Blue, we recognize that our students need to have a voice and a life outside of their studies. The Student Representative Council assists students to speak up about the issues that are important to them and maintain a balanced lifestyle. The council organizes events, such as barbecues, social drinks and sporting activities, to make sure fun and relaxation are part of your college experience.

There are many components to a first class education, and we’re confident to say we offer them all - just ask our student community at www.facebook.com/BillyBlueCollegeofDesign
Industry love

“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 and meaning. I find joy in having a job where I can create different solutions every time.”

Leila Khiev
Australia, Graduate
Bachelor of Applied Design
Digital Media Design

Live Projects

“After looking at all the design colleges in Sydney, I felt that Billy Blue College of Design had the most to offer. It also has 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. One of the key highlights of the course was the opportunity to work on live projects.”

Daniel Sammut
Australia, Graduate
Bachelor of Applied Design
Communication Design

One-on-one

“I decided to study with Billy Blue because of its good reputation and close connection to the design industry. I loved the amount of 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.”

Susanna Wesell
Sweden, Graduate
Bachelor of Applied Design
Communication Design
WHERE WE ARE LOCATED

Our campuses in Sydney, Brisbane, Melbourne and Perth are vibrant, fun and inspiring places to study.
Facilities and services include:
- Resource Centre (library)
- Computer, drawing and sewing rooms
- Think: Auditorium
- Project Space (our student design studio)
- Career and alumni services
- Wireless access
- Student lounge area
- Food court on ground level of building
- IT labs with the latest software.

Billy Blue Sydney

Our Sydney campus is located on the fringe of Sydney’s bustling central business district. The campus is close to many well-known creative studios and marketing agencies.

Facilities on the Sydney campus are accessible from 8am to 10pm Monday to Saturday. If you feel like a break, head to the student chill-out area. Or if it’s information you need, our campus Resource Centre provides 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 iMacs, Media Lab and an AD printer. Students can access our wireless network on campus as well as printing and copying facilities.

Like all our other campuses, it’s built around the concept of having open studio spaces as opposed to traditional classrooms. This provides for well equipped learning environments that stimulate collaboration and connectedness, as well as a relaxed and interactive vibe.

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 the country’s most dynamic creative agencies.

Facilities and services include:
- Resource Centre (library)
- Media Lab (Digital Media equipment hire)
- Computer, drawing and sewing rooms
- Think: Auditorium
- Project Space (our student design studio)
- Career and alumni services
- Wireless access
- Student lounge area
- Food court on ground level of building
- IT labs with the latest software.

Billy Blue Brisbane

Our Brisbane campus is located on the fringe of the central business district in the colourful cultural and business precinct of Fortitude Valley. The Valley is home to many of Queensland’s leading agencies, and close to major sporting and events venues. The campus is close to bus, train and ferry services, with the closest train station, Fortitude Valley, just a 250-metre walk.

This modern campus was recently refurbished with custom-built learning studios, open plan multipurpose spaces and state of the art media lab and audio-visual facilities. The campus has a warm, open and airy atmosphere, thanks to its brightly coloured interior designed to stimulate and inspire. Our classrooms are designed as studios in keeping with our hands-on, collaborative teaching and learning culture.

Classes at the Brisbane campus run from 8:30pm to 9pm Monday to Friday with campus also accessible on Saturdays. If you want to chill out between classes, there are break out zones with FOXTEL and media charge docks, outdoor deck areas to enjoy the Queensland sunshine and also an on-site café.

Students also have access to a range of support services including learning labs with the latest audio-visual technology as well as spacious breakout zones for group work. Our campus offers an expanding collection of books and journals for research and your reading pleasure. In addition students have access to the group’s extensive online library, including the GALE collections. The Resource Centre has the latest release computing and IT facilities, complete with Apple iMacs and PCs with up-to-date software as well as high-tech multimedia data projectors.

Brisbane enjoys a warm climate, extensive riverside parks, a passion for sport, culture and outdoor events, and is just one hour away from the beautiful Sunshine and Gold Coasts. With a great climate, safe environment and a relaxed outdoor lifestyle, it is easy to see why Queensland is a popular study destination.
Melbourne

Our Melbourne campus is in the heart of the city. It’s close to fantastic restaurants, café-filled laneways, cool bars, funky boutiques, unbeatable galleries and luscious parks.

Based in the creative hub of Australia, it’s no wonder our Melbourne campus has a great vibe. You learn with like-minded people in an excellent learning environment and enjoy access to the latest technology.

With many of the country’s most innovative agencies located in Melbourne, Billy Blue students can access exciting internship, project and employment opportunities.

Located on Little Collins Street, the campus is easily accessible via train, tram, bicycle or car. Spencer Street Station is the closest station and there is also commercial car parking available close to the campus.

Classes at the Melbourne campus run on flexible timetables. If you want to socialise or relax between classes, you’ll find spacious student common areas.

Our campus offers interactive studio learning environments as well as spacious breakout zones for group work. The campus has a growing collection of books and journals and also an extensive online library.

Melbourne is well known for its cosmopolitan lifestyle. Experience great sporting events, quality fresh local produce and international cuisines, festivals and free community events. Famous white sand beaches, spectacular coastline, mountains and national parks contribute to an enviable outdoor lifestyle.

Perth

Billy Blue’s Perth operations are located within the Central Institute of Technology, in Northbridge, close to the heart of the city. Only a short walk away from the main Perth train station, the campus is incredibly well served by bus services, including the free CAT bus stop right at our front door.

The campus is well positioned in Perth’s cultural precinct with PICA (the Perth Institute of Contemporary Arts), the Art Gallery of Western Australia and the State Library of WA as our neighbours.

The State Theatre Centre is also just down the road including the recently opened Perth State Health Ledger Theatre. Closer to home is also our own gallery, Gallery Central, which hosts several exhibitions throughout the year.

A stone’s throw away is William Street, a hub of galleries, restaurants, boutiques and pop up shops, which celebrates festivals throughout the year such as PRIDE Festival, Festival of the Macabre and the William St Festival. It means that there is always something going on to inspire you!
Which Elements of Design Inspire You

Seeing & Feeling
Are you the visual type?
Do the elements of visual communication – a distinctive piece of custom type, photography or illustration – spark your creativity? You may love the printed form and covet or collect stunning books, magazines, posters or cards. You might stop to admire clever packaging or engage with a witty advertising campaign. The message and how it is communicated visually are what capture your attention. Browse the Bachelor of Communication Design on pages 33-37.

Movement & Sound
At home in the pixelated world?
Interested in the visual communication of ideas, but particularly intrigued by how these ideas are designed for digital formats? The integration of a well-structured animation, memorable sound and intuitive digital interactivity – key elements of digital media design – might excite you. Browse the Bachelor of Digital Media Design on pages 39-62.

Thinking & Solving
Idea generator?
Do you simply love ideas? You may enjoy brainstorming or contributing as part of a creative team to analyse and solve a tricky problem. The ability to think conceptually is an essential part of being a designer in today’s world. Browse any of our exciting Bachelor degrees on pages 24-65.

Building & Inhabiting
Constructing the future?
Are you the kind of designer who is drawn to the way form and function are used to create three-dimensional spaces? A dazzling lighting display, unique piece of furniture or a remarkable retail experience may ignite your passion. These are the principal elements of interior design and branded environments. Browse the Bachelor of Applied Design, (Commercial Interior) or (Residential Interior) on pages 51-63.

Sewn & Stitched
Producing to wear?
Is fashion your thing? You may love keeping up to date with fashion trends or simply have your own unique style. A striking colour, pattern or decorative detail, a tactile fabric and a fresh, innovative take on an old garment might grab your attention – all important aspects of fashion design for the consumer world. Browse the Bachelor of Applied Design (Branded Fashion) on pages 27-31.

In your chosen discipline, you’ll find the elements of design offer limitless opportunities to discover and develop your creative potential.
Find out more about our courses through the people who know them best!

Here’s where it gets juicy...

On the following pages you’ll find the inspiring personalities, personal stories and creative work of current Billy Blue College of Design students, graduates, lecturers and industry professionals. Discover what led these individuals to study design, which aspects of design get them fired up and where their careers have taken them.
If you’re planning to venture into a creative career with Billy Blue, you have range of industry driven courses to select from. Not sure where to start? Engage with our friendly Course and Careers Advisers for counsel on the best pathway for you.

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, commercial interior design, residential interior design or branded fashion design.

Branded Fashion Design
Branded fashion design embraces the design and development of products for a clothing brand/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, 6 prizes you for a huge range of careers in the fashion industry, from designing to buying, merchandising to product developing and many, many others.

Communication Design
Communication design is used to called graphic design. Today, graphic design is just one element in an evolving range of visual communication disciplines including advertising, publishing and typography. Billy Blue is often required to seekers 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.

3D Design and Animation
Like the idea of creating worlds and characters, and bringing these to life? Want to tell fantastic stories and to visualise the imaginary, the impossible, the future? By completing a 3D Design and Animation degree, you will get all of the essential knowledge, skills and experiences you need to take on a career in 3D design or animation for games, film, production, advertising, web, visual effects, environment and architecture design, character design and 3D concept design.

Motion Design
We live in a world of moving images – from cinema, to boardrooms and bus-routes – and it’s designers with visual storytelling skills who create them. With a Motion Design degree, you get the essential knowledge, skills and experiences required to embark on a career designing and producing video, film and motion graphics content for film, TV, games, advertising, information/education and beyond.

Interaction Design
Placed at the intersection of design, media and technology, Interaction Design is one of the fastest-growing (and career-rich) sectors of the global economy. The Interaction Design degree gives you the essential research, design and development knowledge and skills required to make your mark in this exciting interdisciplinary field where human senses and emotions meet the digital interface. Graduates are able to design and craft compelling interactive experiences for web, mobile, social and online, across diverse sectors.

