

## COURSES

Diploma of Arts (Graphic Arts)

Diploma of Arts (Illustration)

Diploma of Arts (Visual Arts)

Certificate IV in Design

Certificate IV in Design **NEW**  
and  
Certificate III in Printing and Graphic  
Arts (Graphic Pre-Press)

Advanced Diploma of Multimedia

Certificate II in Printing and Graphic  
Arts (Desktop Publishing)

Certificate IV in Printing and Graphic  
Arts (Multimedia)

# Art and Design





## DIPLOMA OF ARTS (GRAPHIC ARTS)

**(12861VIC)**  
**CRICOS: 028569F**  
**2 years**

### OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website [www.chisholm.edu.au](http://www.chisholm.edu.au) (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

Graduates of this course are trained to work as graphic artists with both traditional techniques and advanced electronic mediums. The course has an outstanding reputation in the graphics industry and surveys of graduates have shown that high percentage gain employment in the graphic arts industry. Students are trained to a high level of technical competence in finished art and reprographic pre-press areas with the ability to execute strong creative concepts.

### STUDY AREAS

- Typography 1 and 2
- Occupational health and safety
- Drawing
- Design processes
- Technical colour applications
- Commercial product illustration
- Drawing for illustration
- Finished art
- Electronic design
- Computer aided design
- Photography
- Business practice
- Technical illustration
- Reprographic pre-press

### ASSESSMENT METHODS

Assessment is conducted after each completed module as well as individual assignments and a folio presentation.

### TEACHING METHODS

Supervised classroom learning, lectures, supervised practical components, work experience/practical placement, field trips and an exhibition in final year.

### EMPLOYMENT OPPORTUNITIES

Potential to work as a Graphic Artist using both traditional techniques in assembling artwork and through electronic mediums, which also encompass advanced computer practices. This may be in advertising agencies, government departments, design studios, publishing companies and large retail companies.

### FURTHER EDUCATION OPPORTUNITIES

University degree courses in Design, Advanced Diploma of Graphic Design, Advanced Diploma of Multimedia (Design). Advanced standing may be granted toward relevant university courses, such as: Bachelor of Design (Visual Communication) or Bachelor of Visual Arts (Graphic Design/Multimedia).

### ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**  
**Year 12 or equivalent;**  
**Applicants are required to provide certified copies of a portfolio of their skills with an emphasis on design and visual problem solving and should include developmental processes as well as finished projects.**

### CAMPUS AND INTAKE

**Campus: Dandenong**  
**Course Commences: February**

### FEES

**2009 Fee Payable (Per Year): AUD\$10,200**  
**Additional Costs: Students are required to purchase an art kit of equipment at a cost of approximately AUD\$500. This can be purchased at Chisholm's on campus bookshops.**



## DIPLOMA OF ARTS (ILLUSTRATION)

**(15728VIC)**  
**CRICOS: 028539A**  
**2 years**

### OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website [www.chisholm.edu.au](http://www.chisholm.edu.au) (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course is designed to provide training for individuals who wish to pursue careers as illustrators in either freelance or agency placement. Students gain a broad knowledge base incorporating theoretical concepts, with substantial depth in illustration and rendering techniques. This course explores a great diversity of mediums and techniques (including electronic) as a solution towards meeting the design brief.

### STUDY AREAS

- Computers for illustrators
- Context and culture for illustrators
- Drawing and life drawing
- Finished art/pre-press for illustrators
- Contemporary art and/or design
- Illustration – 2D studies/design
- Occupational health and safety
- Photography
- Printmaking
- Rendering
- Typography for illustrators
- Electronic design level
- Design elements and principles
- Business practice
- Arts business for illustrators
- Painting for illustrators

### ASSESSMENT METHODS

Ongoing assessment related to individual assignments and a folio presentation at the end of each semester.

### TEACHING METHODS

Supervised classroom learning, lectures, supervised practical components, field trips, industry visits, workshops and an exhibition in the final year.

### EMPLOYMENT OPPORTUNITIES

Book/Editorial Illustration, Freelance Illustrator, Multimedia Animator, Children's Book Illustrator.

## FURTHER EDUCATION OPPORTUNITIES

Diploma of Graphic Arts, Diploma of Visual Arts, Advanced Diploma of Multimedia (Design). Diploma holders may gain up to one year's credit into the degree of Art and Design at university.

## ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**

**Year 12 or equivalent;**

**Applicants are required to provide certified copies of a folio of work demonstrating a competency in drawing and media exploration. Knowledge of the illustration industry is desirable but not essential.**

## CAMPUS AND INTAKE

**Campus: Frankston**

**Course Commences: February**

## FEES

**2009 Fee Payable (Per Year):  
AUD\$10,200**

**Additional Costs: Students are required to purchase an art kit of equipment at a cost of approximately AUD\$770. This can be purchased at Chisholm's on campus bookshops.**



## DIPLOMA OF ARTS (VISUAL ARTS)

**(12857VIC)**

**CRICOS: 017812B**

**2 years**

## OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website [www.chisholm.edu.au](http://www.chisholm.edu.au) (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course is designed for those who wish to pursue careers as visual artists in the areas of painting, printmaking, digital technology and sculpture. Students are trained to perceive and analyse complex information, to adapt and incorporate it with Visual Art disciplines. Students will experience the diversity and breadth that a career in Visual Arts can offer. The course includes gallery visits and guest speakers who are themselves practising artists.

## STUDY AREAS

- Contemporary art studies
- Context and culture
- Drawing
- Focus on industry
- Life drawing
- Presenting information
- Studio and materials studies
- Art business practice

### Electives

- (Choose three from the following)
- Painting
- Printmaking
- Sculpture
- Digital imaging

A major and minor study is selected from the above electives for the 2nd year. Some modules are offered in the Public Art stream.

## ASSESSMENT METHODS

Assessment is by individual and group assignments, classroom presentations and a folio presentation at the end of each semester.

## TEACHING METHODS

Supervised classroom learning, lectures, supervised practical components, major projects, field trips, art camp, workshops and exhibitions.

## EMPLOYMENT OPPORTUNITIES

Art Consultant, Artist, Arts Assistant, Studio Fine Artist, Printmaker, Digital Artist, Sculptor Community Artist, Small Business and Gallery operations.

## FURTHER EDUCATION OPPORTUNITIES

University Art degree, credit of up to one year may be granted in the Visual Arts degree at university, Advanced Diploma of Multimedia (Design).

## ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**

**Year 12 or equivalent;**

**A certified copy of the art portfolio that demonstrates ability in art, with a particular focus on visual awareness and drawing**

## CAMPUS AND INTAKE

**Campus: Frankston**

**Course Commences: February**

## FEES

**2009 Fee Payable (Per Year):  
AUD\$9,900**

**Additional Costs: Students are required to purchase an art kit of equipment at a cost of approximately AUD\$750 depending on the electives chosen. This can be purchased at Chisholm's on campus bookshops.**



## CERTIFICATE IV IN DESIGN

**(CUV40303)**  
**CRICOS: 055783J**  
**1 year**

### OVERVIEW

This is a one-year preparatory program, which develops the skills and knowledge to provide entry into other Art and Design Diploma courses. Students will develop a folio, which focuses on the technical and conceptual exploration, including visual problem solving techniques and the presentation of work standards.

### STUDY AREAS

- Colour theory and applications
- Design concepts
- Drawing
- Illustration
- Design industry
- Graphic design techniques
- Digital imaging
- Principles of design
- Responding to a design brief
- 3D design
- Research
- OHandS
- Typography
- History and theory of design

### ASSESSMENT METHODS

There is ongoing assessment of individual assignments and a folio presentation at the end of each semester.

### TEACHING METHODS

Supervised classroom learning, lectures, supervised practical components, field trips, workshops.

### EMPLOYMENT OPPORTUNITIES

Arts/Design Assistant.

### FURTHER EDUCATION OPPORTUNITIES

TAFE Diploma courses in Graphic Design and Visual Arts, Advanced Diploma in Multimedia (Design), or university Art and Design degree courses.

### ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**  
**Year 12 or equivalent;**  
**Students are required to supply certified copies of an art portfolio, which demonstrates their creative skills**

### CAMPUS AND INTAKE

**Campus: Dandenong**  
**Course Commences: February**

### FEES

**2009 Fee Payable (Per Year):**  
**AUD\$9,700**  
**Additional Costs: Students are expected to purchase an art kit of equipment at a cost of approximately AUD\$250. This can be purchased at Chisholm's on campus bookshop.**



## CERTIFICATE IV IN DESIGN

**(CUV40303)**  
**CRICOS: 055783J**  
**1 year**

## AND CERTIFICATE III IN PRINTING AND GRAPHIC ARTS (GRAPHIC PRE-PRESS)

**(ICP30205)**  
**CRICOS: 062698C**  
**1 year**

### OVERVIEW

#### Certificate III in Printing and Graphic Arts (Graphic Pre-Press)

This course provides students with the practical skills and theoretical knowledge in Graphic Pre-Press as used in the Printing and Graphic Arts industry. Outcomes include creating and preparing printed material such as posters, DVD/CD covers and labels, magazines covers, brochures, newsletters, business cards and many other publications.

#### Certificate IV in Design

Students will concentrate on the development of a folio, which focuses on the technical and conceptual exploration, including visual problem solving techniques and the presentation of work standards.

### STUDY AREAS

Year 1 Certificate III in Printing and Graphic Arts (Graphic Pre-Press)

- Design concepts
- Typography
- Digital proofing
- OHandS
- Graphic Pre-press
- Page layout
- Capture and edit digital images
- Scanning
- Illustration
- Graphic applications
- Interactive PDF files

Year 2 – Certificate IV in Design

- Colour theory and applications
- Design concepts
- Drawing
- Illustration
- Design industry
- Graphic design techniques

- Digital imaging
- Principles of design
- Responding to a design brief
- 3D design
- Research
- OHandS
- Typography
- History and theory of design

### ASSESSMENT METHODS

#### Certificate III in Printing and Graphic Arts (Graphic Pre-Press)

Continuous assessment throughout the year, which includes written and practical tests, assignments and projects

#### Certificate IV in Design

Supervised classroom learning, lectures, supervised practical components, field trips, workshops.

### TEACHING METHODS

#### Certificate III in Printing and Graphic Arts (Graphic Pre-Press)

Teaching methods used include supervised classroom learning and practical demonstrations with hands-on application.

#### Certificate IV in Design

Supervised classroom learning, lectures, supervised practical components, field trips, workshops.

### WORKING EXPERIENCE SUPPORT

Chisholm will assist you in linking with employers to gain employment or experience with the Design/Printing industry.

### EMPLOYMENT OPPORTUNITIES

#### Certificate III in Printing and Graphic Arts (Graphic Pre-Press)

Apple Mac and PC Operator, Desktop Publisher, Electronic Publishing Operator, Publishing Designer, Web Designer, careers in the newspaper and magazine industry, Graphic pre-press tradesperson.

#### Certificate IV in Design

Arts/Design Assistant.

### FURTHER EDUCATION OPPORTUNITIES

Diploma of Arts (Visual Arts), Diploma in Multimedia (IT), Advanced Diploma in Graphic Design, Advanced Diploma Multimedia (Design), Bachelor Studies in Graphic Design (Multimedia).

### ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**  
**Year 12 or equivalent**  
**Previous experience with computing is preferable but not a prerequisite**

## CAMPUS AND INTAKE

**Campus:** Dandenong  
**Course Commences:** February

## FEES

**2009 Fee Payable (Per Year):**  
**AUD\$10,200**



## ADVANCED DIPLOMA OF MULTIMEDIA

**(CUF60501)**

**CRICOS: 045866M**

**2 years**

## OVERVIEW

This course provides specialist training in an integrated program of electronic design, interactive media, computer animation, three dimensional modelling, digital imaging, computer art, web page design, games design, authoring and digital video. This course includes industry visits and guest speakers practicing in the field. This course has a focus on the skills required for the art, design and video industries, with the element of creativity being of primary importance. This is not an I.T. platform based program.

## STUDY AREAS

- Designing a multimedia product
- Designing and creating a multimedia interface
- Applying the principles of game design to a multimedia product
- Install and configure a network
- Address copyright requirements
- Preparing multimedia for different platforms
- Write an interactive sequence for multimedia
- Develop and manage marketing strategies
- Design the navigation for a multimedia product
- Financing a project

Each student will undertake individual research in one area, chosen from Multimedia, Animation, Electronic Publishing/Graphic Design or Visual Arts.

## ASSESSMENT METHODS

There is continuous assessment throughout the year as well as individual and group assignments and a folio presentation assessment at the end of each semester.

## TEACHING METHODS

Supervised classroom learning, lectures, supervised practical components, field trips, major research projects and an exhibition in the final year.

