Study options

Australia’s leading discipline specific English program.

Billy Blue College of Design
DiRect entRy PRogRam

Design Direct Entry Program
(Intermediate to Advanced)
CRICOS Provider Code: NSW 070566D

This program will enable you to build your academic and English skills to succeed in the design program. Learn to refine your research and referencing skills, become efficient in planning your study time and upgrade your skills in writing assignments. You will also learn how to be an effective member of a team, think critically and achieve the best assessment results.

An added advantage of this course is access to Learning and Academic Skills (LAS) support for your entire study duration at Billy Blue College of Design.

How is the Design Direct Entry Program different to a generic EAP course?

1. Study at Billy Blue College of Design from day one of your chosen program
2. Improve your English level and academic skills while learning language used in the design industry
3. Achieve your required English level in only 10-15 weeks depending on IELTS entry level
4. Progress without completing an IELTS/TOEFL test
5. Study with like-minded students who share design as their passion
6. Study for 25 hours per week.

Your LAS tutor will assist you to continue to improve your skills during your study at Billy Blue, both in specialist academic skills classes and in bookable tutorials. This service aims to significantly improve your assessment grades.
<table>
<thead>
<tr>
<th>EXIT LEVEL</th>
<th>IELTS 5.5</th>
<th>IELTS 5.0</th>
<th>IELTS 5.5</th>
<th>IELTS 5.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>DURATION</td>
<td>10 weeks</td>
<td>15 weeks</td>
<td>10 weeks</td>
<td>15 weeks</td>
</tr>
<tr>
<td>2012 START DATES</td>
<td>12 March</td>
<td>6 February</td>
<td>12 March</td>
<td>6 February</td>
</tr>
<tr>
<td>FINISH DATES</td>
<td>18 May</td>
<td>18 May</td>
<td>18 May</td>
<td>18 May</td>
</tr>
<tr>
<td>FEES</td>
<td>$3,750 (total)</td>
<td>$5,625 (total)</td>
<td>$3,750 (total)</td>
<td>$5,625 (total)</td>
</tr>
<tr>
<td>MATERIALS FEE*</td>
<td>$75</td>
<td>$75</td>
<td>$75</td>
<td>$75</td>
</tr>
</tbody>
</table>

* This includes a college binder and additional materials designed specifically for your studies.

INDUSTRY FOCUSED CONTENT

This program is one of a kind in Australia. You will not only improve your English within the subject area you are interested in, you will also build up a foundation of knowledge and vocabulary that will help you succeed on your chosen program.
### Sample Timetable - Design Direct Entry Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday*</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30AM - 10:15AM</td>
<td>Outdoor activity</td>
<td>Communication</td>
<td>Research report</td>
<td>Computer room</td>
<td>Video</td>
</tr>
<tr>
<td></td>
<td>• Collect examples of environmental print (mobile phone pics upload to blog)</td>
<td>• Discussion skills</td>
<td>• 6 steps for writing a report</td>
<td>• Research brands and choose the communication design</td>
<td>• Mind map the differences between the Dove onslaught and Greenpeace onslaught campaigns - Youtube</td>
</tr>
<tr>
<td>10:30AM - 12:15PM</td>
<td>Pyramid discussion</td>
<td>Reading cultural relevance rubric</td>
<td>Writing</td>
<td>Pyramid discussion</td>
<td>Computer room</td>
</tr>
<tr>
<td></td>
<td>• Using the images, discuss the branded environment</td>
<td>• Analyse a text through culture</td>
<td>• Thesis statements sentences and paragraphs</td>
<td>• Discussing the media communication that advertisers use</td>
<td>• Create a mind map</td>
</tr>
<tr>
<td>12:50PM - 2:35PM</td>
<td>Listening/Video</td>
<td>Library</td>
<td>• Assignment final</td>
<td>Role play</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Mind mapping Ideas (using an advertising website)</td>
<td>• Choose a text from an art journal and prepare notes from the text to write a culture review of the piece</td>
<td>• Research report on a communication design across multiple brands</td>
<td>• Advertising company executives creating “the message”</td>
<td></td>
</tr>
</tbody>
</table>

*Both of the Friday classes are conducted over two hours and begin at 8:30am and 10:45am.

