



*Design
Direct Entry
Program*

Creativity

is contagious. Pass it on.

-Albert Einstein

Design Direct Entry Program study options

Design Direct Entry Program (Intermediate to Advanced)

CRICOS Provider Code: NSW 00246M

CRICOS Course Code: NSW 070566D

This program will enable you to build your academic and English skills to succeed in the design program. Learn to refine your research and referencing skills, become efficient in planning your study time and upgrade your skills in writing assignments. You will also learn how to be an effective member of a team, think critically and achieve the best assessment results.

An added advantage of this course is access to Learning and Academic Skills (LAS) support for your entire study duration at CATC Design School.

Your LAS tutor will assist you to continue to improve your skills during your study, both in specialist academic skills classes and in bookable tutorials. This service aims to significantly improve your assessment grades.



Design Direct Entry for Vocational Education

Entry Level	IELTS 4.5	IELTS 5.0
Exit Level	IELTS 5.5	IELTS 5.5
Duration	15 weeks	10 weeks
2010 Start Dates	31 May 13 September	5 July 18 October
2010 Finish Dates	10 September 24 December	10 September 24 December
Fees	\$5,625 (total)	\$3,750 (total)
Materials Fee*	\$70	\$70

* This includes a college binder and additional materials designed specifically for your studies.

Australia's leading discipline specific English program.



How is the Design Direct Entry Program different to a generic EAP course?

- Improve your English level and academic skills while learning language used in the design industry
- Achieve your required English level in only 10-15 weeks depending on IELTS entry level
- Progress without completing an IELTS/TOEFL test
- Study with like-minded students who share design as their passion
- Study for 25 hours per week

Assessment

Assessment of the Design Direct Entry Program is continuous and includes:

- Weekly and monthly tests
- Written assignments, homework projects, self and peer assessment of group work.

Final assessment is made on the basis of:

- Learners' performance
- Written and oral assignments
- Targeted tests
- Design projects
- Overall participation in class.

You must complete all set tasks and submit original work in order to pass. Your failure or success in passing the course is determined not only by percentage marks but mainly by your overall progress and effort put into the course.

Assessment relates to individual learners' strengths and weaknesses or what each learner can do.

Your achievement and progress are assessed and reported against course goals and criteria and not in comparison to other students.



Industry focused content

This program is one of a kind in Australia. You will not only improve your English within the subject area you are interested in, you will also build up a foundation of knowledge and vocabulary that will help you to succeed on your chosen program.

Design Direct Entry Program Sample Timetable

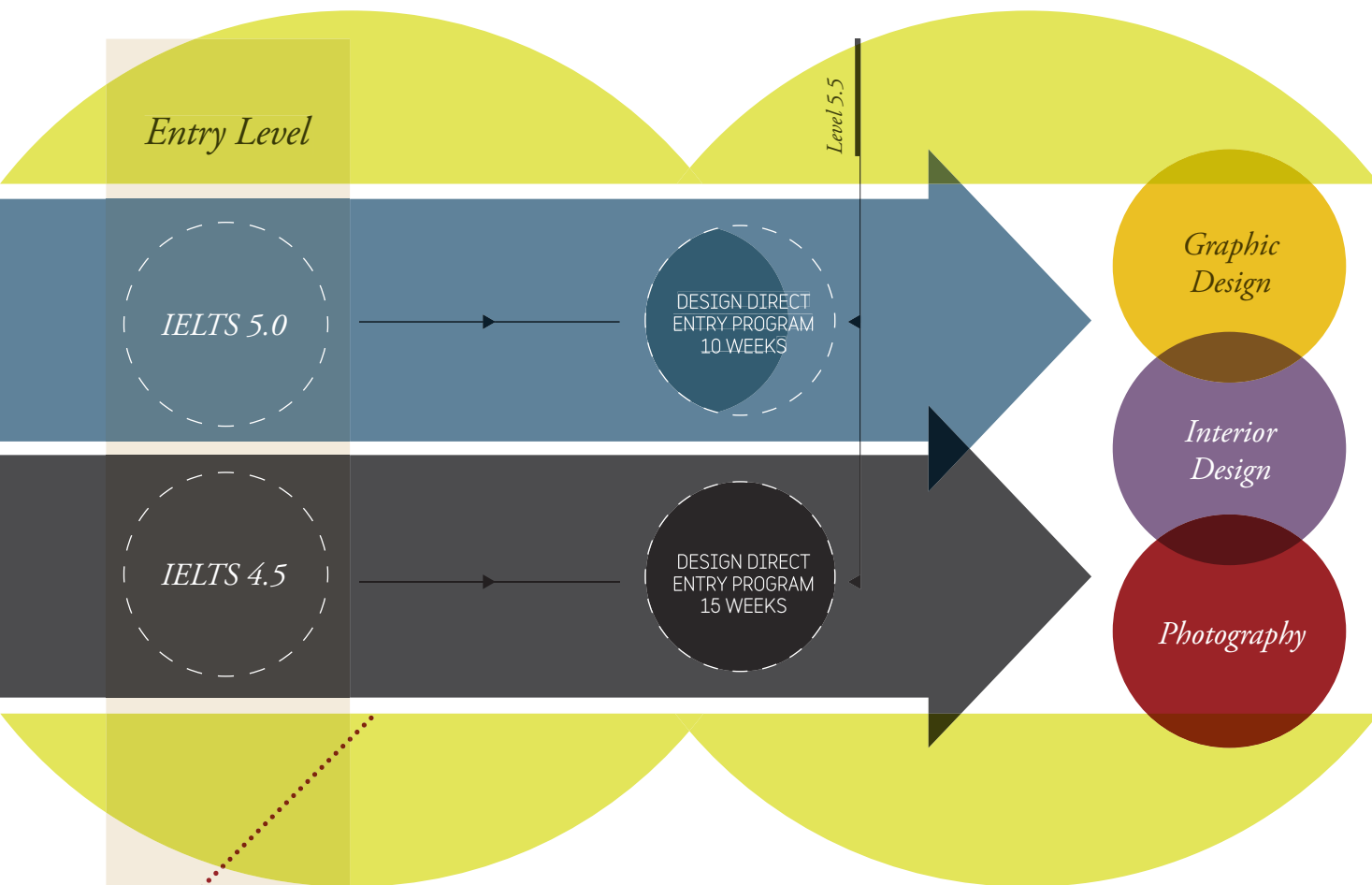
	Monday	Tuesday	Wednesday	Thursday	Friday †
8:30 _{AM} to 10:15 _{AM}	Outdoor activity • Collect examples of environmental print (mobile phone pics upload to blog)	Communication • Discussion skills • Developing oral skills • Explaining ideas and opinions • Participating	Research report • 6 steps for writing a report • Presentation for submission-sequence and format	Computer room • Research brands and choose the communication design • Create a mind map	Video • Mindmap the differences between the Dove onslaught and Greenpeace onslaught campaigns - Youtube
10:30 _{AM} to 12:15 _{PM}	Pyramid discussion • Using the images, discuss the branded environment	Reading cultural relevance rubric • Analyse a text through culture	Writing • Thesis statements sentences and paragraphs • Review	Pyramid discussion • Discussing the media communication that advertisers use	Computer room • Create a Powerpoint of your mind map exploring the communication design across multiple brands
12:50 _{PM} to 2:35 _{PM}	Listening/video • Mindmapping Ideas (using an advertising website)	Library • Choose a text from an art journal and prepare notes from the text to write a culture review of the piece	• Assignment final Research report on a communication design across multiple brands	Role play • Advertising company executives creating "the message"	

