

TRACTOR DESIGN SCHOOL REINVENTED

**DIPLOMA OF
GRAPHIC DESIGN
ONLINE**

CUA50715



TRACTOR.EDU.AU



THE FREEDOM TO STUDY DESIGN ANYWHERE, ANY TIME



WELCOME TO TRACTOR

WHO IS TRACTOR?

At Tractor, we are consumed by design. By creating things that are beautiful, useful, unique, disruptive and innovative. Our passion for great design is what drives us, and it drives our students too. We all share an abiding love of the visual space and a deep respect for creativity and originality.

We know that a future in the design industry is one of the best, most fulfilling careers you can have. But you won't just be a designer, you'll be a Tractor graduate designer. Digitally-savvy and as industry-ready as possible.

Whether you're already working in design and want to up-skill, or you're someone who wants to start learning right away, we'll teach you what you need to know. Our focus is on hands on training and above all, relevance to the real world.

WE'RE NOT LIKE OTHER SCHOOLS -
AND WE DON'T WANT TO BE.

We're Tractor.

ACCREDITED

Our nationally recognised, accredited online course gives you the flexibility to learn design in a way that suits your lifestyle and the freedom to learn wherever you are.

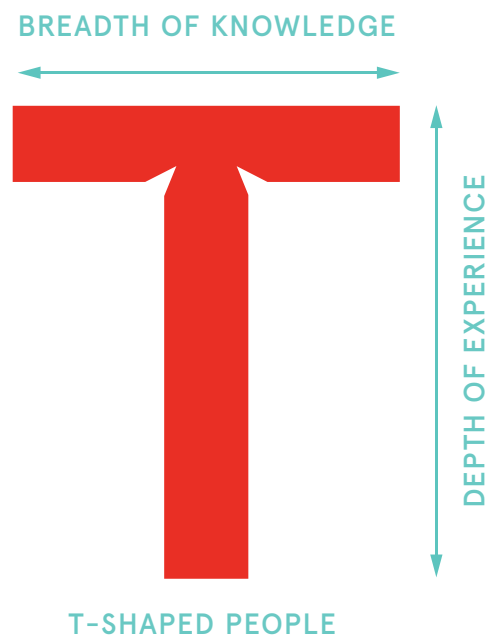


DESIGN EDUCATION FOR THE DIGITAL FUTURE

We recently surveyed the industry and asked them a number of questions about design education. One of the questions we asked was "Should design schools be incubators for innovation?" An amazing 87% of the people we surveyed agreed that they should be.

+Digitally focused, industry driven, our Diploma is specifically designed to give you the skills to succeed in an industry where new career opportunities (and new job titles) are being created every day.

Our Diploma is centered on the idea of "T-Shaped People". T-shaped people have a depth of skill in one discipline and also have the ability to collaborate across other disciplines.



"WE FIND THAT T-SHAPED PEOPLE ARE MOST EFFECTIVE AT GENERATING AND EXECUTING NEW IDEAS. WE NEED PEOPLE WHO CAN GENERATE IDEAS, WHO CAN THINK LATERALLY AND CREATIVELY AND CAN CROSS-POLLINATE ACROSS DISCIPLINES. THE NEED TO HAVE A BROAD RANGE OF EXPERIENCE AND A LINEAR DEPTH OF EXPERTISE IS CRUCIAL."

JIM ANTONOPOULOS
DIRECTOR - TANK

ARE YOU FUTURE -READY?

TECHNOLOGY AND THE MEDIA ARE FOREVER CHANGING

Think about how much things have changed since the introduction of Google, Facebook, the iPhone - all in the past 10-15 years. Now, LinkedIn is far more important than a business card and a Facebook page has way more impact than a letterhead. It's predicted that 10 years from now, a \$1,000 computer will be more powerful than the human brain.

Design education has been slow to keep up with all these changes. Too slow.

As a Tractor student, you'll learn all the traditional skills, but you'll also be immersed in the latest technology and thinking. You'll be trained to use your curiosity to help make you 'future ready'.