### Sample Timetable - Traditional EAP Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30AM - 10:15AM</td>
<td>Grammar</td>
<td>Listening in academic contexts (predicting)</td>
<td>Language study</td>
<td>Presentations</td>
<td>Computing skills</td>
</tr>
<tr>
<td></td>
<td>• Future</td>
<td>• Comprehension</td>
<td>• Vocabulary development</td>
<td>• Discussion</td>
<td>• Accessing information</td>
</tr>
<tr>
<td>10:30AM - 12:15PM</td>
<td>Listening to an academic lecture</td>
<td>Reading skills</td>
<td>Group writing</td>
<td>Academic reading</td>
<td>Tutorial discussion skills</td>
</tr>
<tr>
<td></td>
<td>• Focus on cohesion</td>
<td>• Comprehension</td>
<td>• Academic reading</td>
<td>• Newspaper articles, skimming and scanning</td>
<td>• Agreeing/disagreeing/ compromising</td>
</tr>
<tr>
<td>12:45PM - 2:15PM</td>
<td>Discussion</td>
<td>Writing and research</td>
<td>Academic reading</td>
<td>Writing</td>
<td>Question and answer session, feedback</td>
</tr>
<tr>
<td></td>
<td>• Practice compare/contrast</td>
<td>• Academic reading</td>
<td>• Dictionary skills</td>
<td>• Incorporating statistics</td>
<td></td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>Optional guided self-study</td>
<td>Optional guided self-study</td>
<td>Optional guided self-study</td>
<td>Optional guided self-study</td>
<td>Optional guided self-study</td>
</tr>
</tbody>
</table>
Pathways and Assessment

STUDY PATHWAYS

Design Direct Entry for
Higher Education - Exit Level 6.0

IELTS 5.0  
Design Direct Entry  
IELTS 5.0  
15 weeks  
Bachelor of Applied Design  
IELTS 6.0  
3 years

IELTS 5.5  
Design Direct Entry  
IELTS 5.5  
10 weeks  
Bachelor of Applied Design  
IELTS 6.0  
3 years

Design Direct Entry for
Vocational Education - Exit Level 5.5

IELTS 4.5  
Design Direct Entry  
IELTS 4.5  
15 weeks  
CUV30303 Certificate III in Design Fundamentals  
IELTS 5.5  
15 weeks

IELTS 5.0  
Design Direct Entry  
IELTS 5.0  
10 weeks  
CUV30303 Certificate III in Design Fundamentals  
IELTS 5.5  
15 weeks

IELTS 4.5  
Design Direct Entry  
IELTS 4.5  
15 weeks  
ICP30205 Certificate III in Printing and Graphic Arts (Graphic Pre-press)  
IELTS 5.5  
1 year

IELTS 5.0  
Design Direct Entry  
IELTS 5.0  
10 weeks  
ICP30205 Certificate III in Printing and Graphic Arts (Graphic Pre-press)  
IELTS 5.5  
1 year

ASSESSMENT

Assessment of the Design Direct Entry Programs is continuous and includes:
- Weekly and monthly tests
- Written assignments, homework, projects, self and peer assessment of group work.

Final assessment is made on the basis of:
- Learners’ performance
- Written and oral assignments
- Targeted tests
- Design projects
- Overall participation in class.

You must complete all set tasks and submit original work in order to pass. Your failure or success in passing the course is determined not only by percentage marks but mainly by your overall progress and the effort you put into the course.

Assessment relates to individual learners’ strengths and weaknesses or what each learner can do.

Your achievements and progress will be assessed and reported against course goals and criteria and not in comparison to other students.
If you would like more information on any of the material presented in this guide, including any additional information for international students, please refer to the 2012 prospectus, visit our website or contact one of our Course and Careers Advisors.