



AC

B

H

EL

OR

*Design to Inspire*

**BACHELOR OF DESIGN  
CREATIVE DIRECTION AND STYLING**

*Undergraduate Course Guide 2021*

**WHITEHOUSE  
INSTITUTE OF DESIGN,**  
AUSTRALIA © EST. 1988



# CONTENTS



**3** Mission Statement

**9** Course Delivery

**4** Leanne Whitehouse

**10** Studying at Whitehouse

**5** Growing Future Designers

**11** Sydney Campus

**6** Accelerate Your Career

**12** Melbourne Campus

**7** The Whitehouse Difference

**13** Studying in Australia

**8** Creative Direction and Styling



# Whitehouse Institute of Design, Australia

## Mission Statement

Whitehouse Institute of Design, Australia is a leader in higher education for the design and creative industries. Whitehouse fosters a learning and teaching culture that values scholarship, critical reflection, diversity and equity. Whitehouse nurtures creativity and advances innovation, sustainability, leadership and entrepreneurship, enabling students to develop design skills for continuous learning throughout their lives.

Whitehouse prepares graduates as designers of the future for careers in fashion, creative direction and styling, and interior design; and as creative practitioners, Whitehouse graduates employ cutting-edge technologies to further industry engagement, foster equitable business practices and grow the economy of the design industry.

**Proudly Independent.**  
**Proudly Unique.**  
**Proudly Australian Owned and Operated.**

TEQSA Provider Number 12065  
CRICOS Provider Code 02863C  
ABN 49 122 953 557  
ACN 122 953 557

A photograph of a wooden chopstick balanced on a black, curved, sculptural object that resembles a stylized 'C' or a pair of lips. The object is mounted on a wooden base. The background is a light, textured surface. The text 'DESIGN TO INSPIRE' is overlaid in large, white, sans-serif capital letters.

DESIGN  
TO INSPIRE



A hand with dark skin is pointing towards a computer monitor. The monitor displays a fashion design software interface. The interface shows two models: one in the background wearing a long orange coat over a pink dress, and another in the foreground wearing a similar orange coat over a pink top. The software has a menu bar at the top with options like 'File', 'Edit', 'Layer', 'Select', 'Camera', 'View', 'Window', 'Scripts', and 'Help'. Below the menu bar is a toolbar with various icons. The main canvas area is divided into two panels, each showing a model. The background is a solid light blue color.

# LEANNE WHITEHOUSE

## Founder and Executive Director

Whitehouse Institute of Design, Australia has a proud heritage in Australia, nurturing the next generation of designers and creative practitioners. With a strong focus on industry engagement, the Institute proudly fuses innovation and commercial viability.

Founder and Executive Director, Leanne Whitehouse maintains: "I am so proud of all our creative students who understand the importance of a strong work ethic combined with innovative, contemporary design. The Whitehouse philosophy embodies pioneering teaching methods with global industry relevance: our current students are the designers of the future, who are work-ready while challenging the global issues that impact our creative choices. We both feed and lead industry. We look forward to offering you a rewarding and refreshing journey into the world of design".





# BACHELOR OF DESIGN

Whitehouse encourages its students to be inquisitive and individual in their approach to design studies. Our unique curriculum is government accredited and internationally recognised. Students undertake design processes through initial concept development, design sketching, problem solving and finally, professional production and presentation. Additionally, to support their design solutions they explore marketing strategies and current business practises.

All Bachelor of Design students receive one-to-one interdisciplinary instruction and knowledge to help them embark on careers in the global creative industries. Students will be able to independently plan, organise, conduct, and successfully resolve design problems in a socially responsible manner. They are equipped with the confidence to evaluate existing industry practices and provide innovative and ethical solutions.

## Campuses

Whitehouse Institute of Design, Australia established in 1988 is an award winning and industry leading private design education specialist institution with two campuses centrally located in Sydney and Melbourne CBD. The campuses are purpose built to provide high quality technical and design studio workrooms. Both campuses are situated on over 6,000 sq. meters of purpose-built design space and boast modern and state of the art facilities.

## Our Teachers

Many of our academic staff are actively engaged in industry practice whilst also teaching. This dual focus allows teachers to bring the latest industry insights and knowledge into the classroom learning environment. Whitehouse academics encourage creativity and support the development of students' individual skills and knowledge in all areas of design.

## Academic Support

Our timetables are something special. With 24 hours of face-to-face teaching and learning time each week our students have the unique opportunity to get one-to-one personalised feedback and assistance from teachers, and design lecturers. In addition, we offer further academic support in a range of areas including English as a second language, academic writing support, study plan development, note taking and academic research assistance.