Digital Media Design
Our two-trimester diploma lets you explore the vast and exciting range of career paths in the world of digital media design. The program offers you a broad foundation in essential digital design skills and concepts including ideas generation, graphic design, 3D design, digital video, motion graphics, web and interactive design. You will graduate with direct design practice experience in 3D design and animation, interaction design and motion design.

Commercial interior Design
This pathway prepares you to take on the world as a creative interior designer. Commercial interior designers work on cafés, bars, hotels, restaurants, exhibitions, and workspaces to name a few. They may also design interiors for games, virtual worlds and animations. Find out about branding, brand management, sustainability, design culture, materiality, lighting and more.

Residential interior Design
Residential interior design 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.

Accelerate Study Options
The Billy Blue Bachelor degrees are available with an accelerated study option. We run 3 study periods each year, offering you an opportunity to complete your degree in just 3 years full-time study. If you find accelerated pathway study load is too much for you, you can always adjust it to suit your needs and take up to 3 years to complete your degree, while still maintaining full-time study load. This option is available for Australian and overseas students, and only available with sufficient student interest.

Gain a second degree in as little as 16 months of additional study
Graduates of a Billy Blue Bachelor degree may be eligible to enrol in a second degree in another design discipline (excluding Branded Fashion). For example, if you complete the Bachelor of Communication Design, you may be eligible to enrol in Bachelor of Digital Media Design. This second degree can be completed in as little as one and a half years 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.
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.

Branding adds value to clothing which is primarily surface related. Branded fashion covers a wide variety of clothing types, across a range of needs and consumers. The Branded 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.

Inspire and create award-winning garments designed to wear the test of time with the Bachelor of Applied Design (Branded Fashion) from Billy Blue. This in-demand qualification will allow you to enter the industry as a brand fashion designer, buyer, brand manager, trend forecaster, merchandiser or product developer. Delve into the design and development of products for a brand’s clothing collections. Manage the production of clothing designs to meet project budgets and timelines, discover brand trends, 2D and 3D imaging, project management, garment construction, the history of design and fashion business.

During the course of study, you will also have the opportunity to complete an internship with one of our fashion industry partners giving you fantastic fashion business experience, fresh contacts, and material for your CV and portfolio.
BRANDED FASHION DESIGN

Bachelor of Applied Design
(Branded fashion)

Course Description
The Bachelor of Applied Design (Branded Fashion) focuses on the design, production and branding of garments. You learn how to create and brand 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 branded 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-designer label.

Brand Yourself A Career
This innovative qualification equips you with the skills to become a branded 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.

Course Specifications
CRICOS Course Codes
069278M

Duration
3 years standard (including breaks)

Intakes
February, June, September

Location
Sydney, Melbourne, Brisbane

FEE-HELP
Available for eligible Australian students only

Entry Requirements
- Completion of Senior High School Certificate (Year 12 or equivalent), or mature age entry
- Submission of a design portfolio (6-10 pieces of original creative work)
- Minimum ATAR 64 or equivalent, or a demonstrated ability to study at this level
- Students may be asked to undertake an interview

For overseas students only:
- Minimum 18 years of age
- IELTS (or equivalent) score of 6.0 minimum (Academic Module) or above, with no skills band less than 5.5

WHAT SUBJECTS WILL YOU STUDY?

Level 100
Study Period 1
Design Culture and Theory
Ideas Generation in Visual Communication
Drawing for Fashion Design
Introduction to Design Practice

Study Period 2
Frameworks of Design
Fashion versus Clothing
Introduction to Shape and Form
Studio Practice

Level 200
Study Period 1
Introduction to Design Research
International Fashion Systems
Theory and Application of Print Design and Colour
Applying Surface Design

Study Period 2
Enterprise Management Systems
Branded Fashion Industry Engagement
Design Development and Costing

Level 300
Study Period 1
Culture of Change and Innovation
Fashion Marketing and Brand Development
Professional Folio Production
Collection Design

Study Period 2
Materials Technology and Fabric (Major Work)
Portfolio Range (Major Work)
Technical Portfolio Production (Major Work)
Branded Fashion Production (Major Work)
Born in the Philippines, Grace moved to Australia when she was just two years old. Growing up, she was surrounded by a family of designers and engineers. Now studying at Billy Blue, Grace is exploring her love of design through the Branded Fashion course.

I am a mature age student studying Branded Fashion at Billy Blue College. I’d previously completed a course in Textiles and Footwear Production in 2004. Through that course I had the opportunity to do an internship with the fashion designer Bowie, whom I met at Mercedes Fashion Week, which gave me my first taste of fashion design.

My biggest influence comes from my family who are all engineers – my grandfather was one of BHP’s head engineers. The person who probably inspired me the most, and whom I have always looked up to, is my Aunty Kate. She is a lecturer in Industrial Design and came up with the concept of tunnels and spheres in children’s playgrounds. I was always curious about what my aunty was making and designing and, luckily for me, she had the time and patience to explain her work, which I believe is how I developed an eye for design.

Personally for me design is about the journey of an idea into an experience that can be shared with others. I feel that no matter what area of the design industry you come from, there are so many possibilities in terms of ideas and where they can take you. This is what keeps me pursuing design – I always want to know what’s around the next corner!

Since coming to Billy Blue, I have developed an interest in behaviours and interactions – how society works, how times have changed, how things interact and interrelate with each other. I appreciate what the past has given us and embrace what the future can bring. The fashion industry has never been more challenging and exciting than now!

I appreciate what the past has given us and embrace what the future can bring. Design has never been more challenging and exciting than now!

Recently graduated, Chris now works as an Assistant Fashion Director at Zanerobe, an international youth fashion label. He’s now seeing his dreams come true as his designs are being seen on the streets all over the world.

I think the real turning point that made me want to pursue fashion design was my work experience with Mambo in Year 10. They had the most relaxed, creative working environment and they got paid to spend their days creating art.

For me, the dream has always been to see my work on the street. I don’t care if people don’t know my face; what really attracts me is the brief moment when I walk past a girl wearing a top or dress from my collection – and looking just as I had envisaged her. I feel that’s the only way to know that your work is truly appreciated.

At the moment, I am all about tactile illustration. You can do amazing things with your Mac and Creative Suite, but there is something so beautiful and appealing about creating a physical entity with your hands, offering an aesthetic that no computer-aided design can match.

Right now I’m working on a logo for my DJ duo, Dirty Cutlery, completely hand executed. I think it presents a stark but interesting contrast to the digitally pumped designs so typical of the nightclub scene.

A designer whose work inspires me is London-based designer Hussein Chalayan, who works a lot with tech couture and experimental fashion. His runway shows have to be seen to be believed; the combination of visual effects, rotating runways and dresses that move and change as the models walk all display his collections spectacularly. He also produces beautiful ready-to-wear collections, but it is his innovative couture that really stands out.

I am all about tactile illustration. You can do amazing things with your Mac and Creative Suite, but there is something so beautiful and appealing about creating a physical entity with your hands.
Introduces you to a comprehensive range of communication design disciplines, including typography, branding, publication design, advertising, image making, packaging, web design and information design.

The Bachelor of Communication Design is a comprehensive design qualification that was developed and is now taught by leaders in the visual communication design world; from brand and design consultants, to graphic designers and creative directors.

In this degree you will focus on the creation of visual messages, ideas and information for a range of audiences. You will develop broad visual communication design knowledge informed by theoretical and technical knowledge and to apply those skills to real world graphic design outcomes.

Throughout the course you will explore essential areas of communication design including; typography, image generation, branding, information design, packaging, branded environments, web design and interaction design. An emphasis on creativity, design thinking, collaborative practice and problem solving will add depth to your practice.

During the course of study, you will also have the opportunity to complete an internship with one of our creative industries partners giving you fantastic studio experience, fresh contacts, and material for your CV and portfolio.
Course Description

The Bachelor of Communication Design introduces you to a comprehensive range of communication design disciplines: typography, branding, publication design, advertising, image making, packaging, web design and information design. 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.

Create an Exciting Future

The immense volume of visual material produced to support both commercial and cultural purposes means that the areas of employment open in communication design is very broad. 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, copywriting, typography, finished art, packaging design, book design, information architecture and interactive graphic design.

Entry Requirements

- Completion of Senior High School Certificate (Year 12 or equivalent), or mature age entry
- Submission of a design portfolio (6-10 pieces of original creative work)
- Minimum ATAR 64 or equivalent, or a demonstrated ability to study at this level
- Students may be asked to undertake an interview

For overseas students only:
- Minimum 18 years of age
- IELTS (or equivalent) score of 6.0 minimum (Academic Module) or above, with no skills band less than 5.5

Level 100

Students take 5 core subjects and 3 electives for Trimesters 1 and 2:

- Design Fundamentals
- Design Exploration
- Thinking Visually
- Typographic Fundamentals
- Ways of Seeing

Level 200

Students take 1 core subject and 7 electives for Trimesters 3 and 4:

- Message, Meaning, Media

Level 300

Students take 6 core subjects and 2 electives for Trimesters 5 and 6:

- Live Design Studio
- Major Project
- Culture of Change
- Exhibition/Live Brief
- Portfolio
- Review by Design

Electives

- The Language of Type
- Developing Visual Vocabulary
- Branding
- Data Visualization
- Experience, Interface, Interaction
- Time, Space, Motion
- Text and Image
- Typographic Systems
- Type Generation

Lifethrough a Lens
- Audience, Environment, Commentary
- Sequence and Narrative
- Interaction Design
- Motion Design
- Interface Development
- Context and Technology Systems
- Live Action Production
- Motion Graphic Design
- Environmental Branding
- Internship

Society, Packaging, Consumers
- Packaging and Branding
- User-centered Design
- Impression to Implementation

Electives are subject to availability and may not be offered in all locations or during particular times.
by Scott Roberts

I didn’t happen

Three years later, I still had no idea what I wanted to do. I had all the Billy Blue brochures, probably like the one you’re reading now. I was so close but I didn’t know it at the time, and in the end I played it safe and settled for a business degree. Three years later, I still had no idea what I wanted to do.