A DESIGN SCHOOL CONCEPT WITH GRAVITAS

WHAT MAKES US DIFFERENT?

Tractor's mission is simple. We aim to produce the most sought-after, industry-ready design graduates. Because there's no point studying if you can't apply what you've learned.

Our partnerships with industry are what really differentiate us. Our Directors, Head of School and teachers are as hooked-in to the design industry as it's possible to be. Put simply, we know pretty much everyone who's anyone.

These influential people want to help us teach you because they're aware that someone who has learned their craft at Tractor won't have any gaps in their knowledge. You'll be ready to get into a studio or agency and get the work done. Digital natives, armed with contemporary skills.

It's about producing tomorrow's designers. Not today's. And it's about putting them in front of the industry people who really matter.

That's what Tractor can do for you.

FRIENDS OF OURS

More than 70 of Australia's top designers and creative minds contribute to Tractor as mentors, instructors and facilitators, giving you a front row seat to the best in the biz.



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



19



20



21



22



23



24



25



26



27



28



29



30



31



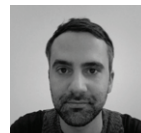
32



33



34



35



36



37



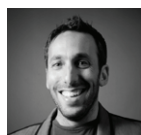
38



39



40



41



42



43



44



45



46



47



48



49

1. ATIA CADER | CREATIVE DIRECTOR | PAPER STONE SCISSORS 2. DAVID LANCASHIRE | CREATIVE DIRECTOR | DAVID LANCASHIRE DESIGN 3. KEVIN FINN | PRINCIPAL | THESUMOF 4. GAVIN MCLEOD | EXECUTIVE CREATIVE DIRECTOR | R/GA 5. TIM KOTSIAKOS | FOUNDER & CREATIVE DIRECTOR | MASS 6. CHRIS DOYLE | CREATIVE DIRECTOR | CHRISTOPHER DOYLE & CO 7. ADAM SCHILLING | NATIONAL EXPERIENCE DESIGN DIRECTOR | DT 8. JAMES STERLING | HEAD OF DESIGN | DESIGNWORKS 9. LEE GORDON | EXPERIENCE DESIGN DIRECTOR | R/GA 10. ADAM MORRIS | CO-FOUNDER AND CREATIVE DIRECTOR | STUDIO THICK 11. ANDREW HOYNE | CREATIVE DIRECTOR | HOYNE 12. ANNETTE HARCUS | CREATIVE DIRECTOR | HARCUS DESIGN 13. BRAD ELDRIDGE | CREATIVE PARTNER AND OWNER | SOAP 14. BRAD STEVENS | CREATIVE DIRECTOR | BORN AND RAISED 15. BRANDON GIEN | CEO | GOOD DESIGN AUSTRALIA 16. CHRIS LAWS | MANAGING DIRECTOR | BORN AND RAISED 17. DAVID BROWN | DESIGNER | REACTIVE 18. GABRIEL TAMBORINI | ART DIRECTOR | REACTIVE 19. RAKESH RACHAMALLA | EXPERIENCE DESIGN DIRECTOR | DT DIGITAL 20. HENRY CHO | LEAN UX COACH AND MOBILE SPECIALIST | FREELANCE 21. JAMES NOBLE | UX AND MANAGING DIRECTOR | CARTER DIGITAL 22. NICK GOWER | CO-FOUNDER AND DIGITAL STRATEGIST | MENTALLY FRIENDLY 23. JIM ANTONOPOULOS | DIRECTOR | TANK BRANDING 24. JON CHRISTENSEN | CO-OWNER | MENTALLY FRIENDLY 25. JONATHON KNEEBONE | CREATIVE DIRECTOR | THE GLUE SOCIETY 26. JULIE DE PAOLI | SENIOR DESIGNER | FREELANCE 27. JUSTIN SMITH | CREATIVE DIRECTOR AND CO-FOUNDER | END OF WORK 28. JASON LITTLE | DESIGN DIRECTOR | FOR THE PEOPLE 29. MARK JONES | HEAD OF USER EXPERIENCE | REACTIVE 30. TIM SUTHERLAND | CREATIVE DIRECTOR | STUDIO BRAVE 31. LINDA JUKIC | CREATIVE DIRECTOR | HULSBOSCH 32. MAARTEN KLEINSMAN | ART DIRECTOR | REACTIVE 33. MARK STOTT | OWNER AND CREATIVE DIRECTOR | COMMON 34. MICHAELA WEBB | CREATIVE DIRECTOR | STUDIO ROUND 35. OLIVER MALTBY | CREATIVE DIRECTOR | INTERBRAND 36. PRUE JONES | CREATIVE DIRECTOR | REACTIVE 37. NICK HALLAM | DIRECTOR | JOAN 38. SAM PEMBERTON | HEAD OF DESIGN | PUBLICIS MOJO 39. SANDY BELFORD | DIRECTOR | PRINCIPALS 40. TIM BUESING | EXECUTIVE CREATIVE DIRECTOR | REACTIVE 41. TONY PRYSTEN | DIGITAL DIRECTOR | MCCANN 42. MICHAEL ARMSTRONG | DESIGN DIRECTOR | R/GA 43. ENOCH TAN | SENIOR EXPERIENCE DESIGNER | FJORD 44. JACK MUSSET | CREATIVE DIRECTOR | MOTHERBIRD 45. SHEFIK BEY | MANAGING DIRECTOR | U1 GROUP 46. BEN TOLLADY | COFOUNDER AND UX DIRECTOR | THIRST STUDIOS 47. CHARLES-HENRI LISON | LEAD EXPERIENCE DESIGNER | SYMPLICIT 48. JACOB ZINMAN-JEANES | SENIOR DESIGNER | THICK 49. ALEX CAMERON | SENIOR DESIGNER | REACTIVE

