



THE GRAPHIC DESIGN SCHOOL

Student Information Handbook Section 1



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Introduction

This information handbook is designed to provide prospective students with information about the services provided by The Graphic Design School (TGDS) and our approach to providing you a safe, fair and supported environment to participate in training and assessment. This handbook has been divided into four sections:

The first section will cover information about being a student, your rights and responsibilities as well as information on the Intensive Foundation Course.

The second section will cover information in regards to upgrading to the Certificate IV in Design qualification, the VET system as well as the extra cost and assessments involved should you decide to upgrade to this qualification on successful completion of your 12 module Intensive Foundation Course.

The third section will cover information in regards to full enrolment in the Certificate IV in Design qualification course.

The fourth section will cover information in regards to the Foundation Web Design Course.

What is the difference between the four courses?

The **Intensive Foundation Course** is an online intensive foundational course in graphic design. You will cover 12 modules during the course and be issued a Certificate of Completion after successfully completing the course. This course will arm you with all the skills needed to be a graphic designer. You will complete the course with a well rounded portfolio showcasing your skills. The Graphic Design School offers this course for people who are wanting to become graphic designers yet do not feel they need a government accredited qualification to do so. The Graphic design industry is reputed to be an industry based on portfolio. This considered The Graphic Design School believes that offering an alternate to the government accredited qualification pathway offers students the flexibility to undertake study without the price tag attached to a qualification.

The **Certificate IV in Design upgrade course** option is an extension on the Intensive Foundation Course, this course is also delivered online. This course bridges the gap between the Certificate of Completion and the government accredited qualification. A student may only enrol through this upgrade course if they have successfully completed the Intensive Foundation Course (or apply for RPL, more on RPL in section 2). The Graphic Design School recognises the need for some students to gain government accredited qualifications. Government accredited qualifications do have many benefits, they are recognised in every industry, can contribute to credits in further design specialisation studies, and often give a feeling of security to a graduate when looking for work in industry.

As students progress through the Intensive Foundation Course and develop a love and deeper understanding for graphic design, a greater sense of career focus and direction is established. In some cases it may be necessary to complete a qualification, this opt in service has been designed to give students the maximum amount of flexibility and the best possible value when considering study and career options.



The **Certificate IV in Design** full enrolment is also delivered online. This course has been made available for full enrolment to students who wish to jump straight into the Certificate IV in Design course without going through the avenue of enrolling in the Intensive Foundation Course first.

Students who know that they wish to study not only for portfolio skills, but for a full qualification from the get go are recommended to take this course option. Students who wish to claim Austudy will need to enrol in this course option. This course is comprised of 13 modules. The modules in this course are an amalgamation of the 12 modules from the Intensive Foundation Course and the module from the Certificate IV in Design upgrade course. These 13 modules have been mapped back to the units of competency from the Certificate IV in Design CUV40303 training package. More information on this can be found in section 3 of this handbook.

The **Foundation Web Design Course** is delivered online. This course is designed as an introductory web design course that provides a pathway to a career in Web Design. Students will gain a strong foundation and appreciation of colour, typography and visual hierarchy in web design. There are 4 modules that make up the course, including the required Adobe Software learning to plan and design a website. More information on this course can be found in section 4 of this handbook.

Important information about your enrolment

If you would like to study with The Graphic Design School here are a few helpful tips to get you started and understanding of the basic aspects of enrolment with us.

- **When can I enrol?** If you choose to study with us you can enrol anytime that suits you, any day of the year. This can be done on-line through the enrolments page of our website.
- **When can I study?** On-Line: 24/7. As soon as you receive your log in details you have the flexibility to study when, where and how often it suits you.
- **How long is my enrolment?** Your enrolment is valid for a one year. With the possibility of a 6 month paid extension. See fees section below for full pricing details
- **When does my enrolment commence?** Enrolment commences once TGDS sends you your log in details for on-line study. If you do not complete your course within the specified enrolment period, you will be issued with a statement of attainment for any units you have completed to date.
- **Are there any pre-requisites for enrolment?** There are few requirements for enrolment. Firstly, you must be able to operate an SLR camera at a basic level. Secondly, you must possess the drive and motivation needed to undertake e-learning. Thirdly, a love of design... Of course



About The Graphic Design School

The Graphic Design School specialises in delivering graphic design courses. We eat, breath, sleep and LOVE design. Our team of tutors are all hand selected and only the best will do! All are currently working within the industry and have a passion for teaching. Apart from being great designers themselves, all are accredited teachers. They have excelled within their respective careers, have good portfolios and are able to inspire students with their industry relevant feedback. Our students benefit from having one tutor dedicated to their development and learning throughout their course, but are also able to communicate with the whole team through the online School Forum. Students are able to ask the team questions, network with one another and share information. Tutors are able to give expert advice on the assessments covered, and draw on their collective experience to inspire and guide students.

How do we deliver our courses?

We provide self-paced, online learning services to learners throughout Australia and the world. Self-Paced delivery option is perfect if you would like to learn in your own time and in your own home. There's no need to attend any face-to-face classes as you'll receive all course materials along with access to the school's resources online. You will find the materials you need to study online in your very own student secure area that we call the 'Schoolyard'. In the Schoolyard you will have access to your learning and assessments, your records, information about units of competency and how they relate to the course content, written software training, software training videos, templates for you to complete your assessments, an e-library, a gallery for your work, an uploader to submit your assessments directly to your tutor, useful links to research resources, and learner support via our ever popular forum.

Our Mission

The Graphic Design School's mission is to deliver quality training assessment that meets the needs of learners and industry.

Our Objectives

In recognition of this mission, The Graphic Design School strives to achieve the following objectives:

- **People.** We strive to attract, recruit and retain talented, competent and committed people. We promote excellent performance through leadership and professional development.
- **Safety and equality.** We are committed to providing an environment which is safe, equitable and which promotes a confident and productive training environment.
- **Integrity and ethics.** We conduct ourselves in accordance with shared and agreed standards of behaviour which holds ethical conduct and integrity as our highest priorities.
- **Quality committed.** We aspire to deliver consistent high quality services and apply quality systems which support training excellence.
- **Learner centred.** We thrive on providing training that is learner centred and which supports lifelong learning. We respect our clients and strive to attract them time after time through high quality training experiences.
- **Industry engagement.** We recognise the value of industry engagement



as the driving force in shaping our training and assessment strategies. We deliver training and assessment services which are founded on industry needs and expectations.