In the end, I took a year off and went travelling. It is said that travel is fatal to prejudice, bigotry and narrow-mindedness — a fair sentiment — but for me it was also fatal to uncertainty. Having spent a year on the road, and living in Barcelona at the time, I decided that design was it! I threw together a portfolio and a couple of months later I was walking through the doors of Billy Blue as a student for what would be two of my best years.

In a way I’m glad I came into design a little later. Every good designer I’ve worked with has had a genuine thirst for knowledge and new experiences. Everything is of interest. They suck up the world around them — travel, people, books, movies, galleries, food, parties, you name it — and it feeds their creativity. There is an inherent curiosity there. These experiences allow you to think differently and find your own style.

In design, you’ll be asked to work for a broad spectrum of clients, operating across different industries, targeting different markets. Good designers don’t just apply a one-size-fits-all approach; they call upon their influences and adapt, creating designs that are appropriate to the project at hand. But more than that, they delight. It’s what makes it such an exciting industry.

I now work as Senior Designer for February, a London-based design studio. No matter who the client — be it a high street bank, a football club or a cutting-edge magazine — our job is to think differently and delight. One project which became my baby early on was Next Level Magazine, an international publication which billed itself as a leader in showcasing innovative contemporary photographic art.

Charged with its redesign, our solution was to make the image king. We separated out all the text elements (headers, body copy, captions, page numbers, bios) into interleafed sheets of bible paper, removing these details from the run of pages thereby allowing the imagery to be showcased in its purest form. It felt right for a photographic magazine, and our client loved the result.

I’ve always found design to be most rewarding when you push yourself beyond the immediately obvious or superficial to find a solution that delights; where you become excited and overwhelmed by the possibility of a single idea. It rarely comes easily, but when it does, it always reminds me why design was the right choice.

Push yourself beyond the immediately obvious or superficial to find a solution that delights.

by Holly Doran

Holly Doran

I called the headache tablets Swallow and used bold graphics so the product would stand out and attract the target market. This brief really enabled me (quite literally) to think outside the box.

I have been using this as my trading brand mark. The brand mark was inspired by Bodoni, which is such beautiful and classic font. I really enjoy exploring typography.

I am still finding my feet after graduating. There are many areas I would like to explore in the future, including advertising, illustration, packaging and publishing.

I find events such as the Biennale and Sydney Design energising, especially Sydney Design, which showcases installations and experiences throughout the city. I know it sounds corny but I am also constantly inspired by nature. I live by the beach and every day I am blown away by the beauty that Sydney has to offer. I have been playing around with photography for the last few months; I love trying to find the perfect light or angle and capturing it!

The Billy Blue Communication Design course opened my eyes to the breadth and variety of design.

When many design facets combine

My Design Career Almost Didn’t Happen

by Holly Doran

Holly Doran

I have always been interested in art, so after I finished school I began a Fine Arts course at university. One semester in, I realised I wasn’t ready for full-time study. I decided to go and see the world and ended up travelling for seven years. My travels really enabled me to think about the direction I wanted to head in.

I was interested in learning more about illustration, but I didn’t want to spend three years studying only to realise there wasn’t much work in my vocation. The Billy Blue Communication Design course opened my eyes to the breadth and variety of design.

One project that I really enjoyed working on was part of the Southron Cross Packaging Design Awards. The design challenge was to create a package for an over-the-counter pharmaceutical product. The package had to protect the product and be innovative in its design. I redesigned the humble headache tablet package by creating a detachable multi-pack that targeted busy women aged between 18 and 35. The package contained six tablets – three packs of two to tear and take in your purse. The brand mark was inspired by Bodoni, which billed itself as a leader in showcasing innovative contemporary photographic art.

Charged with its redesign, our solution was to make the image king. We separated out all the text elements (headers, body copy, captions, page numbers, bios) into interleafed sheets of bible paper, removing these details from the run of pages thereby allowing the imagery to be showcased in its purest form. It felt right for a photographic magazine, and our client loved the result.

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Push yourself beyond the immediately obvious or superficial to find a solution that delights.

by Holly Doran

Holly Doran is passionate about illustration and typography. A recent graduate of Billy Blue, she is exploring various pathways in communication design. In her spare time, Holly pursues an interest in photography and draws much of her inspiration from nature, particularly Sydney’s stunning beaches.

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Push yourself beyond the immediately obvious or superficial to find a solution that delights.
Billy Blue’s Digital Media Design courses are your stepping stone into the exciting and exploding worlds of animation, film, TV, video, online, interactive, web, mobile, interface design, user experience design, 3D design, visual effects, concept and character design, environment design, game art, project/production management and strategy.

Digital Media Design courses are industry-driven, giving you in-demand skills for a wide range of high-growth sectors. Our graduates are hot property in the employment world. Learn from skilled lecturers who work in the industry and make valuable contacts before you even graduate.

Want to study more than one area? No problem – each of our degrees allows you to experience another specialisation. Still not sure where to begin or want a taste of everything? Our 7 month Diploma of Digital Media Design introduces all of these exciting areas, and can lead to a degree with only a year and a half of further study.

Furthermore, during the course of study, you will also have the opportunity to complete an internship with one of our digital media industry partners giving you fantastic studio experience, fresh contacts, and material for your CV and portfolio.

Dive in deep with our three industry endorsed, university-equivalent degrees across 3D Design and Animation, Interaction Design or Motion Design.
Billy Blue Course Guide 2014/15

3D Design and Animation

Bachelor of Digital Media Design
(3D Design and Animation)

3D Design and Animation

Like the idea of creating worlds and characters, and bringing these to life? Want to tell fantastic stories and to visualise the imaginary, the impossible, the future? By completing a 3D Design and Animation degree, you will get all of the essential knowledge, skills and experiences you need to take on a career in 3D design or animation for film, TV, games, advertising, information/education and beyond.

Acquire broad and flexible hands-on skills in modelling, rigging, animation, lighting and compositing. At the same time you will explore design and animation theory and context to enrich your creativity and storytelling, while working through briefs and creative processes used by industry.

In your final year you can apply for an internship with a professional 3D design and animation studio, and get the chance to work on live project work for a real-world client. You will also have the chance to complement your specialisation by taking elective subjects in Motion Design, Interaction Design or Communication Design. You can pick and mix elective subjects to further tailor your degree to your goals.

Course Specifications

CRICOS Course Codes
081284A

Duration
3 years accelerated (including breaks)
3 years standard (including breaks)
6 study periods

Intakes
February, June, September

Location
Sydney, Melbourne, Brisbane

FEE-HELP
Available for eligible Australian students only

Entry Requirements

- Completion of Senior High School Certificate (Year 12 or equivalent), or mature age entry
- Submission of a design portfolio (6-10 pieces of original creative work)
- Minimum ATAR 60 or equivalent, or a demonstrated ability to study at this level
- Students may be asked to undertake an interview

For overseas students only:
- Minimum 18 years of age
- IELTS (or equivalent) score of 6.0 minimum (Academic Module) or above, with no skills band less than 5.5

Bachelor of Digital Media Design
(3D Design and Animation)

WHAT SUBJECTS WILL YOU STUDY?

Level 100
Design Fundamentals
Design Exploration
Experience, Interplay, Interaction
Time, Space, Motion
Drawing for Concept Development
Interactive Design
Motion Design
3D Design and Animation

Level 200
Students take 6 core / 3D Design and Animation specialisation subjects and 2 electives for Trimesters 3 and 4:
- Digital Studio 1
- Character Modelling
- Character Animation
- Digital Studio 2
- Modelling and Visualisation
- Character Animation

Level 300
Students take 6 core / 3D Design and Animation specialisation subjects and 2 electives for Trimesters 5 and 6:
- Digital Studio 3
- 3D Visualisation, Compositing and Effects
- Animation Production
- Portfolio Development
- Emerging Practice in 3D Design and Animation Major Project in 3D Design and Animation
- 3D Design and Animation Internship (optional for students taking 3D Design and Animation Internship)
- 3D Design and Animation Internship (competitive entry)

Electives
- Interface Development 1
- Content and Technology Systems
- Interface Development 2
- Experience Design 1
- Live Action Production
- Motion Graphic Design 1
- Story and Cinematography
- Compositing and Visual Effects 1
- Interaction Development 3
- Experience Design 2
- Motion Graphic Design 2
- Compositing and Visual Effects 2

Entry Requirements

- Completion of Senior High School Certificate (Year 12 or equivalent), or mature age entry
- Submission of a design portfolio (6-10 pieces of original creative work)
- Minimum ATAR 60 or equivalent, or a demonstrated ability to study at this level
- Students may be asked to undertake an interview

For overseas students only:
- Minimum 18 years of age
- IELTS (or equivalent) score of 6.0 minimum (Academic Module) or above, with no skills band less than 5.5
**Motion Design**

A degree in Motion Design gives you the essential knowledge, skills and experiences required to embark on a career designing and producing content for film, TV, games, advertising, information and beyond. You will acquire broad and flexible hands-on skills in motion graphic design, digital video production, editing and postproduction, sound design, concept design, preproduction planning, cinematography, composing and visual effects. At the same time you will explore the theory and context of design, film, TV and animation to enrich your creative and storytelling skills while working through briefs and creative processes used by industry.

In your final year you can apply for an internship in a professional motion design studio or production house, with the chance to work on live project work for a real world client. You will also have the chance to complement your studies by completing elective subjects in 3D Design and Animation, Interaction Design or Communication Design. You can pick and mix elective subjects to further tailor your degree to your goals.

