



2010

GRAPHIC DESIGN
AND DIGITAL MEDIA
COURSE GUIDE 2010

 LATROBE
COLLEGE
OF ART AND
DESIGN



ABOUT THE COLLEGE

LaTrobe College of Art and Design is a renowned, independent college and key provider of specialist courses in art, design and digital media. Established in 1995, the college is well known for its commitment to art & Design practice and education.

The college provides a flexible learning environment, combined with a recognised teaching programs. It also provides students with the opportunity not only to develop their skills, but seeks to set the benchmark for innovation and creative difference. The courses are contemporary, innovative and provide a balance in skills based training with applied creative direction. Each student enjoys the opportunity to tailor their approach by selecting a program that suits the duration and level of development they require.

LaTrobe College has unparalleled success in its ambition to inspire and equip students to become practising designers, serious artists or to go onto further study. Over 90% of full-time students who decide to apply for further study have achieved entry into their first or second university preference, with many successfully achieving acceptances for a 100% of their applications. The consistent success of past students who are regularly exhibiting or working in their chosen design fields is testament to the vitality and relevance of LaTrobe College's programs and teaching staff.

ACCREDITATION

LaTrobe College of Art and Design is a fully registered education provider and offers the nationally recognised and state accredited 21885VIC Diploma of Visual Arts.

TEACHING STAFF

Since the college's inception in 1995 LaTrobe College of Art & Design has consistently produced highly developed, successful students. The quality and diversity of art work produced by students and the quickness with which many have developed over a short period has long been acknowledged. Many students have continued onto establish careers in the design and digital media field or have achieved extensive success through prizes, exhibitions and offers to select undergraduate and postgraduate universities both here and overseas. All of these accomplishments are a testament to the high level of teaching and visiting artists that the college has attracted over the years. This has included Tim Heraud, Leon Calero, Dion Tuckwell, Veronica Grow, , Annie Wilson, Tim Umney, Trewlea Peters, Anna Matasic, Brendon Lee, George Giannopoulos, Travis Drever, Pip Davey, Sam Collins, Michael Krzanich, Tim Burnett, Adam Brown, Craig Barlow and Richard Rowe.

LATROBE COLLEGE OF ART AND DESIGN

CERTIFICATE OF
GRAPHIC DESIGN 3

DIPLOMA OF
GRAPHIC DESIGN
& DIGITAL MEDIA 4

DIPLOMA OF
ART & DESIGN
(DIPLOMA OF VISUAL
ART 21885 VIC) 5

Course Fees 6

Applying 6

Contact Information 7

DIPLOMA OF GRAPHIC DESIGN & DIGITAL MEDIA

This course area will open up opportunities for individuals, intent on working in the graphics and multimedia industry. The course is contemporary, innovative and provides a balance in skills based education with applied creative direction. It will provide students with the opportunity not only to develop their skills in typography, print and editorial design, branding and identity, information design, packaging, software usage, web design, image manipulation, interface design, interactive animation and digital video production but to set the benchmark for innovation and creative difference. The College is committed to providing industry with a diverse resource of talented individuals whose passion and commitment to design equals that of their practical and management skills. Students will learn and comprehensively cover the Adobe CS software programs of Photoshop, Illustrator, Acrobat, InDesign, Dreamweaver, Fireworks, Flash, Final Cut Pro and Sound Edit.

The program culminates with the development of a professional quality design portfolio with both digital and paper based components. Potential careers include Graphic Designer, Web Designer, Producer, Art Director, Video Producer, Sound Designer, Animator, Game Designer, Typographic Designer, Print Designer, Package Designer, Publication Designer, Branding and Identity Designer, Corporate Communications Designer, Environmental and Retail Designer, In House Graphic Designer, Communications Director and Music Industry/Entertainment Designer.

STUDY OPTIONS

The college has both full-time and part-time courses, offered during the daytime or evening, as well as single subject enrolment.

FULL-TIME 1 YEAR: Wed, Thu & Fri then Mon, Tue & Wed in sem 2
Year start: 10 Mar – 23 Nov
Mid year: 11 Aug – 1 Jul 2011

PART-TIME 2 YEARS: Wed & Thu 6-9, some day classes in year 2
Year start: 10 Mar – 14 Dec
Mid year: 11 Aug – 1 Jul 2012

SUBJECTS

Multimedia Imaging and Graphics

Design Communication

Graphic Design Studio 1 & 2

Web Design

Interactive Design & Animation

Digital Video Production

Product Design Studio

optional extra unit: Drawing & Mixed Media 1

CERTIFICATE OF GRAPHIC DESIGN

The Certificate of Graphic Design enables students to develop contemporary creative and technical design skills and gain a thorough knowledge of industry requirements in the graphic design field. Students will learn a range of up-to-date graphic design programs, develop and refine creative and technical design skills and produce a graphic design folio and web site for industry design job interviews or for future freelance clients. Students will learn and comprehensively cover the Adobe CS software programs of Photoshop, Illustrator, Acrobat and InDesign. They will also learn the web development programs of Dreamweaver, Fireworks and Flash. Graduates of this program are qualified to obtain, at a minimum, entry-level employment as graphic designers, web designers, computer graphic artists and production artists.

