

GRAP3080 Design Citizenship

In this course, you will explore the ethical responsibilities of designers in professional practice and in society, with an emphasis upon place-based principles and your relationship to diverse knowledge systems. You will study historical and contemporary design practices from a diverse range of cultures, and you will reflect on your own standpoint, in order to apply ethical and relational principles in your own practice. You will learn about pluriversal design and the role of design in relation to social justice, access, and sustainability, empowering you to become a responsible design citizen.

GRAP3081 Experience Design Research

In this course, you will learn how to conduct research to generate user insights that inform experience design practice. The course integrates contemporary design skills with critical thinking and innovation, with a focus on empirical methods and co-design principles. You will learn essential ethnographic methods such as interviewing to understand users' behaviours, needs, and pain points, and you will use observational approaches such as service safaris to analyse the strengths and weaknesses of existing experience design solutions, which you will synthesise into actionable insights.

GRAP3083 Experimental Experience Design Studio

In this studio-based course, you will explore experimental approaches to experience design through project-based learning. You will apply your design knowledge and skills in response to a speculative brief or provocation, or an emerging tool or technology, to develop your creativity and critical thinking. Emphasis is placed on developing innovative design processes, from research and ideation to prototyping and final presentation.

GRAP3082 Service Design

In this course, you will explore the foundational methods and principles of service design. The course integrates theories of human-centred design with practical skills, focussing on real-world service design applications. You will learn how to transform stakeholder insights and market research into customer personas and journey maps, using tools such as affinity diagrams, service blueprints, and prototypes. These techniques will enable you to design empathetic and effective service experiences that align with organisational objectives.

GRAP3087 Wayfinding and Placemaking (Melbourne Study Tour)

In this course, you will explore a variety of approaches to wayfinding design and placemaking. The course integrates contemporary design skills with socially engaged practice, focusing on community-centred principles and designing with place. You will learn how to design place-based systems that help people navigate and interpret physical environments, using signage, maps, and tangible touchpoints. You will learn how design can help to create accessible, safe, and engaging public spaces with respect for a diversity of past, present, and future communities.

GRAP3085 Storytelling through Design (Melbourne Study Tour)

In this course, you will learn about storytelling in and through design. Within this specialist domain of contemporary practice, you will apply and extend the knowledge and skills you have developed in your studies to date. You will integrate narrative techniques into your design practice, with an emphasis on community connection, place-based learning and cultural diversity. You will learn to craft compelling narratives through design to build emotional connection, convey complex messages, and enhance engagement, with reflexivity and a sensitivity to power relationships and cultural diversity among audiences and stakeholders.

COMM2997 Social Media Communication

This course introduces you to social media as a key object of media and communication. You will consider the role of different social media technologies and platforms across the history of the internet and examine a range of current issues relevant to communication industries. You will also develop skills to support the strategic use of social media platforms and associated digital tools for effective communication.

As part of this course, you will undertake learning activities/assessment to engage and connect you with industry relevant to your current studies.

GRAP3089 Strategic Branding

In this course, you will explore the development and implementation of effective brand strategies. The course integrates contemporary design skills with critical thinking and innovation, emphasising the role of audience-centred approaches and strategic planning in the design of brand communications. You will learn how to survey competitive landscapes and recognise key differentiators, identify stakeholders and target audiences, and communicate the essence and attributes of a brand and its values and mission.

GRAP3084 Industry-Partnered Experience Design Studio

In this studio course, you will develop your understanding of contemporary design practices in experience design through project-based learning. You will apply your design knowledge and skills in response to a real-world brief or challenge that has been developed in partnership with industry or community stakeholders, to prepare you for professional practice. Emphasis is placed on developing effective design processes and engagement skills, emphasising professional and respectful practices from research and ideation to prototyping and final presentation.

This course includes Industry Partnered Learning (IPL) experiences. You will undertake learning activities to engage and connect you with industry relevant to your current studies and support your career development. It also contains elements of CDL (Career Development Learning) where you will build your professional identity based on personal reflection and feedback from peers, industry, and educators.

GRAP3088 Graphic Design Portfolio

In this course, you will create a cohesive and compelling portfolio to industry standard that showcases your design expertise and readiness for the professional world or further study in your chosen area(s) of specialisation.

Throughout the semester, you will engage in a series of workshops, critiques, and one-on-one consultations to refine your existing projects, and you will develop and communicate a career narrative that aligns with your goals, interests, and values. You will learn about portfolio structures and formats, and how to present your work carefully and effectively, articulating your design processes and projects in a professional manner.

This is a designated Work Integrated Learning (WIL) course where you will receive feedback from industry professionals and engage in an authentic industry practice within the simulated work environment of the studio. Creating a portfolio is a professional practice that you will continue to engage in through your career in graphic design.

GRAP3086 Experience Design Major Project

In this capstone course, you will develop a self-directed major project through which you synthesize and apply the skills, techniques, and knowledge you have developed throughout your studies. You will reflect upon your personal approach to design and your career direction, developing a substantial body of work that demonstrates technical proficiency, creativity, and responsible practice. The course emphasises contextualisation, project planning, and iterative development, guiding you through the process of creating a sophisticated major project that will be a focal point of your portfolio as you transition into professional practice or further study.

This course includes Industry Partnered Learning (IPL) experiences. You will undertake learning activities to engage and connect you with industry relevant to your current studies and support your career development. It also contains elements of CDL (Career Development Learning) where you will build your professional identity based on personal reflection and feedback from peers, industry, and educators.