THE PENCIL IS LIMITLESS
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Did you ever own a box of pencils as a child? Remember the excitement you felt when you opened the box to find the vibrant colours artfully arranged, each pencil beautifully formed, a vehicle of self-expression offering myriad possibilities?

Studying at Billy Blue College of Design is like that box of pencils from your childhood. Open it, and once more you'll discover limitless inspiration.

These pencils represent the core principles of a design education at Billy Blue. Originally a school of illustration, the college has grown into so much more, extending its reach into all disciplines of design. Put simply, the college’s view of design no longer has horizons.

Billy Blue produces ‘thinkers who can do’. Your own imagination is the only limitation in a world where everything is interesting and anything can change.

At Billy Blue, you create so much more than beautiful illustrations. No matter the discipline, you learn to think, make and do, acquiring relevant skills, collaborating with a talented creative community and gaining practical experience with some of the design industry’s leaders along the way. You discover how to think creatively to generate great ideas and outcomes for the real world – brands, products, systems and environments that have the potential to shape how we live.

As a Billy Blue graduate, your box of pencils becomes an invaluable tool for a working designer: for the world has never needed skilled, connected innovative problem-solvers more than it does now.
Amongst these pages you’ll find a horde of information that could lead you to a future filled with creative thinking (and doing). Take a gamble and pick a page from the explosion above, or proceed systematically and get a fantastic overview of everything Billy Blue has to offer you. The choice is yours – now go forth and explore!

**FIND YOUR WAY**

**SIMPLE VS. COMPLEX**

**Billy Blue College of Design**
1. Welcome
2. The Legacy of Billy Blue
3. We’re 25 Years Young
4. Why Choose Billy Blue?
5. What Elements of Design Inspire You?

**See the Sights**
16. Communication Design Stories
19. Digital Media Design Stories
22. Branded Fashion Stories
25. Branded Environment Stories
30. Commercial Interior Stories
34. Residential Interior Stories
Andrew Barnum as Billy Blue
Hello friend
A WELCOME FROM OUR HEAD OF COLLEGE

Billy Blue has continued to grow its influence and relevance through its fraternity of students, educators and industry.

Since its foundation 25 years ago, the Billy Blue College of Design model has been based on developing a student’s ability to understand, assimilate and then ‘live’ the skills and attributes required to prosper in a professional design practice. Our mission is to prepare students to Think, Make and Connect.

In recent years, the business of professional design has radically changed. The past relationships of a purely service-based industry have expanded and the industry is in a new paradigm of redefinition. At Billy Blue we are committed to keeping engaged with these changes.

Design today is a dynamic and exciting world where ideas, artistry and communication collide and multiply. There has never been a more inspiring time for design, especially in Australia. Design today is a complex conversational process that searches for great ideas to solve wicked problems. This process needs hard thinking and sweaty persistence to hatch brainstorms and then craft them to build great brands, campaigns, interactions, spaces or wearable products. Through the influence of the internet and shifting consumption habits, design is now the crucial commercial edge in the world of business, user experience, arts and culture, government and social engineering.

The deeper problems of today’s world require the ideas of individuals and collaborative communities to produce sustainable and meaningful systems, projects and objects. Design, now more than ever, is so much more than decoration and pretty pictures. It’s all about generating ideas as the key currency in solving a wide range of holistic commercial endeavours. Design today is very good for the world. It’s renewable, user focused and still has the ability to create wonderful aesthetic innovation. In short, design can still change the world. Despite a tsunami of change in conditions, Billy Blue remains a vibrant and involved community of design practice.

Our college is a cluster of young designers and experienced design educators fully connected with today’s working industry. This is not an historic connection; it’s a current and relevant one.

This mission has always been what Billy Blue is about – being part of a family of designers who rely on each other to navigate the way forward for working designers and find opportunities and livelihood. These days, without a community to belong to, you can’t help but feel isolated. As a Billy Blue alumnus, you remain connected to our mission. Connected design education for designers by designers.

Today design students need to deeply engage with the powerful community of ideas, developing a passion to explore, risk and transform themselves within the Creative Industries and the broader economy of opportunity.

WE LOOK FORWARD TO WELCOMING YOU TO OUR UNIQUE COMMUNITY. A POLESTAR OF THINKING, MAKING AND CONNECTING.

ANDREW BARNUM, HEAD OF COLLEGE
Billy Blue College of Design
We're proud to announce that this year marks Billy Blue College of Design’s 25th anniversary.

Since opening our college doors in 1986, we’ve produced thousands of graduates, qualified and ready to make their mark in the design world.

And what a mark they have made! Our exceptionally high employability rate has seen many of our graduates go on to become very successful in their chosen discipline, working on challenging, award-winning projects with prestigious clients at some of Australia’s (and indeed the world’s) leading design companies.

Over that time we’ve grown too, expanding our college’s horizons with new campuses in Brisbane and Melbourne, and developing our educational offering to keep pace with the rapidly changing industry. We’re looking forward to continuing our fine tradition of thinking, making and connecting for many years to come!

Billy Blue, the man, first came to public notice before the London courts in the late 1700’s and arrived in Sydney as a convict in 1801.

He was given a seven-year sentence for stealing a small amount of sugar and was thought to have been half American Indian, half African. Later, Billy Blue became good friends with the governor of New South Wales, Lachlan Macquarie (not easy for a black ex-con, then or now), and began a rowing boat ferry service that connected the south side of Sydney Harbour with the north. Although he was caught smuggling barrels of rum tied to the bottom of his boat, he was eventually given a grant of acres. This area is now known as Blue’s Point and is located on the northern side of Sydney Harbour.

William “Billy” Blue’s legacy of thriving against adversity with creativity and perseverance is the embodiment of our founders’ inspiration.

THE LEGACY OF BILLY

THE MAN, THE MYSTERY

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THREE 25 YEARS YOUNG

THE MILESTONE, THE LEGACY

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SINCE OPENING OUR DOORS IN 1986, WE’VE PRODUCED THOUSANDS OF QUALIFIED GRADUATES.
Come in and explore one of our inspirational campuses located in Sydney, Melbourne and Brisbane.
WHY CHOOSE BILLY BLUE?

THERE’S A LOT TO BE SAID FOR THIS COLLEGE OF DESIGN

REPUTATION
Billy Blue College of Design is known for its extremely high employability rate across a variety of design disciplines, including communication design, branding and advertising, digital media design, interior design, branded environment design and branded fashion.

LEGACY
When you study at Billy Blue, you become part of our legacy. Industry professionals and entrepreneurs founded the college originally, and today it remains an active creative hub where current practising professionals teach and mentor students.

HERITAGE
Billy Blue College of Design has a 25 year history as one of Australia’s leading design colleges. We’re proud to have produced some of the country’s most outstanding design graduates.

SKILLS
We help to equip you with the skills you need to become a successful designer. We stay up to date with changes in the industry so we can offer our students relevant, important tools for the real world.

ENVIRONMENT
From the moment you step into a Billy Blue campus, you become part of an energetic, productive creative community. You cannot help but feel the creative juices flowing!

COLLABORATION
You work on live projects with external clients in our interactive Project Space during your second and third year. Across a range of services – from corporate identity and collateral design to environmental graphics, illustration and multimedia applications – you participate in teams to solve real-life problems, with the guidance of our industry expert lecturers.
WORK PROSPECTS
Billy Blue has consistently produced award winning and work-ready graduates for design firms and agencies around the globe. Throughout your studies, you learn from academics and current design practitioners who have enormous industry insight. You’ll leave the college with relevant knowledge and skills, industry experience and valuable contacts to position you with excellent work prospects.

CAMPUS LIFE
The Billy Blue campuses in Sydney, Melbourne and Brisbane have been designed to inspire. All our spaces have a lively, contemporary feel with flexible learning environments, up-to-the-minute facilities and lounge areas to relax and meet other students. We’ve even won the prestigious New York Type Directors Club award for signage design and have also received awards for the graphics on our classroom doors, some of which were designed by our students.

STUDENT REPRESENTATIVE COUNCIL
At Billy Blue, we recognise that our students need to have a voice and a life outside of their studies. The Student Representative Council assists students to speak up about the issues that are important to them and maintain a balanced lifestyle. The council organises events, such as barbecues, social drinks and sporting activities, to make sure fun and relaxation are part of your college experience.

INDUSTRY
From our Head of College to our educators, we employ industry professionals because we believe that the best people to teach design are those who are actually practising in the industry now. We also offer you genuine industry experience and connections to help you to stand out as a design graduate.

WORK EXPERIENCE
Billy Blue has internship, work experience and scholarship agreements with design industry leaders, including Landor, Interbrand, Hulsbosch communications, Frost*Design, Futurebrand, Pearshop, Powerhouse Museum, Leo Burnett Digital and Mentally Friendly.

We give you many opportunities to gain valuable work experience and graduate with a broad professional portfolio, your own business card and letterhead. Our graduation exhibition is well attended by industry professionals; in fact, a number of students have received calls from prospective employers following the exhibition.

EXPOSURE
As a Billy Blue student, you can even broaden your geographical horizons and complete part of your course in a country renowned for innovative design – Sweden. Thanks to our partnership with the prestigious Berghs School of Communication in Stockholm, you have the opportunity to study abroad in your second year of a Communications Design or Digital Media Design course. The international experience gained through our Berghs exchange program will expose you to new trends and perspectives, making you a truly global designer.

The study abroad program at Berghs is only available to Australian Students.
Live Projects

“After looking at all the design colleges in Sydney, I felt that Billy Blue College of Design had the most to offer. It also has a reputation for generating the best design students. I’ve always had a love for drawing and visual arts and studied it right throughout high school.

It was this, together with my love for magazines that led me to pursue a career in graphic design. One of the key highlights of the course was the opportunity to work on live projects.”

Daniel Sammut
Australia, Graduate
Bachelor of Applied Design Communication

One-on-One

“I decided to study with Billy Blue because of its good reputation and close connection to the design industry. I loved the amount of contact between lecturers and students.

I’d always felt the need to express my creativity and design gives me the chance to do something I really enjoy.”

Susanna Wexell
Sweden, Graduate
Bachelor of Applied Design Communication

Industry Love

“I chose Billy Blue because we don’t just work with typical lecturers, we actually work with people in the industry. They give us constructive criticism and quality feedback on our work.

The design industry gives me the opportunity to create beautiful things that have a purpose and meaning. I find joy in having a job where I can create different solutions every time.”

Leila Khiev
Australia, Graduate
Bachelor of Applied Design Digital Media
Chris Jordan
Running the Numbers:
An American Self-Portrait
Gyre, 2009 8x11ft, in three vertical panels
Depicts 2.4 million pieces of plastic, equal to the estimated number of pounds of plastic pollution that enter the world’s oceans every hour. All of the plastic in this image was collected from the Pacific Ocean.

Sunday 1100 - 1700
at the Sydney Harbour foreshore at West Circular Quay
WHICH ELEMENTS OF DESIGN INSPIRE YOU?

THE DESIGN FIELD IS DIVERSE AND ITS MANY APPLICATIONS PROVIDE ENDLESS POSSIBILITIES TO EXPLORE

SEEING & FEELING
Are you the visual type?
Do the elements of visual communication – a distinctive piece of custom type, photography or illustration – spark your creativity? You may love the printed form and covet or collect stunning books, magazines, posters or cards. You might stop to admire clever packaging or engage with a witty advertising campaign. The message and how it is communicated visually are what capture your attention. Browse the Bachelor of Applied Design (Communication) on page 52.

BUILDING & INHABITING
Constructing the future?
Are you the kind of designer who is drawn to the way form and function are used to create three-dimensional spaces? A dazzling lighting display, unique piece of furniture or a remarkable retail experience may ignite your passion. These are the principal elements of interior design and branded environments. Browse the Bachelor of Applied Design (Branded Environment), (Commercial Interior) or (Residential Interior) on pages 55 - 57.

MOVEMENT & SOUND
At home in the pixelled world?
Interested in the visual communication of ideas, but are you particularly intrigued by how these ideas are designed for digital formats? The integration of a well-structured animation, memorable sound and intuitive digital interactivity – key elements of digital media design – might excite you. Browse the Bachelor of Applied Design (Digital Media) on page 53.

SEWN & STITCHED
Producing to wear?
Is fashion your thing? You may love keeping up to date with fashion trends or simply have your own unique style. A striking colour, pattern or decorative detail, a tactile fabric and a fresh, innovative take on an old garment might grab your attention – all important aspects of fashion design for the consumer world. Browse the Bachelor of Applied Design (Branded Fashion) on page 54.

THINKING & SOLVING
Idea generator?
Do you simply love ideas? You may enjoy brainstorming or contributing as part of a creative team to analyse and solve a tricky problem. The ability to think conceptually is an essential part of being a designer in today’s world. Browse any of our exciting Bachelor of Applied Design degrees on pages 52 – 57.

IN YOUR CHOSEN DISCIPLINE, YOU’LL FIND THE ELEMENTS OF DESIGN OFFER LIMITLESS OPPORTUNITIES TO DISCOVER AND DEVELOP YOUR CREATIVE POTENTIAL.
In the following pages you’ll find the inspiring personalities, personal stories and creative work of current Billy Blue College of Design students, graduates, lecturers and industry professionals. Discover what led these individuals to study design, which aspects of design get them fired up and where their careers have taken them.

THE SHOWCASE STARTS HERE
Straight out of school, I had no idea what I wanted to do. I had all the Billy Blue brochures, probably like the one you’re reading now. I was so close but I didn’t know it at the time, and in the end I played it safe and settled for a business degree. Three years later, I still had no idea what I wanted to do.

