

# DESIGN WITH PURPOSE



Bachelor of  
Design Arts (BDA)



LCI EDUCATION  
NETWORK  
MEMBER

LCI Melbourne is not your cookie-cutter higher education institute. We are a local design school with a global reputation that inspires and empowers students to design with purpose and become what's next.

#### OUR WAREHOUSE CAMPUS

Located in Collingwood, Melbourne's creative precinct, the LCI Melbourne campus is in a historic warehouse designed for your creative mind to flourish. It offers state-of-the-art facilities including industry standard equipment so you can create next.



Collingwood contains an intriguing blend of local history, quirky entrepreneurship, hip hangouts, colourful street art and young creatives. It is spoilt for choice with an array of art galleries, boutiques, homeware stores, fashion houses, advertising agencies and design studios. Fabric stores, art supply shops and framing businesses are also plentiful along the main street and down laneways.

Experience our campus in 360°  
Visit [360.lcimelbourne.edu.au](https://360.lcimelbourne.edu.au)

# OUR UNIQUE DEGREE

# B(DA)

Bachelor of Design Arts

The first of its kind in Australia, our Bachelor of Design Arts is a nationally recognised, government-accredited Higher Education degree.

At LCI Melbourne you are given the opportunity to create your own future. You will be working with academics who are active designers and practicing artists in their respective fields. Our multi-disciplinary degree will propel you to discover your creative potential through innovative solutions to globally relevant design challenges. Studying with us will allow you to have control of your future by customizing your degree as you progress.

During your first year with us, you will have the opportunity to explore different facets of art and design through hands-on workshops and creative labs. This will allow you to then personalise your degree with the selection of a major in:

- Communication Design
- Fashion & Costume Design
- Filmmaking & Photography
- Graphic & Digital Design
- Interior Design
- Visual Arts



More details go to  
[lcimelbourne.edu.au](http://lcimelbourne.edu.au)



## TRIMESTER 1

Get a taste of your future. Discover and explore multidisciplinary design ideas, informed by creative design principles, collaborative models of practice and enjoyable engagement.

Investigate and develop ideas across the areas of spatial environments, the body and identity, visual communication and image making.

## TRIMESTER 2-3

Evolve your preferences and choose a major area of study in our unique design labs, complemented by additional design workshops and specialist electives. Design lab specialisations include fashion, costume, interior design, visual communication, graphics, web design, film, photography and digital design. You can focus on one specialisation or blend to suit your preferred career trajectory.

You will explore critical thinking, expand your problem solving skills and understand cultural influences to inform masterful design solutions.

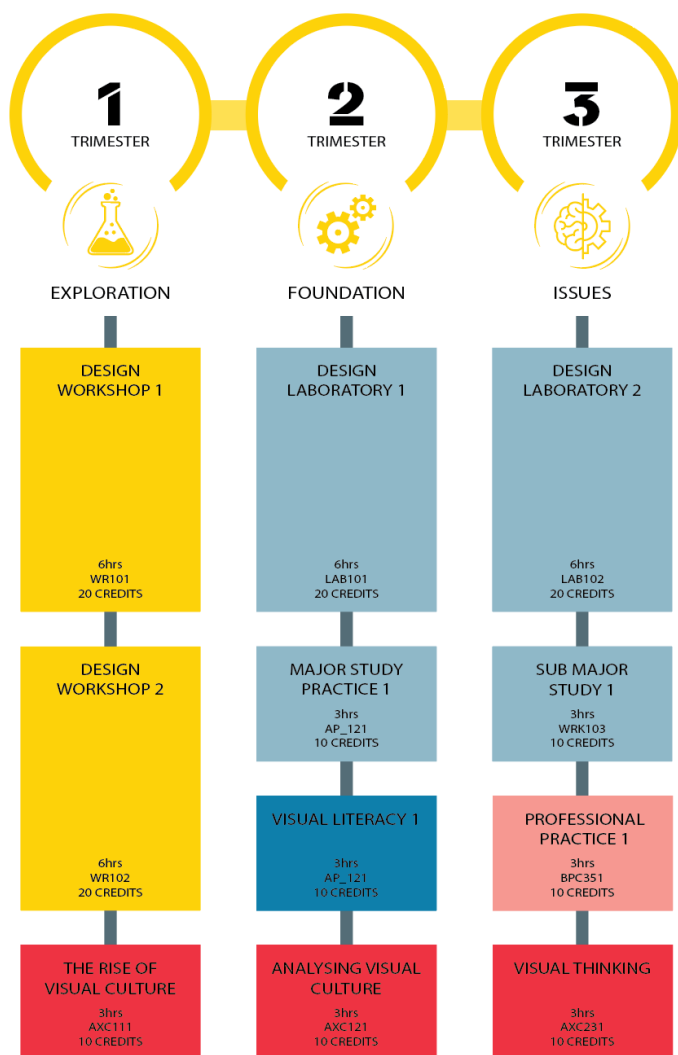
## TRIMESTER 4-6

In your fourth to sixth trimester, you will specialise and focus in an extended design lab with personalised independent design proposals.

