

JMC | The Academy of Creativity

Visual Communication Design



APPLY NOW:
JMCACADEMY.EDU.AU

Sydney

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Melbourne

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03 9624 2929

Brisbane

75 Grey Street
South Brisbane QLD 4101
07 3360 4500



1300 410 311   

JMC Pty Ltd. ABN 53 003 572 012
CRICOS Provider Number: 01259J



THE ACADEMY OF CREATIVITY

Australia's leading creative industries provider, JMC has been nurturing passionate creatives for over 40 years with industry-ready Diplomas & Degrees.

+ #1 for Skills Development & Student Support against all major Creative Art institutions [QILT '20, '21]

+ Australian-owned, fully accredited independent college

+ Hands-on learning & small class sizes

+ Expert industry-based lecturers & mentors

+ World class studios & facilities

+ Industry internships for real world experience

+ International study tours & global network



VISUAL COMMUN -ICATION DESIGN

Course Overview

Interactive media is evolving faster than ever before, with the world calling out for apps, user-based interactions and experiences faster than they can be designed. If you're passionate about art and problem solving this course is for you.

Design (Visual Communication) at JMC provides you with the tools and skills you need to create user experiences with impact. Learn the processes behind compelling visual storytelling and problem solving to create these experiences in physical, digital and virtual spaces.

At the **Diploma level**, explore the fundamentals of graphic design and the technical skills required to create aesthetically appealing messaging. Then delve into the design process, from research, ideation, sketching and prototyping, to implementation and watch your work come to life.

As your progress into the **Bachelor** you will begin to develop strong visual communication skills and better understand the tools and process-based design approach you need to make it in the industry. Emphasis on this stage is placed on building a professional portfolio of your own work and engagement with mentors from the industry on real world projects.

All classes are set within a design-studio environment where you can tackle creative briefs, sketch ideas on paper and create quick prototypes for testing with a realized digital outcome.

Course Structure

INTAKES

- ▶ February, June, September

DIPLOMA

- ▶ Diploma of Design (Visual Communication)
- ▶ 2 trimesters (8 months full-time)

BACHELOR

- ▶ Bachelor of Design (Visual Communication)
- ▶ 6 trimesters (2 years full-time)

└─ DIPLOMA ──┐

└─ BACHELOR ──┐

TRIMESTER

01

Digital Toolkit 1

Typography in Design

Creative Process

Design Fundamentals

TRIMESTER

02

Digital Toolkit 2

User Experience Design

Storytelling

Design Communication 1

TRIMESTER

03

Design Communication 2

Design History & Theory

Digital Toolkit 3

Interactive Design

TRIMESTER

04

Motion Design

3D Forms & Spaces 1

The Reinvention of Cool

Design for Society

TRIMESTER

05

3D Forms & Spaces 2

Design for Community

Integration

TRIMESTER

06

Specialised Project

Industry Project



TECH

We take design seriously at JMC, with studios full of the best tech in the trade. During your studies you'll have access to highly sophisticated equipment including:



STUDIO + EQUIPMENT

- + Wacom graphics tablets
- + HTC Vive VR tech
- + 3D printers
- + DSLR cameras

SOFTWARE

You'll also receive a complimentary Adobe Creative Cloud license for your personal computer, giving you access to all of Adobe's apps and software including:

- + Photoshop
- + Illustrator
- + After Effects

DESIGN MEMBERSHIP

All students receive free membership to the Australian Graphic Design Association (AGDA) with access to resources and heavily discounted seminar and events rates.

AGDA



CAREERS

Agencies, advertising, publishing and media roles are traditionally the most common areas of employment. Today however the demand for good visual communicators is prevalent in almost every field including banking and finance to architecture and medicine. Many of our graduates are currently in great demand as freelancers.

+ Visual Communication

+ Brand and Identity Design

+ Digital Design

+ Experience Design

+ UX Consultancy

+ UX/UI Design

+ Graphic Design

+ Art Direction

+ Social Media Design

+ Content Coordination

+ Multimedia Design

+ Interactive Design

+ Interface Design

+ Web/App Design

+ Exhibition Design

+ Events Design

+ Spatial Design

+ 3D Visualisation

+ Design Research

+ UX Research

+ Motion Design

+ Graphic Facilitation

Be part of Australia's leading design community from day one

Collaborate on music, film + entertainment business student projects

Connect with industry through JMC's Internship Program

Immerse yourself in our design studio environment and small class sizes

EXPERIENCE





How to Apply

CREATIVITY HAS NO LIMITS + NEITHER DO WE.

ENTRY REQUIREMENTS*

Year 12 or equivalent min. age 17, with:

- ▶ Completed Application Form
- ▶ Consultation with a JMC Student Advisor

Learn more about application + entry at: jmcacademy.edu.au

*Domestic students only. International students please visit our website for specific details.

QUALIFICATION

No ATAR/OP required.

INTAKES

February, June, September

POSTGRADUATE STUDY

All JMC Bachelor graduates are eligible to apply for entry into JMC Academy's Master of Creative Industries, or relevant post-grad qualification at any Australian university.

FEE-HELP

JMC Academy is approved for FEE-HELP. Visit studyassist.gov.au for details.

SUPPORT

- ▶ One-on-one academic support
- ▶ Study skills + time management
- ▶ Counselling + stress management
- ▶ Mindfulness classes

To apply, visit: jmcacademy.edu.au

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