In the end, I took a year off and went traveling. It is said that travel is fatal to prejudice, bigotry and narrow-mindedness – a fair sentiment – but for me it was also fatal to uncertainty. Having spent a year on the road, and living in Barcelona at the time, I decided that design was it! I threw together a portfolio and a couple of months later I was walking through the doors of Billy Blue as a student for what would be two of my best years.

In a way I’m glad I came into design a little later. Every good designer I’ve worked with has had a genuine thirst for knowledge and new experiences. Everything is of interest. They suck up the world around them – travel, people, books, movies, galleries, food, parties, you name it – and it feeds their creativity. There is an inherent curiosity there. These experiences allow you to think differently and find your own style.

In design, you’ll be asked to work for a broad spectrum of clients, operating across different industries, targeting different markets. Good designers don’t just apply a one-size-fits-all approach; they call upon their influences and adapt, creating designs that are appropriate to the project at hand. But more than that, they delight. It’s what makes it such an exciting industry.

I now work as Senior Designer for February, a London-based design studio. No matter what the client – be it a high street bank, a football club or a cutting-edge magazine – our job is to think differently and delight. One project which became my baby early on was Next Level Magazine, an international publication which billed itself as a leader in showcasing innovative contemporary photographic art.

Charged with its redesign, our solution was to make the image king. We separated out all the text elements (headers, body copy, captions, page numbers, bios) onto interleaved sheets of bible paper, removing these details from the run of pages thereby allowing the imagery to be showcased in its purest form. It felt right for a photographic magazine, and our client loved the result.

I've always found design to be most rewarding when you push yourself beyond the immediately obvious or superficial to find a solution that delights; where you become excited and overwhelmed by the possibility of a single idea. It rarely comes easily, but when it does, it always reminds me why design was the right choice.
Fairy Tales
Miwa Yanagi
Holly Doran is passionate about illustration and typography. A recent graduate of Billy Blue, she is exploring various pathways in communication design. In her spare time, Holly pursues an interest in photography and draws much of her inspiration from nature, particularly Sydney’s stunning beaches.

I have always been interested in art, so after I finished school I began a Fine Arts course at university. One semester in, I realised I wasn’t ready for full-time study. I decided to go and see the world and ended up travelling for seven years. My travels really enabled me to think about the direction I wanted to head in.

I was interested in learning more about illustration, but I didn’t want to spend three years studying only to realise there wasn’t much work in my vocation. The Billy Blue Communication Design course opened my eyes to the breadth and variety of design.

One project that I really enjoyed working on was part of the Southern Cross Packaging Design Awards. The design challenge was to create a package for an over-the-counter pharmaceutical product. The package had to protect the product and be innovative in its design. I redesigned the humble headache tablet package by creating a detachable multi-pack that targeted busy women aged between 18 and 35. The package contained six tablets – three packs of two to tear and take in your bag without worrying about the blister pack becoming pierced or damaged.

I called the headache tablets Swallow and used bold graphics so the product would stand out and attract the target market. This brief really enabled me (quite literally) to think outside the box.

I am still finding my feet after graduating. There are many areas I would like to explore in the future, including advertising, illustration, packaging and publishing.

I have been using this as my trading brand mark. The brand mark was inspired by Bodoni, which is such beautiful and classic font. I really enjoy exploring typography.

I find events such as the Biennale and Sydney Design energising, especially Sydney Design, which showcases installations and experiences throughout the city. I know it sounds corny but I am also constantly inspired by nature. I live by the beach and every day I am blown away by the beauty that Sydney has to offer. I have been playing around with photography for the last few months; I love trying to find the perfect light or angle and capturing it!
THE IMPACT OF A GOOD LAUGH
BY JARRYD SMITH

With a love of art and language, Digital Media Design student Jarryd Smith is fascinated by communication in the world around him. To Jarryd, everything is interesting – something he considers both a blessing and a curse as he finds it is impossible to ‘switch off’. His course has encouraged him to ‘think differently’, stretching the bounds of his creativity.

I am originally from the coastal town of Port Macquarie so a lot of the inspiration for my artwork comes from my surfing lifestyle.

I’ve always loved art, but at high school several of my (non-art) teachers warned me that design is a competitive industry. The truth is yes, design is indeed competitive but I have remained optimistic and already have great work opportunities halfway through my study.

My overall love of art is a constant source of inspiration, but I am also really interested in copywriting. If I can get an audience to laugh or engage whilst imparting an important message or idea, I am content.

I think one my most fun and successful projects so far during the Digital Media Design was creating a “how to” video. I decided to film an instructional video on how to pick up women – except the host was an intoxicated bricklayer who was literally picking up women and throwing them over his shoulder. It was a little bit cheeky and controversial and gained many laughs. At Billy Blue we are always encouraged to think differently, which really appeals to me.
Tom Wood envisaged a career in science, even completing a degree in Pharmacology, but eventually realised that his true passion was design. He has now completed the Digital Media Design course and is pursuing his interest in 3D design.

I completed a degree in Pharmacology but wasn’t convinced that pharmaceuticals was my thing. Throughout my science degree, I coded and designed websites and print media in my spare time, getting both paid and unpaid work. I would stay up to ridiculous hours most nights designing even the smallest of things. I slowly began to realise that even though I liked the scientific path I was on, the passion was just not there. Eventually I asked myself the question, Why not design? Since then I have never looked back.

My passion for design comes from the fact that we can produce something completely new and personal but share it with the public. We can make something so mundane into something incredible.

My main interest in digital media is 3D design – it’s actually a bit of an obsession. I think I have watched all the Pixar movies at least once; no matter what I am working on, I have a movie running on another screen and whenever my attention wavers I glance across and am always presented with an amazing visual that inspires me to continue working. The art of motion opens an infinite number of options to explore. Just watching how everyday things, such as people, animals and even wind move, gives me ideas to put into my productions.

Recently I made a small informatic to try to get young people in Sydney to ride their bikes. I could have produced it with a large amount of dry statistics stating the benefits of riding but I realised that my target audience would be bored senseless regardless how cool or contemporary I made the design. So instead I created a character, Terry, who is a bicycle; through interacting with him, the viewer is able to make a real connection with the issues involved and therefore be affected more profoundly by its message.
Born in the Philippines, Grace moved to Australia when she was just two years old. Growing up, she was surrounded by a family of designers and engineers. Now studying at Billy Blue, Grace is exploring her love of design through the Branded Fashion course.

I am a mature age student studying Brand Fashion at Billy Blue Collage. I'd previously completed a course in Textiles and Footwear Production in 2004. Through that course I had the opportunity to do an internship with the fashion designer Bowie, whom I met at Mercedes Fashion Week, which gave me my first taste of fashion design.

My biggest influence comes from my family who are all engineers – my grandfather was one of BHP’s head engineers. The person who probably inspired me the most, and whom I have always looked up to, is my Aunty Kate. She is a lecturer in Industrial Design and came up with the concept of tunnels and spheres in children’s playgrounds. I was always curious about what my aunty was making and designing and, luckily for me, she had the time and patience to explain her work, which I believe is how I developed an eye for design. Personally for me design is about the journey of an idea into an experience that can be shared with others. I feel that no matter what area of the design industry you come from, there are so many possibilities in terms of ideas and where they can take you. This is what keeps me pursuing design – I always want to know what’s around the next corner!

Since coming to Billy Blue, I have developed an interest in behaviours and interactions – how society works, how times have changed, how things interact and interrelate with each other. I appreciate what the past has given us and embrace what the future can bring. Design has never been more challenging and exciting than now!
EYES ARE ON THE STREETS
BY CHRIS RAWSON

A work experience placement with Mambo during high school led Chris Rawson to pursue fashion as a career. Currently a Branded Fashion Design student, he dreams of one day seeing his designs being worn on the street.

I think the real turning point that made me want to pursue fashion design was my work experience with Mambo in Year 10. They had the most relaxed, creative working environment and they got paid to spend their days creating art.

For me, the dream has always been to see my work on the street. I don’t care if people don’t know my face; what really attracts me is the brief moment when I walk past a girl wearing a top or dress from my collection – and looking just as I had envisaged her. I feel that’s the only way to know that your work is truly appreciated.

At the moment, I am all about tactile illustration. You can do amazing things with your Mac and Creative Suite, but there is something so beautiful and appealing about creating a physical entity with your hands, offering an aesthetic that no computer-aided design can match.

Right now I’m working on a logo for my DJ duo, Dirty Cutlery, completely hand executed. I think it presents a stark but interesting contrast to the digitally pumped designs so typical of the nightclub scene.

A designer whose work inspires me is London-based designer Hussein Chalayan, who works a lot with tech couture and experimental fashion. His runway shows have to be seen to be believed; the combination of visual effects, rotating runways and dresses that move and change as the models walk all display his collections spectacularly. He also produces beautiful ready-to-wear collections, but it is his innovative couture that really stands out.
THE POWER OF REMARKABLE INTERACTION
BY DAVID GRANT

David Grant divides his time between a design strategist role at award-winning experiential environments agency e-2 and lecturing in Branded Environment Design at Billy Blue – roles that combine his passions for working with great designers and mentoring students who, as he says, have the ability to change the world. He sees many opportunities in the future for branded environment design to improve our quality of life.

I was propelled into design by the possibility of working in a dynamic industry that creates opportunities to improve people’s lives. I began studying design and became fascinated by the concept of design thinking – harnessing the potential of the way designers solve complex problems.

Around that same time, I was also interested in mobile phone camera photography. In 2003, I decided to stage the first mobile phone camera exhibition in the world, Capture. The event connected with 300 artists, photographers and casual phone users, many of whom would previously not have seen themselves as photographers, attracting interest from all different parts of the community. This was a tremendously fulfilling experience and I personally gained so much from the event.

Capture made me realise that a natural fit for my experience was the area of branded environment design: how brands use structured experiences to develop relationships with their customers through such means as product launches, one-off events and pop-up retail. I started working at global brand consultancy Landor not long thereafter and recognised I’d found my calling.

I see branded environment design as being about any physical experience where customers, or potential customers, are given the opportunity to interact with a brand.

A BRANDED ENVIRONMENT ALLOWS REMARKABLE INTERACTIONS BETWEEN CUSTOMERS AND BRANDS THAT ULTIMATELY CREATE A MEANINGFUL DIALOGUE AND CHANGE BEHAVIOUR.

Customer-centred design is an interesting, emerging movement. It seems logical, but for years branded environment designers have not been focusing on the end user. A lot of my work with e-2 centres on the customer – that is, trying to understand what drives people to behave in a certain way in a certain space and how interacting with a business could make their lives easier.

One of e-2’s crafted experiences is the Virgin Mobile flagship store, which provided customers with positive associations. The design encourages customers to linger in the store and to use equipment, transforming the customer experience beyond limited product displays and purchase points.

Overall, the work I admire represents a wider movement within design, that of working with users to provide fundamental tools and services to improve quality of life, from sustainability to pleasure, and I see many opportunities to do so in the future.
SMOOTHER, SMARTER DESIGN
BY NIKLAS ALVARSSON

Swedish student Niklas Alvarsson strongly believes that designers can change the world. Currently enrolled in the Branded Environment Design course, Niklas is keen to put his interest in sustainability to good use in the future.

I have had a lifelong passion for drawing and creating things. There is something very special about seeing your visions become reality, something tangible and beautiful. What drives me most within design is a will to solve problems and to make things better – I am a strong believer that design really can change the world. I also really like accomplishing great things together with others when working in a team.

Branded Environment designers work in the field between communication design and the built environment. There is a lot to explore in this area. Developments in technology have brought new forms of interactivity and made experiential design even more interesting. Currently I am designing an interactive bar called Antidisestablishment, which has a concept based around information graphics and sustainability.

I believe that all the small choices you make every day make a big difference in the end. Designers have a big responsibility when it comes to choosing and developing sustainable methods of production. Sourcemap is a fantastic concept that tells you where things really come from (www.sourcemap.com). You can find out the carbon footprint of your Mac or your IKEA bed! Any design that promotes a more sustainable mindset is taking us forward.
You are invited to a celebration of international diversity.

WORLD CULTURE FESTIVAL OF MUSIC AND DANCE

London College of Communication
23–28 September 2019
THE SPICE OF LIFE
BY ANDREW BETTMAN

Andrew Bettman is the director of Pearshop, a mid-size agency that works across a range of industries and creative. Passionate about diversity in design, he understands the importance of creating an inspiring work environment.

Design has engulfed my last decade, but how I got here in the first place is a strange tale involving two prior careers at polar ends of the creative spectrum. Looking back, I wouldn’t have changed those experiences and I strongly believe in promoting diversity within the design community. Bringing in people with different experiences and perspectives only strengthens the industry as a whole, the work we produce and the impact we have on society.

The first time I walked into a design studio, I had a great feeling about the place, the people and what they did – I was a little hooked after that. I had no idea what I was getting myself into but to this day, I am reminded often of that first-day experience. Ultimately I think I am passionate about design as it really is the vocation in which people create things that allow humans to experience various emotions. Whether that is a product that changes how we live our lives or whether it’s a brand that people can associate with, the diversity in design and ideas in general inspires me.

If I had to name a company or product that exemplifies the notion of “thinking differently”, I would have to say Apple. Sorry to jump on the bandwagon, but I can’t think of another company, product or design that actions ideas innovatively more than them. To me, Apple embodies the spirit of producing something that everyone else thinks they can replicate but seldom do.

