



## Bachelor of Design/Bachelor of Business (Domestic students)

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### Program code

1568

### Available at

Gold Coast Campus, Nathan Campus,  
South Bank Campus

### Duration

4 years full-time

8 years part-time

### Credit points

320

### Indicative fee

\$13,000.00\* per year ([more](#))

\* 2024 indicative annual CSP fee

### Admission requirements

Guaranteed ATAR/Rank OR Portfolio  
and Interview.

([more](#))

### Commencing in

Trimester 1 and Trimester 2

## About this program

This double degree enables students to combine business management skills with a studio major, developing core competencies such as critical and analytical thinking, business communication and decision-making.

The Design program prepares graduates for diverse professional practice as designers through practical and theoretical learning. The first year focuses on the development of manual and technological skills, design thinking, problem-defining and solving. Students will gain an understanding of the changing role of design and how they can become leaders in the industry. In the following years, students work on industry-related and research projects and specialise in selected studio areas.

Graduates are skilled in creative design and software application and are able to effectively and efficiently manage creative ventures from a business perspective.

### Design majors

#### Visual Communication Design

Explore many different forms of visual and graphic communication and branding, and understand the social contexts and environmental responsibilities of design. You'll learn to develop design solutions, which inform, persuade, provoke, or entertain your audience. You'll focus on your passion, but also learn how to effectively present and communicate your ideas within this evolving industry.

#### Interior and Spatial Design

The power of design to shape and improve the spaces in which we live, work and play is immense. Learn to apply principles of sustainability, cost-effectiveness and innovation to the process of designing effective and productive spaces. You'll learn about the history, impact and use of new and traditional materials in various global contexts.

#### Product Design

Can't wait to get your hands on a 3D printer? The equipment and technology you have the chance to use at Griffith is state-of-the-art and this means there are very few limits to what you can create. Undertake a range of creative projects and put our technology to the test, using 3D printing, 3D modelling, 3D scanning, laser cutting and CNC routing equipment.

#### Immersive Design

If you can imagine it, you can design it! Harness the power of digital software to imagine, design, and construct 3D forms to create immersive experiences in virtual environments. This technology is being applied to: visualise concepts and data across architecture, health and engineering; create reconstructions in the fields of archaeology and criminology; create virtual and augmented realities for use in gameplay and education.

#### Interaction Design

Taking a multidisciplinary approach, the interaction design major will develop your technical competency and digital creativity.

Study interactive design methods, electronic audio, visual media, computation and critical thinking. Combine these skills to produce imaginative concepts, functioning prototypes, digital audio-visual artefacts, and technically mediated interaction designs for everyday life.

## **Business majors**

- Accounting - Extended major
- Asian Business - Extended major
- Asian Engagement
- Behavioural Science
- Business Analytics
- Economics
- Employment Relations
- Events
- Finance
- Financial Crime Investigation and Compliance
- Financial Planning - Extended major
- Government and International Relations
- Human Resource Management
- Innovation and Entrepreneurship
- International Business - Extended major
- Logistics and Supply Chain Management
- Management
- Marketing
- Real Estate and Property Development
- Sport Management
- Sustainable Business
- Taxation
- Tourism and Travel

## **My attendance during the program**

### **Attendance information**

The Bachelor of Design/Bachelor of Business is offered full-time on-campus on the South Bank, Nathan and Gold Coast campuses.

### **Student Income Support**

To be classed as a full-time student, you are required to enrol in a minimum number of credit points each standard study period. The minimum credit points for full-time enrolment in this program is 30 credit points.

Trimester 1 and Trimester 2 are deemed standard study periods. As Trimester 3 is a non-standard study period, continuing students moving from one year to the next will not be required to study during this trimester to be eligible for student income support.

Domestic students who commence in Trimester 3 may be eligible for student income support from the onset of study provided they are enrolled full-time in this study period.

Please refer to the [Australian Government website](#) for more details.

### **Work-integrated learning**

In this program, Visual Communication Design students may be required to attend the QCAD Liveworm studio to undertake work experience. External intern placements for Visual Communication, Interior and Product Design students will also be available.

## **My career opportunities**

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You may find employment opportunities in graphic design, interior design, product design, digital web design, design management, design education, film and television, theatre, furniture design, digital media, business development, business management, marketing and sales, market research, government.

## **Program accreditation**

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Depending on the major you complete, you can graduate with a degree accredited by:

Accounting major: [Chartered Accountants Australia and New Zealand \(CA ANZ\)](#) and [CPA Australia](#).

Financial Planning major: [Financial Adviser Standards \(FAS\)](#).

## Professional recognition

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The Bachelor of Design is recognised by the [Design Institute of Australia](#).

Depending upon your choice of Business major, you may be eligible for admission to one of the following professional bodies:

- Australian Marketing Institute
- Australian Institute of Management.

## Pathways to further study

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Graduates of this program may continue their studies by undertaking the [Bachelor of Design \(Honours\) \(2043\)](#) or the [Bachelor of Business \(Honours\) \(2088\)](#).

## What are the fees?

### Commonwealth supported students

- The indicative fee represents the expected average fee for an annual full-time study load (80 credit points). This is based on average study patterns across courses and the Australian Government's broad discipline areas (student contribution bands). A student's actual annual fee may vary in accordance with his or her choice of majors and electives. The Australian Government sets student contribution amounts on an annual basis.
- [Find out more...](#)

### Fee-paying undergraduate (domestic) students

These fees are only applicable to domestic students who are not Commonwealth supported including:

- Full-fee paying domestic students who commenced their program prior to 2009.
- International students who have been approved to pay domestic tuition fees after obtaining Australian or New Zealand citizenship or permanent residency or a permanent humanitarian visa and who have not obtained a Commonwealth supported place.

### Tuition fees

- A fee-paying undergraduate student pays tuition fees.
- Students are liable for tuition fees for the courses they are enrolled in as at the census date.
- The tuition fee is charged according to the approved program fee for the trimester in which the student is enrolled.
- [Find out more...](#)

### FEE-HELP

Eligible undergraduate fee-paying students may defer their tuition fees by taking out a FEE-HELP loan which is part of the Higher Education Loan Program (HELP). Payment of the loan is via the taxation system when income reaches a specified level.

- [Higher Education Loan Program \(HELP\)](#)

### Further information

- [Calculating tuition fees](#)
- [Calculating your EFTSL](#)
- [Fees and Charges Procedure](#)
  - [3.2 - Fees for Undergraduate Students \(Non-international\)](#)
  - [Fees and Charges Schedules](#)
- [Financial help and support](#)

### Additional fee information

#### Additional costs

Throughout your program you may be required to pay for the following items:

- 1515QCA - Drawing Kits and Visual Diaries (students purchase via GU Pay).