Bachelor of Mass Communication (IF27)

Year offered: 2011
Admissions: Yes
CRICOS code: 037542J
Course duration (full-time): 3 Years
Domestic Fees (indicative): 2011: CSP $3,878 per semester (indicative)
International Fees (indicative): 2011: $10,625 (indicative) per semester
Domestic Entry: February
International Entry: February and July
QTAC code: 409012
Past rank cut-off: 79
Past OP cut-off: 11
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 288
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Faculty of Creative Industries)
Discipline coordinator: Susan Hetherington (International Journalism); Dr Stephen Harrington (Media & Communication); Mr Sean Maher (Television); ASPRO Gayle Kerr (Advertising); Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Why choose this course?
null

Practical teaching
There is a strong focus on professional communication practice in advertising, public relations, media and communication, television and international journalism.

Industry links
You will have the opportunity to pursue industry placements to enhance the practical nature of the course. Students have been placed with organisations such as Online Opinion, Chick magazine, Briz31, Hoodlum Entertainment and O2 Integration.

Performance / exhibitions
View the Brisbane Media Map at www.bmm.qut.edu.au

Professional Recognition
Depending on the choice of majors, graduates of the Bachelor of Mass Communication may satisfy the academic requirements for membership of the Advertising Institute of Australia (AIA) and the Society of Business Communicators (SBC).

Course Design
Students commencing the Bachelor of Mass Communication must complete 24 units of equal weighting totalling 288 credit points comprised of:
- a. Business School Core (six Business School core units)
- b. Major Core (two majors of six units each) and
- c. Unit Options (six units).

Although studies can be tailored to meet a specific career goal or create a wide variety of career choices, there is a set of recommended combinations of majors. Students are not required to take these combinations, however they do represent the more common and logical choices within a mass communication qualification.

The recommended combinations are:
- Public Relations and International Journalism
- Public Relations and Media and Communication
- Advertising and Television
- International Journalism and Media and Communication.

Deferment
Domestic students can defer their offer in this course for one year. In exceptional circumstances up to 12 months of additional deferment may be granted.

Find out more on deferment.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website

Important Information for Business Students
QUT Business School rules and procedures are outlined in the Business Undergraduate Guidelines booklet.
Other useful information can be found on the Student Services website

General Course structure for students who commenced in 2011

Course Requirements
In addition to the mandatory units in this
course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Notes
* A maximum of 48cps of the following units can be taken throughout your course: KKB341, KKB342, KKB343, KKB344, KKB345, KKB346, KKB347, KKB350.

IF27 CORE UNITS - 6 units required

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB110</td>
<td>Introduction to Mass Communication</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
</tbody>
</table>

SELECT Either AMB220 or AMB263 (Students completing the Advertising Major must select AMB220):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
</tbody>
</table>

MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors

Advertising

INSTRUCTIONS: Due to the prerequisite requirements for AMB339, students completing the Advertising Major must complete AMB220 as part of their IF27 core units and AMB330 as their Advertising Unit Option.

<table>
<thead>
<tr>
<th>Course</th>
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</thead>
<tbody>
<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
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<tr>
<td>AMB319</td>
<td>Media Planning</td>
</tr>
<tr>
<td>AMB320</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>AMB339</td>
<td>Advertising Campaigns</td>
</tr>
</tbody>
</table>

Students who have completed AMB220 Advertising Theory and Practice as part of the IF27 Core Units will need to choose one of the following three units:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB330</td>
<td>Advertising Planning Portfolio</td>
</tr>
</tbody>
</table>

International Journalism

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>KJB280</td>
<td>International Journalism</td>
</tr>
<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
</tr>
</tbody>
</table>

Media and Communication

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KCB206</td>
<td>New Media: Internet, Self and Beyond</td>
</tr>
<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
</tbody>
</table>

SELECT Two from KCB205, KCB207, KCB302 and KCB304:

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>KCB205</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>KCB207</td>
<td>Exploring New Media Worlds</td>
</tr>
<tr>
<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>KCB304</td>
<td>Designing Communication Resources</td>
</tr>
</tbody>
</table>

Public Relations

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
</tr>
<tr>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
</tr>
</tbody>
</table>

Students who have completed AMB263 Introduction to Public Relations as part of the IF27 Core Units will need to choose two of the following three units. Students who have NOT completed AMB263 as part of their IF27 Core Units will need to choose one of the following three units:

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<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
</tr>
</tbody>
</table>

Television

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
</tr>
<tr>
<td>KPB105</td>
<td>Narrative Production</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
</tr>
</tbody>
</table>
KPB112  TV and Film Genres
KPB303  Critical Thinking About Television

Course structure - Advertising / International Journalism for students who commenced in 2011

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KCB110  Introduction to Mass Communication
KJB101  Digital Journalism
KKB101  Creative Industries: People and Practices

Year 1, Semester 2
AMB200  Consumer Behaviour
AMB220  Advertising Theory and Practice
KJB120  Newswriting
KKB102  Creative Industries: Making Connections