Enrolment

Enrolment is provided online via the TGDS website. After you have read about the course and gone through this information handbook you simply go to the web page 'Prices & Enrolments'. Candidates will need to fill in an enrolment form. After the enrolment form is completed and you have been approved by the school for immediate enrolment you may proceed to checkout. After payment is made you will receive a confirmation email of enrolment. Within 48 hours you will receive your unique access codes to TGDS online learning area (the Schoolyard). Once you have received your access codes you can start your first module immediately.

Candidates who have indicated that they have special support needs will have a member of staff contact them within 48 hours (during business hours). Candidates under the age of 18 will need to enrol with permission of their legal guardian.

About the Intensive Foundation Course

The Intensive Foundation Course delivered by The Graphic Design School is designed as a course that provides a pathway to a career in Graphic Design. There are 12 modules that make up the course:

- Module 1 Introduction to Graphic Design
- Module 2 Design Basics
- Module 3 Introduction to Design Illustration
- Module 4 Introduction to Typography
- Module 5 Colour
- Module 6 Advanced Typography
- Module 7 Photography
- Module 8 Logotype Design
- Module 9 Design Systems
- Module 10 Layout Design
- Module 11 Design Systems II
- Module 12 Preparing for the Job

Students have up to one year to complete the 12 modules. The modules can be worked through at your own pace during the year. The course has been designed to be completed within 30 weeks. However as the course is self paced, you can decide how many hours a week you wish to concentrate on study. An approximate guide is 750 hours to complete the 12 Modules. **You can learn more about the Certificate IV in Design qualification opt in option in Section 2 of this handbook.**

What assessments will I have to do?

The assessments for the Intensive Foundation Course have been developed around a number of practical activities that involve software applications, graphic design generation skills including sketching, development of graphics, typography, colour, logos and branding, identity systems, layout and design



communication skills. The course emphasis is a 'hands on' practical approach. The practical assessments that you produce throughout the course can be refined and used to contribute to your final design portfolio.

Fees

The online **Intensive Foundation Course** costs a full price one off payment of \$1990.

Students may also opt to pay for the course via the part payment method. There are two choices of payment in the part payment method.

The two choices are:

\$725 per month for 3 months or

\$400 per month for 6 months

Both of the above part payments schedules include school administration and bank charges. See below for total plan costs:

The \$725 per month for 3 months plan costs a total of \$2175

The \$400 per month for 6 months plan costs a total of \$2400

The first payment of each payment plan will be deducted on the day of enrolment. Each subsequent payment will be deducted automatically from the nominated credit card or PayPal account on the same date each month for 3 or 6 months (depending on the plan you choose).

The above stated fees are for course duration of 1 year maximum.

For more specific details regarding the part payment direct debit arrangements, students must read and agree to our Terms and Conditions before enrolling under the part payment plan on the enrolment page of the website.

More information about extra fees associated with the upgrade to the Certificate IV in Design Course, can be found in Section 2 of this handbook.

Payment Methods

Web enrolment is available 24/7 you may pay for enrolment via:

- Visa
- Mastercard
- PayPal

Clients who wish to pay via bank transfer may pay in full by this method.

Please email accounts@thegraphicdesignschool.com to request whether you are eligible to pay via bank transfer. Payment in cash is discouraged.

Fees payable

Fees are payable upon enrolment with The Graphic Design School. The Graphic Design School may discontinue training if fees are not paid as required. Administration charges of \$50 apply to declined transactions due through part payment. In order to avoid admin charges please email or call the school before your due transaction debit date if you are having difficulty making payments.

Direct Debit agreement for part payments

Please refer to the enrolment page of the website to view the direct debit agree-



ment for part payment plans. In order to enrol by this method candidates will need to note that they have been read. They are housed on the site for easy reference.

What you need in order to complete this course

As you will be studying from home there will be a certain amount of equipment that you will need to undertake the course successfully. These are as follows;

A Computer: PC or Mac is fine, the course runs on any operating system. The Schoolyard itself functions like any other internet site, no special requirements are needed to run the Schoolyard. You will however be using graphics software throughout the course. These softwares require a minimum amount of system requirements to run fast and efficiently.

System requirements to run design software are:

Windows

- 1.5GHz or faster processor
- Microsoft® Windows® XP with Service Pack 2 or Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1
- 512MB of RAM
- 1.8GB of available hard-disk space
- 16-bit video card
- DVD-ROM drive

Mac OS

- PowerPC® G5 or multicore Intel® processor
- Mac OS X v10.4.11–10.5.4 or above
- 512MB of RAM
- 1.6GB of available hard-disk space for installation
- 1,024x768 display (1,280x800 recommended) with 16-bit video card
- DVD-ROM drive

Software

You will be required to own your own copy of the Adobe Creative Suite Design Standard edition, CS4 or CS5. Illustrator, Photoshop, InDesign and Acrobat Pro are needed to complete the course. Students in Australia, NZ, Asia Pacific (excluding Japan) and Europe are eligible to receive the Student discount for the Adobe Creative Suite. Discounts are generally 80% off normal retail price.

Once you have enrolled, the School will issue you a list of authorised Adobe resellers in your area that we have found to be reliable and helpful for our students.

Contact us if you wish to purchase the software at the discounted rate and you will be forwarded a letter to present on purchase to prove your enrolment at The Graphic Design School.

Internet

Connection to Internet is also required. There are no particular speeds or access that is a minimum requirement as all modules can be downloaded and saved to



your computer. Training videos can be streamed at an optional dial up speed level if needed. This option has been provided for people in remote areas and limited access to high speed Internet. If you do have the option to have access to higher speed internet (cable or broadband), this will help you have a more timely access when you need to conduct design research on the web.

Camera Equipment

Module 7 and 10 requires you to have access to an SLR camera: analogue or digital is fine. If you choose to use a digital camera it must be of at least 3 mega pixels. Module 11 and 12 will require that you photograph your work for packaging and portfolio projects, the camera you choose to work with in these projects is up to you, however if digital it must be of at least 3 mega pixels to ensure work quality. You must also possess basic knowledge of how to operate an SLR camera.