# ACCELERATE YOUR DESIGN CAREER

We've been in the Australian and international design industry for over 30 years! With close connections to industry, Whitehouse's industry position is always ahead of the rest. Students undertake an accelerated trimester model of study, which enables them to achieve a Bachelor of Design in just 2 Years. This allows students to launch their career in the design industry 1 Year earlier than university graduates and most private education providers. On completion of the Bachelor of Design, students who have excelled both academically and creatively are then invited to further their studies by undertaking the accelerated 1 Year Master of Design.





# THE WHITEHOUSE DIFFERENCE

## **Get Global with International Exchange**

Whitehouse is part of a global creative community. We open our doors and share our work with leading design professionals from around the world to challenge our students current thinking in the design industries and expand their knowledge of contemporary business practice. Our students and graduates have access to exclusive national and international industry internship/job/career opportunities, as well as exclusive in-house guest lectures and competitions. Students are encouraged to travel internationally and accept global exchange programs in Japan and London, with some of the worlds best international design schools. From conversations on our campuses, to connections on the other side of the world, we work with others to push practices beyond our walls and challenge the world to change for the better.

## **Small Class Sizes**

Students benefit from small class sizes in many ways. A small class size allows students to absorb more, while learning faster at their own individual level. Lecturers and students receive more one-on-one time than any other design degree in Australia. This extensive time investment allows students to receive personalised and in-depth design instruction and feedback. Students work closely with their peers, learning how to work in a team which results in developing life-long friendships.

## **Get your Dream Job**

There are now 6,000+ Whitehouse Institute of Design, Australia Alumni working in their dream jobs globally. Whitehouse gives you the best possible head start with your future design employment options by developing the essential skills required by our global design industry. We continuously offer our students and alumni information on design internships, strategies on how to land that dream job, future planning, professional business etiquette and understanding the current job market.



# CREATIVE DIRECTION AND STYLING



2 Years Full-Time



Melbourne & Sydney Campus



FEE- HELP Available



Small Class Sizes



One-to-One Academic Support

## Why study Fashion Design?

Fashion Design investigates the relationship between clothing and the body and challenges students to create original and innovative designs that resonate with contemporary global clients and ideas. You will learn in depth about the processes of design development and what is involved in design decision making. The course investigates the challenges of working with a range of materials in design projects and will also expose you to the commercial realities of the Fashion Design industry and its networks. By studying fashion design, you will learn the importance of research and trend forecasting for a range of domestic and international markets.

## Why study Fashion Design at Whitehouse?

Our award-winning design education is industry leading not only with the amount of content delivered but by the amount of face-to-face teaching and learning hours the Institute offers each study period. Whitehouse is renowned for educating some of Australia's top fashion designers. Fashion students develop design and technical skills as well as knowledge of sustainable design practise which apply to fashion and related design industries.

## What are my career options after studying the Bachelor of Design?

Graduates of the Bachelor of Design, Fashion Design are fully equipped with the practical skills and professional knowledge to begin work as Fashion Designers. Graduate career paths may also include fashion buyer, fashion writer, fashion illustrator, visual merchandiser, and pattern maker. Graduates from the Bachelor of Design are also able to further their studies at Master and Doctoral levels, both in Australia and overseas.



# COURSE DELIVERY

We proudly deliver an exceptional 1,728\* hours over two years and we encourage you to compare.

You won't find another degree like it in Australia.

## Bachelor of Design Course Structure

The Bachelor of Design at Whitehouse runs on a trimester model, it is based on six trimesters with five subjects delivered in each trimester. The degree overall comprises of 18 core subjects and 12 Creative Direction and Styling specialist subjects. To qualify for the award of the Bachelor of Design, a candidate shall achieve a total of 288 credit points, including satisfactory completion of all subjects within the program.

Three trimesters a year allows you to complete your degree in two-years as opposed to the traditional three-year delivery models offered by universities. This two-year degree model allows students to accelerate their creative learning experiences without the distraction of long breaks in between each academic year.

Code	Subject	Credit points
DC1 - 6	Design Contexts (Core Subject)	6 Credit Points
DD1 - 6	Digital Design (Core Subject)	6 Credit Points
ID1 - 6	Illustration for Design (Core Subject)	6 Credit Points
D1 - 6	Design Methods and Processes (Specialisation)	6 Credit Points
W1 - 6	Workshop (Specialisation)	24 Credit Points



MORE  
THAN A  
DEGREE



# STUDYING AT WHITEHOUSE

## Entry Requirements

To assist you in your tertiary level design studies, it is recommended that a combination of the following subjects be undertaken during years 11 and 12: English, Maths, Modern or Ancient History, Design & Technology, Visual Arts, and Textiles & Design. Whitehouse also offers a range of Vocational Education courses and non-accredited Studio Sessions that will help prepare you for tertiary education in design. If you satisfy the requirements you may be eligible for bonus ATAR points (contact Student Administration to discuss the possibilities).

