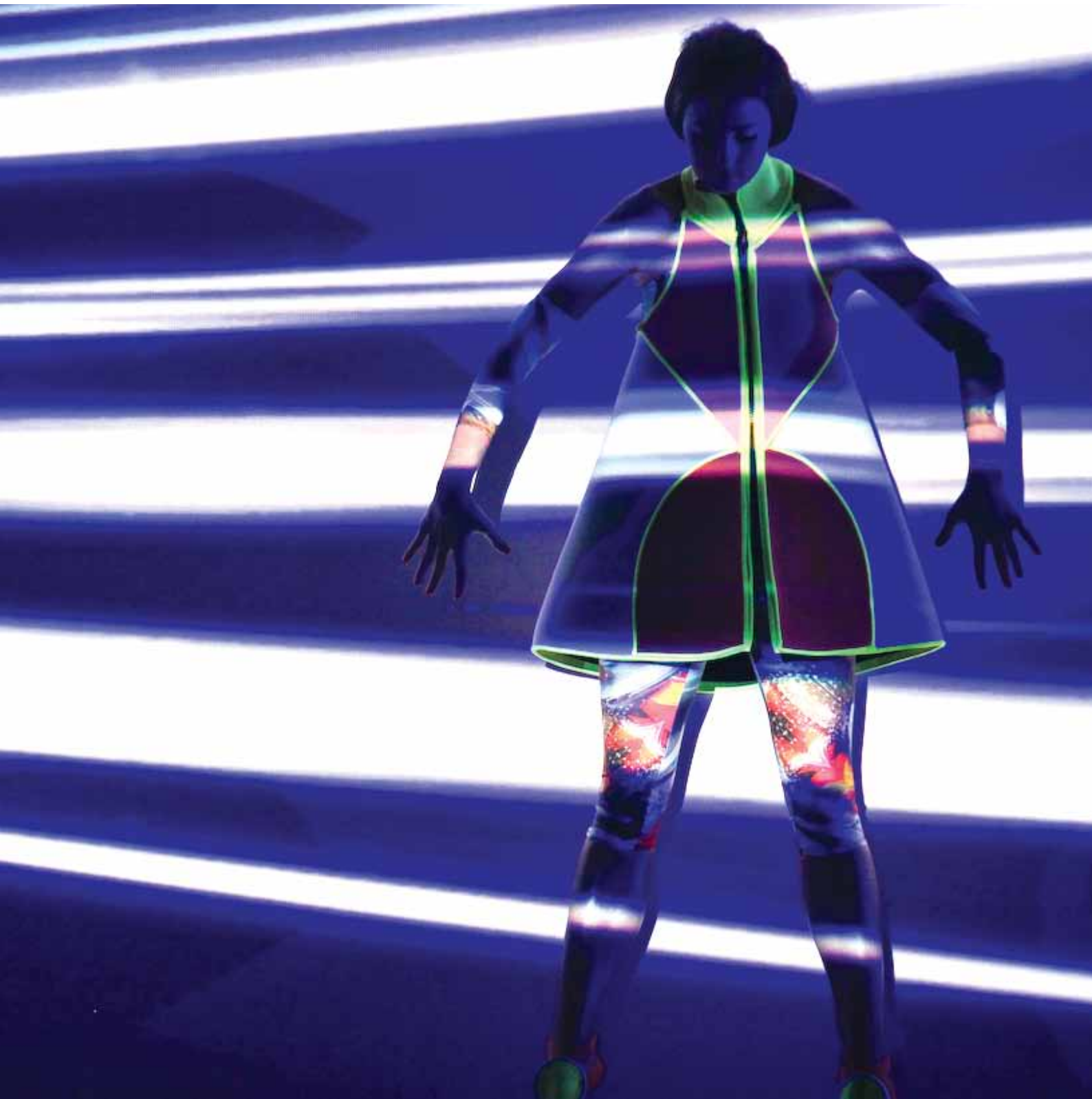




KARL VON BUSSE  
INSTITUTE OF DESIGN





# SUCCESS COMES FROM AMBITION, AMBITION COMES FROM WITHIN

Karl von Busse

Born in Germany, Karl von Busse studied to be a graphic designer in his homeland, before he travelled to Australia. Like many travellers, he fell in love with the Australian way of life and decided to stay.

Karl worked for many years at the same company before that urge to try the unknown grabbed him again and he gave up his secure job to start his own company, KvB Visual Concepts in 1972.