Illustration Supplies

Throughout the course you will need to complete design sketches, we ask that students have a small range of lead pencils HB-4B, A4 and A3 sketching pads.

Printing and Scanning equipment

In order to record evidence as part of your design processes you will be required to have access to a scanner and a printer. A colour printer is a personal preference, but not necessary for your assessments, Black and White printing is acceptable.

Student Support

The Graphic Design School has an online forum that can be accessed through the Schoolyard. This forum is manned by the schools tutors. You can find many questions by current and past students that can help you answer a query, or you can post a question to one of the tutors yourself. You can also give us a call at our head office if you are having any difficulties.

English language, literacy and numeracy skills

Language, literacy and numeracy skills are critical to almost all areas of work. This is particularly true in graphic design where there is a need to communicate with clients, read and understand design briefs and do research. Our course is delivered in English, so it is assumed that every student will have good English, reading, comprehension, speaking and listening and writing. If you can read and understand the TGDS website and this information handbook, that is the level of English needed for this course.

The Graphic Design School will support students during their study with training and assessment materials that are easily understood and suitable to the level of the workplace skills being delivered. We will also provide one-to-one tutors throughout the course who can answer questions and help through the Schoolyard support forum.

Records

Student Progress & Records

During the course you can login and access all of your records in the Schoolyard. After your access to the Schoolyard has expired (past student) you may



gain access to your study records upon request. These records include hard copies of modules or units achieved (depending on the course), applications for RPL and RPL assessments. You may also gain hard copies of your certificate and/or statement of attainment for \$60 for each obtained. Postage and handling within Australia will be charged \$15, and outside of Australia, \$25. PayPal, credit card or Australian cheque payments accepted only.

Period of Record Retention

The following time periods are to apply to the retention of student records at The Graphic Design School. All records are kept according to current RTO (AQTF) guidelines :

- Student results / Qualifications are retained for thirty (30) years.

Student responsibilities

Students with The Graphic Design School are required to:

- Ensure that all the information provided to TGDS is accurate
- Notify TGDS of any contact changes (email, phone, address etc.)
- Advise TGDS of any difficulties or problems they may experience with TGDS staff, procedures or training
- Achieve satisfactory progress with their studies through participation as required
- **NOT** submit or claim as their own, work derived from another source or work done by another person
- Make a copy of all assessment work submitted electronically

Our Expectation of You

The Graphic Design School expects you:

To contribute to learning in a harmonious and positive manner irrespective of gender, race, sexual preference, political affiliation, marital status, disability or religious belief.

- To comply with the rules and regulations of The Graphic Design School.
- To be honest and respectful, this includes not falsifying work or information and not communicating in any way that may cause offence to others or The Graphic Design School.
- To be responsible for your own learning and development by participating actively and positively and by ensuring that you maintain progress with learning modules.
- To monitor your own progress by ensuring that assessments are submitted in a timely manner.
- To utilise facilities and The Graphic Design School publications with respect and to honour our copyrights and prevent our publication from being distributed to unauthorised persons.
- To respect other students and The Graphic Design School staff right to privacy and confidentiality.

Your Equity

The Graphic Design School is committed to ensuring that the training and assessment environment is free from discrimination and harassment. We are the caring, equalitarian, religious and politically neutral variety at The Graphic Design School. You will find your fellow students and the faculty are kind,



inquisitive, informative, sometimes humorous and often inspiring. Student support forum discussions are conducted with open and honest communication. We have never had one abusive or rude comment made by a student or staff on the forum, we are very proud of this and find it a rare thing in a forum situation. We are however aware that cyber bullying does exist on the world wide web. Discrimination and harassment will not be tolerated under any circumstances by the school. Students should expect fair and friendly behaviour from The Graphic Design School staff and each other. Students who feel that they have been discriminated against or harassed should report this information to admin staff. This will initiate a complaints handling procedure which will be fair and transparent and will protect your rights as a complainant.

Your Privacy

The Graphic Design School takes the privacy of participants very seriously and complies with all legislative requirements. These include the Privacy Act 1988 and National Privacy Principles (2001).

Disclosure: Student information is shared with external agencies such as registering authorities to meet compliance requirements as a Registered Training Organisation. All information shared is kept in the strictest confidence by both parties and is available on request.

TGDS customarily discloses personal information only to our service providers who assist us in operating the TGDS Course website. We will not disclose personal information to an unrelated third party.

In some cases as required by law, The Graphic Design School will need to make student information available to others such as the National Centre for Vocational Education and Research.

The Graphic Design School may need to make student assessment information available to The Graphic Design School tutors in order to conduct sessions of assessment validation, continuous improvement and tutor training.

We will only collect personal information about you and given by you when you submit an enquiry, brochure request or direct application for a course through one of our online forms. We may use this information to; inform our users of new offers, products, and services which may be of interest to them, send our users news items which are relevant to their interests. In addition, TGDS may also collect cookies from your computer, which enables us to determine when and if you use the TGDS website and also to help customise TGDS website experience. We do not match your personal information to cookies.

In all other cases than the above mentioned The Graphic Design School will seek the written permission of the student for this disclosure.

Legislation

The Graphic Design School recognises the responsibilities and undertakings required of a Registered Training Organisation to meet and maintain systems that comply with the Australian Quality Training Framework (AQTF)



Reference to these laws, regulations and standards are listed below, you will also find them mentioned throughout this handbook and the course:

- Privacy of information in the Schoolyard and in our School records.
- How to acknowledge sources in your student work.
- Email, web and forum etiquette.
- Rights of all people and how to complain if you feel harassed by a fellow student or staff.
- Student feedback opportunities.
- Students will complete learning modules within the course that relate to legislation around Copyright and Intellectual property rights, employer rights and obligations, environmental sustainability in design and plagiarism.

Student Cancellation

Refunds - 7 day trial period

Students who cancel their enrolment within 7 days of enrolment will be entitled to a full refund of fees paid, irrespective of whether the student has undertaken assessment. Requests for refunds will be processed and transacted at the end of each month in which the cancellation notification was received. Certificates will not be issued in the case of a full refund request. Refunds can be requested by email to admin@thegraphicdesignschool.com you will need to complete a simple refund request form.