From a studio owner’s perspective, there is always a balance between creating an inspiring workplace and providing services that our clients want and pay for. Whilst these two elements may appear to be in conflict, I believe they must be complementary for the success of any project (and as a consequence, the sustainability of the agency). The challenge is to ensure that everyone within the agency feels energised on a daily basis.

Every client we have worked for over the last 4 to 5 years within branded environments (and in particular, commercial interiors) has experienced the positive impact on their business of the design of a new space. For some of our clients, one of the most interesting by-products of projects of this nature has been an improvement in staff retention. Besides the calculable savings in overheads, which are evident in many of these projects, a lot of the benefits tend to be immeasurable and/or not shared between organisations.

I can only confirm that this area is growing in importance and priority given by medium to large corporates, and as companies find it harder and harder each year to recruit and retain staff, I don’t see this area of design slowing down in a hurry.
Dan Simon has a diverse range of interests from sculpture to vintage motorcycles, but one passion in particular – a passion for creating and designing spaces – has led him to study Commercial Interior Design. Looking to the future, he is excited by the challenges of incorporating both sustainability and technology into his designs.

Throughout my whole life I have used design on an elementary level, as I enjoy making things with my hands. I am a practising sculptor and installation artist and I also love fabricating vintage motorcycles. Upon completing a Bachelor of Fine Arts, I knew I enjoyed utilising spaces for art, but found myself wanting to be able to create the spaces. When I heard about the Billy Blue course I knew I would learn to create and design unique spaces and interiors with purpose.

As a commercial interior designer, I am most passionate about the idea that people can be completely submerged in my design and truly experience a space as I intended it. I love creating the look and feeling of a space knowing that the end result will work on a practical level.

Right now we are facing many environmental issues that are slowly killing our planet and in return, us. Sustainability is a challenge in any design but it must be incorporated into all design streams. As designers, we are helping to shape the way tomorrow is made, looks and feels. I personally find this challenge interesting and it definitely influences my own practice. Currently, through a class project I am designing a five-star boutique resort offering located on Magnetic Island, Queensland. The resort is a food lover’s destination showing visitors how to grow, harvest and cook organic produce. The accommodation is a self-sufficient and carbon-neutral site that responds to the unique topography of the island.

In a unit called Digital Worlds, we explored the concepts of alternate and augmented realities. Many students found this topic challenging due to the huge difference between a digital realm and a real space. Our brief was to design an interactive object that would link us from the real world to the digital world. This unique brief challenged our conventions of what space is, and how to design for it. It allowed us insight into the directions that future advancements in technology will take interior design.
Commercial Interior Design student Emily White draws inspiration from the fact that design affects everyone. We are surrounded by design every day – all of the spaces, products and brands around us have been created with our needs in mind – and everyone experiences these designs in their own individual way. She is currently exploring the idea incorporating movement within an environment into her designs.

I think I was always interested in design, even from a young age. I was almost certainly influenced by my family members, who were also very creative and enjoyed art and design. I came to Billy Blue after studying a year of Industrial Design at UNSW. My main reason for choosing Commercial Interiors is that I like the fact that an environment is something that impacts people.

I love that design is an everyday occurrence. From the moment you wake up, all of the things around you have been designed by someone to make your day more enjoyable. Whether through the experience of a space, the use of the product or the response to a piece of visual communication, design affects everyone. It creates conversation as we all experience design differently and thus develop our own opinions of it. It is interesting to see how people experience design and how the designer can manipulate those feelings and emotions towards a space, product or brand.

Whilst doing some research for one of my most recent projects, I happened on kinetic sculptures. Kinetic sculptures are mechanical structures often used to replicate movement in nature or everyday life. In Germany, BMW has used a kinetic sculpture to model the form of one of its cars. I grew a love so strong for some of these sculptures that I decided I wanted to use one in my design of a retail environment for Melissa Shoes.

The result was a large wall display system that senses when customers walk towards it and ripples out to greet them with the closest shoe. It would also have an ongoing wave of movement when there are no customers close by to attract people to the shoe display system.
Commercial Interior Design lecturer and Associate Director at prestigious architecture firm Bates Smart Brenton Smith is passionate about conceptual design. He enjoys thinking innovatively to create solutions that are not always conventional. Brenton believes design is a global, transferable skill and that good design can improve many aspects of our lives.

I was always interested in Design and Architecture. A two-year trip around Europe when I was seven inspired me at a very young age. Looking at historical architecture and the various influences provided a good foundation.

I am most passionate about conceptual design and trying to break new ground. Defining a client’s personality, and being able to translate that into a commercially successful project, is the most rewarding. Ultimately design is a solution to a problem. The craftsmanship and skill comes in the ability in executing the solution in ways that are sometimes not conventional.

At the moment in my role at Bates Smart Architects, I am designing three restaurants in India for an international brand. Based in Delhi, the restaurants will be part of a hotel and need to attract a local and international client base. This emerging market is particularly interesting as they are looking to the West for inspiration and design benchmarks. Local influences are considered a little overdone and predictable. This is one of the great aspects of design. It is a truly global and transferable skill. The process does not change, but the context, the environment and the culture can vary considerably on a project by project basis. We are often thinking differently about how to resolve problems. The most recent example is TBWA Whybin agency in Pyrmont. A device was required to delineate various areas on the floor plate. The budget was tight and as a result we used a painted handrail suspended from the underside of the existing beams. This solution was both economical and very successful in creating a rhythmical, transparent screen device that was also sympathetic to the heritage of the architecture.

More than ever, companies are using design as mechanism to improve business on a number of levels.

Our most recent project at Bates Smart, Conned, is a highly successful award winning project that had the following impacts:

- It helped redefine the brand and introduced a sense of pride and unity back into the workplace
- It activated communication and collaboration between the floors
- It removed hierarchy and introduced a flat structure
- It reduced annual churn cost

Ultimately good commercial design can improve financial, environmental and social aspects of our working lives.
LIVING WHAT SHE LOVES
BY NIKITA KARR

Nikita Karr began her journey in design when a Billy Blue representative visiting her school recognised her creative flair and encouraged her to apply for a scholarship at the college. She was successful and has since thrived at the college, where she is now following her passion for interior design.

I was born in California but have been living in Australia since 1995. I have always had a creative flair, taking up as many creative subjects at school as I could!

As the end of high school approached, I planned to study Primary Education – it just seemed like the most sensible and appropriate decision. But when a Billy Blue representative visited my school and gave me positive feedback about my major design project, I began to reconsider my future career choice of teaching. I had always seen myself as creative, a designer, so I didn’t need much encouragement. The Billy Blue rep suggested that I apply for a scholarship at the college, which I did. I stayed positive and told myself every day that the phone was going to ring with the news that I had won – and when I least expected it, it did!

I draw inspiration from my experiences and interactions in everyday life. I am also energised by the opportunity to communicate my personal style and design ideas. My creativity has pushed me in to the design world, where I intend to use both my intellect and innovation to pursue my passion for interior design.

At the moment I am excited by the colours of life. The bold fluorescents as well as the neutral tones that surround us have both played significant roles in my recent designs. Also I have always appreciated retro furniture and how it can be transformed into an elegant contemporary piece. I love searching through op shops and antique dealers looking for my next project. My room is perhaps my biggest inspiration, filled with the things that I have collected over the years. It is a reflection of me and therefore my design ideas.

I feel that as designers we all strive to challenge convention. An example of an ‘out of the box’ design concept I have produced is a report that was bound like a book, the cover being made from a recycled paper bag. I am consistently seeking out new and interesting ways to present my work to lecturers.
A culture is its creatives...
With a diverse mix of passionate people, Billy Blue is a space that resonates with ideas, talent and pure enjoyment.
Come and explore the college, meet our staff, discover what a day in the life of a designer entails, begin the application process – and get ready to embark on an incredible adventure where everything is interesting and anything is possible!

READY FOR YOUR INTRODUCTION?
As a student at Billy Blue College of Design, you get real-world experience. Our courses are nationally recognised and developed in close consultation with industry professionals. You will graduate with a qualification that is industry endorsed and gives you strong links to the career of your choice.

The design industry thinks very highly of our college and graduates. Read what they have to say about us.

**FROST* DESIGN**
Carlo Giannasca
Design Director & Partner

“In my experience, Billy Blue produces students who have that rare combination of creativity and professional competence. This is refreshing for an employer who is looking for people who are capable and can hit the ground running.”

**ESKIMO**
Genevieve McKelvey & Clare Stephens
Art Directors

“We are really impressed with the high standard of professionalism, enthusiasm and passion from our mentees and their fellow students as seen at the end-of-year exhibition. It’s great to see a wide range of work in their folios from typography and packaging through to advertising. The briefs set are realistic guides of what they might be given when working in a studio and are sure to give them a good insight into what will be expected of them once they enter the workforce.”

**LANDOR ASSOCIATES**
Mike Staniford
Executive Creative Director

“Over the last five years Landor has built a strong relationship with Billy Blue with the deliberate intention of reducing the gap between industry and education. As part of our Shine design internship program, now in its sixth year, we offer places to the brightest and most dynamic students that we believe are ready to play a part in our business. Without fail the interns we’ve taken on from Billy Blue have shown an incredible degree of enterprise, energy, enthusiasm and creativity. They have quickly become invaluable members of the team, working on major projects for both domestic and international clients. We plan to give this on-going relationship our full commitment.”

**MTV NETWORKS AUSTRALIA**
Kate Davitt
Creative Services Manager

“When interviewing for positions in the Creative Department at MTV, I have found Billy Blue graduates to be a cut above the rest. With a broad and useful skill set, clear and thorough portfolios and a high level of creative flair, graduates are exceptionally well prepared to enter the industry.”

**FIND YOUR PASSION, FIND A DRIVE TO LEARN, FIND YOURSELF WITH A DEGREE. NOW WHAT? WE ARE HAPPY TO SAY BILLY BLUE HAS THE CONNECTIONS NEEDED TO BRIDGE THE GAP FROM COLLEGE TO INDUSTRY.**
Our educators all have appropriate academic qualifications backed up by many years of industry experience. In addition to their teaching schedules, they work as leading designers in the industry. As a result, at Billy Blue, you learn what’s really important to succeed in the design world. Find out below who takes care of which courses, then flip over the page to see what they look like!

**COMMUNICATION DESIGN**

Neil Barnett  
Head of Academic Studies

Mark O’Dwyer  
Program Manager

Nathan Scoular  
Academic Coordinator

Ingrid Carlstrom  
Academic Coordinator

Peter Worthington  
Academic Coordinator

**DIGITAL MEDIA DESIGN**

Paul Brafield  
Head of Academic Studies

Andy Marsh  
Program Manager

Dave Agius  
Academic Coordinator

**COMMERCIAL & RESIDENTIAL INTERIOR/BRANDED ENVIRONMENT**

Michael O’Brien  
Head of Academic Studies

Scott Skipworth  
Program Manager

Marika Varady  
Academic Coordinator

**BRANDED FASHION**

Dr. Mieke Leppens  
Head of Academic Studies

**BRISBANE**

Stephen Matthews  
Program Manager

**STUDIO SESSIONS**

Fran Kirby  
Course Coordinator

Damian Blayney  
Academic Coordinator

*Our lecturers are always available to lend their expertise.*
Meet our Lecturers

1. Neil Barnett  Head of Academic Studies, Communication Design
2. Dave Agius  Academic Coordinator, Digital Media Design
3. Damian Blayney  Academic Coordinator, Studio Sessions
4. Dave Mackay  Lecturer, Communication & Interior Design
5. Fran Kirby  Studio Sessions Manager
6. Scott Skipworth  Program Manager, Interior Design
7. Marika Varady  Academic Coordinator, Interior Design
8. Felix Oppen  Lecturer, Communication Design
9. Nadia Louw  Administration Manager
Andrew Barnum  Head of College
Paul Brafield  Head of Academic Studies, Digital Media Design
Michael O’Brien  Head of Academic Studies, Interior Design & Branded Environment
Ingrid Carlstrom  Lecturer, Communication Design
Andy Marsh  Program Manager, Digital Media Design
Peter Worthington  Lecturer, Communication Design
Mark O’Dwyer  Program Manager, Communication Design
Nathan Scoular  Academic Coordinator, Communication Design
Nadia Louw  Administration Manager
Absent  Stephen Matthews  Program Manager, Brisbane
THE BILLY BLUE COURSES

PICK YOUR PATHWAY TO A FANTASTIC CAREER

Have you figured out yet which elements of design most inspire you?
Know your design passion?

TIME TO SHARPEN THOSE PENCILS
INTRODUCING OUR COURSES

FAMILIARISE YOURSELF WITH OUR RANGE OF INDUSTRY DRIVEN COURSES

If you’re planning to study at Billy Blue, you’ll need to decide between our range of industry driven courses in communication design, digital media design, branded environment design, commercial interior design, residential interior design or branded fashion design.

COMMUNICATION DESIGN
Communication design used to be called graphic design. Today, graphic design is just one element in an evolving range of visual communication disciplines including advertising, publishing and typography. Designers are often required to work across a range of disciplines and media in this industry, including the digital environment. This stream aims to produce imaginative designers who work creatively in areas where information is primarily conveyed by visual means.

DIGITAL MEDIA DESIGN
Digital media design is focused on time-based visual communication i.e. anything that moves or is specifically developed for an onscreen environment. Areas of study include internet design, interactive design (e.g. touch screens), CD ROMs, DVDs, digital interfaces, digital animation, video games, 3D design, film, TV and emerging technologies. There is an increasing demand for skilled designers who specialise in this exciting area.