WHERE IT COULD ALL LEAD

IF YOU'RE READING THIS, YOU'VE ALREADY GOT AN INTEREST IN DESIGN, WHICH IS GREAT. BUT YOU'LL ALSO NEED A WILLINGNESS TO APPLY YOURSELF AND THE ABILITY TO COME UP WITH STRONG CREATIVE IDEAS.

There'll be times when you have to put in the hours, but you'll also be joining a world full of similar people, who see the world in pictures like you do – and who want to have as much fun as possible, while they pursue their passion.

GRAPHIC DESIGN

Graphic designers are the people who design pretty much everything you see around you... logos, brochures, posters, vehicle livery, skateboard graphics and toothpaste packaging... The list is practically endless.

You could choose to work in design studios servicing numerous clients or could be working client side and focused on one. Alternatively you could work for yourself either as a freelancer or as a sole trader building your own client list.

DIGITAL STRATEGY

Digital strategists bring everything together and get a brand or product seen by the right audience online. This can include optimising content, planning advertising, SEO, SEM, maximising social media and much more. Digital strategists understand how digital design and marketing go hand in hand to impact a brand's online footprint.

DIGITAL DESIGN

Digital designers are basically graphic designers who work in the digital space. That means you'd be doing things like websites, mobile apps and social media campaigns. You will have to have at least a basic understanding of what coding is and how to do it. Digital designers are in very high demand and it's a career path with almost unlimited possibilities.

WEB DESIGN

If you're interested in web design you'll know there's a lot more to this role than many people realise. Sure, web designers design websites, but they also work with a wide range of industry professionals to make sure that every site they're working on looks great, is intuitively easy to use and functions brilliantly, all the time.

USER EXPERIENCE (UX) DESIGN

User experience is known as "UX design" and it's one of the most exciting and dynamic career paths you could choose. Design agencies are crying out for good UX designers. As a UX designer you'll be front and centre of the digital design world simply because these days, it's not enough to just design a website or an app or any other digital asset, you have to be able to design all things digital in such a way that users have a great experience.

You'd also be one of the most sought-after people in the design and advertising worlds.