**Visual Storytelling**

We live in a world of moving images – from cinemas, to boardrooms and bus-routes – and it’s designers with visual storytelling skills who create them.

**Course Specifications**

**CRICOS Course Codes**
60578G

**Duration**
3 years standard (including breaks) - 6 study periods

**Intakes**
February, June, September

**WHAT SUBJECTS WILL YOU STUDY?**

**Level 100**
- Design Fundamentals
- Design Essentials
- Experience, Interface, Interaction
- Time, Space, Motion
- Drawing for Concept Development

**Level 200**
- 3D Design and Animation

**Level 300**
- Student take 6 core / Motion Design specialisation subjects and 2 electives for Trimesters 2 and 4:
- Digital Studio 1
- Low Action Production
- Motion Graphic Design 1
- Digital Studio 2
- Story and Cinematography
- Compositing and Visual Effects

**Electives**
- Character Modelling
- Character Animation
- Motion Graphics Design
- Compositing and Visual Effects 1
- Portfolio Development
- Emerging Practice in Interactive Design
- Motion Design
- Motion Design 2

**Level 200**
- Student take 6 core / Interaction Design specialisation subjects and 2 electives for Trimesters 2 and 4:
- Digital Studio 1
- Interface Development 1
- Content and Technology Systems
- Interface Design 1
- Interface Design 2

**Level 300**
- Student take 6 core / Interaction Design specialisation subjects and 2 electives for Trimesters 2 and 4:
- Digital Studio 1
- Interface Development 1
- Content and Technology Systems
- Interface Design 1
- Interface Design 2

**INTERACTION DESIGN**

**Bachelor of Digital Media Design (Interaction Design)**

**User experience**

The degree covers the theory and practice of user experience design, information architecture, graphic and interface design, human-computer interaction, nonlinear storytelling, scripting and development, user behaviour and psychology, research, innovation and strategic thinking.

**Entry Requirements**
- Completion of Senior High School Certificate (Year 12 or equivalent), or mature age entry
- Submission of a design portfolio (6-10 pieces of original creative work)
- Minimum ATAR 64 or equivalent, or a demonstrated ability to study at this level
- Students may be asked to undertake an interview

**Course Specifications**

**CRICOS Course Codes**
60578D

**Duration**
2 years accelerated (including breaks) - 3 years standard (including breaks) - 6 study periods

**Intakes**
February, June, September

**Location**
Sydney, Melbourne, Brisbane

**FEE-HELP**
Available for eligible Australian students only

**WHAT SUBJECTS WILL YOU STUDY?**

**Level 100**
- Design Fundamentals
- Design Essentials
- Experience, Interface, Interaction
- Time, Space, Motion
- Drawing for Concept Development

**Level 200**
- 3D Design and Animation

**Level 300**
- Student take 6 core / Interaction Design specialisation subjects and 2 electives for Trimesters 2 and 4:
- Digital Studio 1
- Low Action Production
- Motion Graphic Design 1
- Digital Studio 2
- Story and Cinematography
- Compositing and Visual Effects

**Electives**
- Character Modelling
- Character Animation
- Motion Graphic Design
- Compositing and Visual Effects 1
- Portfolio Development
- Emerging Practice in Interactive Design
- Motion Design
- Motion Design 2

**Level 200**
- Student take 6 core / Interaction Design specialisation subjects and 2 electives for Trimesters 2 and 4:
- Digital Studio 1
- Interface Development 1
- Content and Technology Systems
- Interface Design 1
- Interface Design 2

**Level 300**
- Student take 6 core / Interaction Design specialisation subjects and 2 electives for Trimesters 2 and 4:
- Digital Studio 1
- Interface Development 1
- Content and Technology Systems
- Interface Design 1
- Interface Design 2
Digital Media Design

This 7 month diploma lets you explore the vast and exciting range of career paths in the world of digital media design. The program offers you a broad foundation in essential digital design skills and concepts including ideas generation, graphic design, 3D design, digital video, motion graphics, web and interactive design. You will graduate with direct design practice experience in animation, interaction design and motion design.

Use this course as a way to decide where to focus next, and which specialist digital media design degree to undertake, or as a stepping stone into junior or entry-level role in a digital studio or production house.

Dive into digital media

We live in a world of moving images – from cinemas, to boardrooms and bus rides – and it’s designers with visual storytelling skills who create them.

Course Specifications

CRICOS Course Codes 081289G

Duration

24-36 weeks full-time (depending on study load)
1-2 years part-time

Intakes

February, June, September

Location

Sydney, Melbourne and Brisbane

Entry Requirements

- Completion of Senior High School Certificate (Year 12 or equivalent), or mature age entry
- Submission of a design portfolio (6-10 pieces of original creative work)
- Minimum ATAR 64 or equivalent, or a demonstrated ability to study at this level
- Students may be asked to undertake an interview

For overseas students only:

- Minimum 18 years of age
- IELTS (or equivalent) score of 6.0 minimum (Academic Module) or above, with no skills band less than 5.5

WHAT SUBJECTS WILL YOU STUDY?

Level 100

Design Fundamentals
Design Exploration
Experience, Interface, Interaction
Time, Space, Motion

Level 200

Drawing for Concept Development
Innovation Design
Motion Design
3D Design and Animation

Diploma of Digital Media Design

Discover a digital frontier
With a love of art and language, Digital Media Design student Jarryd Smith is fascinated by communication in the world around him. To Jarryd, everything is interesting – something he considers both a blessing and a curse as he finds it is impossible to ‘switch off’. His course has encouraged him to ‘think differently’, stretching the bounds of his creativity.

I am originally from the coastal town of Port Macquarie so a lot of the inspiration for my artwork comes from my surfing lifestyle. I’ve always loved art, but at high school several of my (non-art) teachers warned me that design is a competitive industry. The truth is yes, design is indeed competitive but I have remained optimistic and already have great work opportunities halfway through my study.

My overall love of art is a constant source of inspiration, but I am also really interested in copywriting. If I can get an audience to laugh or engage whilst imparting an important message or idea, I am content.

The impact of a good laugh
by Jarryd Smith

I believe in the concept that ‘everything is interesting’ for designers, though I’m not sure if it’s a gift or a curse. A designer’s way of thinking is impossible to switch off. I often find myself scouring typography in shop signs, analysing messages on billboards and paying more attention to how a commercial has been delivered than to the television program I am watching.

I think one of my most fun and successful projects so far during the Digital Media Design course was creating a ‘how to’ video. I decided to film an instructional video on how to pick up women – except the host was an intoxicated bricklayer who was literally picking up women and throwing them over his shoulder. It was a little bit cheeky and controversial and gained many laughs. At Billy Blue we are always encouraged to think differently, which really appeals to me.

If I can get an audience to laugh or engage whilst imparting an important message or idea, I am content.

If I can get an audience to laugh or engage whilst imparting an important message or idea, I am content.

FROM SCIENCE TO PIXELS
by Tom Wood

Tom Wood envisaged a career in science, even completing a degree in Pharmacology, but eventually realised that his true passion was design. He has now completed the Digital Media Design course and is pursuing his interest in 3D design.

I completed a degree in Pharmacology but wasn’t convinced that pharmaceuticals was my thing. Throughout my science degree, I coded and designed websites and print media in my spare time, getting both paid and unpaid work. I would stay up to ridiculous hours most nights designing even the smallest of things. I slowly began to realise that even though I liked the scientific path I was on, the passion was just not there. Eventually I asked myself the question, ‘Why not design?’ Since then I have never looked back.

My passion for design comes from the fact that we can produce something completely new and personal but share it with the public. We can make something so mundane into something incredible.

My main interest in digital media is 3D design – it’s actually a bit of an obsession. I think I have watched all the Pixar movies at least once, no matter what I am working on. I have a movie running on another screen and whenever my attention wavers I glance across and am always presented with an amazing visual that inspires me to continue working. The art of motion opens an infinite number of options to explore. Just watching how everyday things, such as people, animals and even wind move, gives me ideas to put into my productions.

Recently I made a small infographic to try to get young people in Sydney to ride their bikes. I could have produced it with a large amount of dry statistics stating the benefits of riding but I realised that my target audience would be bored senseless with that approach, regardless how cool or contemporary I made the design. So instead I created a character, Terry, who is a bicycle, through interacting with him, the viewer is able to make a real connection with the issues involved and therefore be affected more profoundly by its message.
I am Ivan Kintanar and I have been working in the VFX and CGI industry for more than 10 years now. Working at Billy Blue allowed me to share my experiences and knowledge in 3D design while practicing my craft in various gaming, film and TVC projects.

I always loved watching movies and reading books when I was young and I became fascinated with computer generated imagery back in my university years. I still remember watching movies like Toy Story and wanting to know how they were done. Looking back, pursuing a career in 3D design and animation was a natural step for me.

Regardless of whether I’m working on a game, film, TVC or interactive project, working with 3D design and computer generated imagery requires me to be dynamic and innovative creatively. You will never know what subject or area you will be working on next and I often use items I have seen and read in the past as inspiration for projects I do. In a span of 2 years, I jumped from developing an animated childrens show with a very stylized look and toony characters, to a feature film that needed realistic 3D buildings and underwater scenes, and then finally to a documentary where I had to visualize black holes and strange stars. Most recently, I came from working on a huge action console game set in the 1950s, then immediately went into visualizing offshore oil rigs for disaster management training. Not only did I need to learn and be interested with whatever the topic and style a project has, but I also realized that clients and companies are always looking at my creative take and interpretation.

I have also worked on a documentary about subatomic particle collisions and the production knew everything from quantum mechanics to particle physics, but it was up to creatives like myself to give a unique take on the topic and visualize everything in an appealing and informative way to audiences. I always find that successful computer graphics artists can always bring something different and unique to any project.