BRANDED ENVIRONMENT DESIGN
Branded environment is all about the application of ‘brand language’ to three dimensional spaces e.g. logos, colour, sound, imagery, textures, messages etc. The branded environment is where we take elements of a company’s brand to create vibrant and exciting expressions of the brand in a variety of spaces. Branded environment designers work in fields such as retail, exhibitions, museums, events, interactive spaces, branding opportunities, outdoor signage and 3D design.

COMMERCIAL INTERIOR DESIGN
This pathway prepares you to take on the world as a creative interior designer. Commercial interior designers work on cafes, bars, hotels, restaurants, exhibitions, and workspaces to name a few. They may also design interiors for game designs, virtual worlds and animations. Find out about branding, lighting and sustainability, brand management, design culture, digital worlds, materiality and more.

RESIDENTIAL INTERIOR DESIGN
Residential interior design teaches you how to shape and influence the spaces in which people live. You learn to create, design and organise innovative and responsible solutions using various communication and media methods, and discover the digital world, communication systems, design theory and environment design. This stream equips you for work as a residential interior designer in an architectural or interior design practice anywhere in the world.

ACCELERATED STUDY OPTIONS
The Billy Blue Bachelor of Applied Design is available with an accelerated study option. If you maintain a cumulative grade point average of 65% across all subjects, you will be invited to enrol in an additional study period within the academic year. This means that with a consistent level of high achievement, you will be able to complete a 3 year Bachelor Degree in just 2 years. This option is available for Australian and overseas students.

GAIN A SECOND DEGREE IN AS LITTLE AS ONE YEAR OF ADDITIONAL STUDY
Graduates of a Billy Blue Bachelor of Applied Design course may be eligible to enrol in a second degree in another design discipline. For example, if you complete the Bachelor of Applied Design (Communication), you may be eligible to enrol in Bachelor of Applied Design (Digital Media). This second degree can be completed in as little as one year full-time study, with part-time study also being an option. With a second degree you will have a unique level of expertise across design disciplines, giving you a significant edge.

IF YOU’RE PLANNING TO STUDY AT BILLY BLUE, YOU NEED TO DECIDE UPON OUR RANGE OF INDUSTRY DRIVEN COURSES.
STUDY PATHWAYS
FOLLOW A TRAIL TO FIND YOUR COURSE

BACHELOR OF APPLIED DESIGN

<table>
<thead>
<tr>
<th>Study Pathway</th>
<th>Year 1</th>
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<tr>
<td>Residential Interior Design</td>
<td>Year 1</td>
<td>Year 1</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

Exit qualification
Diploma of Applied Design

KEY

- Study pathways
- Common semester – this semester is also studied in other streams
- Unique semester – this semester is individual to this stream
Exit qualifications

Associate Degree of Applied Design (Communications)
Associate Degree of Applied Design (Digital Media)
Associate Degree of Applied Design (Branded Fashion)
Associate Degree of Applied Design (Branded Environment)
Associate Degree of Applied Design (Commercial Interior)
Associate Degree of Applied Design (Residential Interior)

Semester entry point

If you leave Billy Blue prior to the completion of your course you may still be eligible for a qualification

One additional unit of study is required if you change streams at the completion of semester 2
COMMUNICATION DESIGN
BACHELOR OF APPLIED DESIGN (COMMUNICATION)

COURSE SPECIFICATIONS
CRICOS Course Codes
NSW 064423C, QLD 070808B
Duration
3 years full-time (including breaks), 6 study periods
Intakes
March, July, October
Location
Sydney, Melbourne* and Brisbane
* Available for Australian students only
FEE-HELP
Available for eligible Australian students only

ENTRY REQUIREMENTS
Minimum of 18 years of age prior to course commencement with completion of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or mature age (aged 21 or over) entry with relevant work experiences, and submission of a design portfolio (6–10 pieces of original creative work) and personal or phone interview (where possible) and IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language.

INTRODUCES YOU TO A COMPREHENSIVE RANGE OF COMMUNICATION DESIGN DISCIPLINES, INCLUDING TYPOGRAPHY, BRANDING, PUBLICATION DESIGN, ADVERTISING, IMAGE MAKING, PACKAGING, WEB DESIGN AND INFORMATION DESIGN.

COMMUNICATION DESIGN
Communication designers develop and prepare information for publication with particular emphasis on clearly communicating to a target audience. The information they deal with not only requires a sound understanding of text based communication but also requires them to skillfully use the communication properties of symbols, colours and pictures. They prepare concept layouts and mock-ups to discuss project details with clients. They prepare or subcontract diagrams, illustrations and photography. They resolve all communication elements into a final format to suit the required offline or digital media.

COURSE DESCRIPTION
The Bachelor of Applied Design (Communication) introduces you to a comprehensive range of communication design disciplines: typography, branding, publication design, advertising, image making, packaging, interface design and information design. You engage with the design process – moving from basic design exercises to a range of fully comprehensive projects – where initial concepts are taken through to printed outcomes or functioning screen-based environments.

CREATE AN EXCITING FUTURE
The immense volume of visual material produced to support both commercial and cultural purposes means that the areas of employment open in communication design is very broad. This well-respected qualification equips you with the skills to become employed in fields such as: graphic design, art direction, photography, illustration, advertising, print media, magazine design and publishing, print media, copywriting, typography, finished art, packaging design, book design, information architecture and interactive graphic design.

WHAT SUBJECTS WILL YOU STUDY?
FIRST YEAR - LEVEL 100
Study Period 1
AD101 Design Culture and Theory
AD102 Ideas Generation in Visual Communication
AD103 Systems of Communication
AD104 Introduction to Design Practice

Study Period 2
AD105 Frameworks of Design
AD106 Typography and Context
BC101 Symbols and Distribution
AD107 Studio Practice

SECOND YEAR - LEVEL 200
Study Period 3
AD201 Introduction to Design Research
CD201 Design Research and Ideas Generation
CD202 Interface, Representation and Sequence
CD203 Design Usability and the Community

Study Period 4
CD204 Advanced Design Research
CD205 Advanced Media Integration
BC201 Interactive Spaces
BC202 Advanced Design Strategy and Application

THIRD YEAR - LEVEL 300
Study Period 5
AD301 Culture of Change and Innovation
AD302 Design Studio Management
AD305 Independent Design Practice 1
AD307 Design in Practice 1

Study Period 6
AD303 Design and Business
CD301 Design in Practice 2 for CD
AD304 Positioning the Design Practice
AD306 Independent Design Practice 2
DIGITAL MEDIA DESIGN
BACHELOR OF APPLIED DESIGN (DIGITAL MEDIA)

COURSE SPECIFICATIONS
CRICOS Course Codes
NSW 064425A, QLD 070810G
Duration
3 years full-time (including breaks), 6 study periods
Intakes
March, July, October
Location
Sydney
FEE-HELP
Available for eligible Australian students only

ENTRY REQUIREMENTS
Minimum of 18 years of age prior to course commencement with completion of Australian Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or mature age (aged 21 or over) entry with relevant work experiences, and submission of a design portfolio (6–10 pieces of original creative work) and personal or phone interview (where possible) and IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language.

WHAT SUBJECTS WILL YOU STUDY?

FIRST YEAR - LEVEL 100
Study Period 1
AD101 Design Culture and Theory
AD102 Idea Generation in Visual Communication
AD103 Systems of Communication
AD104 Introduction to Design Practice

Study Period 2
AD105 Frameworks of Design
AD106 Typography and Context
DM101 Internet Design Technologies
AD107 Studio Practice

SECOND YEAR - LEVEL 200
Study Period 3
AD201 Introduction to Design Research
BD201 3D Design: Theory Planning & Concept Development
DM201 Digital Video Composition and Storytelling
DM202 Advanced Internet Design Studio

Study Period 4
DM203 Social Design Studio
DM204 3D Design 2: Applied 3D in Game Design and Animation
DM205 Title and Credit Design
DM206 Business and Culture of Game Design

THROUGHOUT THE COURSE YOU DISCOVER THE DIVERSITY OF THE DIGITAL WORLD, FROM INTERNET DESIGN, TOUCH SCREENS, CD ROMS AND DVDs, TO DIGITAL INTERFACES, DIGITAL ANIMATION, VIDEO GAMES, 3D, FILM, TV AND EMERGING TECHNOLOGIES.

DIGITAL MEDIA DESIGN
The digital world is evolving by the minute. In fact it is currently one of the world’s fastest-growing industries. Digital media designers develop and prepare information for digital publication with particular emphasis on clearly communicating to a target audience. If you’re fascinated by time-based visual communication, i.e. anything that moves, this is the course for you. Digital media design is about communicating in a digital environment by designing with images, typography, sound, 3D, motion and interactivity for expression, communication, social interaction, and education. Digital media design refers to both the process (designing) by which the communication is created and the products (designs) which are generated.

COURSE DESCRIPTION
The Bachelor of Applied Design (Digital Media) has a clear objective - to optimise your ability to research, plan, organise, conduct and complete creative, sustainable and cost effective strategies for the Australian and international markets. Throughout the course you discover the diversity of the digital world, from internet design, touch screens, CD ROMs and DVDs, to digital interfaces, digital animation, video games, 3D, film, TV and emerging technologies.

WORKING IN THE DIGITAL WORLD
The immense volume of visual material produced to support both commercial and cultural purposes means that the areas of employment open in communication design is very broad. Armed with the Bachelor of Applied Design (Digital Media), you’ll be privy to a variety of high-tech positions in video game design, animation, web design, film and TV, scripting for the web, 3D design, illustration, interactive design, studio or production management.

THIRD YEAR - LEVEL 300
Study Period 5
AD301 Culture of Change and Innovation
AD302 Design Studio Management
AD305 Independent Design Practice 1
AD307 Design in Practice 1

Study Period 6
AD303 Design and Business
DM301 Group Interactive Design Project
AD304 Positioning the Design Practice
AD306 Independent Design Practice 2
BRANDED FASHION DESIGN

BACHELOR OF APPLIED DESIGN (BRANDED FASHION)

THE FASHION INDUSTRY IS LOOKING FOR A NEW BREED OF DESIGNER. THEY NEED INDIVIDUALS THAT CAN CREATE FRESH, INSPIRING, IMAGINATIVE DESIGNS – THEN DEVELOP AND PRODUCE THEM FOR COMMERCIAL SUCCESS.

BRANDED FASHION DESIGN

Branding adds value to clothing which is primarily surface related. Branded fashion covers a wide variety of clothing types, across a range of needs and consumers. The Branded Fashion Designer’s role is to find the most creative, strategic, sustainable and cost-effective solution. They take a generic form (shorts, jeans, t-shirt, skirt), rework it, and customise it, so that it fits with a brand and its image. They work to a price-point determined by their market, and deal with pattern makers and garment constructors to make their product.

COURSE DESCRIPTION

The Bachelor of Applied Design (Branded Fashion) focuses on the design, production and marketing of garments. You learn how to create and market a range of design solutions, and use the latest software to communicate your product design ideas. Discover how to produce clothing designs according to project budgets and timelines, and find out how to manage the integrity and positioning of a brand. Investigate the theory behind design and marketing, evaluate communication and branded fashion strategies, and scrutinise current, present and future fashion trends. You’ll enhance your forecasting, project-management and drawing skills, and discover the difference between fashion and clothing, and brand label and designer label.

BRAND YOURSELF A CAREER

This innovative qualification equips you with the skills to become a branded Fashion designer, buyer, merchandiser or product developer. Having this qualification under your belt also means that you could launch your own range of garments. Picture yourself working for any number of leading fashion brands from Country Road and Louis Vuitton to General Pants or Witchery.

WHAT SUBJECTS WILL YOU STUDY?

FIRST YEAR - LEVEL 100

Study Period 1
- AD101 Design Culture and Theory
- AD102 Ideas Generation in Visual Communication
- FA101 Drawing for Fashion Design
- AD104 Introduction to Design Practice

Study Period 2
- AD105 Frameworks of Design
- FA102 Fashion versus Clothing
- FA103 Introduction to Shape and Form
- AD107 Studio Practice

SECOND YEAR - LEVEL 200

Study Period 3
- AD201 Introduction to Design Research
- FA201 International Fashion Systems
- FA202 Theory and Application of Print Design and Colour
- FA203 Applying Surface Design

Study Period 4
- FA204 Enterprise Management Systems
- FA205 Branded Fashion Industry Engagement
- FA206 Design Development and Costing
- FA207 Shape and Form Development

THIRD YEAR - LEVEL 300

Study Period 5
- AD301 Culture of Change and Innovation
- FA301 Fashion Marketing and Brand Development
- FA302 Professional Folio Production
- FA303 Collection Design

Study Period 6
- FA304 Material Technology and Fabrics (Major Work)
- FA305 Portfolio Range (Major Work)
- FA306 Technical Portfolio Production (Major Work)
- FA307 Branded Fashion Production (Major Work)
**BRANDED ENVIRONMENT DESIGN**

**BACHELOR OF APPLIED DESIGN (BRANDED ENVIRONMENT)**

**COURSE SPECIFICATIONS**

**CRICOS Course Codes**

NSW 064424B

**Duration**

3 years full-time (including breaks), 6 study periods

**Intakes**

March, July, October

**Location**

Sydney

**FEE-HELP**

Available for eligible Australian students only

**ENTRY REQUIREMENTS**

Minimum of 18 years of age prior to course commencement with completion of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or mature age (aged 21 or over) entry with relevant work experiences, and submission of a design portfolio (6–10 pieces of original creative work) and personal or phone interview (where possible) and IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language.