Year 2, Semester 1
AMB201  Marketing and Audience Research
AMB319  Media Planning
KJB121  Journalistic Inquiry
SELECT  A Complementary Studies unit

Year 2, Semester 2
AMB318  Advertising Copywriting
KJB280  International Journalism
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
AMB320  Advertising Management
KJB224  Feature Writing
SELECT  Either AMB202, AMB230 or AMB330:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB330  Advertising Planning Portfolio
SELECT  A Complementary Studies unit

Year 3, Semester 2
AMB339  Advertising Campaigns
KJB337  Public Affairs Reporting
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Course structure - Advertising / Media & Communication for students who commenced in 2011

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KCB101  Introduction to Media and Communication: Texts
KCB110  Introduction to Mass Communication
KKB101  Creative Industries: People and Practices

Year 1, Semester 2
AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB220  Advertising Theory and Practice
KKB102  Creative Industries: Making Connections

Year 2, Semester 1
AMB319  Media Planning
KCB103  Strategic Speech Communication
KCB206  New Media: Internet, Self and Beyond
SELECT  A Complementary Studies unit

Year 2, Semester 2
AMB318  Advertising Copywriting
KCB205  Professional Communication
KCB207  Exploring New Media Worlds
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
AMB320  Advertising Management
KJB224  Feature Writing
SELECT  Either KCB205 or KCB207:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB330  Advertising Planning Portfolio
SELECT  A Complementary Studies unit

Year 3, Semester 2
AMB339  Advertising Campaigns
KJB337  Public Affairs Reporting
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

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### Year 3, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB320</td>
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<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KCB302 or KCB304:</td>
</tr>
<tr>
<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>KCB304</td>
<td>Designing Communication Resources</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either AMB202, AMB230 or AMB330:</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<td>AMB230</td>
<td>Digital Promotions</td>
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<td>Advertising Planning Portfolio</td>
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### Year 3, Semester 2

<table>
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<td>AMB399</td>
<td>Advertising Campaigns</td>
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<tr>
<td>SELECT</td>
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**Course structure - Advertising / Public Relations for students who commenced in 2011**

### Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

### Year 1, Semester 1

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<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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### Year 1, Semester 2

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<tbody>
<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
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<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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### Year 2, Semester 1

<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
</tr>
<tr>
<td>AMB319</td>
<td>Media Planning</td>
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### Year 2, Semester 2

<table>
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<tr>
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<th>Course Title</th>
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<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>SELECT</td>
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<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
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### Year 3, Semester 2

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<tr>
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<td>Advertising Campaigns</td>
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<td>AMB379</td>
<td>Public Relations Campaigns</td>
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<td>SELECT</td>
<td>A Complementary Studies unit</td>
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**Course structure - Advertising / Television for students who commenced in 2011**

### Course Requirements

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- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

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### Year 1, Semester 2

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<td>AMB263</td>
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<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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### Year 2, Semester 1

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<tbody>
<tr>
<td>AMB319</td>
<td>Media Planning</td>
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<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
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<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
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### Year 2, Semester 2

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<tbody>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either AMB230, AMB202 or AMB231:</td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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Information for future students

Published on: 13 June 2012
<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>AMB318 Advertising Copywriting</td>
<td>AMB201 Marketing and Audience Research</td>
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<td>AMB319 Media Planning</td>
<td>AMB201 Marketing and Audience Research</td>
</tr>
<tr>
<td>KPB104 Film and Television Production</td>
<td>SELECT Either AMB220 or AMB263:</td>
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<tr>
<td>Management</td>
<td>AMB220 Advertising Theory and Practice</td>
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<td>KPB105 Narrative Production</td>
<td>AMB263 Introduction To Public Relations</td>
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<td>Year 2, Semester 2</td>
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</tr>
<tr>
<td>AMB201 Marketing and Audience Research</td>
<td>KCB101 Introduction to Media and Communication: Texts</td>
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<tr>
<td>AMB320 Advertising Management</td>
<td>KCB103 Strategic Speech Communication</td>
</tr>
<tr>
<td>SELECT A Complementary Studies Unit</td>
<td>KCB206 New Media: Internet, Self and Beyond</td>
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<tr>
<td>SELECT A Complementary Studies Unit</td>
<td>KJB121 Journalistic Inquiry</td>
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<tr>
<td>Year 3, Semester 1</td>
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</tr>
<tr>
<td>KPB303 Critical Thinking About Television</td>
<td>KCB301 Media Audiences</td>
</tr>
<tr>
<td>SELECT Either AMB202, AMB230 or AMB330:</td>
<td>KJB224 Feature Writing</td>
</tr>
<tr>
<td>AMB202 Integrated Marketing Communication</td>
<td>SELECT Either KCB302 or KCB304:</td>
</tr>
<tr>
<td>AMB230 Digital Promotions</td>
<td>KCB302 Political Communication</td>
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<td>AMB330 Advertising Planning Portfolio</td>
<td>KCB304 Designing Communication Resources</td>
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<tr>
<td>Year 3, Semester 2</td>
<td>Year 3, Semester 2</td>
</tr>
<tr>
<td>AMB339 Advertising Campaigns</td>
<td>KJB337 Public Affairs Reporting</td>
</tr>
<tr>
<td>KPB112 TV and Film Genres</td>
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**Course Requirements**