AND A WHOLE LOAD OF OTHER CAREER PATHS, MANY OF WHICH HAVEN'T EVEN BEEN THOUGHT OF YET.

WHAT WILL YOU BECOME?

EQUIPPING YOURSELF FOR SUCCESS

It's difficult to be precise about what additional costs there might be as each of you will have different requirements but think about pens, paper, Post It notes, USB drives, printing, web hosting – that sort of thing.

To give yourself the best possible chance of success you'll need a strong and reliable internet connection with download limits that will allow you to follow your tutorials and view video content.

OF COURSE, YOU WILL ALSO NEED A COMPUTER.

We suggest Apple laptops because it's generally the industry standard in digital web design. Laptops are also advantageous because you can choose where you want to study and even take it to client meetings when you are ready to jump into some real life projects.



You'll also need to subscribe to Adobe's Creative Cloud. It will give you access to the industry standard software you'll need and it underpins the design work you'll be doing on the computer. We are happy to refund the price of this software (student subscription) for the duration of your studies. Due to the extended time of the Part Time program the school covers half of the monthly student subscription fee for Part Time students.

YOU'LL NEED:

- Laptop or desktop computer;
- Good internet connection (ADSL+) and enough download limit;
- Somewhere quiet to work;
- At least 12-20 hours a week devoted study time;

TRACTOR WILL PROVIDE:

- Dedicated teachers for each subject;
- The best learning material available;
- Adobe Creative Cloud membership;
- Lynda.com membership;
- Unlimited email and phone support



On top of our 1st class training resources and tutorials, you'll also receive membership to Lynda.com, a premier online video tutorial resource. This is perfect if you want to add to your learning outside of your weekly classes or go over something in greater detail. This is exclusively available to Tractor students.

Finally you'll need somewhere you can do your work without being interrupted and where you can be creative - your own studio space if you like. It seems trivial but we know from experience it's important.

OH AND COFFEE...
A LOT OF COFFEE.

DIPLOMA OF GRAPHIC DESIGN

FEES – \$19,800

This total fee is broken down into three fee periods of \$6,600 each. Each fee period covers you for all tuition costs during the 15 week phase (see page 12).

FINANCIAL SUPPORT

Fees can be paid directly in instalments using PaySmart or eligible students can apply for VET FEE-HELP.

The Diploma of Graphic Design is fully Government accredited and registered for VET FEE-HELP assistance. For further information regarding the student loan scheme please visit <http://studyassist.gov.au/sites/studyassist/help-payingmyfees/vet-fee-help/pages/vet-fee-help>

VET FEE-HELP is available to assist eligible students studying higher level vocational education and training (VET) qualifications to pay their tuition fees. VET FEE-HELP can be used to pay all or part of an eligible student's tuition fees, but cannot be used for additional study costs such as accommodation or textbooks.

VET FEE-HELP is a student loan scheme for the Vocational Education and Training (VET) sector that is part of the Higher Education Loan Program (HELP). A VET provider is a registered training organisation that has been approved by the Australian Government to offer VET FEE-HELP assistance to their students.

Tractor has a detailed refund policy, requirements and policies for students in regards to student fees and payment plans. Please ensure you consult our Student Handbook for our terms and conditions.

REPAYING A VET FEE-HELP LOAN

Your VET FEE-HELP loan is repaid through the tax system and is paid back to the Australian Government through the Australian Taxation Office once your annual income reaches a certain amount. For the 2015-16 income year the compulsory repayment threshold is \$54,126. The compulsory repayment threshold for the 2016-17 income year is \$54,869.

The debt is tax free and is indexed each year to maintain its real value. Voluntary repayments of \$500 or more receive a 5% bonus. For example if you make a voluntary repayment of \$500, the bonus increases the value of your repayment so your account will be credited with \$525.

PRE-REQUISITES

Unless you have a Certificate IV in Design (or equivalent) you'll be required to successfully complete The Catapult Course, a free one week introductory course. See more about it on page 11.

Credit Transfer and Recognition of Prior Learning (RPL) are also available on request.