Students who seek refund after 7 days will only be considered for partial refund in the case of compassionate and compelling circumstances. In this case applications for refund must be accompanied by certified copies of documents supporting the students case. Partial refunds can be requested by email to admin@thegraphicdesignschool.com you will need to complete a refund request form, attach it with your documents and forward via post to the address supplied on the refund form. Issuance of a partial refund is at the sole discretion of the school, if the school does not deem that you qualify for and/or cannot provide sufficient documents to support your case, you will not be issued a refund. A processing fee of \$300 will apply to refunds of this nature. If the student applying for partial refund due to compassionate and compelling circumstances has undertaken assessment the school will charge the student a fee of \$165 per assessment undertaken.

Circumstances that do not entitle students to a refund:

- If student enrolment is terminated by the school due to a serious breach of school policy or our terms and conditions as described in our direct debit agreement, a refund will not be issued. This includes not making payments according to the direct debit agreement.
- If as student has falsified documents or intentionally misleading information on enrolment form or payment system that have influenced the decision to offer a place in the course. This includes falsifying or intentionally misleading your capacity to undertake the course.
- Student discontinues the course for reasons that the school does not deem to qualify for compassionate and compelling circumstances.
- Students do not provide sufficient or correct evidence to support a case of compassionate and compelling circumstances.
- Student does not finish the full 12 module course before 1 year course



finish date and has elected to not purchase the 6 month extension.

- If a student has an existing condition or circumstance at the time of enrolment that may prevent the student from undertaking or completing the course.

Note: Refund payments are processed by way of reversal of funds to the credit card, PayPal or bank account that fees were paid through initially only.

Course Incompletion within 1 year period

Students who do not complete the course within the one year allotted for the course will be entitled to purchase a six month extension for \$400. If the student does not purchase the course extension, the student may request a certificate stating modules completed to satisfaction. Further access to the course and its materials will be declined after the year date has passed.

Our Continuous Improvement of Services

The Graphic Design School is committed to the continuous improvement of its training and assessment services, student services and management systems. Central to this commitment is our approach to continuous improvement and the procedures we apply to achieve systematic and sustained improvement. Students are encouraged to provide feedback to The Graphic Design School so we can improve our services in the future.

Making Complaints & Appeals

The Graphic Design School is committed to providing a fair, inexpensive complaints and appeals process.

What is a complaint?

A complaint is negative feedback about services or staff which has not been resolved locally. A complaint may be received by The Graphic Design School in any form and does not need to be formally documented by the complainant in order to be acted on. Complaints may be made by any person but are generally made by students and/or employers.

What is an assessment appeal?

An assessment appeal is an application by a student for reconsideration of an unfavourable decision or finding in assessment. An appeal must be made in writing and specify the particulars of the decision or finding in dispute. Appeals must be lodged within 28 days of the decision be provided to the student.

Early resolution of complaints and appeals

In all cases, issues that arise during training and assessment that are the source of frustration or are in dispute should be resolved at the time they occur between the persons involved.

Complaint handling

We take complaints very seriously, should you find that you feel the need to make a complaint for any reason, please feel free to talk to us openly about your concerns, we pride ourselves on being of the 'approachable' variety.

How to lodge a complaint:

- If you have a complaint you may email or telephone the school at admin@



thegraphicdesignschool.com or 0299183285. We will send you a complaints form to be filled in and emailed back to us.

- Your tutor will be contacted (if applicable to the case) and the complaint made known to him/her.
- The school will investigate the complaint and make every effort to find resolution to the complaint.
- Should resolution be a challenge a skype or face to face meeting (applicable to students in the local Sydney area) can be arranged, the complainant may be accompanied by a support person to this meeting if he/she wishes.
- If resolution cannot be found the complainant can contact the National Training Complaints hotline on 1800 000 674 or email nationalcomplaint-shotline@deewr.gov.au or contact Fair Trading.

Assessment appeals handling

If you believe that you have been given an unfair assessment decision you can appeal the decision. All appeals must be lodged within 28 days of assessment decision.

How to lodge an appeal:

- If you have an appeal you may email or telephone the school at admin@thegraphicdesignschool.com or 0299183285. The school will forward you an official appeals form to be filled out.
- We will handle your appeal within 10 working days.
- If necessary an alternate Tutor or second Assessor may be appointed to review the students work and results.
- If the appeal against results is deemed fair the student will have a second opportunity to be reassessed.
- If the assessment decision was deemed fair, the student will have a second opportunity to re-do, re-submit and be reassessed.
- Should resolution be a challenge a skype meeting can be arranged.
- An email to the CEO may be sent at the above stated email address if the student is still unsatisfied with the results, they CEO will respond within 5 working days.
- If resolution cannot be found the complainant can contact the National Training Complaints hotline on 1800 000 674 or email nationalcomplaint-shotline@deewr.gov.au or contact Fair Trading.





THE GRAPHIC DESIGN SCHOOL

Student Information Handbook Section 2

Certificate IV in Design Upgrade Course



Introduction

In this section of the handbook you will learn specifically about the Certificate IV in Design upgrade option, fees applicable to the upgrade option and a bit about the VET system. In order not to repeat information from section 1 of this handbook, all policies and procedures applicable to the students and the school as described in Section 1 are also applicable to the Certificate IV in Design course upgrade option.

Certificate IV In Design Course Upgrade Option

The **Certificate IV in Design** Upgrade Course is an extension of the Intensive Foundation Course, this course is also delivered online. This course bridges the gap between the Certificate of Completion and the government accredited qualification. The Certificate IV in Design course has 6 extra assessments and a portfolio refinement review by tutors. The Certificate IV in Design course also includes a personal letter of recommendation from your tutor. A student may only enrol through this course if they have successfully completed the Intensive Foundation Course (or apply for RPL, see RPL on page 25). This upgrade option has been designed to give students the maximum amount of flexibility and the best possible value when considering study and career options.

The 6 extra assessments take approximately 30 hours to complete. As study is self paced students have up to 3 months to finish the assessments.

What assessments will I have to do?

The first step to upgrading to the Certificate IV in Design is a recognition process.