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

**Course Requirements**

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options.
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<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<tr>
<td>SELECT</td>
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<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
<td></td>
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<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
<td></td>
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<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
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<tbody>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<tr>
<td>KCB206</td>
<td>New Media: Internet, Self and Beyond</td>
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<td>KPB105</td>
<td>Narrative Production</td>
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<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
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<td>The Movie, TV &amp; New Media Business</td>
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<td>KCB205</td>
<td>Professional Communication</td>
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<td>KCB207</td>
<td>Exploring New Media Worlds</td>
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<td>KCB301</td>
<td>Media Audiences</td>
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<tr>
<td>KCB302</td>
<td>Political Communication</td>
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<tr>
<td>KCB304</td>
<td>Designing Communication Resources</td>
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<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
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<tbody>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
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SELECT A Complementary Studies unit

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
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<tr>
<td>KCB110</td>
<td>Introduction to Mass Communication</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<td>AMB263</td>
<td>Introduction To Public Relations</td>
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<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
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<td>KJB121</td>
<td>Journalistic Inquiry</td>
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<th>Year 2, Semester 2</th>
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<tbody>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
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<td>KJB280</td>
<td>International Journalism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SELECT</td>
<td>Two from AMB202, AMB230 or AMB231:</td>
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<td></td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
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<th>Year 3, Semester 1</th>
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</thead>
<tbody>
<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
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<td>KJB224</td>
<td>Feature Writing</td>
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</tr>
<tr>
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SELECT A Complementary Studies unit
Year 3, Semester 2

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
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<td>KJB337</td>
<td>Public Affairs Reporting</td>
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<td>SELECT</td>
<td>A Complementary Studies unit</td>
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<td>SELECT</td>
<td>A Complementary Studies unit</td>
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</table>

Course structure - Public Relations / Media & Communication for students who commenced in 2011

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KCB110</td>
<td>Introduction to Mass Communication</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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Year 2, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
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<tr>
<td>KCB206</td>
<td>New Media: Internet, Self and Beyond</td>
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<td>A Complementary Studies unit</td>
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Year 2, Semester 2

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<th>Course Title</th>
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<td>AMB372</td>
<td>Public Relations Planning</td>
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<td>SELECT</td>
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<td>KCB205</td>
<td>Professional Communication</td>
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<tr>
<td>KCB207</td>
<td>Exploring New Media Worlds</td>
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<tr>
<td>SELECT</td>
<td>Two from AMB202, AMB230 or AMB231:</td>
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<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
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<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
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Year 3, Semester 1

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<th>Course Code</th>
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<tbody>
<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
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<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KCB302 or KCB304:</td>
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<tr>
<td>KCB302</td>
<td>Political Communication</td>
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<tr>
<td>KCB304</td>
<td>Designing Communication Resources</td>
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Year 3, Semester 2

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<tr>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
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Course structure - Public Relations / Television for students who commenced in 2011

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

Year 1, Semester 1

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<td>KCB110</td>
<td>Introduction to Mass Communication</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
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Year 1, Semester 2

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<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
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<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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Year 2, Semester 1

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<th>Course Code</th>
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<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
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<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
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<td>KPB105</td>
<td>Narrative Production</td>
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Year 2, Semester 2

<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>AMB372</td>
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</table>
KPB112  TV and Film Genres
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
AMB374  Global Public Relations Cases
KPB303  Critical Thinking About Television
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 2
AMB379  Public Relations Campaigns
SELECT  A Complementary Studies unit
SELECT  Two from the following three units:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB231  Marketing Communications Regulations and Ethics

Course structure - Television / International Journalism for students who commenced in 2011

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KCB110  Introduction to Mass Communication
KJB101  Digital Journalism
KKB101  Creative Industries: People and Practices

Year 1, Semester 2
KKB102  Creative Industries: Making Connections
KPB101  Introduction to Film, TV and New Media Production
KPB110  The Movie, TV & New Media Business
SELECT  Either AMB220 or AMB263:
AMB220  Advertising Theory and Practice
AMB263  Introduction To Public Relations

Year 2, Semester 1
KJB120  Newswriting
KPB104  Film and Television Production Resource Management
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 2, Semester 2
AMB201  Marketing and Audience Research
KJB121  Journalistic Inquiry
KJB280  International Journalism
KPB105  Narrative Production

Year 3, Semester 1
KJB224  Feature Writing
KPB303  Critical Thinking About Television
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 2
KJB337  Public Affairs Reporting
KPB112  TV and Film Genres
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

General Course structure for students who commenced in 2010

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Notes
* A maximum of 48cps of the following units can be taken throughout your course: KKB341, KKB342, KKB343, KKB344, KKB345, KKB346, KKB347, KKB350.