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**GET ON YOUR CREATIVE HAT AND BEGIN FORGING EXPERIENCES**

**WHICH ENGAGE THE SENSES AND STIR THE EMOTIONS.**

**BRINGING TO LIFE THE ESSENCE OF A BRAND WITHIN A THREE DIMENSIONAL SPACE.**

**BRANDED ENVIRONMENT DESIGN**

Branded environment design is all about the application of ‘brand language’ (logo, colours, sound, imagery, textures, messages) to three dimensional spaces. Branded environment design is where we take elements of a company’s brand to create experiences which engage the senses and stir the emotions of a brand in a three dimensional space. Branded environment designers use skills drawn from graphic, industrial (product) and interior design to attract, inform and involve an audience in the subjects that their clients employ them to present.

**COURSE DESCRIPTION**

Within the Bachelor of Applied Design (Branded Environment) you will explore idea generation, articulate creative solutions using a range of media and communication techniques, understand how to manage and uphold the integrity of a brand in 2D and 3D formats, design unique environments in response to brand challenges and understand the effects that a space has on the people that visit it and how, in turn, they can influence the environment they’re in.

**CREATE AN EXCITING FUTURE**

Upon completion of this course you could work in communications, interior design or architectural practices and specialise in the translation of brand language to environments. These environments include interactive spaces, game and virtual design, product launches and exhibitions, museums, retail spaces and way finding systems. (e.g. airports and shopping centres).

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**WHAT SUBJECTS WILL YOU STUDY?**

**FIRST YEAR - LEVEL 100**

**Study Period 1**

AD101 Design Culture and Theory
AD102 Ideas Generation in Visual Communication
AD103 Systems of Communication
AD104 Introduction to Design Practice

**Study Period 2**

AD105 Framework of Design
AD106 Typography and Context
BC101 Symbols and Distribution
AD107 Studio Practice

**SECOND YEAR - LEVEL 200**

**Study Period 3**

AD201 Introduction to Design Research
BD201 3D Design 1: Theory Planning and Concept Development
BE201 Environment Planning and Visualisation
BE202 Environment Design 1: Branding

**Study Period 4**

BC201 Interactive Spaces
BE203 Brand Management
BE204 Environment Design 2: Retail
BC202 Advanced Design Strategy and Application

**THIRD YEAR - LEVEL 300**

**Study Period 5**

AD301 Culture of Change and Innovation
AD302 Design Studio Management
AD305 Independent Design Practice 1
AD304 Independent Design Practice 2

**Study Period 6**

AD303 Design and Business
BE301 Design in Practice 2 for ED
BE301 – Group Environment Project
AD304 Positioning the Design Practice
AD304 Positioning the Design Practice
COMMERCIAL INTERIOR DESIGN

BACHELOR OF APPLIED DESIGN (COMMERCIAL INTERIOR)

COURSE SPECIFICATIONS
CRICOS Course Codes
NSW 067557J
Duration
3 years full-time (including breaks), 6 study periods
Intakes
March, July, October
Location
Sydney and Melbourne*  
* Available for Australian students only
FEE-HELP
Available for eligible Australian students only

ENTRY REQUIREMENTS
Minimum of 18 years of age prior to course commencement with completion of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or mature age (aged 21 or over) entry with relevant work experiences, and submission of a design portfolio (6-10 pieces of original creative work) and personal or phone interview (where possible) and IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language.

YOU EXPLORE THE FUNDAMENTAL AREAS OF COMMERCIAL INTERIORS – BRANDING, LIGHTING, SUSTAINABILITY AND MATERIALITY – AND GRASP THE PRACTICALITIES OF DESIGNING INSPIRING COMMERCIAL ENVIRONMENTS.

COMMERCIAL INTERIOR DESIGN
Commercial interior design is about designing and developing unique and immersive interiors for commercial environments, from hotels, bars, restaurants and workspaces to the interiors of animation/film and game design. Commercial interior designers plan and detail commercial building interiors for effective use with particular emphasis on space creation, space planning and factors that affect our responses to working environments. Good design can enable us to work more efficiently, comfortably, profitably, securely and pleasurably in a more aesthetically fulfilling and functional environment.

COURSE DESCRIPTION
The Bachelor of Applied Design (Commercial Interior) provides you with the necessary skills to create state-of-the art commercial interiors – in both the physical and digital world. Digital technology is a strong focus of this course - how it represents spatial environments, and communicates information relevant to designing, costing, evaluating, and constructing commercial interiors. You study the fundamental areas of commercial interiors – branding, lighting, sustainability and materiality – and grasp the practicalities of designing inspiring commercial environments. You will discover how commercial interior design strategies are assessed and explore how commercial interiors can engage an audience.

WORKING IN THE DIGITAL WORLD
As a Commercial Interior Designer, you may work in architectural or interior design practices designing everything from cafes, hotels, restaurants to exhibitions and corporate environments. You could also work in industry designing the interiors of games, virtual worlds and animations.

WHAT SUBJECTS WILL YOU STUDY?

FIRST YEAR - LEVEL 100
Study Period 1
AD101 Design Culture and Theory
AD102 Ideas Generation in Visual Communication
CI101 Systems of Communication 1
AD104 Introduction to Design Practice

Study Period 2
AD105 Frameworks of Design
CI102 History of Commercial Interiors
CI103 Systems of Communication 2
CI104 Digital Worlds

SECOND YEAR - LEVEL 200
Study Period 3
AD201 Introduction to Design Research
CI201 Scheduling Interiors 1: Commercial
BE201 Environment Design 1: Branding

Study Period 4
BC201 Interactive Spaces
BE203 Brand Management
CI202 Systems and Documentation 1
BE204 Environment Design 2: Retail

THIRD YEAR - LEVEL 300
Study Period 5
CI301 Environment Design 3: Hospitality/Corporate
AD301 Culture of Change and Innovation
AD302 Scheduling Interiors 2: Commercial
AD305 Independent Design Practice 1

Study Period 6
CI303 Systems and Documentation 2
BE305 Hospitality/Corporate
AD306 Independent Design Practice 2
CI304 Systems and Documentation 3 - Nominated
AD304 Positioning the Design Practice
RESIDENTIAL INTERIOR DESIGN

BACHELOR OF APPLIED DESIGN (RESIDENTIAL INTERIOR)

COURSE SPECIFICATIONS
CRICOS Course Codes
NSW 069570G

Duration
3 years full-time (including breaks), 6 study periods

Intakes
March, July, October

Location
Sydney and Melbourne*

* Available for Australian students only

FEE-HELP
Available for eligible Australian students only

ENTRY REQUIREMENTS
Minimum of 18 years of age prior to course commencement with completion of Australian High School Year 12 and an ATAR of 63.40/UAI of 60+ (or equivalent) or mature age (aged 21 or over) entry with relevant work experiences, and submission of a design portfolio (6–10 pieces of original creative work) and personal or phone interview (where possible) and IELTS 6.0 (academic) with a minimum of 5.5 in each band if English is not your first language.

DESIGN A WIDE RANGE OF RESIDENTIAL INTERIORS:
FROM SINGLE AND MULTI-LEVEL HOUSES TO LARGE SCALE OR HIGH-RISE RESIDENTIAL APARTMENTS.

RESIDENTIAL INTERIOR DESIGN
Residential Interior designers plan and detail residential building interiors for effective use with particular emphasis on space creation, space planning and factors that affect our responses to living environments. Good design can enable us to live more comfortably, profitably, securely and pleasurably in a more aesthetically fulfilling and functional environment. A residential interior is a spatial environment where people live and could include detached houses, semi-detached houses, townhouses or multi-level dwellings e.g. flats and apartment complexes.

COURSE DESCRIPTION
In just three years, the Bachelor of Applied Design (Residential Interior) shows you how to create, design and organise innovative and responsible solutions for residential environments, using all kinds of media and communication techniques. It will help you develop into a mature and aware design professional capable of influencing and shaping the residential experience at a local or international level. At Billy Blue, you’ll learn how to evaluate residential design challenges, discover how digital technology is influencing the residential interior design landscape, and understand how a creative residential interior can immerse its inhabitants.

YOUR RESIDENTIAL INTERIOR CAREER
With the Bachelor of Applied Design (Residential Interior), you could be designing a wide range of residential environments - from single and multi-level houses to the interiors of large scale or high-rise residential apartment complexes. You may find work in any leading architectural or interior design practice, either here in Australia or around the world. You could also start your own interior design business.

WHAT SUBJECTS WILL YOU STUDY?

FIRST YEAR - LEVEL 100

Study Period 1
AD101 Design Culture and Theory
AD102 Ideas Generation in Visual Communication
CI101 Systems of Communication 1
AD104 Introduction to Design Practice

Study Period 2
AD105 Frameworks of Design
RI101 Environment Design 1: Residential
RI102 Communication Systems 2: Residential
RI103 Digital Interiors: Residential

SECOND YEAR - LEVEL 200

Study Period 3
RI201 Theories of Space and Place 1
RI202 Scheduling Interiors 1: Residential
RI203 Systems and Documentation 1: Residential
BE201 Environment Planning and Visualisation

Study Period 4
RI204 Theories of Space and Place 2
RI205 Scheduling Interiors 2: Residential
RI206 Systems and Documentation 2: Residential
RI207 Environment Design 2: Residential

THIRD YEAR - LEVEL 300

Study Period 5
RI301 Residential Design Technologies
RI302 Environment Design 3: Residential
RI303 Independent Design Practice 1
AD305

Study Period 6
AD301 Culture of Change and Innovation
AD304 Positioning the Design Practice
RI304 Systems and Documentation 4: Residential
AD306 Independent Design Practice 2
WHAT SUBJECTS WILL YOU STUDY?

**DESIGN THINKING**
- BSBOHS201A: Participate in OHS Processes (core)
- BSBDES304A: Source and Apply Design Industry Knowledge (core)
- BSBDES305A: Source and Apply Information on the History and Theory of Design (core)
- BSBDES302A: Explore and Apply the Creative Design Process to 2D Forms (core)

**Hand skills**
- BSBDES301A: Explore the Use of Colour (core)
- BSBDES303A: Explore and Apply the Creative Design Process to 3D Forms (core)
- CUVDES04B: Integrate Colour Theory and Design Processes in Response to a Brief (core)
- CUVCOR08B: Produce Drawings to Represent and Communicate the Concept (core)
- CUVDSP07B: Research and Apply Techniques for Graphic Design (elective)

**Computer skills**
- CUVVSP11B: Apply Techniques to Produce Digital Images (elective)
- CUVVSP12B: Produce Digital Images (elective)
- CUVVSP13B: Research and Experiment with Techniques for Digital Image Enhancement (elective)

**Portfolio skills**
- CUVCOR03B: Develop, Refine and Communicate Concepts for Own Work (core)
- BS6DE5403A: Develop and Extend Design Skills and Practice (elective)
- CUVDS047B: Research and Apply Techniques for Graphic Design (elective)

**One Step Closer to a Design Career**
Keen to study design, but haven’t yet compiled a portfolio to gain entry into a Bachelor Degree? Passionate about design, but don’t want to study at a higher level? Good news – this course has been designed specifically to ensure that you’ll have a quality portfolio when you finish. In fact, the entire course is focused on real-life commercial projects, which lead to the completion of portfolio material.

**Get Insight into the World of Design**
This course gives you great insight into the exciting and dynamic world of design. It arms you with the academic skills necessary for successful tertiary study. On successful completion, it gives you the chance to gain entry into Year 1 of our Bachelor of Applied Design courses. It’s an ideal way to familiarise yourself with our campus, meet other design students, and check out our extensive IT labs and the latest software.

To successfully graduate from this course, you will need to have achieved competency in all 14 units delivered across four areas of expertise – design thinking, computer skills, hand skills and portfolio skills.

Overseas students with an IELTS band score of 5.5 (Academic) or equivalent who plan to enter Year 1 of the Bachelor Degree course are required to attend the English language and academic skills subject. For further information on the course structure please visit www.billyblue.edu.au.
Course Specifications

Duration / Intakes
Duration and intakes vary for each course. Please visit www.billyblue.edu.au/studiosessions for course availability and information.

Location
Sydney (Available for Australian students only)

FEE-HELP
Not available

Upskill in your downtime with weekend and evening short courses to increase your creative output.

Upskill with Studio Sessions
Billy Blue’s short courses are a great way to expand your skills and knowledge of design. You may be working in the design/visual communications industry and want to strengthen or broaden your range, you may want to add these skills to enhance another career, or you may simply want to learn something fun and useful for your own personal use. Studio sessions are run in North Sydney during the evenings and on Saturdays throughout the year.

Why Not Take the Opportunity To:

 › Consolidate your design skills
 › Add an extra string to your bow
 › Find a different direction
 › Learn something new

To begin expanding your creative and technical skills visit www.billyblue.edu.au/studiosessions for the latest studio session information and start dates and to download an application form. Alternatively, to discuss a course and get more advice, ring our Studio Sessions Coordinator, Fran Kirby on +61 2 9492 3297 or email fkirby@billyblue.edu.au.

Billy Blue’s short courses have been created to meet the needs of the design industry by providing professional development and are not recognised under the Australian Qualifications Framework.
The spark that hits you when you begin design never fades - in fact it ignites something bigger.
If you want it done right, go to Melbourne. If you want it done tonight, go to Sydney.
WHAT CAREER CAN I PURSUE?