All the work, participation in forums and assessments you have completed in the Intensive Foundation Course are recognised in the Certificate IV in Design. Because you have submitted your work on-line in the Schoolyard, we have a record of your progress that we check off in our marking systems against the 18 units of competency in the Certificate IV in Design. After you enrol in the accredited course, one of our experienced tutors will quietly go back to your work in Modules 1- 12 and mark it against the accredited qualification. So, you have a heap of recognition of high quality work that flows into the Certificate IV in Design assessment records. Well done to you! But, we do need a few extra pieces of work to sign off for the accredited qualification.

The extra 6 assessments for the Certificate IV in Design upgrade course are as follows:

- Refining your Portfolio
- Resumé and Coverletter
- Industry Consultation on a past project
- OHS assessment
- Photography assessment
- Copyright questionnaire assessment

The estimated time to complete the above assessments is 30 hours.



Achieving the Full Qualification

In order to achieve the full Certificate IV in Design qualification both the Intensive Foundation Course and the Certificate IV in Design upgrade course must be successfully completed. The full Certificate IV in Design CUV40303 qualification is comprised of 18 units of competency. As the Intense Foundation Course has been mapped back to the units below, students undertaking the Certificate IV in Design upgrade option will undertake 6 extra assessments that complete the full criteria for the qualification.

The 18 units of competency are completed by undertaking both the Intensive Foundation Course and the Certificate IV in Design upgrade course and are as follows:

Core units

BSBOHS201A	Participate in OHS processes
BSBDES301A	Explore the use of colour
BSBDES302A	Explore and apply the creative design process to 2D forms
BSBDES303A	Explore and apply the creative design process to 3D forms
BSBDES304A	Source and apply design industry knowledge
BSBDES305A	Source and apply information on the history and theory of design
BSBDES402A	Interpret and respond to a design brief
CUVCOR04B	Originate concept for own work and conduct critical discourse
CUVCOR09B	Select and apply drawing techniques and media to represent and communicate the concept
CUVDES04B	Integrate colour theory and design processes in response to a brief

Elective Units

BSBDES401A	Generate design solutions
CUVCRS05B	Use typography techniques for design work
CUVDSP07B	Research and apply techniques for graphic design
CUVDSP11B	Research and apply techniques for illustrative work
CUVPHI06B	Plan and carry out image capture in response to a brief
CUVPHI07B	Process photo images to work print/file stage
CUVPHI08B	Enhance, manipulate and output photo images
CUVCRS03B	Produce computer aided drawings

The Qualification in Perspective

The government accredited Certificate IV in Design CUV40303 qualification is recognised by employers and industry groups Australia wide. This qualification is part of the national vocational education and training (VET) system, competency based and based on Training Packages.

What is VET?

Australia's Vocational Education and Training (VET) system is based on nationally endorsed Training Packages which identify specific skills and knowledge applied in the workplace. Candidates for a VET qualification must demonstrate the skills and knowledge identified in a training package and be judged 'compe-



tent' in the selected units of competency to be eligible for the award of the qualification.

The qualifications are part of a national system. This means that when you gain a Certificate IV in Design, it may be used towards a Diploma, then Advanced Diploma or a Bachelors degree. So, if your career goals include a pathway to further study at a university, the Certificate IV in Design is a great start. You may use it at a University or College with higher levels of study and it may help with admission and possibly credits. Plus your portfolio of course. Fantastic.

Fees

The online **Certificate IV in Design upgrade course** costs a full price one off payment of \$2300.

Students may also opt to pay for the course via a part payment method. \$1175 upfront fee followed by a \$1175 fee the following month or upon course completion, whichever comes first.

The above part payment schedule includes a small fee of \$50 for school administration and bank charges.

See below for total plan costs:
\$1175 initial payment plus \$1175 follow up payment= \$2350

The first payment will be deducted on the day of course upgrade. The subsequent payment will be deducted automatically from the nominated credit card or PayPal account on the same date the following month.

As the course is self paced the above stated fees are for a maximum course duration of 3 months.

For more specific details regarding the part payment direct debit arrangements, students must read and agree to our Terms and Conditions before enrolling under the part payment plan on the enrolment page of the website.

The fees associated with the Intensive Foundation Course can be found in Section 1 on page 8 of this handbook.

Payment Methods

Web enrolment is available 24/7 you may pay for enrolment via:

- Visa
- Mastercard
- PayPal

Clients who wish to pay via bank transfer may pay in full by this method. Please email accounts@thegraphicdesignschool.com to request whether you are eligible to pay via bank transfer. Payment in cash is discouraged.

Fees payable

Fees are payable upon enrolment with The Graphic Design School. The Graphic Design School may discontinue training if fees are not paid as required. Admin-



istration charges of \$50 apply to declined transactions due through part payment. In order to avoid admin charges please email or call the school before your due transaction debit date if you are having difficulty making payments.

Direct Debit agreement for part payments

Please refer to the enrolment page of the website to view the direct debit agreement for part payment plans. In order to enrol by this method candidates will need to note that they have been read. They are housed on the site for easy reference.

Course Incompletion within a 3 month period

Students who do not complete the course within the 3 months allotted for the course will be entitled to purchase a 3 month extension for \$200. If the student does not purchase the course extension, the student may request a certificate stating units completed to a competent level. Further access to the course and its materials will be declined after the 3 month date has passed.

Please refer to the **first section** of this handbook this will cover information about being a student, your rights and responsibilities as well as information on the Intensive Foundation Course.





THE GRAPHIC DESIGN SCHOOL

Student Information Handbook Section 3

Certificate IV in Design CUV40303



Introduction

In this section of the handbook you will learn specifically about the Certificate IV in Design CUV40303 full enrolment fees applicable to this course option and a bit about the VET system. In order not to repeat information from section 1 of this handbook, all policies and procedures applicable to the students and the school as described in Section 1 are also applicable to the Certificate IV in Design course option.



Certificate IV In Design Full Enrolment Option

The **Certificate IV in Design** is delivered online. Unlike the upgrade option described in section 2, enrolment in this course will see students enrolling in the full qualification from the time of enrolment. The Certificate IV in Design course is comprised of 13 modules that have been holistically designed around the 18 units of competency comprised in the Certificate IV in Design CUV40303 training package. Students who wish to apply for Austudy may do so via this full enrolment option only. A student may apply for RPL, (see RPL on page 25).