STUDY OPTIONS

The college has both full-time and part-time courses, offered during the daytime or evening, as well as single subject enrolment.

FULL-TIME 1 SEMESTER: Wed, Thu & Fri
Year start: 10 Mar – 8 Jul
Mid year: 11 Aug – 10 Dec

PART-TIME 1 YEAR: Wed & Thu 6-9, then Mon & Tue 6-9 in sem 2
Year start: 10 Mar – 14 Dec
Mid year: 11 Aug – 1 Jul 2011

SUBJECTS

Multimedia Imaging and Graphics

Design Communication

Graphic Design Studio 1

Graphic Design Studio 2

Web Design



DIPLOMA OF ART & DESIGN

This Art & Design course is the nationally recognised state accredited 21885VIC Diploma of Visual Arts. In this course students will be introduced to and learn to apply a wide range of key conceptual and practical skills enabling them to develop visual art and design studio work in a range of disciplines from drawing, digital imaging & graphics, painting, digital and print design, sculpture and studio methods & techniques. The course aims to give students a broad range of experience within visual art and design in order to; Assist them in finding and determining their ultimate career direction and the most appropriate discipline to study. To help them develop an extensive and competitive portfolio of varied artwork specifically for university and college entrance interviews.

Along with fully equipped digital and art studios the course is further enhanced with the annual New York City Art Trip, exhibiting trialling and practice with the LaTrobe Street Gallery; drawing and studio projects in regional Victoria held at the Union Bank Art Centre in Clunes; and individual studio spaces at our nearby studios Queensberry Street Studios.

STUDY OPTIONS

FULL TIME 2 YEARS PART TIME EQUIVALENT

Intake Dates: Intake Dates:
 Year Start: Feb 22 – 17 Dec Year Start: Feb 22 – 17 Dec
 Mid Year: Aug 2 – 2 Jul Mid Year: Aug 2 – 2 Jul

SUBJECTS

YEAR 1 (ADVANCE CERTIFICATE LEVEL)

- _____ Drawing & Mixed Media I & 2
- _____ Studio Painting Methods & Tech I & 2
- _____ Studio Art I & 2
- _____ Multimedia Imaging & Graphics I
- _____ Design Communication
- _____ Product Design Studio
- _____ Photography I

YEAR 2 (COMPLETION OF DIPLOMA)

- _____ Drawing & Ideas I & II
- _____ Studio Practice I & II
- _____ Photography 2 & 3
- _____ Graphic Design Studio
- _____ Studio Development
- _____ Web Design
- _____ Galleries & Exhibition Practice
- _____ Design Video Production



FEES

COURSE ENROLMENT	Full Time Upfront Option	Part Time Upfront Option	Full Time Installment Option	Part Time Installment Option
Domestic Students				
Semester Enrolment	\$ 5200	\$ 3100	\$ 1360 x 4 monthly	\$ 815 x 4 monthly
Year Enrolment	\$ 9700	\$ 5200	\$ 2500 + 9 monthly payments of \$ 790	\$ 1800 + 9 monthly payments of \$ 410
International Students (Visual Arts program only)				
Semester Enrolment	\$ 5200			
Year Enrolment	\$ 10,400			

HOW TO APPLY

Contact the college on **9606 0933** or by email to check availability of course places. Complete and return the Application Form (telephone or email the college for a form if you don't have one or download it from the college web site). The deadline for Course Applications is generally one month before the start of semester. If there are still places available Applications will be accepted after those dates.

Attend an interview/ information session with examples of your artwork or details of your past experience. Students will be advised of their success during this time and will be sent a Letter of Offer.

A student's place in the course is confirmed once the college receives the student's Acceptance Agreement and payment of fees.

Please be aware that subjects and courses at LaTrobe College are popular and fill quickly.

For overseas students please ask to see the International Student Information Kit prior to making an application.

* Apply directly to the college, not through VTAC.

WHO CAN APPLY

No prior experience is needed. New students to art are encouraged to apply. Completion of year 12 is preferred but not essential. Consideration will be given on the basis of previous artwork done or other relevant experience. See second last page for details on how to apply. Please call 03 9606 0933 or email info@latrobecollege.com.au for further information. Please note that in 2010 only the Diploma of Visual Art is available to overseas students seeking a student study visa to study in Australia.



COURSE ENQUIRIES

T 03 9606 0933

E info@latrobecollege.com.au

LATROBE COLLEGE OF ART AND DESIGN

301 – 303 La Trobe St Melbourne 3000
(Between Elizabeth & Queen Streets)

Coordinator contact: Bion Balding

Tel 03 9606 0933

Fax 03 9670 4514

info@latrobecollege.com.au

www.latrobecollege.com.au

ABN 65 068 683 214

Office Hours: Mon to Fri 10am – 6pm