IF27 CORE UNITS - 6 units required
AMB201  Marketing and Audience Research
BSB126  Marketing
KKB101  Creative Industries: People and Practices
KKB102  Creative Industries: Making Connections
KCB110  Introduction to Mass Communication
SELECT  Either AMB220 or AMB263 (Students completing the Advertising Major must select
AMB220: Advertising Theory and Practice
AMB263: Introduction To Public Relations

MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors

Advertising

INSTRUCTIONS: Due to the prerequisite requirements for AMB339, students completing the Advertising Major must complete AMB220 as part of their IF27 core units and AMB330 as their Advertising Unit Option.

AMB200: Consumer Behaviour
AMB220: Advertising Theory and Practice
AMB318: Advertising Copywriting
AMB319: Media Planning
AMB320: Advertising Management
AMB339: Advertising Campaigns

Students who have completed AMB220 Advertising Theory and Practice as part of the IF27 Core Units will need to choose one of the following three units:

AMB202: Integrated Marketing Communication
AMB230: Digital Promotions
AMB330: Advertising Planning Portfolio

Public Relations

AMB263: Introduction To Public Relations
AMB264: Public Relations Techniques
AMB372: Public Relations Planning
AMB374: Global Public Relations Cases
AMB379: Public Relations Campaigns

Students who have completed AMB263 Introduction to Public Relations as part of the IF27 Core Units will need to choose two of the following three units: AMB202 Integrated Marketing Communication, AMB230 Digital Promotions, AMB330 Advertising Planning Portfolio.

AMB263: Introduction To Public Relations

KCB206: New Media: Internet, Self and Beyond
KCB301: Media Audiences
SELECT Two from KCB205, KCB207, KCB302 and KCB304:
KCB205: Professional Communication
KCB207: Exploring New Media Worlds
KCB304: Designing Communication Resources
KCB302: Political Communication

Television

KPB101: Introduction to Film, TV and New Media Production
KPB104: Film and Television Production Resource Management
KPB105: Narrative Production
KPB110: The Movie, TV & New Media Business
KPB112: TV and Film Genres
KPB303: Critical Thinking About Television

International Journalism

KJB101: Digital Journalism
KJB120: Newswriting
KJB121: Journalistic Inquiry
KJB224: Feature Writing
KJB280: International Journalism
KJB337: Public Affairs Reporting

Course structure - Advertising / International Journalism for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1

BSB126: Marketing
KCB110: Introduction to Mass Communication
KJB101: Digital Journalism
KKB101: Creative Industries: People and Practices

Year 1, Semester 2

AMB200: Consumer Behaviour
AMB220: Advertising Theory and Practice
KJB120  Newswriting
KKB102  Creative Industries: Making Connections

Year 2, Semester 1
AMB201  Marketing and Audience Research
AMB319  Media Planning
KJB121  Journalistic Inquiry
SELECT  A Complementary Studies unit

Year 2, Semester 2
AMB318  Advertising Copywriting
KJB280  International Journalism
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
AMB320  Advertising Management
KJB224  Feature Writing
SELECT  Either AMB202, AMB230 or AMB330:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB330  Advertising Planning Portfolio
SELECT  A Complementary Studies unit

Year 3, Semester 2
AMB339  Advertising Campaigns
KJB337  Public Affairs Reporting
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Course structure - Advertising / Media & Communication for students who commenced in 2010

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KCB101  Introduction to Media and Communication: Texts
KCB110  Introduction to Mass Communication

KKB101  Creative Industries: People and Practices

Year 1, Semester 2
AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB220  Advertising Theory and Practice
KKB102  Creative Industries: Making Connections

Year 2, Semester 1
AMB319  Media Planning
KCB103  Strategic Speech Communication
KCB206  New Media: Internet, Self and Beyond
SELECT  A Complementary Studies unit

Year 2, Semester 2
AMB318  Advertising Copywriting
SELECT  Either KCB205 or KCB207:
KCB205  Professional Communication
KCB207  Exploring New Media Worlds
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
AMB320  Advertising Management
KCB301  Media Audiences
SELECT  Either KCB302 or KCB304:
KCB302  Political Communication
KCB304  Designing Communication Resources
SELECT  Either AMB202, AMB230 or AMB330:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB330  Advertising Planning Portfolio

Year 3, Semester 2
AMB339  Advertising Campaigns
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Course structure - Advertising / Public Relations for students who commenced in 2010

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
Course structure - Advertising / Television for students who commenced in 2010

**Course Requirements**
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

### Year 1, Semester 1
- BSB126  Marketing
- KCB110  Introduction to Mass Communication
- KKB101  Creative Industries: People and Practices
- SELECT  A Complementary Studies unit

### Year 1, Semester 2
- AMB200  Consumer Behaviour
- AMB220  Advertising Theory and Practice
- AMB263  Introduction To Public Relations
- KKB102  Creative Industries: Making Connections

### Year 2, Semester 1
- AMB201  Marketing and Audience Research
- AMB264  Public Relations Techniques
- AMB318  Advertising Copywriting
- AMB319  Media Planning