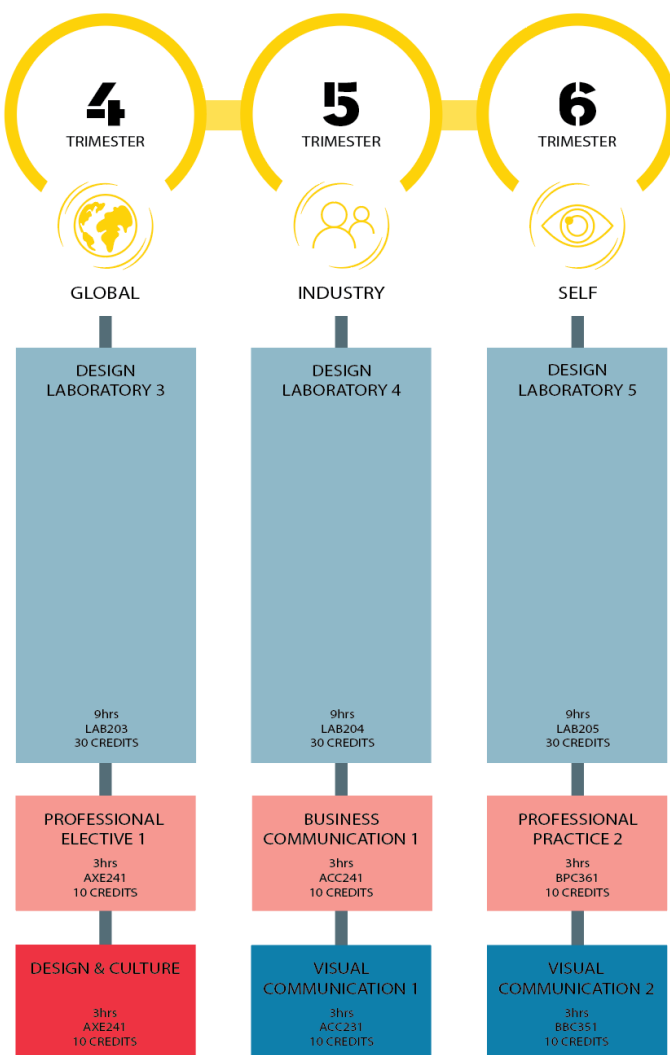
You will have a combination of expert academics and mentors that will guide and inspire you to innovative outcomes to prepare you for your professional practice and for your future career.



### YEAR 1



### YEAR 2



#### YOUR LEARNING OUTCOMES

**Knowledge**

- Demonstrate advanced knowledge of the context, concepts, and design principles.
- Identify and explain the design practice and industry standards and expectations.

**Skills**

- Analyse and evaluate information, concepts and ideas aligned to design.
- Analytical, creative and technical skills to develop ideas appropriate for different creative outcomes and target markets.
- Advanced visual, verbal and creative communication skills.

#### Application of knowledge and skills

- Apply knowledge and skills through the practice of appropriate and effective idea generation and complex decision making within commercial and creative environments.
- Demonstrate and apply your knowledge and skills through the identification and evaluation of effective professional practices.
- Apply your knowledge and skills to complex issues and scenarios with responsibility and accountability for your own professional practice.

Design with purpose at  
lcmelbourne.edu.au



“I want to be able to lead people, create with a purpose and compete in the current design landscape.”

LCI Melbourne takes direct applications only. You can apply online, in person, or talk to our admissions team by phone.

You will need the following in order to be admitted:

- Evidence of satisfactory completion of VCE or year 12 equivalent or work experience equivalence
- Submission of a Creative Portfolio containing 6 to 8 items
- An Entrance interview

If you haven't completed year 12 but have had minimum two years full time work within aligned creative areas, we are keen to consider you for entry. Please contact the admissions team.

Although we are interested in your academic achievements, the selection process at LCI Melbourne is based on your creative ideas and how you express them. We are keen to see your potential and will be looking for your ability to explore concepts and think in innovative ways.

Who can apply?



1. High school graduates
2. Mature-aged students  
– with or without prior study
3. Interstate students
4. International students\*

\* If you are an international student you must have the equivalent of IELTS 6.0, with no skill band less than 5.5.

CRICOS No.02201G

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