Like all design studios, Karl started to receive applications from TAFE and University students applying for jobs. He felt that most did not have the skills and knowledge to work in a busy studio without further training. Karl decided to do something about it and in 1978 he opened his own college under the name of "KvB Institute of Technology."

It was an instant success.

The first course fittingly was in graphic design. Unlike conventional courses, his program was totally industry driven with lecturers taken directly from design companies and his studio was also used for live work experience.

KvB was so successful that within a short time, the college had over 200 students and Karl expanded by offering a range of new courses in Fashion Design, Interior Design, Photography, TV & Film Production and Multimedia.

In 1994 KvB became the first private education provider to introduce a degree program approved by the NSW Department of Education.

The college continued to grow and moved to a new location designed by famous architect, Alex Popov. By this time the college had grown to over 750 local and international students.

KvB had become the largest private design college in the country with an international reputation for quality education.

In 2005 the college was sold to an Asian based educational corporation to expand into the Asia Pacific region.

In 2009 Karl turned all his dedication and experience to building a new design Institute on the South Coast of NSW. In 2012 a second campus was opened in Sydney.

The Karl von Busse Institute of Design offers, once again, international design education for creative individuals to prepare them for employment in their chosen career.



# IMAGINATION RULES THE WORLD

Napoleon Bonaparte

The Institute is an exclusive design college, based on the proven model of the previous KvB Institute in Sydney, offering fashion, graphic and interior design programs to local and overseas students interested in a creative career.

As a first in Australia, as well as local industry driven training, students can also select an elective which includes an overseas study trip to Europe to enhance their international design appreciation.

Student intake is selective and class sizes are small to maximise lecturer contact for each student.

The location, on the NSW South Coast, has been carefully selected to give students a clean, peaceful learning environment, free from undue stress and once again for maximum learning outcomes.

The Sydney campus offers students an alternative to study in the busy Sydney CBD. Students at Sydney and Ulladulla will also have the advantage to change location from time to time. Sydney based students can experience the fresh, relaxed country environment and enjoy famous "Mollymook beach". Ulladulla students can experience the busy life style Sydney offers and prepare themselves for the workforce.

Both campuses are modern and have been designed to the latest "green" environmental principals giving students the best facilities possible. They include Mac based computer laboratories and industrial sewing machines.

Graduating students are eligible to receive advanced standing of up to 50% with Higher Education Providers.

Our lecturers continue to be practitioners in their field of expertise. Local and international guest lecturers complement the regular lecturing team. The Institute is a Registered Training Organisation (RTO) and has CRICOS approval to enrol international students.

All our Diploma and Advanced Diploma programs are nationally accredited.



The Institute is an approved VET FEE-HELP provider giving Australian citizens the option to pay their tuition fees through a Government student loan facility.

All programs are constantly evaluated and upgraded to meet changing industry requirements. The syllabus allows students, depending on individual skills, to specialise in a number of fields in their chosen careers.

Individual appointments are made for applicants prior to enrolment to discuss suitability for career choices, course details and accommodation options.

The Institute's ultimate aim is to prepare students for employment in their chosen career with industry based programs and international design appreciation.



# GOOD DESIGN IS INTELLIGENCE MADE VISIBLE

Le Corbusier

## THE FASHION DESIGN PROGRAM

**THE TRAINING YOU'LL NEED** The Fashion Design Department is focused on developing each student's individual flair for creating clothes and teaching students to think and act like designers. They must present themselves as professional and perform the tasks expected of fashion designers within the industry. Such tasks include research, concept and product development, fabric sourcing, patternmaking, garment construction, and styling.

**THE REWARDS** From \$35,000 for a new design assistant, to \$120,000 for a head designer. When you're internationally recognised you can name your price. Fashion stylists earn around \$500 per day. In other roles such as a production coordinator, salaries start from \$40,000. A pattern maker can earn around \$80 an hour freelance, or up to \$80,000 fulltime.

**FASHION DESIGNER** A Fashion Designer needs to be in touch with global trends, and to have the talent to add something new to them. Knowledge of fabrics and patternmaking combined with good illustration and teamwork skills are essential.

**PRODUCTION COORDINATOR** The Production Coordinator is responsible for coordinating the manufacture of an individual garment of an entire collection from concept and sample stage through to delivery to the sales outlet.