### Year 2, Semester 2
- AMB372  Public Relations Planning
- SELECT  Either AMB230, AMB202 or AMB231:
- AMB230  Digital Promotions
- AMB202  Integrated Marketing Communication
- AMB231  Marketing Communications Regulations and Ethics
- SELECT  A Complementary Studies unit
- SELECT  A Complementary Studies unit

### Year 3, Semester 1
- AMB320  Advertising Management
- AMB374  Global Public Relations Cases
- SELECT  Either AMB202, AMB230 or AMB330:
- AMB202  Integrated Marketing Communication
- AMB230  Digital Promotions
- AMB330  Advertising Planning Portfolio
- SELECT  A Complementary Studies unit

### Year 3, Semester 2
- AMB339  Advertising Campaigns
- AMB379  Public Relations Campaigns
- SELECT  A Complementary Studies unit

### Year 3, Semester 1
- KPB303  Critical Thinking About Television
- SELECT  Either AMB202, AMB230 or AMB330:
- AMB202  Integrated Marketing Communication
- AMB230  Digital Promotions
- AMB330  Advertising Planning Portfolio
- SELECT  A Complementary Studies Unit
- SELECT  A Complementary Studies Unit

**Information for future students**
Published on: 13 June 2012
Year 3, Semester 2

AMB339 Advertising Campaigns
KPB112 TV and Film Genres
SELECT A Complementary Studies Unit
SELECT A Complementary Studies Unit

Course structure - Media & Communication/International Journalism for students who commenced in 2010

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
KCB110 Introduction to Mass Communication
KJB101 Digital Journalism
KKB101 Creative Industries: People and Practices

Year 1, Semester 2

KJB120 Newswriting
KKB102 Creative Industries: Making Connections
AMB201 Marketing and Audience Research
SELECT Either AMB220 or AMB263:
AMB220 Advertising Theory and Practice
AMB263 Introduction To Public Relations

Year 2, Semester 1

KCB101 Introduction to Media and Communication: Texts
KCB103 Strategic Speech Communication
KCB206 New Media: Internet, Self and Beyond
KJB121 Journalistic Inquiry

Year 2, Semester 2

KJB280 International Journalism
SELECT Either KCB205 or KCB207:
KCB205 Professional Communication
KCB207 Exploring New Media Worlds
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 1

KCB301 Media Audiences
KJB224 Feature Writing
SELECT Either KCB302 or KCB304:
KCB302 Political Communication
KCB304 Designing Communication Resources
SELECT A Complementary Studies unit

Year 3, Semester 2

KJB337 Public Affairs Reporting
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Course structure - Media & Communication / Television for students who commenced in 2010

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
KCB101 Introduction to Media and Communication: Texts
KCB110 Introduction to Mass Communication

Year 1, Semester 2

AMB201 Marketing and Audience Research
SELECT Either AMB220 OR AMB263:
AMB220 Advertising Theory and Practice
AMB263 Introduction To Public Relations

Year 2, Semester 1

AMB201 Marketing and Audience Research
SELECT Either AMB220 OR AMB263:
AMB220 Advertising Theory and Practice
AMB263 Introduction To Public Relations

Year 2, Semester 2

KJB120 Newswriting
KKB102 Creative Industries: Making Connections
KPB101 Introduction to Film, TV and New Media Production

Year 3, Semester 1

KCB103 Strategic Speech Communication
KCB206 New Media: Internet, Self and Beyond
KPB105 Narrative Production
KPB104 Film and Television Production Resource
### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
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<tr>
<td>SELECT</td>
<td>Either KCB205 OR KCB207:</td>
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<tr>
<td>KCB205</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>KCB207</td>
<td>Exploring New Media Worlds</td>
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<tr>
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<tbody>
<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
<tr>
<td>SELECT</td>
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<tr>
<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>KCB304</td>
<td>Designing Communication Resources</td>
</tr>
<tr>
<td>KP3B03</td>
<td>Critical Thinking About Television</td>
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<td>SELECT</td>
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### Year 3, Semester 2

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<th>Course Code</th>
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<tbody>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
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<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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### Course structure - Public Relations / International Journalism for students who commenced in 2010

### Course Requirements

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- A Minor PLUS 24cp of Unit Options; or
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<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB110</td>
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</tr>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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### Year 2, Semester 2

<table>
<thead>
<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
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<tr>
<td>KJB280</td>
<td>International Journalism</td>
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<tr>
<td>SELECT</td>
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</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
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<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
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### Year 3, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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<tr>
<td>SELECT</td>
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### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
</tr>
<tr>
<td>SELECT</td>
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</tbody>
</table>

### Course structure - Public Relations / Media & Communication for students who commenced in 2010

### Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

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<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
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<tr>
<td>KJB110</td>
<td>Introduction to Mass Communication</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>Year 1, Semester 1</td>
<td>Year 2, Semester 1</td>
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</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>Year 2, Semester 2</th>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
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</table>

**Course Requirements**

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

<table>
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<tbody>
<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
</tr>
<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KCB302 or KCB304:</td>
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<tr>
<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>KCB304</td>
<td>Designing Communication Resources</td>
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</table>