"It took me a while to find the right school to study design, but what sold me on Tractor is that the content was reviewed by a group of industry peers from some of Australia's top creative studios.

The ability to study online was also a deciding factor as it gave me the opportunity to study what I truly love around my full-time job."

Josh South (and Ghibli the cat)
Student - Diploma of
Graphic Design Online

CLASS SIZES

Group (class) sizes are determined by the number of students in each intake. We carefully manage our numbers to make sure each group receives the best level of support. At the time of writing this the average ratio across all online courses was 1:13 (teachers:students).

STUDENT SUPPORT

You'll be encouraged to stay actively involved with your teachers and studies. Our teachers give feedback on your work within 48 hours (except on weekends - even teachers are allowed a break sometimes).

On top of this you have access to our 'Online Assist' team five days a week and there's the online forum where you can share ideas, questions and lots more with other students.



HOW TO GET INTO THE DIPLOMA

BECAUSE THE GRAPHIC DESIGN COURSE STARTS AT DIPLOMA LEVEL YOU NEED TO SHOW YOU ARE READY TO STUDY AT THIS LEVEL.

There are two ways you can do this. You can either show us some of your previous web/graphic design work or you can complete our free one-week entry Catapult Course.

OPTION 1 EXAMPLES OF YOUR WORK



If you have already done some graphic design work then you just need to show us what you can do.

A WEBPAGE OR A PDF (WEB/SCREEN QUALITY) SHOWING:

- + 3 or 4 pieces of your work showing a range of typical graphic design jobs (eg. logo, poster, magazine layout, book cover, brochure, web page, packaging, mobile app, postcard etc.)
- + At least two of these pieces should include typography that supports the design.
- + At least two of these pieces should have been done on a computer using design software.
- + All pieces should include a one or two paragraph rationale explaining:
 1. The concept
 2. What styles/tools you used and why
 3. How you might improve it if you were given the chance

This is just to make sure you have the required skills needed to hit the ground running. If the examples you provide are sufficient, you'll be sent approval to enrol straight away.

OPTION 2 THE CATAPULT COURSE

The non-accredited Catapult short course has been built to help propel you forward by giving you all the basic design and software skills you will need to feel confident in the Diploma course.

ONE WEEK OF QUALITY DESIGN STUDY FOR NOTHING.

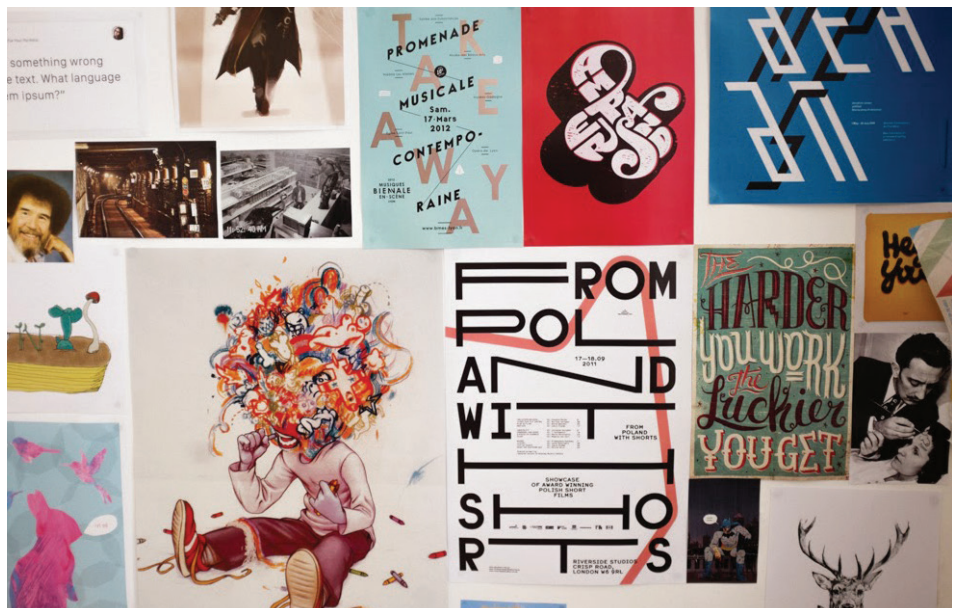
It's the perfect way for you to try out the course and see if an online design course is for you.

