

# ARTS AND DESIGN

*Creativity is at the core of what we do in all our programs.*

*The faculty of arts and design encompasses everything that is creative, we work with you to bring your concepts and ideas into practical reality.*



## UNIVERSITY OF CANBERRA



### UC FAST FACTS

- #58 Young University Ranking 2019 and
- #251–300 World University Ranking 2019\*
- UC is ranked TOP 5% based on QS World University Rankings
- 2014 QS World University Rankings by Subject —
- UC among the best in the world in two categories: 'Politics and International Studies' and 'Agriculture and Forestry'\*\*
- Qualifications are accepted and respected around the world
- Consistently among Australia's top universities for getting a job and starting salary
- Diverse community of more than 1,000 staff and 12,500 students
- 2500 international students from more than 100 countries
- Campus accommodation for more than 2,400 students
- Located 10 minutes from Canberra's CBD
- Partnership with Canberra's rugby union team, the Brumbies
- There will be no fee increases for the duration of the course

### ABOUT CANBERRA

- Canberra has been ranked as the world's most liveable city\*\*\*
- Canberra ranked number 1 in Australia for education, jobs, income, safety, health and accessibility to service\*\*\*\*
- Canberra has more hours of sunshine per day than Melbourne, Sydney and Adelaide
- Canberra has the lowest commuting times of all Australia's major cities
- Canberra residents have the highest weekly income in Australia
- People from the ACT live longer than other Australians
- Canberra is a youthful city with an average age of 34

\*Times Higher Education World Ranking 2019

\*\*The Good University Guide

\*\*\*OECD Regional Well-Being Report, 2014

### CREDIT TRANSFER ARRANGEMENT

1. Commence your BINUS University Degree Program
2. Check your UC Credit Transfer Arrangement\*
3. Apply for the University of Canberra
4. Complete your University of Canberra Bachelor Program

\*Check your UC credit transfer arrangement at [www.canberra.edu.au/future-students/credit](http://www.canberra.edu.au/future-students/credit)

### ACCOMMODATION

The University of Canberra offers campus accommodation for more than 2,400 people from Australia and around the world.

Accommodation on campus:

[www.canberra.edu.au/future-students/accommodation-guarantee](http://www.canberra.edu.au/future-students/accommodation-guarantee)

### PRINCIPAL DATES

To find out the intake dates, please go to [www.canberra.edu.au/future-students/keydates](http://www.canberra.edu.au/future-students/keydates)

### HOW TO APPLY

[www.canberra.edu.au/future-students](http://www.canberra.edu.au/future-students)

### MORE INFORMATION

Find out more about the Faculty of Arts and Design courses at

[www.canberra.edu.au/about-uc/faculties/arts-design](http://www.canberra.edu.au/about-uc/faculties/arts-design)

### WORK INTEGRATED LEARNING (WIL)

Undertaking WIL is a compulsory part of the course, and previous student placements have included advertising agencies, such as Leo Burnett Sydney, The Mark Agency, Giraffe, and Coordinate, and well as the Canberra Theatre Centre, and more. You'll also be invited to join the UC Advertising and Marketing Society (UCAMS) which provides members with real industry exposure and networking opportunities in a fun and supportive environment.

## BINUS University Double Degree

Complete 2 years (4 semesters) of your BINUS University Program and gain credit towards your studies at the University of Canberra.

<b>BINUS University</b>		<b>University of Canberra</b>
Bachelor of Marketing Communications (2years)	+	Bachelor of Communication and Media (Marketing Communication) (1year) *
Bachelor of Mass Communications (2years)	+	Bachelor of Communication and Media (Marketing Communication) (1year) *

\*Return to BINUS to complete your thesis

### UC Bachelor of Communication and Media (Marketing Communication)

*Develop campaigns with creative cut-through*

Are you looking for a springboard to work in the rapidly evolving and multifaceted marketing communications industry? With this degree from UC, you'll develop skills and knowledge in strategic and brand development, media engagement, marketing communication and cross-platform digital communication. So that you can hit the ground running, you'll have ongoing exposure to the industry, as well as access to professional internships and training across multi-disciplinary platforms. You'll graduate with a solid understanding of the consumer and the strategic and creative principles involved in professional marketing communications practice, as well as the skills needed to meet industry demands.

#### What you will study

- Stakeholder Engagement
- Producing Credible Communication
- Managing Brand
- Global Brand Communication
- Marketing Communication Strategy
- Visual Representation Technique
- The Craft of Creative Communication
- Professional Practice 2

*"Choosing UC is probably the best decision I've ever made for myself and most importantly my future. It has given me an insight on how to be a global-minded student. For an International student like me, Canberra with all of its wonderful features has made my time at UC become nothing but an exciting experience".*

(Adrini Widya Putri, Double Degree Student, 2019)