Course structure - Television / International Journalism for students who commenced in 2010

**Course Requirements**

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* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options
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<td>Digital Journalism</td>
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<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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Year 1, Semester 2

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<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either AMB220 or AMB263:</td>
</tr>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
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<td>AMB263</td>
<td>Introduction To Public Relations</td>
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Year 2, Semester 1

<table>
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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KJB120</td>
<td>Newwriting</td>
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<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
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<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB280</td>
<td>International Journalism</td>
</tr>
<tr>
<td>KPB105</td>
<td>Narrative Production</td>
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Year 3, Semester 1

<table>
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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
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<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
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<td>Public Affairs Reporting</td>
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</table>

Creative Industries Minor Options

INSTRUCTIONS FOR MINORS


Please refer to the following study sequences to plan your program. You must complete 48 credit points (normally four 12 credit point subjects) from the specified units to achieve a minor, following semester of offer and unit prerequisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors are mandatory elsewhere in your course can not contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors.

Advanced Interactive Media

Description: This minor focuses on the design of interactive projects at the intersection of social and tangible media. Classes across the minor employ studio based approaches to teaching and learning, and as such provide students with space to develop their design practice through engaging project briefs.

<table>
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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KKB216</td>
<td>Graphical Development Environments for Media Interaction</td>
</tr>
<tr>
<td>KIB205</td>
<td>Programming for Visual Designers and Artists</td>
</tr>
<tr>
<td>KIB309</td>
<td>Embodied Interactions</td>
</tr>
<tr>
<td>KIB314</td>
<td>Tangible Media</td>
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</tbody>
</table>

Animation

Description: The aim of this minor is to provide you with a broad understanding of animation through the combination of units that encompass drawing for animation with a unit that addresses computer animation processes. This is then contextualized through Animation Practices, which covers the history of animation and considers the cultural significance of the form, and the diversity of practices.

Instructions: Choose any four (4) of the following six units:

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
</tr>
</tbody>
</table>
KIB203 Introduction to 3D Computer Graphics
KIB225 Character Development, Conceptual Design and Animation Layout
KVB105 Drawing for Design
KVB106 Drawing for Animation

Art History
Description: This minor presents an introduction to the Second major art movements and issues in twentieth- and twenty-first century art. It actively fosters skills of visual and textual literacy by combining both in a coherent package of study. It will supplement the study for those interested in the arts as well as cognate disciplines such as design, fashion, media and architecture.

KVB102 Modernism
KVB103 Australian Art
KVB211 Post 1945 Art
KVB304 Contemporary Art Issues

Art, Design and Architecture
Description: This minor introduces you to the cognate disciplines of art, design and architecture. Aspiring practitioners who wish to understand the historical and intellectual traditions of their fields will benefit from this minor, as will those who are considering future honours and postgraduate study in this field.

DAB325 Architecture in the 20th Century
DEB202 Introducing Design History
KVB212 Australian Art, Architecture and Design
KVB306 Video Art and Culture

Audience and User Research
Description: The value of much creative and business activity is determined by its success with audiences and users and the ability to understand and research the people who engage with your outputs is vital. This minor provides you with a conceptual understanding of how audiences use media and cultural products and teaches practical skills in conducting qualitative and quantitative audience research.

KCB102 Media Myth Busting 1
KCB105 Media Myth Busting 2
KCB203 Consumption Matters: Consumer Cultures and Identity
KCB301 Media Audiences

Communication for the Professions
Description: This minor provides you with opportunity to understand the parameters of the journalism and professional communication fields.

Instructions: Choose any four (4) of the following five units:

KCB103 Strategic Speech Communication
KCB302 Political Communication
KCB304 Designing Communication Resources
KWB103 Persuasive Writing
KWB106 Corporate Writing and Editing

Creative Writing
Description: This minor aims to prepare you with skills and knowledge in the area of creative writing and to enhance your critical, analytical and peer-reviewing skills.

Instructions: Choose any four (4) of the following six units:

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB104 Creative Writing: the Short Story
KWB107 Creative Non-Fiction
KWB207 Great Books: Creative Writing Classics
KWB313 Novel and Memoir

* Please note: KWB204 is permitted to count towards this unit set.

Dance Studies
Description: This minor provides the opportunity to approach dance as a subject for critical, analytical and contextual study.

Instructions: Choose any four (4) of the following five units:

KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills

Digital Media
Description: This minor provides you with the opportunity to understand the guiding principles behind new modes of communication and creative industries practice.

Instructions: Choose any four (4) of the following five units:

KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KCB206  New Media: Internet, Self and Beyond
KCB207  Exploring New Media Worlds
KVB306  Video Art and Culture

**Drama**

Description: This minor provides you with introductory concepts and practices underpinning contemporary performance-making.