## EMPLOYMENT OPPORTUNITIES

Animator – Film and Television, Art Consultant, Arts Administrator, Designer, Advertising, Printing and Publishing, Web Designer, Games Designer and Multimedia Designer.

## FURTHER EDUCATION OPPORTUNITIES

University degree course, Information Technology or Multimedia courses. Credit of up to one year may be granted in a university Arts degree.

## ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**

**Year 12 Art design or media courses or equivalent with relevant experience in the art and design industry**

**Note: Previous experience with computer graphics is preferable but not a prerequisite. Prospective students must present a folio of recent work with an emphasis on design and problem solving. The folio should contain both roughs and completed projects and work done in a broad range of media. Demonstrated ability to work in both two and three dimension would be an advantage. Students who cannot present folios in person are required to include 8-10 clear photographs (certified) of a selection of their work when submitting their applications.**

## CAMPUS AND INTAKE

**Campus:** Frankston  
**Course Commences:** February

## FEES

**2009 Fee Payable (Per Year):**  
**AUD\$9,900**



## CERTIFICATE II IN PRINTING AND GRAPHIC ARTS (DESKTOP PUBLISHING)

**(ICP20205)**

**CRICOS: 056871A**

**6 months**

## OVERVIEW

This course provides students with the practical, technical and theoretical skills and knowledge in desktop publishing as used in the pre-press sector of the printing and graphic arts industries. Outcomes include creating and preparing printed material such as, posters, DVD covers and labels, magazine covers, brochures, newsletters, business cards and many other publications.

## STUDY AREAS

- Typography
- Graphic design
- Illustration
- Page layout
- Prepress multimedia
- Scanning
- Capture digital images
- Digital output

## ASSESSMENT METHODS

Continuous assessment throughout the year, which includes written and practical tests, assignments and projects.

## TEACHING METHODS

Teaching methods used include supervised classroom learning and practical demonstrations with hands-on application.

## EMPLOYMENT OPPORTUNITIES

Apple Mac and PC Operator, Desktop Publisher and Electronic Publishing Operator, Publishing Designer, careers in the newspaper and magazine industry.

## FURTHER EDUCATION OPPORTUNITIES

Certificate IV in Printing and Graphic Arts (Multimedia).

## ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**

**Year 12 or equivalent**

## CAMPUS AND INTAKE

**Campus:** Dandenong  
**Course Commences:** February/July

## FEES

**2009 Fee Payable (Per Year):**  
**AUD\$4,900**



## CERTIFICATE IV IN PRINTING AND GRAPHIC ARTS (MULTIMEDIA)

(ICP40205)  
CRICOS: 056872M

**1 year (including Certificate II Printing  
and Graphic Arts (Desktop Publishing))**

### OVERVIEW

Focusing on desktop and electronic publishing, this course provides the skills and knowledge to enter the diverse field of electronic publishing (pre-press). Students will develop practical, technical and theoretical skills for use in the prepress sector of the printing and graphic arts and multimedia industries. Outcomes include creating and preparing websites and printed material for business, such as flyers, brochures, newsletters, business cards, DVD covers and labels, magazine covers newspapers and many other publications. Students will also complete the Certificate II in Printing and Graphic Arts (Desktop Publishing) which has been embedded into the program.

### STUDY AREAS

- Typography
- Graphic design
- Illustration
- Page layout
- Prepress multimedia
- Scanning
- Capture digital images
- Digital output
- Web design and construction
- Integrated project

### ASSESSMENT METHODS

Continuous assessment throughout the year, which includes written and practical tests, assignments and projects.

### TEACHING METHODS

Teaching methods used include supervised classroom learning and practical demonstrations with hands-on application.

### EMPLOYMENT OPPORTUNITIES

Apple Mac and PC Operator, Desktop Publisher, Electronic Publishing Operator, Publishing Designer, Web Designer, careers in the newspaper and magazine industry.

### FURTHER EDUCATION OPPORTUNITIES

Diploma of Arts (Graphic Arts), Diploma of Information Technology (Multimedia).

### ENTRY REQUIREMENTS

**IELTS 5.5 or equivalent**  
**Year 12 or equivalent;**  
**Previous experience with computing is**  
**preferable but not a prerequisite.**

### CAMPUS AND INTAKE

**Campus: Dandenong**  
**Course Commences: February/July**

### FEES

**2009 Fee Payable (Per Year):**  
**AUD\$9,700**