DISCOVER THE MANY OPTIONS THAT AWAIT

The world needs creative problem-solvers right now, and Billy Blue proudly produces just that: ‘thinkers who can do’. As far as career opportunities are concerned, there are so many exciting possibilities to explore and at Billy Blue you get a head start.

Billy Blue consistently offers the industry award-winning and work-ready graduates across a range of design disciplines. In fact, the college’s career success rate is more than 85%*. This extremely high employability rate comes down to the fact that many of our lecturers are also industry practitioners, who can share relevant insights and opportunities when they arise, and of course to our own strong, constantly evolving industry connections.

Our graduates leave Billy Blue with the required knowledge and skills to succeed in the real world – and importantly, genuine industry experience and valuable connections to help them stand out. In addition, every student graduates with a broad professional portfolio, their own business card and letterhead.

LAND A GREAT CAREER

Graduate from Billy Blue College of Design, and you’ll land a career that is both highly paid and fun. Most designers and art directors earn well above the average income and many are in the top five per cent of salary earners. Communication, digital media, branded environment, commercial interior, residential interior and branded fashion are growth industries worldwide, with strong demand for qualified designers across all visual media. The rapid development of multimedia design including the growth of video games, digital film and television are also creating exciting new opportunities for graphic designers.

**BILLY BLUE CONSISTENTLY OFFERS THE INDUSTRY AWARD-WINNING AND WORK-READY GRADUATES ACROSS A RANGE OF DESIGN DISCIPLINES. IN FACT, THE COLLEGE’S CAREER SUCCESS RATE IS MORE THAN 85%**

**CHECK OUT WHAT YOU COULD EXPECT TO BE PAID IN THE DESIGN INDUSTRY**

<table>
<thead>
<tr>
<th>Role</th>
<th>Salary Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Director</td>
<td>$100,000 - $155,000</td>
</tr>
<tr>
<td>Art/Design Director</td>
<td>$70,000 - $100,000</td>
</tr>
<tr>
<td>Senior Flash Developer/Actionscripter</td>
<td>$90,000</td>
</tr>
<tr>
<td>Studio Manager</td>
<td>$70,000 - $82,500</td>
</tr>
<tr>
<td>Senior Designer</td>
<td>$70,000 - $80,000</td>
</tr>
<tr>
<td>Senior Finished Artist</td>
<td>$60,000 - $75,000</td>
</tr>
<tr>
<td>Intermediate Flash Developer/Actionscripter</td>
<td>$69,125</td>
</tr>
<tr>
<td>Mid Weight Designer</td>
<td>$49,500 - $64,610</td>
</tr>
<tr>
<td>Mid Weight Finished Artist</td>
<td>$50,000</td>
</tr>
<tr>
<td>Flash Developer</td>
<td>$50,000</td>
</tr>
<tr>
<td>Junior Designer</td>
<td>$31,850 - $45,000</td>
</tr>
<tr>
<td>Junior Finished Artist</td>
<td>$35,400 - $40,000</td>
</tr>
</tbody>
</table>

* Based on statistics in The Aquent Orange Book, Asia Pacific Edition 2008-2009. Figures are based on the median Sydney annual base salary range and are calculated across disciplinary departments and agencies.

* Based on statistics from the 2010 Think: Colleges Pty Ltd Graduate Destination Survey (GDS)

The world of design is an amazingly rewarding one – why not join it?
BILLY BLUE LOCATIONS
OUR CAMPUSES IN SYDNEY, BRISBANE & MELBOURNE ARE VIBRANT, FUN AND INSPIRING PLACES TO STUDY

SYDNEY

BILLY BLUE SYDNEY
Our North Sydney campus is located in the Northpoint building, right in the heart of North Sydney’s bustling central business district. Only a few minutes from central Sydney across the world-famous Harbour Bridge by train, the campus is a short stroll from North Sydney station and is close to many well-known creative studios and marketing agencies. It is spread between three buildings where you can mix with students studying design, hospitality and business.

Classes on the North Sydney campus run from 8am to 10pm Monday to Saturday, depending on your timetable. If you feel like a break, head to the student chill-out area. Or if it’s information you need, our campus Resource Centre provides updated volumes, free catalogues and electronic database access to leading online journals. It’s packed full of books, magazines, publications, CDs and DVDs. Additionally, our Resource Centre includes the latest Apple iMacs. Students can access our wireless network on campus as well as printing and copying facilities. Campus amenities are open 8am to 9pm Monday to Thursday, 8am to 6pm Friday, and 10am to 4pm Saturdays during the semester.

The Think: Auditorium is one of North Sydney’s largest lecture theatres, designed to seat 200 people with breakout and foyer areas. Guest lectures by industry experts are held in the auditorium regularly throughout the year.

Hungry? William Blue Dining is a 70 seat student-run restaurant right on campus. There’s also an extensive food court below the college, plus numerous cafes, restaurants and shops just outside. Everything you need is right at hand. If you’re new to Sydney, you can expect a warm welcome. Sydney is a safe and friendly city with pristine beaches and gorgeous harbourside parks.

Sydney has emerged as a key global design centre with a dynamic creative community. It has established its position as Australia’s leading city for commercial design. This provides Billy Blue students with access to great internship, project and employment opportunities in some of the country’s most dynamic creative agencies.

BRISBANE

BILLY BLUE BRISBANE
Our Brisbane campus is located on the fringe of the central business district in the colourful cultural and business precinct of Fortitude Valley. The Valley is home to many of Queensland’s leading agencies, and close to major sporting and events venues. The campus is close to bus, train and ferry services, with the closest train station, Fortitude Valley, just a 250-metre walk.

This modern campus was recently refurbished with custom-built classrooms and state-of-the-art computer facilities.

The campus has a warm atmosphere, thanks to its brightly coloured interior appealing to the artistic students’ nature. Our classrooms are designed as studios in keeping with our hands-on, collaborative teaching and learning culture.

Classes on the Brisbane campus run from 8:30am to 9pm Monday to Friday. If you want to chill out between classes, there are common rooms with FOXTEL and outdoor deck areas.

Students also have access to a range of support services including learning labs with the latest audio-visual technology as well as spacious breakout zones for group work. Our campus offers an expanding collection of books and journals for research and your reading pleasure. In addition students have access to the group’s extensive online library, including the GALE collections. The Resource Centre has the latest release computing and IT facilities, complete with Apple iMacs and PCs with up-to-date software as well as high-tech multimedia data projectors.

Brisbane enjoys a warm climate, extensive riverside parks, a passion for sport, culture and outdoor events, and is just one hour away from the beautiful Sunshine and Gold Coasts. With a great climate, safe environment and a relaxed outdoor lifestyle, it is easy to see why Queensland is a popular study destination.
Billy Blue College of Design
North Sydney Campus
Northpoint, 171 Pacific Highway
North Sydney NSW 2060
Australia

FACILITIES AND SERVICES INCLUDE

› Resource Centre (library)
› Computer and drawing rooms
› Think: Auditorium
› Project Space (our student design studio)
› Student support services
› Student counsellor
› Career and alumni services
› Wireless access
› Student lounge area
› Food court on ground level of building
› IT labs with the latest software.

Sydney has emerged as a key global design community with a dynamic creative centre.

Billy Blue College of Design
Brisbane Campus
10 Costin Street
Fortitude Valley QLD 4006
Australia

FACILITIES AND SERVICES INCLUDE

› Resource Centre (library)
› Computer and drawing rooms
› Student support services
› Career and alumni services
› Wireless access
› Student lounge area
› Cafes and restaurants nearby
› IT labs with the latest software.

Brisbane satisfies all your needs, with the added bonus of a tropical climate and outdoor lifestyle.
MELBOURNE

BILLY BLUE MELBOURNE
Our Melbourne campus is in the heart of the city. It’s close to fantastic restaurants, café-filled lane ways, cool bars, funky boutiques, unbeatable galleries and luscious parks.

Based in the creative hub of Australia, it’s no wonder our Melbourne campus has a great vibe. You learn with like-minded people in an excellent learning environment and enjoy access to the latest technology. With many of the country’s most innovative agencies located in Melbourne, Billy Blue students can access exciting internship, project and employment opportunities.

Located on Little Collins Street, the campus is easily accessible via train, tram, bicycle or car. Spencer Street Station is the closest station and there is also commercial car parking available close to the campus.

Classes at the Melbourne campus run on flexible timetables. If you want to socialise or relax between classes, you’ll find spacious student common areas.

Our campus offers interactive studio learning environments as well as spacious breakout zones for group work. The campus has a growing collection of books and journals and also an extensive online library.

Melbourne is well known for its cosmopolitan lifestyle. Experience great sporting events, quality fresh local produce and international cuisines, festivals and free community events. Famous white sand beaches, spectacular coastline, mountains and national parks contribute to an enviable outdoor lifestyle.

Billy Blue College of Design
Melbourne Campus
595 Little Collins Street
Melbourne VIC 3000
Australia

FACILITIES AND SERVICES INCLUDE
› Resource Centre (library)
› Computer and drawing rooms
› Student support services
› Career and alumni services
› Wireless access
› Student lounge area
› Cafes and restaurants nearby
› IT labs with the latest software.

Try and top Melbourne for culture, coffee and creativity
THE NEXT STEPS

IT ALL COMES DOWN TO THIS MOMENT

Are you ready to follow your dream of becoming a designer? Perhaps you’ve already decided which design discipline you want to pursue. Want to know more?

THE REAL JOURNEY STARTS HERE
COME
MEET US
A DAY IN THE LIFE OF A DESIGNER: FIND OUT WHAT REALLY GOES ON IN OUR COLLEGE!

INDUSTRY DAYS
Billy Blue teams up with industry on campus to run industry seminars where you can gain valuable insight and practical design skills from some of the most respected designers around. Learn first-hand what a typical working day for a designer consists of, hear of their design projects, and find out what industry really looks for in a designer.

OPEN DAYS
We hold open days every year. It's a chance for you to see what happens on campus, meet our staff, find out about our courses, hear from current students and graduates, learn about FEE-HELP for Australian students – and get a real understanding of what lies ahead! Contact us to find out about our next open day.

EXHIBITION
Students are encouraged to attend our North Sydney Graduate Exhibition which is held twice a year. You will be inspired by the professionalism of your graduating peers. Brisbane and Melbourne Graduate Exhibitions will begin.

TOURS
Doing a private tour of the college is a great way to get a taste for student life at Billy Blue College of Design. You can explore our studios, our open study spaces and computer and drawing rooms. See students in action – both at study and at play.

DAY IN THE LIFE WORKSHOPS
A great initiative at Billy Blue is our ‘day in the life’ workshops. This is where you can find out what goes on at our college, and see what communication, digital media, branded environment, commercial interior, residential interior and branded fashion designers really do. You spend a day working on a design brief, producing artwork – both by hand and digitally – and then take it to the production stage.

To experience a day in the life of a designer, give us a call or send us an email at info@billyblue.edu.au.

OPEN DAYS
To reserve your place, call us on 1300 851 245 or email info@billyblue.edu.au.

DESIGN SYMPOSIUM
Every year, you’ll have the opportunity to attend a design symposium on campus. This is an opportunity for industry, academics and students to hear design leaders provide perspectives on the current engagement between the design industry and design education.

To book a tour, email info@billyblue.edu.au or contact your Course and Careers Adviser.

DIN IN THE LIFE WORKSHOPS
To learn first-hand about the a typical working day of a designer.

WHY WAIT?

"Billy Blue was my obvious choice thanks to its practical approach, industry recognition, creative reputation and quality, experienced lecturers. I can honestly say that I enjoyed every second of working on design projects because I had an open license to create. There’s no right or wrong in this job and the possibilities are endless. Having a happy client is vital to doing a job well in this industry, and it’s one of the most rewarding parts of the job. To be a good designer, I need to constantly push myself beyond what I think I can do.

For now, I’m keen to get my hands on as many brands as possible, be it big, small, corporate or boutique."

Pan Yamboonruang
Bachelor of Applied Design (Communication)
HOW TO APPLY

HERE YOU’LL FIND THE APPLICATION PROCESS FOR ENROLLING AT BILLY BLUE

Once you’ve got a feel for Billy Blue College of Design via an open day, tour or day-in the life-workshop, we get to the next step - applying for a program.

HOW DO I APPLY?
To apply, you need to complete the application form and send it to us along with academic transcripts and any additional documentation (e.g. your high school results, résumé, references and design portfolio). Once we receive your application, we’ll contact you to arrange an interview time.

PORTFOLIO
Once you’ve decided which course is for you, you will need to submit your application. Along with your high school results and other relevant transcripts, you need to submit a design portfolio. This should include 6–10 pieces of your original creative work. It can include drawings, illustrations, artwork, digital work, websites, animations, 3D (real or virtual), photography, printmaking, writing, or any other expressions of personal creativity. It is an advantage to have studied art or design in high school, as a portfolio can be generated from your school work. Portfolios can be submitted in most formats (email/CD/post) or in person if you come in for your interview. If you live outside of Sydney or Brisbane you may be able to arrange a phone interview. For more information about this process, please contact a Course and Careers Adviser, or proceed to our website for application forms and guidelines.

HOW CAN I GET AN APPLICATION FORM?
There is a form at the back of this guide, or call one of our Course and Careers Advisers on 1300 851 245 (Australia), +61 2 8588 4704 (overseas) or visit www.billyblue.edu.au to download a PDF. Alternatively, you can visit one of our administration offices at our Sydney Campus, Level 3, 80 Pacific Highway, North Sydney; our Brisbane campus, 10 Costin, Fortitude Valley or our Melbourne campus, 595 Little Collins Street, Melbourne and we can help you through the application process.