We do a little Photoshop, a little Illustrator, some layout and some branding.

The Catapult tasks you do are assessed. If all tasks are completed satisfactorily you then have the required entry criteria to continue straight into our Diploma.

I LOVED THE CATAPULT INTRO WEEK.
IT WAS THE PERFECT WAY TO SEE WHAT
MAKES TRACTOR SO DIFFERENT.

John Stanniford
Diploma student



COURSE BREAKDOWN

3 PHASES - There are three equal periods of 15 weeks you will be required to complete in order to receive your Diploma.

Each phase contains subjects designed to work together collaboratively and the different phases build upon each other in complexity as your knowledge increases. Because of this you'll need to pass each phase before moving onto the next.

The whole course is designed to feel like one large brief project; discovery, ideation and research, development, and finally deployment.

STUDYING THE DIPLOMA FULL TIME ONLINE TAKES 1 YEAR AND REQUIRES A COMMITMENT OF ABOUT 15-20 HOURS A WEEK.

PHASE 1 DISCOVERY

DESIGN FUNDAMENTALS

BSBDES402 Interpret and respond to a design brief
 ICTICT515 Verify client business requirements
 CUAGRD501 Research visual communication history and theory
 CUAGRD504 Create and manipulate graphics
 CUAGRD503 Produce typographic design solutions

In this subject you will learn the elements and principles of design and how to best use them in your professional practice. Typography, layout and semiotics are also touched on as we look at the process of design and how to think like a designer. By subject end you will have deeper understanding of client needs and the essential requirements of a brief.

ALL SUBJECTS INCLUDE AN INTRO WEEK WHERE INDUSTRY AND TEACHERS PRESENT THE CORE IDEAS OF THE SUBJECT. YOU'LL ALSO GET TWO STUDY WEEKS DURING THE SUBJECT SO YOU CAN CATCH UP OR HAVE A BREATHER IF YOU'RE ON TRACK.

PHASE 2 IDEATION AND RESEARCH



BRANDING

CUAACD501 Refine drawing and other visual representation tools
 BSBDES403 Develop and extend design skills and practice
 BSBCMM401 Make a presentation
 CUAGRD505 Design and manipulate complex layouts

The world of branding is probably the best-known field of design and for good reason. Signs and symbols enable us to tell a large amount of information in a very simplified way. Once you get the hang of it you will be questioning why everything can't be simplified. In this subject we will explore basic theory of semiotics and use it as a launch pad to develop our own practice and conceptual voice. It's also a great opportunity to look deeper at the ideation process and how to thumbnail like a master.

EXPERIENCE DESIGN

ICTWEB508 Develop website information architecture
 CUADIG506 Design interaction
 CUADIG501 Coordinate the testing of interactive media products

Delve deep into research, prototyping, user testing techniques and wire framing to clearly understand the user perspective. UX examines consumer psychology and attempts to understand decision making in order to provide a more streamlined and enjoyable experience for the user. Trust us, the techniques are so transferable, once you have done this subject you will never look at life in the same way.

PHASE 3

DEVELOPMENT

+ DEPLOYMENT

DESIGN STUDIO PRACTICE

BSBMKG510 Plan e-marketing communications
 CUAGRD506 Develop graphic design practice to meet industry needs
 BSBSMB402 Plan small business finances

It's all well and good being a great designer, but getting a brand or product seen by the right audience is a whole different challenge. Similarly, understanding the complexities of running a business, regulatory requirements, user privacy and company ethics can be tricky. Learn how to manage these complexities, get a good idea about cash flow and how to invoice (and chase up) clients. Then take business to new levels by understanding optimised content, email, advertising, search engine optimisation (SEO), search engine marketing (SEM), social media and much more. What's more you will be able to provide proof to your clients of what your design has been able to achieve with their market.