**PATTERN MAKER** The Pattern Maker creates templates of the different shapes of fabric which, when combined, form the finished garment. The skill is in the ability to visualize how two dimensional shapes will join to form the three-dimensional shape.

**FASHION ILLUSTRATOR** A Fashion Illustrator works with a wide range of people creating images which represent the visions of garments needed at pre-production and post production stage. Often designers and production manufacturers are unable to capture the look of both the potential client and the garment, but an illustrator will take the design brief and quickly draw this vision so that the designer can make an assessment of the success and validity of their vision. An illustrator needs to be a good listener and be able to work under pressure.

**FASHION STYLIST** The Fashion Stylist plays a vital part in the representation of fashion garments. They work with magazine editors, photographers and designers, and are responsible for the entire look of the fashion model when placed in front of a camera and on a catwalk in a fashion parade. They design and coordinate the model, the hair, the makeup, the mix of garment and location. They must have a strong interest in global trends, be aware of the differing style agendas of editors, photographers and designers, possess a keen eye for design, know what the world needs next and have their "finger on the fashion pulse" at all times.



### QUALIFICATION

LMT50307 Diploma of Applied Fashion Design and Technology. CRICOS 074575D.

### DURATION

2 Years, 2 semesters each year

### COURSE CONTENT

#### SEMESTER 1

FD101 Designer Day Wear  
FD102 Drawing Fundamentals and Basic Sketching  
FD103 Research and Presentation Techniques  
FD104 Patternmaking Fundamentals  
FD105 Sewing and Garment Construction  
FD106 Production Management

#### SEMESTER 2

FD107 Leisure Wear Design  
FD108 Trade Sketching and Rendering  
FD109 Computer Illustration  
FD110 Patternmaking with Stretch Fabrics  
FD111 Sewing Stretch Wear Garments

#### SEMESTER 3

FD201 Contemporary Business Wear Design  
FD202 Fashion Figure Illustration  
FD203 Pattern Grading  
FD204 Patternmaking Contemporary Business Wear  
FD205 Sewing Contemporary Business Wear

#### ELECTIVES

FD230 International Fashion Research  
FD231 International Fashion Trends  
FD232 International Fashion Project

#### SEMESTER 4

FD206 Design for Outer Wear (Coats and Jackets)  
FD207 Fashion Images  
FD208 Patternmaking Coats and Jackets  
FD209 Constructing Coats and Jackets  
FD210 Brand Identity

### QUALIFICATION

LMT60307 Advanced Diploma of Applied Fashion Design and Technology. CRICOS 074574E.

### DURATION

1 Year, 2 semesters each year

### COURSE CONTENT

#### SEMESTER 1

FD301 Evening Wear Design  
FD302 Illustrating Your Brand  
FD303 CAD Grading  
FD304 Evening Wear Patternmaking  
FD305 Evening Wear Construction

#### SEMESTER 2

FD306 Range Design  
FD307 Portfolio  
FD308 Professional Practice  
FD309 Range Patternmaking  
FD310 Range Construction

For full details of the program refer to our web site [karlvonbusse.com](http://karlvonbusse.com)



# IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE

Albert Einstein

## THE GRAPHIC DESIGN PROGRAM

**THE TRAINING YOU'LL NEED** First you'll master the basics. You will begin by learning all the practical and theoretical skills needed. With confidence and expertise in these core skills, you'll start to explore all the different areas of graphic design. You'll be given tuition by industry-based lecturers and encouraged to focus your energies on developing your own personal creativity. By the end of the course, you will be job ready. Confident, capable, and with a solid portfolio of work which reflects your individual style, strength and skills.

**THE REWARDS** Your salary will totally depend on your talent, determination and passion for your job. Generally a graduate will earn up to \$35,000 in their first job. Also depending on talent and determination this could increase over a career to a top art director's salary of \$200,000 or more.

**ADVERTISING ART DIRECTOR** Advertising Art Directors usually work with a copywriter to create advertising campaigns. Your work could include television commercials, a magazine or press advertisement, outdoor posters or even on-line advertising.

**EDITORIAL DESIGNER** As an Editorial Designer you could work for a publishing company, such as ACP or Murdoch Magazines, designing the latest edition of Marie Claire, Wired or FHM, or even the look for a new magazine.

**ILLUSTRATOR** If you've got a special talent for illustration, you could become involved in book, magazine and press illustration, rendering storyboards for advertising or animation.