About the Certificate IV In Design Course

The Intensive Foundation Course delivered by The Graphic Design School is designed as a course that provides a pathway to a career in Graphic Design. There are 13 modules that make up the course, you will notice that the modules are the same as in the Intensive Foundation Course and the Certificate IV upgrade as mentioned in sections 1 and 2 of this booklet:

- Module 1 Introduction to Graphic Design
- Module 2 Design Basics
- Module 3 Introduction to Design Illustration
- Module 4 Introduction to Typography
- Module 5 Colour
- Module 6 Advanced Typography
- Module 7 Photography
- Module 8 Logotype Design
- Module 9 Design Systems
- Module 10 Layout Design
- Module 11 Design Systems II
- Module 12 Preparing your Portfolio
- Module 13 Advanced Portfolio Refinement and Enhancement,
Preparing for the Job

Students have up to 15 months to complete the 13 modules. The modules can be worked through at your own pace during 15 months. The course has been designed to be able to complete within 32 weeks. However as the course is self paced, you can decide how many hours a week you wish to concentrate on study. An approximate guide is 780 hours to complete the 13 Modules. **You can learn more about the Certificate IV in Design qualification opt in option in Section 2 of this handbook.**



What assessments will I have to do?

The assessments for the Certificate IV in Design Course have been developed around a number of practical activities that involve software applications, graphic design generation skills including sketching, development of graphics, typography, colour, logos and branding, identity systems, layout, design communication skills, portfolio building and design industry job ready skills. The course emphasis is a 'hands on' practical approach. The practical assessments that you produce throughout the course can be refined and used to contribute to your final design portfolio.



Achieving the Full Qualification

The full Certificate IV in Design CUV40303 qualification is comprised of 18 units of competency. As the 13 modules have been mapped back to the units below. The 18 units of competency are as follows:

Core units

BSBOHS201A	Participate in OHS processes
BSBDES301A	Explore the use of colour
BSBDES302A	Explore and apply the creative design process to 2D forms
BSBDES303A	Explore and apply the creative design process to 3D forms
BSBDES304A	Source and apply design industry knowledge
BSBDES305A	Source and apply information on the history and theory of design
BSBDES402A	Interpret and respond to a design brief
CUVCOR04B	Originate concept for own work and conduct critical discourse
CUVCOR09B	Select and apply drawing techniques and media to represent and communicate the concept
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Elective Units

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The Qualification in Perspective

The government accredited Certificate IV in Design CUV40303 qualification is recognised by employers and industry groups Australia wide. This qualification is part of the national vocational education and training (VET) system, competency based and based on Training Packages.

What is VET?

Australia's Vocational Education and Training (VET) system is based on nationally endorsed Training Packages which identify specific skills and knowledge applied in the workplace. Candidates for a VET qualification must demonstrate



the skills and knowledge identified in a training package and be judged 'competent' in the selected units of competency to be eligible for the award of the qualification.

The qualifications are part of a national system. This means that when you gain a Certificate IV in Design, it may be used towards a Diploma, then Advanced Diploma or a Bachelors degree. So, if your career goals include a pathway to further study at a university, the Certificate IV in Design is a great start. You may use it at a University or College with higher levels of study and it may help with admission and possibly credits. Plus your portfolio of course. Fantastic.

Fees

The online **Certificate IV in Design course** costs a full price one off payment of \$4290.

Students may also opt to pay for the course via the part payment method. There are two choices of payment in the part payment method.

The two choices are:

\$1500 per month for 3 months or

\$775 per month for 6 months

Both of the above part payments schedules include school administration and bank charges. See below for total plan costs:

The \$1500 per month for 3 months plan costs a total of \$4500

The \$775 per month for 6 months plan costs a total of \$4650

The first payment of each payment plan will be deducted on the day of enrolment. Each subsequent payment will be deducted automatically from the nominated credit card or PayPal account on the same date each month for 3 or 6 months (depending on the plan you choose).

For more specific details regarding the part payment direct debit arrangements, students must read and agree to our Terms and Conditions before enrolling under the part payment plan on the enrolment page of the website.

As the course is self paced the above stated fees are for a maximum course duration of 15 months.

For more specific details regarding the part payment direct debit arrangements, students must read and agree to our Terms and Conditions before enrolling under the part payment plan on the enrolment page of the website.

Payment Methods

This method of enrolment is only available by contacting the school. Students may pay via:

- Visa
- Mastercard
- PayPal

Clients who wish to pay via bank transfer may pay in full by this method.



Please email accounts@thegraphicdesignschool.com to request your enrolment. Enrolments are open any day of the year.

Direct Debit agreement for part payments

Please refer to the enrolment page of the website to view the direct debit agreement for part payment plans. In order to enrol by this method candidates will need to note that they have been read. They are housed on the site for easy reference.

RPL Recognition Of Your Existing Skills & Knowledge

In accordance with the requirements of the Australian Quality Training Framework, The Graphic Design School provides the opportunity for students to apply to have prior learning recognised towards a qualification or units of competence for which they are enrolled.

What is recognition of prior learning (RPL)?

Recognition involves the assessment of previously gained skills and knowledge an individual has achieved outside the formal education and training system. By removing the need for duplication of learning, recognition encourages an individual to continue upgrading their skills and knowledge through structured education and training towards formal qualifications and improved employment outcomes. This has benefits for the individual and industry. Most importantly, it should be noted that recognition is just another form of assessment.

Applying for recognition

Recognition acknowledges that workplace skills and knowledge may be gained through a variety of ways including both formal and informal learning or through work-based or life experience.

If you think you qualify for recognition please contact the school for more information.

Getting Credit For Your Current Competence

The Graphic Design School acknowledges the requirement as a Registered Training Organisation to recognise the awards issued by other RTOs. This is limited to outcomes that are drawn from the national skills framework being units of competence awarded and accurately identified in statements of attainment and qualifications.

What is credit transfer?

Credit transfer is the recognition of learning achieved through formal education and training. Under the Australian Quality Training Framework, qualifications and statements of attainment issued by any Australian RTO are accepted and recognised by The Graphic Design School. Credit Transfer allows a student to be awarded a unit of competency /module based on successful completion of the unit which has been previously awarded.