Instructions: Choose any four (4) of the following six units:

- KDB225  Music Theatre Skills
- KTB103  Performing Skills 1: Character and Scene
- KTB104  Performance Innovation
- KTB106  Performing Skills 2: Style and Form
- KTB204  Understanding Performance
- KTB305  The Entrepreneurial Artist

**Entertainment**

Description: This minor provides you with an understanding of the characteristics of mainstream commercial culture that appeal to large audiences and an understanding both of business and creative processes.

BSB126  Marketing
KXB101  Introduction to Entertainment
KXB102  Global Entertainment
KXB201  Entertainment Practice: Balancing Creativity and Business

Note: KWB102 will be permitted to count towards this study package if completed in 2010 or earlier.

**Fashion**

Description: This minor will provide you with an in depth knowledge and understanding of the history, theory and context of international fashion.

KFB103  Introduction to Fashion
KFB106  Unspeakable Beauty: A History of Fashion and Style
KFB206  Fashion and Modernity
KFB207  Contemporary Fashion

**Graphic Design**

Description: This minor aims to prepare you with skills and knowledge in the area of visual design and communication for a range of print and electronic media contexts. It will provide you with a foundation in the conceptual and theoretical aspects of visual communication, graphic design and print media, and the technical skills required to apply them in studio projects.

Instructions: Choose any four (4) of the following five units:

- KIB101  Visual Communication
- KIB230  Interface and Information Design
- KIB335  Typography and Illustration
- KIB338  Print Media
- KVB204  Graphic Design

**Interactive and Visual Design**

Description: This minor aims to provide you with a foundational understanding of the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media, including an introduction to visual communication, print media, web and interactive media and temporal digital media formats.

KIB101  Visual Communication
KIB102  Visual Interactions
KIB103  Introduction to Web Design and Development
KIB104  Digital Media

**Journalism**

Description: This minor will introduce you to a range of key journalistic principles, approaches and writing styles.

KJB101  Digital Journalism
KJB120  Newswriting
KJB121  Journalistic Inquiry
KJB224  Feature Writing

**Literature**

Description: This minor will provide you with a thorough grounding in a range of texts, literary, cultural and popular.

Instructions: Choose any four (4) of the following six units:

- KWB108  Introduction To Literary Studies
- KWB207  Great Books: Creative Writing Classics
- KWB209  Shakespeare, Then and Now
- KWB210  Imagining the Americas: Contemporary American Literature and Culture
- KWB308  Wonderland: Literature and Culture in the 19th Century
- KWB309  Popular Fictions, Popular Culture

* Please note: KWB307 is permitted to count.
towards this unit set. KWB109, KWB206 and KWB208 are permitted to count towards this unit set if completed in 2010 or earlier.
* KWB210 will be offered for the first time in semester 1 2012.

Modern and Popular Literature and Culture

Description: This minor will provide you with a thorough grounding in a range of modern, cultural and popular texts.

Instructions: Choose any four (4) of the following six units:

- KWB109 Writing Australia
- KWB206 Youth and Children's Writing
- KWB208 Modern Times (Literature and Culture in the 20th Century)
- KWB210 Imagining the Americas: Contemporary American Literature and Culture
- KWB308 Wonderlands: Literature and Culture in the 19th Century
- KWB309 Popular Fictions, Popular Culture

* Please note: KWB108 is permitted to count towards this unit set if completed in 2010 or earlier.
* KWB210 will be offered for the first time in semester 1 2012.

Music Studies

Description: This minor provides you with understandings of new directions in music across styles, genres, cultures, disciplines and beliefs.

Instructions: Choose any four (4) of the following five units:

- KDB225 Music Theatre Skills
- KMB003 Sex Drugs Rock 'N' Roll
- KMB004 World Music
- KMB107 Sound, Image, Text
- KMB200 Music Scenes and Subcultures

* Please note: KMB002 is permitted to count towards this unit set.

Performance Events and Festivals

Description: This minor provides you with understandings and skills in creative industries performance and management.

Instructions: Choose any four (4) of the following units. Only one unit may be selected from BSB126, KCB103 or KWB106:

- KTB101 20th Century Performance
- KTB207 Staging Australia
- KTB210 Creative Industries Management
- KTB211 Creative Industries Events and Festivals
- KTB306 Directing for Performance Events and Festivals

SELECT One unit from either BSB126, KCB103 or KWB106:

- BSB126 Marketing
- KCB103 Strategic Speech Communication
- KWB106 Corporate Writing and Editing

Professional Writing, Publishing and Editing

Description: The aim of this minor is to provide you with skills and knowledge in a variety of genres in the area of professional writing and to understand the demands of the writing and publishing industry.

Instructions: Choose any four (4) of the following five units:

- KWB102 Media Writing
- KWB103 Persuasive Writing
- KWB106 Corporate Writing and Editing
- KWB303 Writing and Publishing Industry
- KWB304 Editing and Developing the Manuscript

Scenography

Description: This minor will provide you with the practical and theoretical skills associated with the scenographic arts. It has been designed to deliver a learning model that imparts broad design related skills for live performance. The focus will be on the traditional arts of model making, text analysis and drafting, incorporating contemporary approaches to current scenographic demands in the industry. These include the creation and control of time based media content and the display of the moving image.