† Both of the Friday classes are conducted over two hours and begin at 8:30am and 10:45am.

Traditional EAP Program Sample Timetable

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30 _{AM} to 10:15 _{AM}	Grammar • Future	• Listening in academic contexts (predicting)	• Language study • Vocabulary development	• Presentations • Discussion • Signposting	• Computing skills • Accessing information
10:30 _{AM} to 12:15 _{PM}	• Listening to an academic lecture	Reading skills • Comprehension	Group writing • Focus on cohesion	Academic reading • Newspaper articles, skimming and scanning	• Tutorial discussion skills • Agreeing/disagreeing/compromising
12:45 _{PM} to 2:15 _{PM}	• Discussion • Practice compare/contrast	• Writing and research	Academic reading • Dictionary skills	Writing • Incorporating statistics	• Question and answer session, feedback
2:30 _{PM} to 3:30 _{PM}	• Optional guided self-study	• Optional guided self-study	• Optional guided self-study	• Optional guided self-study	• Optional guided self-study

Study Pathways



Graphic Design

30674QLD Certificate IV in Commercial Arts (Graphic Design & Advertising)

Duration: 9 months full-time
CRICOS Course Code: NSW 066805F,
QLD 062667K*, VIC 063966B*

30675QLD Diploma of Commercial Arts (Graphic Design)

Duration: 1 year full-time
CRICOS Course Code: NSW 066806E,
QLD 062669G*, VIC 063965C*

30676QLD Advanced Diploma of Commercial Arts (Electronic Design & Interactive Media)

Duration: 2 years full-time
CRICOS Course Codes: NSW 066801K,
QLD 062670D*, VIC 063964D*

Interior Design

30701QLD Advanced Diploma of Commercial Arts (Interior Design/Digital Interior Design)

Duration: 2 years full-time
CRICOS Course Code: NSW 066802J,
QLD 062673A*, VIC 063968M*

30700QLD Diploma of Commercial Arts (Interior Decoration and Design)

Duration: 1 year full-time
CRICOS Course Code: NSW 066807D,
QLD 062672B*, VIC 063969K*

Photography

CUV50407 Diploma of Photoimaging

Duration: 1 year full-time
CRICOS Course Code: NSW 070750D,
QLD 067649ED*

If you would like more information on any of the material presented in this guide, including any additional information for international students, please refer to the 2010 prospectus, visit our website or contact one of our Course and Careers Advisors.



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*C.V Fitzpatrick & J.K Fitzpatrick, ABN 58 765 378 967 trading as CATC Design School
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