If you think you qualify for credit transfer please contact the school for more information.



Course Incompletion within the 15 month period

Students who do not complete the course within the 15 months allotted for the course will be entitled to purchase a six month extension for \$400. If the student does not purchase the course extension, the student may request a certificate stating modules completed to satisfaction (please note Statement of Attainments cannot be issued until the full 13 modules are completed). Further access to the course and its materials will be declined after the 15 months date has passed.

Please refer to the **first section** of this handbook this will cover information about being a student, your rights and responsibilities as well as information on the Intensive Foundation Course option.

What you need in order to complete this course

As you will be studying from home there will be a certain amount of equipment that you will need to undertake the course successfully. These are as follows:

A Computer: PC or Mac is fine, the course runs on any operating system. The Schoolyard itself functions like any other internet site, no special requirements are needed to run the Schoolyard. You will however be using graphics software throughout the course. These softwares require a minimum amount of system requirements to run fast and efficiently.

System requirements to run design software are:

Windows

- 1.5GHz or faster processor
- Microsoft® Windows® XP with Service Pack 2 or Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1
- 512MB of RAM
- 1.8GB of available hard-disk space
- 16-bit video card
- DVD-ROM drive

Mac OS

- PowerPC® G5 or multicore Intel® processor
- Mac OS X v10.4.11–10.5.4 or above
- 512MB of RAM
- 1.6GB of available hard-disk space for installation
- 1,024x768 display (1,280x800 recommended) with 16-bit video card
- DVD-ROM drive

Software

You will be required to own your own copy of the Adobe Creative Suite Design Standard edition, CS4 or CS5. Illustrator, Photoshop, InDesign and Acrobat Pro are needed to complete the course. Students in Australia, NZ, Asia Pacific (excluding Japan) and Europe are eligible to receive the Student discount for the Adobe Creative Suite. Discounts are generally 80% off normal retail price.

Once you have enrolled, the School will issue you a list of authorised Adobe resellers in your area that we have found to be reliable and helpful for our students.



Contact us if you wish to purchase the software at the discounted rate and you will be forwarded a letter to present on purchase to prove your enrolment at The Graphic Design School.

Internet

Connection to Internet is also required. There are no particular speeds or access that is a minimum requirement as all modules can be downloaded and saved to your computer. Training videos can be streamed at an optional dial up speed level if needed. This option has been provided for people in remote areas and limited access to high speed Internet. If you do have the option to have access to higher speed internet (cable or broadband), this will help you have a more timely access when you need to conduct design research on the web.

Camera Equipment

Module 7 and 10 requires you to have access to an SLR camera: analogue or digital is fine. If you choose to use a digital camera it must be of at least 3 mega pixels. Module 11 and 12 will require that you photograph your work for packaging and portfolio projects, the camera you choose to work with in these projects is up to you, however if digital it must be of at least 3 mega pixels to ensure work quality. You must also possess basic knowledge of how to operate an SLR camera.

Illustration Supplies

Throughout the course you will need to complete design sketches, we ask that students have a small range of lead pencils HB-4B, A4 and A3 sketching pads.

Printing and Scanning equipment

In order to record evidence as part of your design processes you will be required to have access to a scanner and a printer. A colour printer is a personal preference, but not necessary for your assessments, Black and White printing is acceptable.

Do you want to be a Graphic Designer?

Below is a handy checklist to help you decide before you enrol.

A good indication that you are right for the design profession is if you ticked YES to the majority of the following:

- Are you a creative person?
- Do you notice layouts in magazines and books?
- Do you have a good eye for colour?
- Do you like to take photographs and have you ever operated an SLR camera?
- Would you like to learn how to digitally manipulate photographs?
- Do you have a genuine interest in graphic design?
- Do you have an interest in packaging, logos, and corporate identities?
- Do you have good communication skills?
- Do you enjoy working with computers



- ❑ Are you interested in computer arts?
- ❑ Would you like to master design programmes such as Adobe Photoshop, Illustrator and InDesign?
- ❑ Do you admire designs of websites?

Should you require any further information you can download our brochure from the website, refer to the website itself, email info@thegraphicdesignschool.com or call us on (02) 9918 3285.





THE GRAPHIC DESIGN SCHOOL

Student Information Handbook Section 4

Foundation Web Design Course



About the Foundation Web Design Course

The Foundation Web Design Course delivered by The Graphic Design School is designed as an introductory web design course that provides a pathway to a career in web Design. There are 4 modules, with related Adobe software learning in Illustrator, Fireworks and Photoshop, that make up the course:

Module 1

Learnings:

- The Internet And The Web
- The History Of The Internet
- Understanding Web Design
- Graphic Design in the Web Environment
- Colour on the Web
- Type on the Web

Studies:

- Interaction Design
- Interaction Design in the real world
- Interfaces On The Web
- Elements In Interface Design
- Analysing Websites
- Determining The Canvas Size
- Research User Statistics
- Calculate The Canvas
- Research Designing The Canvas
- Identifying Colour Schemes
- Colour Conversion Studies
- Colour Scheme Development
- Applying Colour Schemes To A Design
- Testing For Accessibility Compliance
- Colour Studies
- Typographic Studies
- Font Case Studies
- Making Sense Of Text With Visual Hierarchy
- Developing Visual Hierarchy In Design

Software Learning:

- Introduction to Fireworks, Illustrator and Photoshop
- Working with and editing type, colour, vectors and bitmaps

Module 2

Learnings:

- Images and Multimedia on the Web
- Layout in Interface Design

Studies:

- Definitions and Resolution
- Understanding File Formats
- Different Image Techniques



Grid Studies
Grid Journal Studies
Using a Grid For Page Design
Software Learning:
Importing Files, Grid Systems & Advanced Editing

Module 3

Learnings:
Designing Information and Navigation
Interaction Design
Studies:
Understanding information architecture design
Develop a taxonomical structure
Understanding users
Understanding interaction design elements
Software Learning:
Extra Resources

Module 4

Learnings:
Scoping a Website and Main Design Project
Understanding Web development
Main Assignment :: Complete Web Design Project
Step #1 :: The Project Scope
Step #2 :: Information Architecture
Step #3 :: Brainstorming and Concept
Step #4 :: Designing the Interface
Step #5 :: Refining the design
Step #6 :: Preparing the design for development
Assessment Presentation
Banner Design
Software Learning:
Wireframing, Website Design and Banner Design

Students have up to 6 months to complete the 4 modules. The modules can be worked through at your own pace during the 6 months. The course takes approximately 200 hours to complete. However as the course is self paced, you can decide how many hours a week you wish to concentrate on study. There is a 3 month extension available should you decide you need this option. See the end of this section for pricing and more information.

