

Master of Design (Specialisation)

+ Visual Communication
+ Industrial Design

Experience. The Difference.®



This dynamic and integrated program equips students with the creative, technical and professional skills to work as graduate designers in their specialisation of Visual Communication Design or Industrial Design.

About the program

The Master of Design (Specialisation) with specialisations in Visual Communication or Industrial Design advances students through a more in-depth understanding of the changing contexts in which they are designing. This leads to the development of the professional skills required to respond to contemporary issues relative to their specialisation.

During this program, students will develop and refine their critical, creative, communication and technical skills, and respond to increasingly complex problems through the application of skills and knowledge developed through integrated studies.

The core program focus is in Design Studio courses as the major site for integration and application of other knowledge streams within the program. The Design Studio courses allow students to undertake design studies in their specialisation, individual and interdisciplinary projects, internal consultancy and external projects. The program enables students to develop specialised knowledge in areas such as graphic design, illustration, product design, ergonomics, interaction design, information design, digital media, sustainability and entrepreneurship relative to specialisation.

Student-directed learning is integral to the program, which offers students extensive opportunities for specialisation according to individual preferences. Students can pursue specific areas through the design research components of the program and through advanced electives in consumer culture, sustainable design, global communications, design theory, business practice, marketing and entrepreneurship. Through their major Masters project students have the opportunity to consolidate their studio project work and its integration with professional design practice.

Who is the program for?

UniSA's Master of Design (Specialisation) is designed for students who have already completed a recognised undergraduate degree in industrial design, product design, graphic design, illustration design or visual communication design.

The program aims to graduate students into the practice of design who demonstrate professional design, communication, project management and research skills in response to the increasing demands and complexities of design practice in contemporary contexts relative to specialisation.

Students should:

- have a sense of inquiry, rigour and curiosity
- have a high level of creative confidence
- have excellent written, drawing and verbal communication skills
- have a passion for testing ideas through design.

On completion of the Masters degree, students will be able to:

- critically analyse and identify physical, cultural and social needs in terms of designed outcomes and processes;
- develop creative solutions to complex design problems within defined contexts;
- apply principles of business management, professional and ethical responsibility to the practice of design;
- communicate concepts and articulate ideas clearly; and
- maintain lifelong learning behaviour and a critical attitude to design practice.

What you'll cover

Program Details	Masters
Program Code	DMSP
Home Campus	City West
Program Duration	2 years (full-time)
Courses	
Masters Design Studio 1 (Specialisation)	•
Elective	•
Design Internship	•
Masters Design Studio 2 (Specialisation)	•
LLS Research 1	•
Masters Design Studio 3 (Specialisation)	•
LLS Research 2	•
Elective	•
Masters Design Studio 4 (Specialisation)	•
Elective	•
Master Project Report 2	•
Elective	•

Further information

For more information about programs, including fees, visit unisa.edu.au/programs

Australian applicants

For Visual Communication specialisation

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For Industrial Design specialisation

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International applicants

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Industry relevance

UniSA's School of Art, Architecture and Design maintains strong links with the design industry, and a diverse research portfolio. The Master of Design (Specialisation) is supported by a significant input from practice, in the form of sessional staff, Masterclasses and seminars with distinguished national and international practitioners, design association mentorship schemes and guest lecturers. Student project outcomes are moderated and benchmarked externally by relevant members of design industry.

Special features

The Master of Design (Specialisation) is a two-year full time or part-time equivalent program. The program offers students unique learning opportunities, with a strong focus on relevant, contemporary Design Studio courses, and opportunities for participation in real-life design and consultancy projects. The emphasis on student-directed learning and integrated practices in design makes it a dynamic and rewarding program of study.

Your Career

UniSA Design graduates are highly sought after locally, nationally and internationally. Most graduates work within the traditional fields of industrial design or visual communication design, employed by private design practices and commercial organisations, or running their own practices. Many designers develop careers in other areas such as project management, marketing, product design, web and multimedia design, package design, information architecture, art direction and other related fields.

Professional recognition

Graduates of the Master of Design (Specialisation) are eligible for Associate Membership of the Design Institute of Australia

Entry Requirements

Students must have completed a Bachelors degree or Graduate Diploma in Industrial Design, Visual Communication Design or equivalent from a recognised higher education institution. Students are expected to possess skills and knowledge relevant to their undergraduate degree including the following areas:

Industrial Design: hand sketching, CAD modelling, physical prototyping, materials and processes, ergonomics and historic and cultural contexts of design practice.

Visual Communication Design: drawing, industry relevant computer graphics software, materials and design processes, historic and cultural contexts of design practice.

How to apply

Applications for Australian students can be made via SATACs GradStart at satac.edu.au.

Applications for International students can be made through UniSA International at unisa.edu.au/international.