**CORPORATE IDENTITY DESIGNER** In corporate identity you could be working on the public face of any organisation – producing designs for logos and programs for how they should be displayed on buildings, vans, reception areas, letterheads, etc.

**PACKAGE DESIGNER** Package Designers specialise in designing packaging that protect, display and announce the identity of a product. You might be involved in designing the latest pack for iPad, a bottle for Calvin Klein perfume or album and film art.

**WEB DESIGNER** As a Web Designer you'll be involved in developing the look and structure of websites. This can include everything from site navigation to overall design and visual execution.

**MAC OPERATOR/DESKTOP PUBLISHER** If you enjoy using your computer skills and are technically inclined, then you may prefer being involved in the pre-press side of design. This is an essential part of graphic design because without it nothing would be printed.



### QUALIFICATION

21874VIC Diploma of Graphic Design.  
CRICOS 074573F.

### DURATION

2 Years, 2 semesters each year

### COURSE CONTENT

#### SEMESTER 1

GD101 Image Manipulation  
GD102 Introduction to Typography  
GD103 Drawing Techniques  
GD104 Layout Design  
GD105 Drawing for Design  
GD106 The Design Industry  
GD107 Ideas Generation

#### SEMESTER 2

GD108 Images in Design and Advertising  
GD109 Design and Ideas  
GD110 Marketing  
GD111 Illustration in Design  
GD112 Colour in Design  
GD113 Typography

#### SEMESTER 3

GD201 Design for Production  
GD202 Design and Ideas  
GD203 Advertising  
GD204 Brand identity  
GD205 Design for Print  
GD206 Magazine Design

#### ELECTIVES

GD230 International Design Research  
GD231 International Design Trends  
GD232 International Design Project

#### SEMESTER 4

GD207 Digital Illustration  
GD208 Major Project  
GD209 Packaging  
GD210 Brand Identity  
GD211 Multi Media Design  
GD212 Portfolio and Presentation

### QUALIFICATION

21873VIC Advanced Diploma of Graphic Design.  
CRICOS 074572G.

### DURATION

1 Year, 2 semesters each year

### COURSE CONTENT

#### SEMESTER 1

GD301 Major Project 2 Proposal & Identity  
GD302 Advanced Digital Illustration  
GD303 Advanced Typography  
GD304 Advanced Design for Print  
GD305 Advanced Multi Media Design  
GD306 Advanced Illustration in Design

#### SEMESTER 2

GD307 Advanced Design for Production  
GD308 Major Project 2 Implementation  
GD309 Portfolio and Presentation for Industry  
GD310 Advanced Multi Media Design  
GD311 Branded Environment

For full details of the program refer to our web site [karlvonbusse.com](http://karlvonbusse.com)



# GOOD DESIGN GOES TO HEAVEN BAD DESIGN GOES EVERYWHERE

Mieke Gerritzen

## THE INTERIOR DESIGN PROGRAM

**THE TRAINING YOU'LL NEED** The Interior Design and Decorating department focuses on developing each student's creative flair when planning and styling interiors. The course equips students with the skills and knowledge to design and decorate interiors from concept design and development through to completion. At the diploma level the course covers design and decoration of complete decorative schemes for residential, retail, commercial and public spaces. Students will work on client briefs within project parameters as they would within the industry.

**THE REWARDS** Positions within a company would attract around \$35,000 for a graduate junior design position, \$60-\$80,000 for a mid-level designer and up to \$150,000 for a senior designer with many years of experience. Interior designers and decorators have several other ways of charging for their time.

**RESIDENTIAL INTERIOR DESIGNER OR INTERIOR DECORATOR** Residential Interior Designers work more directly with the client or occupier of the proposed space. They plan, select colours and finishes as well as select the furnishings for the space. They will also specify furniture, wall coverings, floor coverings, artwork, lighting and other fixtures and fittings.

**RETAIL INTERIOR DESIGNER OR INTERIOR DECORATOR** The retail design industry is an exciting and fast paced world. Knowledge of current global trends, CAD and detailing skills are essential when working on a retail project. Retail design can include boutique stores through to large department stores.

**COMMERCIAL INTERIOR DESIGNER OR INTERIOR DECORATOR** Commercial designers work on office, industrial or other public spaces such as hospitals and healthcare institutions. You would provide space planning, furniture and finishes selection, electrical, services and lighting specifications.