DESIGN MAJOR PROJECT

CUAGRD502 Produce graphic designs for 2-D and 3-D applications
 CUAPPR503 Present a body of own creative work
 SITXICT401 Build and launch a small business website
 CUADIG403 Create user interfaces

All good things must come to an end, so we want to end with a bang! In this subject you unleash your creativity, technical prowess and design skills to forge an amazing design experience. By the end you will have consolidated all your learning and achieve a level of mastery in type, branding, layout and image making to name a few. You will be able to go out confidently and start working for clients and studios and start making the world a more graphic place.

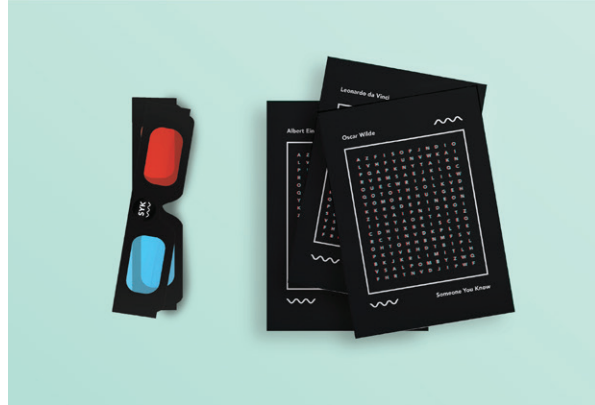
SUBJECTS ARE BUILT TO GIVE YOU A CONCENTRATED TIME ON ONE SET OF SKILLS. THINK OF IT LIKE IN THE MATRIX WHERE NEO LEARNS KUNG FU.



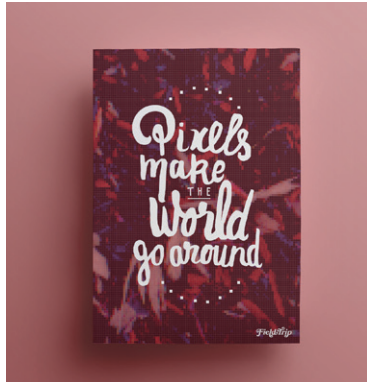
GRAPHIC DESIGN IS THE PARADISE OF INDIVIDUALITY, ECCENTRICITY, HERSEY, ABNORMALITY, HOBBIES AND HUMOURS. GEORGE SANTAYANA



1



2



3



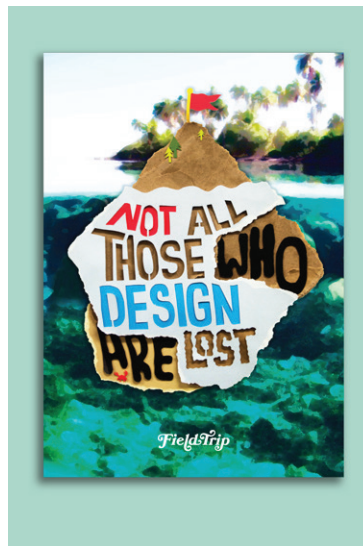
4



5



6



7



8



9

FROM TRACTOR STUDENTS |

1. JOHN FURNO 2. LUKE MCEWAN 3. MARIJA BOZIC 4. DANIELLA COLOMBARA 5/6. SETEFANO TAPU 7. JANE BELL 8. ALICE MCMURTRIE 9. LACHLAN KINCAID

DESIGN SCHOOL REINVENTED

“Here’s to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They’re not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can’t do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”

STEVE JOBS - 1997 TV COMMERCIAL, APPLE

MELBOURNE 209 LONSDALE STREET, MELBOURNE 3000
SYDNEY L2, 60-64 RESERVOIR STREET, SURRY HILLS 2010

03 9663 0001
02 8203 4130

GET SOCIAL



@tractorschool



@tractordesignschool

hello@tractor.edu.au

www.tractor.edu.au