Whitehouse entry requirements are based on creative potential and previous academic performance, as well as other selection criteria. Applicants to the Bachelor of Design must have completed their secondary school studies or equivalent. Please refer to the Application Guide for more detailed information.

## Application

Whitehouse accepts direct applications only. All applicants are to complete an Application for Enrolment available on the Whitehouse website, provide proof of academic results, present a portfolio of creative works and other supporting documentation (depending on applicant category). Applicants residing in Australia are to attend an interview; remote students may be interviewed via teleconference. It is advisable that applicants are familiar with the entry requirements, course program, tuition fees and Whitehouse policies before lodging the Application for Enrolment. Application for Enrolment forms should be completed at your earliest convenience. More information on entry requirements and the application process can be found in the Application Guide available online.

## Art & Technical Kits

Whitehouse Institute will provide you with a detailed list of basic art materials and technical items. The kits vary according to course requirements and, although not compulsory, they are the starter kits for your design studies. Students may make their own arrangements for supplies prior to commencement. Since costs of materials and supplies vary according to individual projects and the program you study, you will need to make provisions for special items. Specialised Studio Workshops require additional materials and the costs are determined by your choice of items.

## Financial Assistance

FEE-HELP is an Australian Government loan given to eligible fee paying students to help pay part or all of their tuition fees. Students may borrow up to the full amount of the tuition fee charged by Whitehouse for each unit of study. Eligible students must be an Australian citizen or the holder of a permanent humanitarian visa and a resident in Australia for the duration of their studies. For more information about FEE-HELP, please read the FEE-HELP Information Booklet available from Whitehouse or visit the government website Going to Uni. [www.goingtouni.gov.au](http://www.goingtouni.gov.au)

Whitehouse Institute of Design, Australia is registered with the Tertiary Education Quality and Standards Agency (TEQSA) and as such Youth Allowance, Austudy and Abstudy are available for eligible Australian citizens attending Whitehouse. For further information visit [www.centrelink.gov.au](http://www.centrelink.gov.au)

## Accreditation

The Whitehouse Institute of Design, Australia is a registered private provider of higher education by the Tertiary Education Quality Standards Agency (TEQSA). The Institute is approved to deliver the accredited Bachelor of Design with specialisations in Fashion Design, Interior Design and Creative Direction & Styling to local students in Victoria and New South Wales and overseas students. The registration details are included in the TEQSA National Register. The Institute's registration details and accredited courses are also included on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

## Tuition Assurance

Whitehouse has met the tuition assurance requirements of the Higher Education Support Act 2003 (HESA) and complies with the requirements of the Education Services for Overseas Students Act 2000 (ESOS) and the Tuition Protection Service (TPS). The TPS is a placement and refund service for international students. Whitehouse is also a member of the Australian Council for Private Education and Training (ACPET).





# SYDNEY CAMPUS

## 2 Short St, Surry Hills

Set in the heart of Sydney's design precinct, Whitehouse Sydney Campus comes with many benefits. Light filled studios give the campus a spacious feel promoting learning and there are plenty of great local cafe's and restaurants. As the largest and most cosmopolitan city in Australia, Sydney is a hub of design festivals, events and exhibitions. The beautiful Sydney Harbour and surf beaches that fringe Sydney's coastline offer the perfect mix of city life and beach escapes.

### **Facilities include:**

- Comprehensive design Library; including a complete, searchable archive of American Vogue from 1892 to now
- Pattern making rooms
- Computer labs
- Photography space
- Meeting room
- Student kitchen
- Illustration Studio
- Atelier rooms with industrial sewing machines

### **How to get to the Sydney Campus:**

From Central Station: Walk east up Albion Street, turn left at Bourke Street, then right at Short Street (15-20min walk).

Bus from Eddy Avenue, from Stand A bus 378 runs along Oxford Street, from Stand C buses 339, 374, 376 and 391 run east up Albion Street.

From Museum Station: Walk along Oxford Street to Taylor Square (15min) or Take bus 311, 377, M10, 396, 373 from Liverpool Street to Taylor Square.