I became fascinated with computer generated imagery back in my university years.
Billy Blue’s Interior Design courses create the pathway for your career as a commercial interior designer working on work spaces, hotels, bars, retail brands, event or exhibition concepts and even the design of online virtual environments; or as a residential interior designer who focuses on creating inspiring and sustainable home environments that meet the demands of 21st Century housing, high-rise living, mobile, multi-purpose and adaptive reuse environments.

Throughout your Commercial Interior degree study, you will engage with the theoretical and practical elements of commercial interiors – branding, lighting, sustainability and materiality. You will discover how commercial interior design strategies are developed and 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.

Throughout your Residential Interior degree study, you will engage with the theoretical and practical elements of designing residential interiors. You will explore and respond to contemporary issues impacting residential interior design thinking such as our aging population, homelessness, evolving gender roles and definitions of family. You will unpack and understand frontier theory that informs the notion of home in both physical and virtual environments. You will make residential environments a reality through documentation, contract management, professional design practice and cross-disciplinary interaction.

As a future-ready interior designer, new technologies and environmentally sustainable practices will be part of your learning. You will understand the impact in the selection of materiality, lighting, joinery, furniture and technology systems such as artificial intelligence robotics and interactive audio visual systems.

Graduate with the valuable skills to create state-of-the-art commercial or residential interiors. Digital technology is a strong focus of this course, as not only will you engage with contemporary theory, but also learn how to represent spatial environments, and communicate information relevant to designing, costing, evaluating, and constructing commercial and residential interiors using industry standard software. You will also have the opportunity to apply theory to practice by applying for an internship with one of Billy Blue’s industry partners giving you real-world experience, industry contacts and material for your professional portfolio.

As a future-ready interior designer, new technologies and environmentally sustainable practices will be part of your learning.
COMMERCIAL INTERIOR DESIGN

Associate Degree of Applied Design (Commercial Interior)

Commercial Interior Design

Commercial Interior Design reflects an exciting new development in the interior design industry. Take on the world as a creative interior designer focusing on exciting commercial environments including cafes, bars, hotels, restaurants, exhibitions, and workspaces to name a few. Find out about design history, culture and theory, branding, lighting and sustainability, materiality and all the practical skills needed to make your designs a reality including documentation and professional skills. In the future, as a spatial designer, you might also find yourself designing interiors for digital environments such as games, film, virtual worlds and animation. The Commercial Interior course also introduces you to the theory and practical skills needed to embrace this exciting emerging area of spatial design.

The Associate Degree of Applied Design (Commercial Interior) 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.

As a Commercial Interior Designer, you may work in architectural or interior design practices designing and concept developing everything from cafes, hotels, retail experiences, restaurants to exhibitions and corporate environments. You could also work in industry designing other commercial environments such as virtual worlds and animated spaces for digital/gaming platforms.

WHAT SUBJECTS WILL YOU STUDY?

Level 100
- Design Culture and Theory
- Ideas Generation in Visual Communication
- Systems of Communication 1
- Introduction to Design Practice
- Frameworks of Design
- History of Commercial Interior
- Systems of Communication 2
- Digital Worlds

Level 200
- Introduction to Design Research
- Scheduling Interiors 1 - Commercial Environment Planning and Visualisation
- Environment Design 1: Branding
- Interactive Spaces
- Brand Management
- Systems and Documentation 1
- Retail / Exhibition
- Environment Design 2: Retail

Designed Environments

You explore the fundamental areas of commercial interiors – branding, lighting, sustainability and materiality – and grasp the practicalities of designing inspiring commercial environments.

Course Specifications

CRICOS Course Codes
03715E

Duration
2 years full-time (including breaks), 4 study periods

Intakes
February, June, September*

*Does not apply to Perth

Location
Perth, Sydney, Melbourne and Brisbane

FEE-HELP
Available for eligible Australian students only

Entry Requirements

- Completion of Senior High School Certificate (Year 12 or equivalent), or mature age entry
- Submission of a design portfolio (6-10 pieces of original creative work)
- Minimum ATAR 64 or equivalent, or a demonstrated ability to study at this level
- Students may be asked to undertake an interview

For overseas students only:
- Minimum 18 years of age
- IELTS (or equivalent) score of 6.0 minimum (Academic Module) or above, with no skills band less than 5.5
Commercial Interior Design

Commercial Interior Design reflects an exciting new development in the interior design industry. Take on the world as a strategic and creative interior designer focusing on exciting new digital environments where technology is changing the way we live, and communicate information in ways never previously considered. Commercial Interior Design reflects an exciting new development in an industry. The program teaches you how to shape and influence the spaces in which people live through an understanding of design history and theory as well as a solid understanding of the tools you will use to create amazing living environments such as shape and form, lighting, furniture, colour, pattern, materials and textures. You will learn to create innovative and sustainable solutions using various communication methods and professional skills such as documentation. Discover how technology is changing the way we live, and how you can apply knowledge to design the spaces of the future. This course equips you for work as a residential interior designer in an architectural or interior design practice, either here in Australia or around the world.

Home sweet home
Design a wide range of residential interiors; from single and multi-level houses to large scale or high-rise residential apartments. You may find work in any leading interior design landscape, and understand how a creative residential interior can immerse its inhabitants.

Residential Interior Design

Residential Interior reflects another exciting new development in the Interior Design industry. The program teaches you how to shape and influence the spaces in which people live through an understanding of design history and theory as well as a solid understanding of the tools you will use to create amazing living environments such as shape and form, lighting, furniture, colour, pattern, materials and textures. You will learn to create innovative and sustainable solutions using various communication methods and professional skills such as documentation. Discover how technology is changing the way we live, and how you can apply knowledge to design the spaces of the future. This course equips you for work as a residential interior designer in an architectural or interior design practice, either here in Australia or around the world.

Bachelor of Applied Design (Commercial Interior)

WHAT SUBJECTS WILL YOU STUDY?

Level 100

Design Culture and Theory
Ideas Generation in Visual Communication
Scheduling Interiors 1 - Commercial
Environment Planning and Visualisation
Environments Design 1: Branding
Interactive Spaces
Brand Management
Systems and Documentation 1

Level 200

Introduction to Design Research
Scheduling Interiors 2 - Commercial
Environment Planning and Visualisation
Environment Design 1: Branding
Interactive Spaces
Brand Management
Systems and Documentation 1

Level 300

Bachelor of Applied Design 2 - Hospitality/Corporate Culture of Change and Innovation
Scheduling Interiors 2 - Commercial
Environment Planning and Visualisation
Environment Design 1: Branding
Interactive Spaces
Brand Management
Systems and Documentation 1

Bachelor of Applied Design (Residential Interior)

WHAT SUBJECTS WILL YOU STUDY?

Level 100

Design Culture and Theory
Ideas Generation in Visual Communication
Systems of Communication 1: Introduction to Design Practice
Frameworks of Design
Environment Design 1: Residential
Communication Systems 1: Residential
Digital/Interior: Residential

Level 200

Theories of Space and Place 1: Residential
Systems and Documentation 1: Residential
Environment Planning and Visualisation
Theories of Space and Place 2: Residential
Systems and Documentation 2: Residential

Level 300

Residential Design Technologies
Environment Design 2: Residential
Systems and Documentation 3: Residential
Independent Design Practice 1

WHAT SUBJECTS WILL YOU STUDY?

Level 100

Design Culture and Theory
Ideas Generation in Visual Communication
Systems of Communication 1: Introduction to Design Practice
Frameworks of Design
Environment Design 1: Residential
Communication Systems 1: Residential
Digital/Interior: Residential

Level 200

Theories of Space and Place 1: Residential
Systems and Documentation 1: Residential
Environment Planning and Visualisation
Theories of Space and Place 2: Residential
Systems and Documentation 2: Residential

Level 300

Residential Design Technologies
Environment Design 2: Residential
Systems and Documentation 3: Residential
Independent Design Practice 1
THE POWER OF REMARKABLE INTERACTION

by Alan Thai

I like to challenge myself and try new things. I had originally wanted to get into architecture, but after receiving my diploma of Visual Communications (at UTAS) I wanted to study something that combined the artistic freedom from Vis. Comm., while still working on large scale projects, thus leading me to take on interior design. I guess it was during high school when we were supposed to be thinking of our future. I just remember thinking to myself that I wanted to be somebody when I grow up and that I couldn’t imagine myself crunching numbers in an office all day.

I’ve always been a guy who preferred hands-on activities, be it building models, drawing pictures or just helping my dad out in the garage. I’m interested in design due to the idea of changing the way someone can feel and perceive things, solely through the design of a space. In short, I guess a career in design is continually challenge what we know and to break these boundaries that we have formed. In my projects, I am always finding ways to take brands into new directions. In a recent assessment, I designed a showroom/restaurant for the motorcycle brand Deus ex Machina. I felt that the brand was too exclusive, almost like a cult, and a showroom / restaurant would be a nice way for customers to see into the brand culture, almost like an induction ceremony.

As a young Commercial Interior designer, I base most of my works on function. I like to make sure that everything works first at an efficient level before I make it all dolled up. I think this is a reflection of my personality and I enjoy creating spaces that are an expression of my self. I always try to put myself in the recipient’s shoes, “what would it be like to be in a space like this?”

As of now, I am just enjoying the fact that I am still a young designer, I see it as an opportunity to branch out, hone as many skills as possible and to just try out as many crazy ideas as possible. I get excited by new and interesting ideas and how they can be applied to my work. I have recently taken on the role of intern at a furniture and product design studio (Workshopped in Surry Hills) which is an opportunity that I am very grateful and excited about. Just the idea of working with many different professionals and the new lessons that I will learn is inspiring me to work harder as a student in order to further developed myself.