INTERVIEW
The interview is an opportunity for you to tell us more about yourself through your portfolio. Read on to find out more.

KICK START
“Billy Blue College of Design gave me the opportunity to participate in great workshops and studio sessions. It was such an amazing opportunity to share with fellow students.

While studying at Billy Blue, I won the Yellow Sock award for breaking new ground, and the Commodore Award for academic performance, attitude, creativity and professionalism. Recently I won the Sydney Cut&Paste 3D Design competition which placed me alongside the rest of the design world at the New York Global Championship.

Thanks to Billy Blue, I now work as a 3D Artist at Resolution Design Australia, a postproduction company handling shorts, TVCs and commercials. There’s nothing better than earning money by making awesome graphics for the rest of my life. I continue to be inspired by artists around the world every single day.”

Ray Kristianto
Bachelor of Applied Design (Digital Media)

RAY KRISTIANTO
3D Artist

BILLY BLUE COLLEGE OF DESIGN GAVE ME THE OPPORTUNITY TO PARTICIPATE IN AMAZING WORKSHOPS AND STUDIO SESSIONS.

Thanks to Billy Blue, I now work as a 3D Artist at Resolution Design Australia, a postproduction company handling shorts, TVCs and commercials. There’s nothing better than earning money by making awesome graphics for the rest of my life. I continue to be inspired by artists around the world every single day.”

Ray Kristianto
Bachelor of Applied Design (Digital Media)
I believe that design has the potential to positively change the world. At its simplest level design is about creative thinking.

As a designer and architect, my realm of influence is more limited, so I endeavour to improve the lives of everyone who will reside in or use the spaces and places that I design.

Stephen Varady
Bachelor of Applied Design
(Commercial Interior)
WHERE TO FROM HERE?
GENERAL INFORMATION ON THE APPLICATION PROCESS

KEY INTAKE DATES
Trimester 1, 2012
Commencing 5/03/12
Ending 15/06/12
Census Date 26/03/12

Trimester 2, 2012
Commencing 16/07/12
Ending 26/10/12
Census Date 6/08/12

Trimester 3, 2012
Commencing 29/10/12
Ending 15/02/13
Census Date 19/11/12

ENTRY REQUIREMENTS
Please refer to the individual course pages for entry requirements.

COURSE CREDITS
Recognition of related academic achievements and informal learning for course credit are available. Certified testamurs and transcripts are required from recognised institutions. Contact your Course and Careers Adviser or Agent for an application form and details on the process.

MODES OF STUDY AND ASSESSMENT METHODS
The courses are offered face-to-face only and may include an industry based work experience component. Assessment is through design projects, research projects, group work and presentations.

TUITION FEES
Billy Blue College of Design tuition fees are published in the Billy Blue Schedule of Fees and Dates. This is available from your Course and Careers Adviser or at the back of this prospectus.

WHAT ADDITIONAL INFORMATION AND APPLICATION DETAILS APPLY TO ME?
Australian students
For the purposes of this prospectus you are defined as an ‘Australian student’ if you are:
› An Australian citizen; or
› An Australian permanent resident; or
› An Australian on a Humanitarian visa; or
› A New Zealand citizen.

Overseas students
If none of the Australian student criteria above applies to you, then you are considered an overseas student.

ADDITIONAL INFORMATION FOR AUSTRALIAN STUDENTS
Scholarships
If you are interested in studying at Billy Blue College of Design, you could be lucky enough to win a scholarship. We award one per year to a gifted student.

This is a genuine scholarship and the selection process is rigorous. There are also a number of bursaries awarded to runners up. Scholarship entry is restricted to Australian citizens or permanent residents of Australia.

To apply, please call us on 1300 851 245 or email info@billyblue.edu.au. In addition, we also award special prizes to talented Australian and overseas students throughout the years of study.

Study now and pay later
Eligible Billy Blue students now have access to the Australian Government’s FEE-HELP loan scheme for Billy Blue’s Higher Education Degree courses.

FEE-HELP can assist you in paying for all, or part of, your tuition fees. Repayments commence via the tax system once your income rises above a minimum threshold ($47,195 in 2011-12). Billy Blue College of Design, as a trading division of Think: Colleges Pty Ltd, has FEE-HELP approved for the following courses:
› Bachelor of Applied Design (Communication)
› Bachelor of Applied Design (Digital Media)
› Bachelor of Applied Design (Branded Environment)
› Bachelor of Applied Design (Commercial Interior)
› Bachelor of Applied Design (Residential Interior)
› Bachelor of Applied Design (Branded Fashion).

To find out more about FEE-HELP, visit www.goingtouni.com.au, call us on 1300 851 245 or visit www.think.edu.au/fee-help.

ADDITIONAL INFORMATION FOR OVERSEAS STUDENTS
Quality and Australian Regulations
Before entering a contract with Billy Blue College of Design, overseas students should read the ESOS framework. A simple explanation of the framework is the Easy Guide to ESOS available online at: www.aei.de/gov.au/AEI/ESOS/EasyGuide_ESOS.htm.

The Department of Education, Employment and Workplace Relations regulates the education and training sector’s involvement with overseas students studying in Australia on student visas. It does this through the Education Services for Overseas Students legislative framework. This protects Australia’s reputation for delivering quality education services and the interests of overseas students, by setting minimum standards and providing tuition and financial assurance.

The legislation mandates a nationally consistent approach to registering education providers so that the quality of the tuition, and care of students, remains high. The professionalism and integrity of the industry is further strengthened by the ESOS legislation’s interface with immigration law. This imposes visa related reporting requirements on both students and providers.
Overseas students under 18
Billy Blue College of Design requires overseas students to be a minimum of 18 years old prior to arrival in Australia.

School-aged dependents
School-aged dependents accompanying you to Australia are required to pay full fees if they are enrolled in either a government or non-government school.

English language for overseas students
A minimum level of English language proficiency and educational qualifications must be demonstrated by overseas students.

The Billy Blue College of Design Bachelor of Applied Design (Communication, Digital Media, Branded Environment, Commercial Interior, Residential Interior and Branded Fashion) have a minimum overall IELTS requirement of 6.0.

The Billy Blue College of Design CUV30303 Certificate III in Design Fundamentals has a minimum overall IELTS requirement of 5.5.

LIVING IN AUSTRALIA
For information on living in Australia, including indicative costs of living and accommodation options please visit www.billyblue.edu.au/overseas-students.

Accommodation
There are many options for student accommodation. These range from living with a family in homestay accommodation to student residences, shared apartments, or living on your own.

Homestay accommodation
Homestay offers students the opportunity to live with an English speaking family. This is a great way for international students to practice their English language skills and learn more about local culture and customs. For details on our approved homestay providers please visit www.billyblue.edu.au/overseas-students.

Apartment living
Many students share apartments or live on their own. It is recommended that students plan to be in Australia early in order to visit apartments and meet potential flatmates before making a commitment. You may like to book into a hostel for your first few days and then look for share accommodation with others.

Permanent and temporary accommodation
For additional information on permanent and temporary accommodation please visit www.billyblue.edu.au/overseas-students.

IF YOU ARE INTERESTED IN STUDYING AT BILLY BLUE, YOU COULD BE LUCKY ENOUGH TO WIN A SCHOLARSHIP!
Consider the many places your designs could end up!
What software programs will I be learning?
Communication design students will learn how to use InDesign, Photoshop, Illustrator, Flash and Dreamweaver. Digital media and branded environment design students will learn how to use Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver, Flash, Maya, Final Cut Pro and After Effects. Commercial interior, residential interior and branded fashion students will use state-of-the-art documentation and visualisation software. For more information please visit www.billyblue.edu.au.

Am I able to defer my studies?
Yes. You may apply to defer for up to a year at any point during your studies.

What if I am unable to meet the entry criteria for the Bachelor of Applied Design?
Billy Blue College of Design has recognised pathways to help you gain entry into the Bachelor of Applied Design based on the criteria you are able to meet.

I don't have a portfolio to qualify for entry into the Bachelor of Applied Design. How can I meet the entry criteria?
If you do not have a portfolio that qualifies for entry, we recommend that you undertake the Certificate III in Design Fundamentals. This course is designed specifically to ensure that you'll have a quality portfolio upon completion of the course. In fact, the entire course is focused on real-life commercial projects, which lead to the completion of portfolio material. After completing the course you will be ready to show off your exciting portfolio and enrol into the Bachelor of Applied Design.

I have a portfolio but I haven't completed a High School Certificate or Equivalent. How can I gain entry into the Bachelor of Applied Design?
If you have an exciting portfolio but have not completed a High School Certificate or equivalent, we have created a pathway with one of our partners - CATC Design School. CATC was established in 1982, and has developed into a successful design school where students graduate as qualified designers with excellent hands-on, industry relevant skills. Their high tech curriculum ensures that graduates are equipped with the right skills in order to become highly professional designers.

The CATC pathway provides you with the opportunity to apply for direct entry into the third semester of the Bachelor of Applied Design (Communication) upon completion of the CATC Design School Diploma of Commercial Arts (Graphic Design).

The Diploma of Commercial Arts (Graphic Design) is a 1 year full-time program that provides you with a greater design awareness and encourages you to develop your own individual style. It also provides you with the opportunity to gain work experience to improve your understanding of the industry and professional standards required for employment. The Diploma of Commercial Arts (Graphic Design) is also a perfect launching pad for the other Bachelor of Applied Design streams. It will provide you with the skills and confidence necessary to assist you in gaining entry to any of the Bachelor of Applied Design degrees. For more information on the CATC Design School pathway please contact a Course and Careers Adviser.
Billy Blue College of Design  
Sydney Campus  
Northpoint, 171 Pacific Highway  
North Sydney, NSW Australia 2060  
Phone (Australia) 1300 851 245  
Phone (Overseas) +61 2 8588 4704  
Fax +61 2 9957 1811  
Email info@billyblue.edu.au  
Online www.billyblue.edu.au  

Billy Blue College of Design  
Melbourne Campus  
595 Little Collins Street, Melbourne  
VIC Australia 3000  
Phone (Australia) 1300 851 245  
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Online www.billyblue.edu.au  

Billy Blue College of Design  
Brisbane Campus  
10 Costin Street, Fortitude Valley  
QLD Australia 4006  
Phone (Australia) 1300 851 245  
Phone (Overseas) +61 2 8588 4704  
Fax +61 2 9957 1811  
Email info@billyblue.edu.au  
Online www.billyblue.edu.au  

THINK EDUCATION  
Think: Education Group is distinguished by its commitment to providing innovative, industry relevant degree and vocational courses at the highest levels. This not only provides students with a guarantee of quality but also a unique learning experience that sets them apart from other college and university graduates.  

Billy Blue College of Design is a trading name of Think: Colleges Pty Ltd, a private Higher Education Institution accredited by the New South Wales Department of Education and Training (DET) and a registered training organisation with national qualifications and courses accredited by the Australian Skills Quality Authority (ASQA). Currently Think: Colleges delivers Higher Education courses in Queensland through mutual recognition by DET and delivers in Victoria through mutual recognition by VRQA. The DET is the only accreditation authority in the State of New South Wales listed on the Australian Qualifications Framework Register, authorised via the New South Wales Higher Education Act (2001) to accredit private providers of higher education. ASQA is the only national accreditation authority for the State of New South Wales for Higher Education. The College is subject to periodic audits by the Australian Universities Quality Agency and ASQA.  

Workshops, seminars, and short courses offered by the College are not recognised within the Australian Qualifications Framework and they are not accredited by DET or ASQA. These are developed by the College in consultation with industry in order to meet industry needs.  

From the 1st of January 2012 accreditation and audits for all Higher Education courses will be transferred to the Tertiary Education Quality and Standards Agency (TEQSA), the new national regulator for Higher Education. This change will not have any direct impact on courses at Think: Colleges Pty Ltd or on enrolled students.

THINK PARTNERS  

Billy Blue College of Design  
William Blue College of Hospitality Management  
CATC Design School  
Australian College of Natural Therapies  
Jansen Newman Institute  
Australian National College of Beauty  
Southern School of Natural Therapies
# Application/Enrolment Form

**2012 Australian Students**

**Billy Blue College of Design**

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## 1. Personal Details

<table>
<thead>
<tr>
<th>Field</th>
<th>Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Mr, Ms, Miss, Other</td>
</tr>
<tr>
<td>Gender</td>
<td>Male, Female</td>
</tr>
<tr>
<td>Family name</td>
<td></td>
</tr>
<tr>
<td>Given names</td>
<td></td>
</tr>
<tr>
<td>Date of birth (DD/MM/YYYY)</td>
<td></td>
</tr>
<tr>
<td>Country of citizenship</td>
<td></td>
</tr>
<tr>
<td>Country of birth</td>
<td></td>
</tr>
<tr>
<td>Year of arrival in Australia (if country of birth not Australia)</td>
<td></td>
</tr>
<tr>
<td>Are you an Australian Permanent Resident?</td>
<td>Yes, No</td>
</tr>
<tr>
<td>Main language spoken at home</td>
<td>Very well, Well, Not well, Not at all</td>
</tr>
<tr>
<td>Are you of Aboriginal or Torres Strait Islander origin?</td>
<td></td>
</tr>
</tbody>
</table>

## 2. Contact Details

<table>
<thead>
<tr>
<th>Field</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current residential address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Postcode</td>
<td></td>
</tr>
<tr>
<td>Address during time of study (if different to current address)</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Postcode</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td></td>
</tr>
<tr>
<td>Fax</td>
<td></td>
</tr>
<tr>
<td>Email (please print clearly)</td>
<td></td>
</tr>
<tr>
<td>Who can we contact in case of an emergency?</td>
<td>Name, Relationship</td>
</tr>
<tr>
<td>Emergency contact details</td>
<td></td>
</tr>
</tbody>
</table>

## 3. Education

<table>
<thead>
<tr>
<th>Field</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your highest completed school level?</td>
<td></td>
</tr>
<tr>
<td>Name of secondary school</td>
<td></td>
</tr>
<tr>
<td>Year of completion</td>
<td></td>
</tr>
<tr>
<td>Are you still attending secondary school?</td>
<td></td>
</tr>
<tr>
<td>Did you complete year 12 secondary school in Australia?</td>
<td>Yes, No</td>
</tr>
<tr>
<td>ATAR/UA/OP score</td>
<td></td>
</tr>
<tr>
<td>What is your highest educational attainment (complete or incomplete):</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td></td>
</tr>
<tr>
<td>Name of institution</td>
<td></td>
</tr>
<tr>
<td>Do you wish to apply for Course Credit (based on previous academic study or informal learning)?</td>
<td>No, Yes</td>
</tr>
</tbody>
</table>

Please include your Course Credit Application form along with supporting documents. Forms are available at www.think.edu.au/policiesandforms.

