Study options

Australia’s leading discipline specific English program.

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.
DESIGN DIRECT ENTRY PROGRAM (INTERMEDIATE TO ADVANCED)

**Design Direct Entry for Higher Education**

- **ENTRY LEVEL**
  - IELTS 5.5
  - IELTS 5.0

- **EXIT LEVEL**
  - IELTS 6.0
  - IELTS 6.0

- **DURATION**
  - 10 weeks
  - 15 weeks

- **2010 START DATES**
  - 16 August
  - 6 December
  - 1 November

- **FINISH DATES**
  - 22 October
  - 18 February 2011

- **FEES**
  - $3,750 (total)
  - $70

- **MATERIALS FEE**
  - $70

**Design Direct Entry for Vocational Education**

- **ENTRY LEVEL**
  - IELTS 5.0
  - IELTS 4.5

- **EXIT LEVEL**
  - IELTS 5.5
  - IELTS 5.5

- **DURATION**
  - 10 weeks
  - 15 weeks

- **2010 START DATES**
  - 12 July
  - 5 July
  - 31 May

- **FINISH DATES**
  - 22 October
  - 18 October

- **FEES**
  - $5,625 (total)
  - $70

- **MATERIALS FEE**
  - $70

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

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

### Sample Timetable - Traditional EAP Program

<table>
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</thead>
</table>
| 8:30AM to 10:15AM | Grammar  
  - Future | Listening in academic contexts (predicting) | Language study  
  - Vocabulary development | Presentations  
  - Discussion  
  - Signposting | Computing skills  
  - Accessing information |
| 10:30AM to 12:15PM | Listening to an academic lecture | Reading skills  
  - Comprehension | Group writing  
  - Focus on cohesion | Academic reading  
  - Newspaper articles, skimming and scanning | Tutorial discussion skills  
  - Agreeing/disagreeing/compromising |
| 12:45PM to 2:15PM | Discussion  
  - Practice compare/contrast | Writing and research | Academic reading  
  - Dictionary skills | Writing  
  - Incorporating statistics | Question and answer session, feedback |
| 2:30PM to 3:30PM | Optional guided self-study | Optional guided self-study | Optional guided self-study | Optional guided self-study | Optional guided self-study |
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 2010 prospectus, visit our website or contact one of our Course and Careers Advisors.

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