I find the idea of ‘thinking differently’ very attractive because I believe that I have been doing it for a very long time. I believe that the only way to move forward in the world of design is to continually challenge what we know and to break these boundaries that we have formed. In my projects, I am always finding ways to take brands into new directions.

Billy Blue has really pushed me to challenge what I know about design and to question the impossible.

by Olivia Racz

I moved here from New Zealand over 4 years ago wanting to explore the amazing opportunity Sydney had to offer and fell in love with the lifestyle and the strong basis of design. I also have a love of painting, fashion and travel, and have a strong passion for anything creative.

After completing two years of a Bachelor of Fine arts and a Bachelor of Arts at Auckland University I realized that I wanted to pursue something more tangible in the creative industry. I was drawn to Interior Design because it is an element that affects everyone and I love that amazing design can truly inspire someone and I could become a part of changing someone’s mood through a physical experience. I realised that commercial interior design is a way to immerse people in amazing environments that can inspire anyone, even those who have no immediate attachment to design.

I am most passionate about the concept of space in design, and creating unique environments that are always pushing the boundaries. I love that design communicates with everyone in different ways, to uplift and inspire anyone that encounters them. I cannot wait to provide my input in the design world and see my ideas come to reality.

The project that is most inspiring me right now is the new Town Square 2030 project including “The Tunnel”. I am currently working on designing a bar and restaurant for Rekorderlig Cider, and a corporate environment for Architecture Media in the proposed Development for the Space. The blank canvas and idea to create a cultural hub in the heart of the city really inspired me to bring life to the environments and try a brand new direction for the city of Sydney.

A project I recently completed was for the brand Aesop who have a strong foundation of being highly unique and contextual which means that every store is always very innovative and different. I really enjoyed creating a space in which the environment was like nothing I’d ever considered before, creating everything in the space in a way that was unconventional and new. I chose to utilise Sydney’s basis on water and fluidity to create shelves that appear from the shopfront throughout the space and into a ceiling feature. The whole project pushed me to approach the space in a different way and to an idea that I have carried through the rest of my design process.

The way that Billy Blue mimics the real world is the most inspiring element of the college. Knowing that the projects we undertake could be real live projects really creates a sense of excitement in the design process. Having lectures from real design firms and small classes ensures that your advice is tangible and what you are learning will hold up in the real world.

I know that everything I have learned at Billy Blue will set me apart in terms of design thinking in the real world, and will make sure that I always challenge myself and my designs in the future.
I currently own my own company Anchor Design Group and am a part-time Junior Designer at Edgi Interiors in Alexandria. I thrive on being very busy and active and spent 9 years as an ice skater competing nationally and internationally. I’m secretly nerdy and love sci-fi.

Design has always inspired and intrigued me. Through high school I delved into Visual Arts and Textiles and once I completed high school I knew that I wanted to explore design. I loved the way shape and form could express not only feelings but also an experience or memory that had occurred and especially loved the different ways people responded to spatial works. I became increasingly interested in space and the opportunities that it presented, specifically how it can involve and interact with an audience.

For me design is not only a way of expressing your ideas or personality but it is also a way of communication: whether it is through brand, experience or form.

The practice of cross-disciplinary design is becoming very apparent in the design industry. The opportunities that arise when combining different forms of design both challenges and interests me. Due to my passion for both fashion textiles and sketching I often find inspiration from other art mediums or practices. Quite often the thinking process or practical application of design is very different between the disciplines and I am heavily inspired by the challenge of combining these processes. Branded space is also included in this as are the opportunities of expressing a brand into a space or form and bringing a brand to life.

It was while working on my project for Interactive Spaces that I was most challenged to think differently. It involved creating an interactive sculpture/installation that allowed people to understand a charity without necessarily educating them. It forced you to look into the way people mentally and physically respond to design and most importantly the simplicity of a design. It forced you to think more than just what colour or material it was made of but actually how it would represent or portray a specific emotion as a whole.

From the beginning Billy Blue has always challenged our thinking and design processes while creating a good balance of industry knowledge and practical skills.

The most inspiring thing while being at Billy Blue was the freedom received in exploring our personal design philosophies, ideas and style while still being taught how to generate a practical design.

Kristie is approaching the 10 year anniversary of her business’ inception. She continues to make her mark in the industry by focusing on holistic, renewable, sustainable elements and strong conceptual designs. As for life, she believes that to have a concept is the initial part of the journey but what really makes the project exciting is when a concept is brought to life by being creative and creating smiles on client’s faces by being resourceful within the project constraints.

I founded inochi – an independent creative design and interior architectural studio offering unique, holistic design solutions from concept through to implementation for hospitality, commercial, retail and residential environments. Inochi’s origin and philosophy takes its name from the Japanese word meaning life and destiny, our philosophy of DESIGNLIFE is not only about creating long-term relationships with our clients but also about breathing new life into clients environments and brands through design. Producing passionate and inspirational design solutions for my clients creates expressive, immersive experiences with valuable competitive advantages. Treating each client individually creates ideas and designs specifically crafted to each client’s unique brief and vision.

My inspirations have developed from numerous avenues; with a father as a pilot travelling from a young age exposed me to a vast variety of cultures, environments, local materials and artisan craft; working for a number of multidisciplinary design firms in various countries; artists, architects, philosophers, engineers, scientists have all inspired me to create solutions above and beyond the aesthetic nature of design. These experiences have not only influenced my design for inochi and my clients, but have been an integral part of my inspirational and development of my latest personal project – my ‘artwork furniture design!’ Having custom designed many furniture pieces for both my commercial and residential clients over the years - I have embarked on an adventure of my own: creating artwork on furniture with a variety of mediums: ink, paint, graffiti style stencilling - personally spraying the frames in bright fluorescent colours, upholstering and then creating bold furniture artworks which are bespoke one-of-kind aesthetic pieces, which are also functional and are a talking point.

I am extremely grateful to have been a part of Billy Blue community since the beginning of the Interior Design program, it is extremely satisfying that I can share this knowledge, skill and expertise obtained from my experience to the next generation of designers. My teaching method is fun, energetic, engaging and informative - producing very pleasing results from students... from their feedback.

It is important to teach the students about the realities of the industry.

It is not just about producing clever strong concepts... it’s about the integral middle stages of design development, construction documentation and management of clients and contractors - that allow the projects completion and turn projects into fruition.
A born-and-bred Sydney-sider, I believe that thoughtful design (and disco) can make the world a happier place. I have always needed to express myself creatively. Throughout my life this has taken many forms, from singing, to painting, to filmmaking. In my early 20’s I had a ‘light bulb’ moment where I realised that I had always been interested in spatial design and suddenly realised that I could turn it into a career.

What inspires me the most about what I do is the potential to positively impact people’s experience of life. Home is such an important place, and I love the idea that I can help to make someone’s home a beautiful and meaningful place for them to carry out their lives.

While there is a huge trend these days for ‘hot desking’ in large office buildings, I am currently working on a corporate office fit-out where each room is tailored specifically to the requirements and desires of an individual worker. This is a very refreshing project for me, and I think it reflects the growing desire to make places of work (where we spend most of our time) more like a home away from home. I’m looking forward to seeing how lessons from residential design will shape commercial and corporate design over the coming years.

One of the most engaging projects I worked on whilst studying at Billy Blue was one where we developed design concepts for housing intended for formerly chronically homeless people. Inspired by the work of organisations such as Common Ground and the Mercy Foundation, this project challenged us to see interior design not only as a solution to spatial problems, but as a powerful force for good in society. Chronic homelessness is a problem that really requires ‘thinking differently’ and I believe that good design has a big role to play in creating a sustainable solution.

What initially drew me to Billy Blue was the strong industry connectedness of the college. I knew that I was going to be in good hands, not only whilst I was studying, but also when I left the college. I have definitely found this to be true: I love the Billy Blue theme that ‘Everything is Important’. One of the biggest lessons I learnt in my studies is that design is a serious of choices.

Every little detail in design reflects the choice, be it good or bad, of the designer, and that is a responsibility that I find equal parts daunting and exhilarating.

I feel that as designers we all strive to challenge convention. I feel that as designers we all strive to challenge convention. An example of an ‘out of the box’ design concept I have produced is a report that was bound like a book, the cover being made from a recycled paper bag. I am consistently seeking out new and interesting ways to present my work to lecturers.

I feel that as designers we all strive to challenge convention. As a new graduate, I am excited by the colours of life. The bold fluorescent as well as the neutral tones that surround us have both played significant roles in my recent designs. I love searching through op shops and antique dealers looking for my contemporary piece. I love searching through op shops and antique dealers looking for my contemporary piece. I love searching through op shops and antique dealers looking for my contemporary piece. I love searching through op shops and antique dealers looking for my contemporary piece.