**COLOUR CONSULTANT** Colour consultants work individually or within a larger corporate company. An understanding of colour combined with different finishes and specialised applied finishes is needed. You would keep up to date with the very latest colour trends and ideas as well as historic and heritage colours.

**EXHIBITION, TV, FILM & SET DESIGN** Set designers and decorators plan and co-ordinate the construction of a set space for the required media use. With an emphasis on design impact and presentation you also have to consider the strength, safety and ease of on site construction/deconstruction of the set. This will require a good working relationship with builders, shopfitters and suppliers.

**SELF EMPLOYMENT** An interior designer or decorator can have their own company specialising in any or all of the above fields. With the internet you can choose to work from a home office or another location. You will need a library of finishes and materials samples, books and magazines for design inspiration and to keep in touch with current trends.



### QUALIFICATION

LMF50408 Diploma of Interior Design and Decorating

### DURATION

2 years, 2 semesters each year.

### SEMESTER 1

ID101 Interior Design and Decorating 1  
ID102 Colour and Illustration  
ID103 Product Knowledge 1  
ID104 Management  
ID105 CAD 1 – Technical Drawings

### SEMESTER 2

ID106 Interior Design and Decorating 2  
ID107 Product Knowledge 2  
ID108 Furniture Fixtures and Finishes 1  
ID109 Period Styles and History 1  
ID110 CAD 2 – 3D Models

### SEMESTER 3

ID201 Interior Design and Decorating 3  
ID202 Lighting  
ID203 Product Knowledge 3  
ID204 CAD 3 – 3D Digital Rendering Techniques  
ID205 Presentation Techniques 1

### ELECTIVES

ID230 International Interior Design Research  
ID231 International Interior Design Trends  
ID232 International Interior Design Project

### SEMESTER 4

ID206 Interior Design and Decorating 4  
ID207 Furniture Fixtures and Finishes 2  
ID208 Period Styles and History 2  
ID209 CAD 4 – 3D Virtual Walk-Through  
ID210 Presentation Techniques 2



# OUR ULLADULLA LOCATION OFFERS MORE THAN JUST A CAMPUS

Today, many school leavers and adults are reporting high levels of stress. HSC results, high expectations on performance, city living with traffic jams, pollution and noise are all contributing to their anxieties. Our experience shows that a better learning outcome is achieved when a person studies in a stress free environment.

Young students especially, need time to develop confidence and mature intellectually before they face the demands of employment. However, it is also important that students are exposed to the demands of high performance in a busy working environment.

One of the main reasons for the selection of a campus outside Sydney was to create a learning environment beneficial to students and indeed, our staff.

Our location gives students the best of both worlds. Ulladulla is a fishing and commercial town. Adjacent to it is Milton, an historic country village and Mollymook, with its famous beach. These locations offer students a safe environment to study in and a variety of activities after classes and at the weekend. The whole area is gradually becoming a cultural arts centre and lively hub for creative individuals.

The Institute can organise weekend activities such as diving, horse riding, and country style barbecues. We regularly have trips to Sydney to visit exhibitions and design agencies. We believe it is vital to have strong connections to industry as well as exposing students to what's new in design. Ulladulla is a comfortable 3 hour drive from Sydney and a 2 hour drive from Canberra, so day trips are a good way to spend your day off.



# OUR SYDNEY LOCATION OFFERS **CBD** CONVENIENCE

Sydney is Australia's most dynamic city. It offers a unique multicultural environment, a beautiful harbour and a multitude of activities.

Our campus is right in the centre of the CBD in Kent Street. Our students have every convenience at their fingertips. The campus is brand new, designed to latest council specifications. The building is also the campus for the CQ University making the entire building an exciting place for young people of many nationalities to learn from each other and form new friendships.

Regular excursions to exhibitions, industry events and work experience opportunities give our students every advantage to reach their fullest potentials.