For more information on public transport in New South Wales please visit:  
[www.131500.com.au](http://www.131500.com.au)





# MELBOURNE CAMPUS

672 Bourke St, Melbourne

Whitehouse Melbourne Campus, which opened in 2008, is a purpose built design facility situated on Bourke Street in the heart of the city, meters from Southern Cross Station. The campus is easily accessible by public transport as well as being in close proximity to art and material supply stores and design amenities. Melbourne is renowned for its food and coffee. Being in the heart of the city, there are many cafes and restaurants on the campus' doorstep.

## Facilities include:

- Comprehensive design Library; including a complete, searchable archive of American Vogue from 1892 to now
- Pattern making rooms
- Computer labs
- Professional photography studio
- Student kitchen
- Meeting room
- Wellness garden
- Illustration Studio
- Atelier rooms with industrial sewing machines

## How to get to the Melbourne Campus:

The Melbourne Campus is located directly across the road from Southern Cross Station on the corner of Bourke and Spencer Streets. The campus is within the free tram zone and the 86 and 96 trams both stop outside the front door.

For more information on public transport in Victoria please visit [www.ptv.vic.gov.au](http://www.ptv.vic.gov.au)





# STUDY IN AUSTRALIA

Melbourne has been named Australia's  
**top ranked** student city – and third best  
in the world. \*

As reported by Quacquarelli Symonds (QS) Best Student Cities Ranking 2019

## Entry requirements for Overseas Students

Overseas students are subject to the same academic requirements as domestic students. They must also have achieved an English academic standard of IELTS 6.5, no band score under 6.0 (TOEFL 79-93 or equivalent). Overseas students must also be aged 18 or above at the time of application.

## Application for Overseas Students

All applicants are to complete an Application for Enrolment - Overseas Students, provide proof of academic results, present a portfolio of creative works and other supporting documentation (depending on applicant category). Applicants residing overseas may be interviewed via teleconference. It is advisable that applicants are familiar with the entry requirements, course program, tuition fees and Whitehouse policies before lodging the Application for Enrolment - Overseas Students. Application for Enrolment forms should be completed at your earliest convenience. More information on entry requirements and the application process can be found in the Application Guide available online.

## Education Services for Overseas Students

The Education Services for Overseas Students Act (ESOS Act) determines, in part, the nature of the relationship Whitehouse will develop with you. The ESOS Act has been established to ensure a high quality learning experience in Australia. For more information, visit the government website Australian Education International [www.aei.gov.au/AEI/ESOS](http://www.aei.gov.au/AEI/ESOS)

## Visa and Immigration Matters

Your right to study in Australia as an overseas student is embodied in your student visa, which in turn imposes certain conditions with which you must comply to stay in Australia. It is your responsibility to comply with these requirements and that failure to comply will require Whitehouse to report any breaches of the visa conditions to the Department of Immigration and Citizenship (IMMI). The Whitehouse Institute will not compromise its status as a registered provider of higher education, or any accredited courses by inappropriately advising or assisting students on the following visa or immigration matters:

- Initial applications to the Australian Government to obtain a student visa
- Subsequent applications for visa renewal or variation
- Reversing visa cancellations for defaulting students
- Visa applications from family members or associates of students
- Residency applications following course completion
- Requests from immigration agents or lawyers

For information or assistance visit [www.immi.gov.au](http://www.immi.gov.au)

## Overseas Student Health Cover (OSHC)

As an overseas student on a student visa you are legally required to provide evidence of maintaining approved OSHC while studying in Australia. When you have been accepted into a program of study at Whitehouse, and you have paid your tuition reservation deposit you will be issued with a Confirmation of Enrolment (CoE). Whitehouse can apply on your behalf for the first year of study or you can present the CoE to Medicare to apply for OSHC.

## Living in Australia

The cost of living in any city depends on your choice of lifestyle. We recommend you visit the official Australian government web site for international students studying in Australia. Averages on the costs of living can be found at [www.studyinaustralia.gov.au](http://www.studyinaustralia.gov.au).



A photograph of three students in a forest. On the left, a male student in a blue shirt and dark vest is looking at a smartphone. In the center, a female student wearing a blue cap, a white long-sleeved shirt, and a black backpack is walking away from the camera. On the right, a female student in a red dress is smiling and looking towards the camera. The background is a dense forest of thin, vertical tree trunks.

## WHITEHOUSE INSTITUTE OF DESIGN, AUSTRALIA EST. 1988

[www.whitehouse-design.edu.au](http://www.whitehouse-design.edu.au)  
1300 551 433

---

TEQSA ID: PRV12065  
CRICOS Provider Code: 02863C  
RTO Provider Code: 91319  
ABN: 49 122 953 557  
ACN: 122 953 557

---

The information in this document is correct as of August 2019.  
The information in this document is intended as a guide, all  
persons considering an offer of enrolment should contact the  
institute directly for any further questions.