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Study Pathways

Follow a trail to find your Bachelor degree course

- Study pathways indicate your course pathways
- Common semester – this Trimester is also studied in other streams
- Unique Trimester – this Trimester is individual to this stream
- Trimester entry point
- If you leave Billy Blue prior to the completion of your course you may still be eligible for a qualification

- Bachelor of Applied Design
  - Branded Fashion Design
- Bachelor of Communication Design
- Bachelor of Digital Media Design
  - 3D Design & Animation
  - Motion Design
  - Interaction Design
- Bachelor of Applied Design
  - Commercial Interior Design
  - Residential Interior Design

- Exit Qualifications
  - Associate Degree of Communications Design
  - Associate Degree of Digital Media Design
  - Associate Degree of Applied Design (Branded Fashion)
  - Associate Degree of Applied Design (Commercial Interior)
  - Associate Degree of Applied Design (Residential Interior)

- Diplomas
  - Diploma of Applied Design
  - Diploma of Digital Media Design
  - Diploma of Communication Design

- Professional qualifications
  - Bachelor of Applied Design
  - Bachelor of Communication Design
  - Bachelor of Digital Media Design

- Program pathways
  - Branded Fashion Design
  - Communication Design
  - Digital Media Design
  - Interior Design

- Trimesters
  - Trimester 1
  - Trimester 2
  - Trimester 3
  - Trimester 4
  - Trimester 5
  - Trimester 6
**WHAT SUBJECTS WILL YOU STUDY?**

**Design Fundamentals**
- Drawing for Design
- Follow a design process
- Use typography techniques
- Produce drawings to communicate ideas
- Explore the use of colour
- Develop digital imaging skills
- Particiapte in OHS processes

**Design Fundamentals**
- Explore and apply the creative design process to 2D forms
- Apply critical thinking techniques
- Source and apply design industry knowledge
- Produce creative work
- Influences on Design
- Creative Thinking
- Your Design Career

**Short Courses**
- Upskill during downtime with weekend and evening short courses to increase your creative output.

**Course Specifications**
- CRICOS Course Codes 09735G
- Duration: 12 weeks full-time
- Entry Requirements:
  - Minimum 16 years of age for domestic students
  - Minimum 18 years of age for overseas students, prior to course commencement with completion of High School Year 10 or above, or equivalent
  - Overseas students require an IELTS band score of 5.5 (Academic) overall, with a minimum of 5.0 IELTS in each skill, or an equivalent English level

**Upskill with Studio Sessions**
- 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, or you may simply want to learn something fun and useful for your own personal use. Studio sessions are run in Sydney during the evenings and on Saturdays throughout the year.

**WHAT SUBJECTS WILL YOU STUDY?**

**Drawing for Design**
- Produce drawings to communicate ideas
- Use typography techniques

**The Designer's Process**
- Follow a design process
- Participate in OHS processes

**Creative Thinking**
- Apply critical thinking techniques
- Explore and apply the creative design process to 2D forms

**Your Design Career**
- Produce creative work
- Source and apply design industry knowledge

**Upskill during downtime**
- Learn something new
- Find a different direction
- Add an extra string to your bow

**WHERE & WHEN**
- Sydney (Available for Australian students only)
- Duration and intakes vary for each course.

**Course Specifications**
- Duration:
- Intakes:
- Location:

**Application**
- To begin expanding your creative and technical skills visit www.billyblue.edu.au/studiosessions for the latest studio session information and start dates and to download an application form. Alternatively, to discuss a course and get more advice, ring our Studio Sessions Coordinator, Sarah Paine on +61 2 9492 3297 or email studiosessions@billyblue.edu.au. 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.
The world needs creative problem-solvers right now, and Billy Blue proudly produces just that: ‘thinkers who can make and do’. As far as career opportunities are concerned, there are so many exciting possibilities to explore and at Billy Blue you get a head start.

Billy Blue consistently offers the industry award-winning and work-ready graduates across a range of design disciplines. This extremely high employability rate comes down to the fact that many of our lecturers are also industry practitioners, who can share relevant insights and opportunities when they arise, and of course to our own strong, constantly evolving industry connections. Frequently, design studios and agencies approach the college to source fresh design talent for both work experience and employment. Our graduates leave Billy Blue with the required knowledge and skills to succeed in the real world – and importantly, genuine industry experience and valuable connections to help them stand out.

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 per cent of salary earners. Communication, digital media, branded environment, commercial interior, residential interior and branded fashion 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 digital designers of all kinds.

Billy Blue consistently offers the industry award-winning and work-ready graduates across a range of design disciplines.

What career can I pursue?

Discovery the many options that await

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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 per cent of salary earners. Communication, digital media, branded environment, commercial interior, residential interior and branded fashion 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 digital designers of all kinds.

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Salary Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Director</td>
<td>$100,000 - $155,000</td>
</tr>
<tr>
<td>Art/Design Director</td>
<td>$70,000 - $100,000</td>
</tr>
<tr>
<td>Senior Flash Developer/Actionscripter</td>
<td>$90,000</td>
</tr>
<tr>
<td>Studio Manager</td>
<td>$70,000 - $80,000</td>
</tr>
<tr>
<td>Senior Designer</td>
<td>$70,000 - $80,000</td>
</tr>
<tr>
<td>Senior Finished Artist</td>
<td>$50,000 - $70,000</td>
</tr>
<tr>
<td>Intermediate Flash Developer/Actionscripter</td>
<td>$50,000</td>
</tr>
<tr>
<td>Mid Weight Designer</td>
<td>$48,500 - $64,610</td>
</tr>
<tr>
<td>Mid Weight Finished Artist</td>
<td>$50,000</td>
</tr>
<tr>
<td>Flash Developer</td>
<td>$50,000</td>
</tr>
</tbody>
</table>
Industry permeates everything we do and stand for.

Immerse yourself in our community! Come explore the college; attend our events; engage with our teaching staff, your future mentors; discover what a day in the life of a designer entails; begin the application process – and get ready to embark on an incredible adventure where everything is interesting and anything is possible!
CONNECTED TO INDUSTRY

“Boy they’ve got some nice things to say

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.

Find your passion, find a drive to learn, find yourself with a degree. Now what? we are happy to say Billy Blue has the connections needed to bridge the gap from college to industry.

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 McKeay & Clare Stephen
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.”

Landor Associates
Mike Stanford
Executive Creative Director

“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 three design internship program, new 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 team, working on major projects for both domestic and international clients. We plan to give this on-going relationship our full commitment.”

MTV
Kate Dawit
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.”

SOAP Interactive
Bradley Eldridge
Executive Creative Director

“I work with the lecturers at Billy Blue to run briefs for the students that are live in our studio. These ‘shadow briefs’ give students exposure to brands like news.com.au and Lynx bodyspray with challenges that are both real and current. I like it that Billy Blue gets the students working in teams just like they would in the real world and the response process develops skills in ideation, design and presenting.”
Learn and engage with leaders in the design industry

Our educators all have appropriate academic qualifications backed up by many years of industry experience. As a result, at Billy Blue, you learn what’s really important to succeed in the design world. Find out below who takes care of which courses.

Communication Design

NATIONAL
Neil Barnett
Head of Academic Studies

SYDNEY
Mark O’Dwyer
Program Manager

BRISBANE
Alison Kerr
Program Manager

MELBOURNE
Jane Conroy
Program Manager

Digital Media Design

NATIONAL
Paul Brofard
Head of Learning and Teaching, Design Faculty / Acting Head of Academic Studies

SYDNEY
Andy Marsh
Program Manager

Commercial & Residential Interior

NATIONAL
Michael O’Brien
Head of Academic Studies
Scott Skipworth
Acting Head of Academic Studies

SYDNEY
Daniel Staebe
Acting Program Manager
Marika Varady
Academic Coordinator
Cecile Roux
Academic Coordinator

BRISBANE
Jane Fleming
Acting Program Manager

PERTH
Kyn Tomsouloglou
Program Manager

Branded Fashion

NATIONAL
Dr Mieke Leppens
Head of Academic Studies

BRISBANE
Jaki Walker
Program Manager

Studio Sessions (BB Short courses)

Sarah Parne
Course Coordinator

Billy Blue Studio

Lulu Ruttlely
Strategic Projects Manager

Helmut Lueckenhausen is an internationally recognised leading expert in the fields of studio furniture and design for wood and has lectured in 3D Design. He has lived and worked across the world and presented at many international and national conferences and industry forums. As the former Dean, Faculty of Design at Swinburne University, Helmut helped the Faculty become a significant international force by setting up programs in Hong Kong, Malaysia, and Singapore and increasing international student numbers. He has also worked with Billy Blue College of Design and led the establishment of the National Institute for Design Research, the development of new policies and programs for design practice-led research, and re-introduced the Swinburne School of Film and Television.

Most recently, Helmut was Pro Vice Chancellor Internationalisation at Swinburne, providing senior academic leadership and advocacy including curriculum developments, staff capability, graduate attributes, and the research endeavour. Before this role, Helmut was Pro Vice Chancellor and Chief Executive, Swinburne University of Technology Sarawak.

In addition to their teaching schedules, they work as leading designers in the industry!
Meet our Lecturers
1 Neil Barnett  Head of Academic Studies, Communication Design
2 Dave Aigus  Lecturer, Digital Media Design
3 Damian Blayney  Lecturer, Studio Sessions
4 Dave Mackay  Lecturer, Communication & Interior Design
5 Scott Skipworth  Program Manager, Interior Design
6 Marika Varady  Lecturer, Interior Design
7 Felix Oppen  Lecturer, Communication Design
8 Mark O’Dwyer  Program Manager, Communication Design
9 Nathan Scoular  Lecturer, Communication Design
10 The Commodore Mr Billy Blue
11 Paul Brafield  Head of Learning and Teaching, Design Faculty / Acting Head of Academic Studies
12 Michael O’Brien  Head of Academic Studies, Interior Design & Branded Environment
13 Ingrid Carlstrom  Lecturer, Communication Design
14 Andy March  Program Manager, Digital Media Design
15 Peter Worthington  Lecturer, Communication Design
16 Mieke Leppens  Head of Academic Studies, Branded Fashion
17 Jane Connolly  Program Manager, Melbourne
18 Ali Kerr  Program Manager, Brisbane
19 Jaki Walker  Program Manager, Brisbane.
It all comes down to this moment.

Are you ready to follow your dream of becoming a designer? Perhaps you’ve already decided which design discipline you want to pursue. Want to know more? The real journey starts here.
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! Contact us to find out about our next open day.

To reserve your place, visit www.billyblue.edu.au/events

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 branded 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, visit www.billyblue.edu.au/events

Scholarships
If you are interested in studying at Billy Blue College of Design, you could be lucky enough to win a scholarship.