## 4. Course Selection

<table>
<thead>
<tr>
<th>Field</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to study:</td>
<td></td>
</tr>
<tr>
<td>Sydney on-campus*</td>
<td>FT, PT</td>
</tr>
<tr>
<td>Brisbane on-campus*</td>
<td>FT, PT</td>
</tr>
<tr>
<td>Melbourne on-campus*</td>
<td>FT, PT</td>
</tr>
<tr>
<td>What is the name of the course you would like to study?</td>
<td></td>
</tr>
<tr>
<td>When would you like to commence?</td>
<td></td>
</tr>
<tr>
<td>Main reason for undertaking this course</td>
<td></td>
</tr>
</tbody>
</table>

Course fees, dates, delivery options and course codes, including NTIS codes for vocational courses can be found on the Schedule of Fees and Dates form.

* FT = Full-time  PT = Part-time
5. EMPLOYMENT

Current employment status

- [ ] Full-time employee
- [ ] Part-time employee
- [ ] Employer
- [ ] Employed - unpaid worker in a family business
- [ ] Unemployed seeking part-time work
- [ ] Not employed and not seeking employment
- [ ] Self employed
- [ ] Unemployed seeking full-time work

6. SPECIAL CONDITIONS

Do you have any pre-existing learning difficulties, disabilities or other conditions, which may inhibit your learning or ability to undertake study in your chosen course?

- [ ] No
- [ ] Yes

If yes, then please indicate the areas (may indicate more than one)

- [ ] Hearing/Deaf
- [ ] Physical
- [ ] Intellectual
- [ ] Learning
- [ ] Mental Illness

- [ ] Acquired Brain Impairment
- [ ] Vision
- [ ] Medical Condition
- [ ] Other:

7. PAYMENT OPTIONS

How do you anticipate paying for your course fees?

- [ ] Payment upfront by study period.
- [ ] I will be applying for FEE-HELP/VET FEE-HELP.

8. DECLARATION

In signing the Think: Colleges application form, I declare that:

- The information provided by me in this application form is correct.
- I have the financial capacity to meet all my course fees and agree to pay all fees as they become due.
- I can view the full, current Policies and Procedures online at www.think.edu.au/policiesandforms including the Refund Policy and Procedure, Student Privacy Policy and Procedure, Deferral Policy and Procedure, Suspension and Expulsion Policy and Procedure and the Terms and Conditions of Enrolment. I can contact my Course & Career Advisor or Agent if I would like a paper copy sent to me.
- I will inform the College within 7 days if my contact details change (including mail, email and/or phone).
- If I instruct an agent to complete this application form on my behalf, I do so on the basis that the agent is acting for me and it remains my responsibility to read the terms and conditions of enrolment.
- I authorise the College to verify the authenticity of my academic/professional qualifications and my work experience and I understand the College may inform other organisations or regulatory agencies if any of the information in my application is not accurate.

Applicant signature (signature of parent/guardian required for applicants under 18 years):

Name: ____________________________  Signature: ____________________________  Date (DD/MM/YYYY): ____________________________

9. ACCEPTANCE AND ENROLMENT

Once we receive your application form and supporting documents, you may be asked to undertake an interview. Successful applicants will be issued a Letter of Offer, Written Agreement and Tax Invoice. Your signed Written Agreement is required and payment of a deposit or submission of your FEE-HELP/VET FEE-HELP application to secure a place in the course. Further information about FEE-HELP and VET FEE-HELP is available at www.think.edu.au/fee-help and www.think.edu.au/vet-fee-help.

Some applicants may be issued a Conditional Letter of Offer if some entry requirements have not yet been met. Applicants with a Conditional Letter of Offer must meet the conditions of the offer before they can finalise their enrolment and enrol in specific units of study. Admissions and enrolment policies and procedures are available at www.think.edu.au/policiesandforms.

10. FEE SCHEDULE

Tuition and other fees are available on the current Schedule of Fees and Dates. Please contact a Course and Careers Advisor for more information.

11. WHERE TO FROM HERE

Please complete sections 1 to 8, sign and send it to us along with the following documents in English. Documents in a language other than English should be submitted along with translation from a certified translator.

- [ ] Authenticated* transcripts of relevant academic records (higher school certificate or higher level qualifications)
- [ ] Any additional documentation to support your application (e.g. your resume**, references and Course Credit Application form)
- [ ] Portfolio of creative work.

*Authenticated documents must be:

1) Original documents (i.e. testamur and transcript of results) provided by the candidate to an authorised Think: Colleges representative
2) Copies of the original documents (i.e. testamur and transcript of results) provided by the candidate which have been either:
   - Notarised by a justice of the Peace or equivalent authority in the country of origin.
   - Verified as a true and correct copy of the original documents by an approved Think: Colleges representative.

**All claimed work experience must be relevant to the qualification being applied for and be within 3 years from date of application. Mature age candidates must provide Statements of Service on official company letterhead providing contact details of the employer. Past employers will be contacted to verify work experience on a case by case basis.

12. APPLY NOW

Send your application to:

Admissions Office
Billy Blue College of Design
PO Box 728, North Sydney
NSW Australia 2059
Fax: +61 2 9957 1811
Email: admissions@billyblue.edu.au

For further information please contact:

North Sydney Campus
Northpoint, 171 Pacific Highway
North Sydney, NSW 2060
Phone: 1300 851 245
Fax: +61 2 9957 1811
Email: enquiries@billyblue.edu.au
Web: www.billyblue.edu.au

Melbourne Campus
595 Little Collins Street
Melbourne, VIC 3000
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Web: www.billyblue.edu.au

Brisbane Campus
10 Costin Street
Fortitude Valley, QLD 4006
Phone: 1300 851 245
Fax: +61 2 9957 1811
Email: enquiries@billyblue.edu.au
Web: www.billyblue.edu.au

Think: Colleges Pty Ltd Trading as Billy Blue College of Design, ABN 93 050 049 299, RTO No. 0269, HEQ No. NSWS028. Updated 1st June, 2011.
<table>
<thead>
<tr>
<th>Higher Education courses</th>
<th>Course intake dates</th>
<th>Duration¹</th>
<th>Course fees²</th>
<th>FEE-HELP</th>
<th>Course delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Applied Design</td>
<td>5 March</td>
<td>3 years full-time (6 study periods) or 6 years part-time</td>
<td>$9,750 (NSW/VIC per study period) $58,500 (NSW/VIC total) $8,400 (QLD per study period) $50,400 (QLD total)</td>
<td>Yes</td>
<td>North Sydney campus Melbourne campus Brisbane campus</td>
</tr>
<tr>
<td>(Communication)</td>
<td>16 July</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>29 October</td>
<td></td>
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</tr>
<tr>
<td>Bachelor of Applied Design</td>
<td>5 March</td>
<td>3 years full-time (6 study periods) or 6 years part-time</td>
<td>$9,750 (NSW per study period) $58,500 (NSW total)</td>
<td>Yes</td>
<td>North Sydney campus</td>
</tr>
<tr>
<td>(Digital Media)</td>
<td>16 July</td>
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<td></td>
<td>29 October</td>
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</tr>
<tr>
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<td>5 March</td>
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<td>$9,750 (NSW/VIC per study period) $58,500 (NSW/VIC total) $8,400 (QLD per study period) $50,400 (QLD total)</td>
<td>Yes</td>
<td>North Sydney campus Melbourne campus Brisbane campus</td>
</tr>
<tr>
<td>(Branded Environment)</td>
<td>16 July</td>
<td></td>
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<td></td>
<td>29 October</td>
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<td></td>
</tr>
<tr>
<td>Bachelor of Applied Design</td>
<td>5 March</td>
<td>3 years full-time (6 study periods) or 6 years part-time</td>
<td>$9,750 (NSW/VIC per study period) $58,500 (NSW/VIC total) $8,400 (QLD per study period) $50,400 (QLD total)</td>
<td>Yes</td>
<td>North Sydney campus Melbourne campus</td>
</tr>
<tr>
<td>(Commercial Interior)</td>
<td>16 July</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>29 October</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Bachelor of Applied Design</td>
<td>5 March</td>
<td>3 years full-time (6 study periods) or 6 years part-time</td>
<td>$9,750 (NSW/VIC per study period) $58,500 (NSW/VIC total) $8,400 (QLD per study period) $50,400 (QLD total)</td>
<td>Yes</td>
<td>North Sydney campus Melbourne campus</td>
</tr>
<tr>
<td>(Residential Interior)</td>
<td>16 July</td>
<td></td>
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<td></td>
<td>29 October</td>
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<td></td>
</tr>
<tr>
<td>Bachelor of Applied Design</td>
<td>5 March</td>
<td>3 years full-time (6 study periods) or 6 years part-time</td>
<td>$9,750 (NSW/VIC per study period) $58,500 (NSW/VIC total) $8,400 (QLD per study period) $50,400 (QLD total)</td>
<td>Yes</td>
<td>North Sydney campus Melbourne campus</td>
</tr>
<tr>
<td>(Branded Fashion)</td>
<td>16 July</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td>29 October</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Vocational courses</th>
<th>Course intake dates</th>
<th>Duration¹</th>
<th>Course fees²</th>
<th>VET FEE-HELP</th>
<th>Course delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUV30303 Certificate III in Design Fundamentals</td>
<td>5 March</td>
<td>18 weeks full-time</td>
<td>$7,100 (total)</td>
<td>No</td>
<td>North Sydney campus Melbourne campus</td>
</tr>
<tr>
<td></td>
<td>16 July</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>29 October</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Please note:
- Billy Blue College of Design is closed on public holidays in 2012: 2 January, 26 January, 6 April, 9 April, 25 April, 7 May (Brisbane only), 11 June, 8 August (Brisbane only), 3 October (Sydney only), 25 December, 26 December.
- Students can obtain an art kit list from Billy Blue College of Design. This will detail the utensils that you will be required to purchase for your course and recommend a number of suppliers where they may be available.

¹ The above durations include breaks.
² The above course fees estimate is based on the pricing for the 2012 commencing year. Course dates and fees are subject to change without notice. Whilst complete course fees are accurate, the trimester break-down of fees shown in this schedule are an indicative guide only and subject to change. Fees are charged by subject, and subject load can vary from trimester to trimester. Please check final trimester fees due on your invoice when you receive it.
The following information applies to Australian students who are NOT applying for FEE-HELP.

When due, fees may be paid by bank cheque/draft, bank transfer, credit card or cash.
If payment is being made by bank cheque/draft, please make it payable to Think: Colleges Pty Ltd and send to the Admissions Office.

The following information applies to Australian students who are applying for FEE-HELP.

Study now and pay later. Eligible Billy Blue College of Design students now have access to the Australian Government’s:

- FEE-HELP loan scheme for Billy Blue’s Higher Education Degree courses

This scheme can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold ($44,911 in 2010-11).

To find out more about FEE-HELP, visit www.goingtouni.com.au, call us on 1300 851 245 or visit www.think.edu.au/fee-help.

CONTACT US

For further information please contact:

North Sydney Campus:
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Fax: +61 2 9957 1811
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Think: Colleges Pty Ltd Trading as Billy Blue College of Design. RTO No. 0269, HEP No. NSW 3028, ABN 93 850 049 299.
Ready to discover and grow your creative potential? In our college community, you’ll find remarkable design industry leaders, supportive colleagues, lifelong friends – and limitless inspiration. Your future awaits you at Billy Blue.

Billy Blue College of Design

Sydney Campus
Northpoint, 171 Pacific Highway
North Sydney, NSW Australia 2060

Melbourne Campus
595 Little Collins Street,
Melbourne VIC Australia 3000

Brisbane Campus
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QLD Australia 4006

Phone (Australia) 1300 851 245
Phone (Overseas) +61 2 8588 4704
Fax +61 2 9957 1811

Email info@billyblue.edu.au
Online www.billyblue.edu.au

Think: Colleges Pty Ltd trading as Billy Blue College of Design,
ABN 93 050 049 299, RTO No. 0269, CRICOS Provider Code
NSW 00246M, QLD 03107J, HEP No. NSW 5028.

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