What assessments will I have to do?

The assessments for the Foundation Web Design Course have been developed around a number of practical activities that involve software applications, web design generation skills including sketching, development of graphics, typography, colour, layout and design communication skills. The course emphasis is a 'hands on' practical approach. The practical assessments that you produce throughout the course can be refined and used to contribute to your final design portfolio. You need a beginner level of Adobe Software knowledge as step-by-step software learning is offered in Illustrator, Photoshop and Fire-



works. Assessments can be completed using either one or a combination of these programmes. Templates for the assessments are provided in all 3 programmes.

Fees

The online **Foundation Web Design Course** costs a full price one off payment of \$695.

Students may also opt to pay for the course via the part payment method. There is one option of payment in the part payment method.

\$255 per month for 3 months

The above part payments schedule includes school administration and bank charges. See below for total plan costs:

The \$255 per month for 3 months plan costs a total of \$765

The first payment of each payment plan will be deducted on the day of enrolment. Each subsequent payment will be deducted automatically from the nominated credit card or PayPal account on the same date each month for another 2 months. The above stated fees are for course duration of 6 months maximum.

For more specific details regarding the part payment direct debit arrangements, students must read and agree to our Terms and Conditions before enrolling under the part payment plan on the enrolment page of the website.

For postgraduates and current students at The Graphic Design School, the cost of the course is \$595. Before enrolling, please contact the School directly to qualify for this discount.

Payment Methods

Web enrolment is available 24/7 you may pay for enrolment via:

- Visa
- Mastercard
- PayPal

Clients who wish to pay via bank transfer may pay in full by this method.

Please email accounts@thegraphicdesignschool.com to request whether you are eligible to pay via bank transfer. Payment in cash is discouraged.

Fees payable

Fees are payable upon enrolment with The Graphic Design School. The Graphic Design School may discontinue training if fees are not paid as required. Administration charges of \$50 apply to declined transactions due through part payment. In order to avoid admin charges please email or call the school before your due transaction debit date if you are having difficulty making payments.

Direct Debit agreement for part payments

Please refer to the enrolment page of the website to view the direct debit agreement for part payment plans. In order to enrol by this method candidates will need to note that they have been read. They are housed on the site for easy reference.



What you need in order to complete this course

As you will be studying from home there will be a certain amount of equipment that you will need to undertake the course successfully. These are as follows;

A Computer: PC or Mac is fine, the course runs on any operating system. The Schoolyard itself functions like any other internet site, no special requirements are needed to run the Schoolyard. You will however be using graphics software throughout the course. These softwares require a minimum amount of system requirements to run fast and efficiently.

System requirements to run design software are:

Windows

- 1.5GHz or faster processor
- Microsoft® Windows® XP with Service Pack 2 or Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1
- 512MB of RAM
- 1.8GB of available hard-disk space
- 16-bit video card
- DVD-ROM drive

Mac OS

- PowerPC® G5 or multicore Intel® processor
- Mac OS X v10.4.11–10.5.4 or above
- 512MB of RAM
- 1.6GB of available hard-disk space for installation
- 1,024x768 display (1,280x800 recommended) with 16-bit video card
- DVD-ROM drive

Software

You will be required to own your own copy of the Adobe Creative Suite Premium edition, CS4 or CS5. Illustrator, Photoshop, Fireworks and Acrobat Pro are needed to complete the course. Students in Australia, NZ, Asia Pacific (excluding Japan) and Europe are eligible to receive the Student discount for the Adobe Creative Suite. Discounts are generally 80% off normal retail price.

Once you have enrolled, the School will issue you a list of authorised Adobe resellers in your area that we have found to be reliable and helpful for our students.

Contact us if you wish to purchase the software at the discounted rate and you will be forwarded a letter to present on purchase to prove your enrolment at The Graphic Design School.

Internet

Connection to Internet is also required. There are no particular speeds or access that is a minimum requirement as all modules can be downloaded and saved to your computer. If you do have the option to have access to higher speed internet (cable or broadband), this will help you have a more timely access when you need to conduct design research on the web.



Illustration Supplies

Throughout the course you will need to complete design sketches, we ask that students have a small range of lead pencils HB-4B, A4 and A3 sketching pads.

Printing and Scanning equipment

In order to record evidence as part of your design processes you will be required to have access to a scanner and a printer. A colour printer is a personal preference, but not necessary for your assessments, Black and White printing is acceptable.

Student Support

The Graphic Design School has an online forum that can be accessed through the Schoolyard. This forum is manned by the schools tutors. You can find many questions by current and past students that can help you answer a query, or you can post a question to one of the tutors yourself. You can also give us a call at our head office if you are having any difficulties.

English language, literacy and numeracy skills

Language, literacy and numeracy skills are critical to almost all areas of work. This is particularly true in graphic and web design where there is a need to communicate with clients, read and understand design briefs and do research. Our course is delivered in English, so it is assumed that every student will have good English, reading, comprehension, speaking and listening and writing. If you can read and understand the TGDS website and this information handbook, that is the level of English needed for this course.

The Graphic Design School will support students during their study with training and assessment materials that are easily understood and suitable to the level of the workplace skills being delivered. We will also provide one-to-one tutors throughout the course who can answer questions and help through the Schoolyard support forum.

Course Incompletion within a 6 month period

Students who do not complete the course within the 6 months allotted for the course will be entitled to purchase a 3 month extension for \$200. If the student does not purchase the course extension, the student may request a certificate stating modules completed to satisfaction. Further access to the course and its materials will be declined after the 6 month date has passed.

Please refer to the **first section** of this handbook to find understand your rights and responsibilities as well as information on the Intensive Foundation Course.