This is a genuine scholarship and the selection process is rigorous. Scholarship entry is restricted to Australian citizens or permanent residents of Australia.

To apply, please visit www.billyblue.edu.au/scholarship

Portfolio Preparation Workshops
If you’re thinking about studying a creative course, chances are you’ll have to attend a portfolio interview. Whilst this can sound like a serious test, it’s really not as scary as it seems. Portfolio interview is simply an opportunity to tell us more about yourself through a selection of your original artwork. To get a better understanding of which pieces are best for your folio so it tells a compelling story, come to one of our Portfolio Preparation workshops, held throughout the year at a campus near you.

For more information and to book your place, visit www.billyblue.edu.au/events

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, 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 Adviser

Exhibition
Students are encouraged to attend our bi-annual exhibition, along with other events hosted throughout the year. You will be inspired by the professionalism of your graduating peers.

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.

Learn first hand about a typical working day of a designer.

Why wait?

“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.”

Pan Yamboonruang
Graduate, Bachelor of Applied Design (Communication Design)
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, go to http://apply.think.edu.au/bbcd or complete the hard copy application form contained within this course guide 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?
There is a form at the back of this guide, or we'll contact you to arrange an interview time. If you live outside of Sydney, Melbourne, Brisbane or Perth you may be able to arrange a phone interview. For more information about this process, please contact a Course and Careers Adviser, or proceed to our website for application forms and guidelines.

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.

Interview
The interview is an opportunity for you to engage with a friendly lecturer specific to your area interest, to tell us more about yourself through your portfolio. Its also an opportunity for us to understand where your creative passion and talents lay so we can advise the best course pathway for you.

Once we’ve received your application, we’ll contact you to arrange an interview time!

International students
The Australian Department of Immigration and Border Protection considers each student visa application on their individual merits. Speak with your Agent or our admissions team to see if you need to start your visa application before or after paying a deposit for your course. You can also find information online at www.immi.gov.au/students/. The College will secure your place in the course and issue an Electronic Confirmation of Enrolment (eCOE).

Confirmation of Enrolment (eCOE).
If you need to start your visa application before you will need to submit your application.

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Kick start
“Billy Blue College of Design gave me the opportunity to participate in great workshops and studio sessions. It was such an amazing opportunity to share with fellow students.

While studying at Billy Blue, I won the Yellow Brick award for breaking new ground, and the Commodore Award for academic performance, attitude, creativity and professionalism. Recently I won the Sydney Cut&Paste 3D Design competition which placed me alongside the rest of the design world at the New York Global Championship.

Billy Blue College of Design gave me the opportunity to participate in amazing workshops and studio sessions.

If we applied creative thinking across the board – in the areas of housing, poverty, politics, religion, climate – how much better would the world be?

As a designer and architect, my realm of influence is more limited, so I endeavour to improve the lives of everyone who will reside in or use the spaces and places that I design.”

Stephen Varady
Industry Partner

Formally the Principal of Stephen Varady Architecture, Mr. Varady believes that residential and commercial design at their core, are about creating a better life for those who reside in and use the spaces. The best designs, he argues, are dramatic, uplifting and magicial.

“I am passionate about design and architecture, and my life revolves around those things. When I travel, I usually search for a special work of architecture and in the process end up experiencing the culture, cuisine and general life of that region of the world. The best of all of these things inspire me in what I do. I believe that design has the potential to positively change the world. At its simplest level design is about creative thinking.”

Intuitive solutions

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

Ray Kristianto
Graduate, Bachelor of Applied Design (Digital Media)
WHERE TO FROM HERE?

General information on the application process

Key intake dates
Trimester 1, 2014
Commencing 10/02/14 (Sydney, Brisbane, Melbourne)

Trimester 2, 2014
Commencing 02/06/14 (Sydney, Brisbane, Melbourne)

Trimester 3, 2014
Commencing 10/09/14 (Sydney, Brisbane, Melbourne)

Entry requirements
Please refer to the individual course pages for entry requirements.

Course credits
Course credit is available in recognition of related academic achievements and informal learning through related industry experience. Certified/attested and academic transcripts are required from recognized institutions. Contact your Course and Careers Adviser or at the back of this prospectus.

What additional information and application details apply to me?
Australian students
For the purposes of this prospectus you are defined as an ‘Australian student’ if you are:
- An Australian citizen;
- An Australian permanent resident;
- An Australian on a Humanitarian visa; or
- A New Zealand citizen.

Overseas students
If none of the Australian student criteria above applies to you, then you are considered an overseas student.

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 ($51,309 in 2013-14). Billy Blue College of Design, as a trading division of Think: Colleges Pty Ltd, has FEE-HELP approved for the following courses:
- Bachelor of Communication Design
- Bachelor of Digital Media (3D Design and Animation)
- Bachelor of Digital Media (Interaction Design)
- Bachelor of Applied Design (Residential Interior)
- Bachelor of Applied Design (Brand Fashion)
- Associate Degree of Applied Design (Commercial Interior)
- Diploma of Digital Media Design

To find out more about FEE-HELP, visit www.go_feehelp.com.au, call us on 1300 851 245 or visit www.think.edu.au/fee-help.

Additional information for overseas students
Quality and Australian Regulations

The Department of Education regulates the education and training sector’s involvement with overseas students studying in Australia on student visas. It does this through the Education Services for Overseas Students legislative framework. This protects Australia’s reputation for delivering quality education services and the interests of overseas students, by setting minimum standards and providing tuition and financial assurance.

The legislation mandates a nationally consistent approach to registering education providers so that the quality of the tuition, and care of students, remains high. The professionalism and integrity of the industry is further strengthened by the ESOS legislation’s interface with immigration law. This empowers visa related reporting requirements on both students and providers.

Overseas students under 18
Billy Blue College of Design requires overseas students to be a minimum of 18 years old prior to arrival in Australia.

School-aged dependents
School-aged dependents accompanying you to Australia are required to pay full fees if they are enrolled in either a government or non-government school.

English language for overseas students
A minimum level of English language proficiency and educational qualifications must be demonstrated by overseas students.

The Billy Blue College of Design Diploma, Associate Degree and Bachelor Degree courses have a minimum overall IELTS requirement of 6.0.

The Billy Blue College of Design Certificate II in Design Fundamentals has a minimum overall IELTS requirement of 5.5.

Overseas students should check their English language skills and learn more about local culture and customs. For details on their English language skills and learn more about local culture and customs.

Homestay accommodation
Homestay offers students the opportunity to live with an English speaking family. This is a great way for international students to practice their English language skills and learn more about local culture and customs.

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Accommodation
There are many options for student accommodation. These range from living with a family in homestay accommodation to student residences, shared apartments, or living on your own.
What software programs will I be learning?
We use industry-standard software in all our programs. This changes all the time as software programs develop. Contact us for more information.

Am I able to defer my studies?
Yes. You may apply to defer for up to a year. Refer to the Think Deferral Policy and Procedure for details http://www.think.edu.au/about-think-quality/our-policies.

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

I don’t have a portfolio to qualify for entry into the Bachelor Degree. 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 if your portfolio meets entry requirements you may qualify for entry into one of the Bachelor Degree courses.

I have a portfolio but I haven’t completed a High School Certificate or equivalent. How can I gain entry into the Bachelor Degree?
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 to practice as a designer or photographer.

The CATC pathway provides you with the opportunity to apply for direct entry into Level 200 of the Bachelor of Communication Design upon completion of the CATC Design School Diploma of Graphic Design, or the Level 200 of the Bachelor of Applied Design (Commercial and Residential Interiors) upon completion of the CATC Design School Diploma of Interior Design and Decoration.

The Diploma of Graphic Design and Diploma of Interior Design and Decoration are 1 year full-time programs that provide you with a greater design awareness and encourage you to develop your own individual style. They also provide you with the opportunity to gain practical experience to improve your understanding of the industry and professional standards required for employment. The Diploma of Graphic Design is also a perfect launching pad for the other Billy Blue Bachelor Degrees. Diploma qualifications provide you with the skills and confidence necessary to assist you in gaining entry to any of the Bachelor Degrees. For more information on the CATC Design School pathway please contact a Course and Careers Adviser.

FREQUENTLY ASKED QUESTIONS
More information for inquisitive minds

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Think

colleges:

BUSINESS AND HOSPITALITY

APM College of Business and Communication

William Blue College of Hospitality Management

DESIGN

Billy Blue College of Design

CATC Design School

HEALTH AND WELLNESS

Australasian College of Natural Therapies

Southern School of Natural Therapies

Australian National College of Beauty

Jansen Newman Institute

Billy Blue College of Design is a trading name of Think: Colleges Pty Ltd, a private Higher Education Institution accredited by the Tertiary Education Quality and Standards Agency (TEQSA) and a registered training organisation with national qualifications and courses accredited by the Australian Skills Quality Authority (ASQA). TEQSA is the only national accreditation authority for Higher Education in Australia. ASQA is the only national accreditation authority for the State of New South Wales authorised via the National Vocational Education and Training Regulator Act (2011) and related legislation to accredit private providers of vocational education and training. All accredited qualifications undertaken by overseas and domestic students are awarded by Think: Colleges Pty Ltd (RTO No. 0269, CRICOS Provider Code 00246M). All diplomas, diplomas and advanced diplomas and the accredited certificates issued by the College are recognised within the AQF, and they are not accredited by TEQSA or ASQA. These are developed by the College in consultation with industry in order to meet industry needs.

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North Sydney, NSW 2060 Australia

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Melbourne, VIC 3000 Australia

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13 Aberdeen Street,
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Think: Colleges Pty Ltd trading as Billy Blue College of Design, ABN 93 050 049 299, RTO No. 00459, CRICOS Provider Code 00246M, HEP No. 4275

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Information provided in this brochure is current at the date of publication, and may be subject to change.