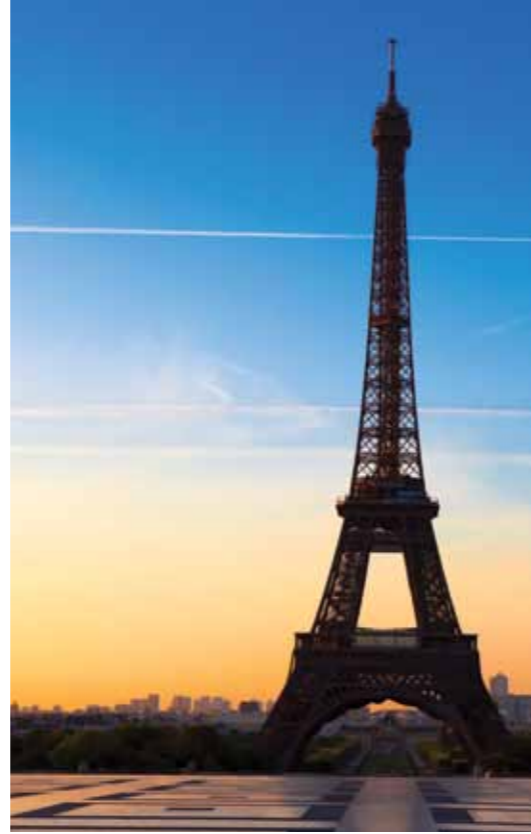


# REGULAR EXCURSIONS CONNECT STUDENTS WITH INDUSTRY

Excursions and industry visits give students vital insight into how creative work becomes reality. They provide students with the opportunity to make connections with business and industry, both locally and further afield. They also form an integral part of the students' research for major projects.

Regular excursions allows students to visit trade fairs and other large events showcasing the latest innovations in design. Students also have the opportunity to meet designers in their studios and in retail outlets.





# INTERNATIONAL DESIGN RESEARCH IN **EUROPE**

Students can choose to take an elective which includes a study tour to Europe as part of their course syllabus. The elective consists of a number of subjects covering international design research, design trends and projects whose result is dependant upon the understanding of international design trends in graphic, fashion and interior design.

The study tour in Europe will include visiting major exhibitions, museums, visits to design studios and fashion and trade shows. Plans are also in progress to offer students in their third year, an elective to include an 8 week workshop in Germany with visits to the Paris fashion week, the Bauhaus Institute in Berlin and trips to Milan, Venice and London.

# CREATIVE **UNIQUE** PROFESSIONAL IS THE ESSENCE OF OUR PASSION

To deliver better and more reliable returns through our skill in the best design education, responding to creative job opportunities and student needs.

It is Karl von Busse's vision that Karl von Busse Institute of Design should motivate and support young creative people in finding professional positions and work in a creative environment.

Our brand is an evolution of the Institute into a more agile and truly unique creative business.





# IF YOU HAVE THE DRIVE, WE GIVE YOU THE OPPORTUNITY



Karl von Busse Institute of Design specialises in training local and international students who desire employment in a creative career.

#### ENTRY REQUIREMENTS

##### LOCAL STUDENTS

The Institute will accept school leavers from year 10, 11 or 12 and adults with previous training, work experience or an aptitude for design as applicants.

##### OVERSEAS STUDENTS

The Institute will accept students 18 years or older who have completed high school or equivalent, or adults with previous training, work experience, or an aptitude for design as applicants. Aptitude can be established with your portfolio of work, or by undergoing an aptitude test.

Applicants must also have an English level of Academic IELTS 5.5 or equivalent. Refer to the course outlines on our website for more details on requirements for each course.

##### ENROLMENT PROCEDURE

Prior to enrolment, applicants need to attend an interview with school references and a portfolio. Remote students may submit their creative portfolio via mail, fax, email or digitally and then participate in a phone or Skype interview.

It is recommended that a parent accompany school leavers. The interview is conducted to allow applicants to have questions answered about their career choices, the Institute and their selected program. HSC results are not used for selecting students.

Based on the outcome of the interview, applicants may be given a letter of offer for their chosen program. Confirmations of enrolment will be issued

after the applicant has signed and returned the appropriate forms.

For full enrolment requirements refer to our web site [karlvonbusse.com](http://karlvonbusse.com)



VET FEE-HELP assists Australian citizens to pay for all or part of their tuition costs.

To find out more about VET FEE-HELP  
PHONE 1800 020 108  
VISIT [www.studyassist.gov.au](http://www.studyassist.gov.au)

##### INTAKES

March and August each year.

##### ENROLMENT

There are no enrolment dates. Applicants who receive a letter of offer after their interview can enrol anytime.

##### PLEASE NOTE

An enrolment is only confirmed after the Institute has received a signed enrolment form or a student acceptance agreement and there is still a vacancy in their selected program.

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Registered Training Organisation ID 441001 | NTIS Code 91613 | VET Provider Code 7205 | CRICOS 03292C

The Institute reserves the right to make changes without notice.

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