Bachelor of Design (P31)

This exciting new degree offers you the skills, knowledge and experience to meet local and global challenges head on through a wide variety of design mediums. A foundation of design thinking teaches you the language and processes of design; the conceptual, experimental and critical skills vital for any design career.

This design foundation is combined with extensive studio and practice experiences where, using a range of technologies and techniques, you will collaborate with internationally renowned designers, local communities and industry partners to focus on real-world problems.

Create your own Career

This highly flexible degree allows you to customise your learning with a choice of specialised skills across Visual Communication, Spatial Design, Object Design, Creative Technology, and Business and Entrepreneurship; enabling you to become a flexible, adaptive designer; ready to meet the challenges of the ever-evolving design industry.

Course Objectives

The multi-disciplinary Bachelor of Design enables you to develop a diverse and adaptable design skill set, and become a design leader in framing and tackling global challenges in a wide range of contexts. Graduates of the Bachelor of Design have the skills, knowledge and experience to step into roles in both established and emerging creative industries, or pursue their own entrepreneurial activities.

Career Outcomes

The world is constantly evolving, with designers always pushing the boundaries and finding creative solutions to complex problems across a range of industries and contexts.

When you graduate, you will be able to launch your career in both established and emerging creative industries such as:

- Exhibition design and event design
- Graphic and interpretation design
- Furniture, industrial and wearables design,
- Digital media design, interaction design and user experience design
- Co-design, service design, and design management

In addition to a world of design industries, the degree also offers opportunities for diverse career paths in future industries such as design for health, food innovation, eco-tourism, social enterprise, and future trend forecasting (design futurist).

Applying for the Bachelor of Design

For further information, phone: 1300 363 864
Apply online: utas.edu.au/design

APPLY NOW

utasm.edu.au
Course Structure

Core units focus on the development of transferable design skills in complex problem solving, critical thinking and creativity and their application in design studios addressing real-world challenges and opportunities (50% of the course in first and second year and 75% of the course in third year).

In addition, you can select one or two design minors from the following:

Visual Communication (Hobart only)
Engage your creativity in the multi-disciplinary practice of visual communication and develop a repertoire of visual skills and approaches. Visual Communication provides you with the knowledge and skills to pursue careers in traditional fields such as graphic design, as well as emerging areas of interpretation design and creative direction.

Spatial design (Launceston only)
Focus on an exciting range of spatial design practices encompassing knowledge and skills from the fields of architecture, interior, landscape and urban design. Spatial Design provides you with knowledge and skills to pursue careers in areas like exhibition design, event design, and work in emerging areas like the design and fabrication of pop-ups.

Object design (Hobart and Launceston)
Pursue your passion for hands-on making and material exploration while developing skills and knowledge in craft and digital fabrication processes. Object Design draws on the expertise of the University in the craft of making, including both traditional and digital fabrication, to pursue careers in areas such as furniture design, industrial design and the design of wearable objects.

Creative Technology (Hobart and Launceston)
Combine your creativity and your interests in gaming, coding and technologies that enhance human experience, through design. Creative Technology offers the opportunity for you to pursue careers in web design, game design and new fields such as interaction design through combining creative thinking with knowledge of coding and advanced technologies.

Business and Entrepreneurship (Hobart and Launceston)
Make an early start on developing your professional knowledge and skills and applying your creativity to key areas of business: management, people and organisations, marketing and innovation. Business and Entrepreneurship offers opportunities of future careers as an embedded creative in multiple organisations and industries by developing sought-after skills in teamwork, leadership and communication as well as identifying opportunities and marketplaces for your own business venture.

Studying a Bachelor of Design provides access to:
• Industry leading facilities and technologies
• Inspiring environments for learning and practice
• Work-integrated learning opportunities
• Overseas study experiences

You may also choose to continue your studies with an Honours year (offered based on academic performance), to further develop specialised skills in key areas of interest related to the research strengths of the University, or as a pathway into Higher Degree Research.