Note: This minor is only available to Creative Industries Faculty single degree and IF27 students.

- KRB120 Scenography and the Art of Technical Theatre
- KRB121 Visual Theatre
- KRB220 The Scenographic Divide
- KRB221 Intermedial Applications for the Theatre

Please note: KRB220 and KRB221 will be offered for the first time in 2012.

Screen Studies

Description: The aim of this minor is to provide students with an understanding of film and media, and their influence in social and cultural contexts.
Instructions: Choose any four (4) of the following five units:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
</tr>
<tr>
<td>KPB206</td>
<td>International Cinema</td>
</tr>
<tr>
<td>KPB212</td>
<td>Australian Film and TV</td>
</tr>
</tbody>
</table>

* Please note: KPB203 is permitted to count towards this unit set.

### Sound Design

**Description:** This minor introduces you to the practical world of sound production tools and techniques together with a secure theoretical underpinning.

Instructions: Choose any four (4) of the following five units:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB216</td>
<td>Graphical Development Environments for Media Interaction</td>
</tr>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
</tr>
<tr>
<td>KMB119</td>
<td>Music and Sound Production 1</td>
</tr>
<tr>
<td>KMB129</td>
<td>Music and Sound Production 2</td>
</tr>
<tr>
<td>KMB252</td>
<td>Multi-Platform Sound Design</td>
</tr>
</tbody>
</table>

* Please note: Units completed as part of the Sound Studies minor (KKB004, KMB106, and KMB301) are permitted to towards this unit set if completed in 2010 or earlier.

### Television

**Description:** The aim of this minor is to provide students with theoretical and practical understandings of television production, distribution and reception.

Instructions: Choose any four (4) of the following six units:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
</tr>
<tr>
<td>KPB202</td>
<td>Film and Television Business Skills: Entrepreneurship and Investment</td>
</tr>
<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
</tr>
<tr>
<td>KPB313</td>
<td>How to be a Producer*</td>
</tr>
</tbody>
</table>

*This unit will be offered from 2012

### Visual Arts Practice

**Description:** This minor introduces you to the essential principles of visual literacy. You will develop the fundamental skills of working with 2D and 3D media and understand the frameworks of display and audience engagement in the visual arts.

Instructions: Choose any four (4) of the following five units:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
<tr>
<td>KVB110</td>
<td>2D Media and Processes</td>
</tr>
<tr>
<td>KVB111</td>
<td>3D Media and Processes</td>
</tr>
<tr>
<td>KVB200</td>
<td>Exhibition and Display in the Visual Arts</td>
</tr>
<tr>
<td>KVB213</td>
<td>Graphic Investigation</td>
</tr>
</tbody>
</table>

### Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

Please note: From 2010 elective units have been re-named Unit Options.

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting Unit Options:
* you must obey any Unit Option rules as set out in your course requirements
* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.
* you must have successfully completed any pre/co-requisite units applicable
* the offering of these units is subject to sufficient student enrolment numbers and staff availability
* some units are subject to quota restrictions
* KK33, KK34, KJ32, KM32, IX07, IX16 and IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

### Creative Writing & Literary Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB101</td>
<td>Introduction to Creative Writing</td>
</tr>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
</tr>
<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
</tr>
<tr>
<td>KWB104</td>
<td>Creative Writing: the Short Story</td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
</tr>
<tr>
<td>KWB107</td>
<td>Creative Non-Fiction</td>
</tr>
<tr>
<td>KWB108</td>
<td>Introduction To Literary Studies</td>
</tr>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
</tr>
<tr>
<td>KWB206</td>
<td>Youth and Children's Writing</td>
</tr>
<tr>
<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
</tr>
<tr>
<td>KWB208</td>
<td>Modern Times (Literature and Culture in the</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
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<tr>
<td>KWB209</td>
<td>Shakespeare, Then and Now</td>
</tr>
<tr>
<td>KWB210</td>
<td>Imagining the Americas: Contemporary American Literature and Culture</td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
</tr>
<tr>
<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
</tr>
<tr>
<td></td>
<td>* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.</td>
</tr>
<tr>
<td></td>
<td>* KWB210 will be offered for the first time in semester 1 2012.</td>
</tr>
<tr>
<td><strong>Dance</strong></td>
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<tr>
<td>KDB105</td>
<td>Architecture of the Body</td>
</tr>
<tr>
<td>KDB106</td>
<td>Dance Analysis</td>
</tr>
<tr>
<td>KDB108</td>
<td>World Dance</td>
</tr>
<tr>
<td>KDB109</td>
<td>Funk, Tap and all that Jazz</td>
</tr>
<tr>
<td>KDB110</td>
<td>Deconstructing Dance in History</td>
</tr>
<tr>
<td>KDB204</td>
<td>Australian Dance</td>
</tr>
<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media</td>
</tr>
<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
</tr>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
</tr>
<tr>
<td>KPB113</td>
<td>TV and Film Text Analysis</td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
</tr>
<tr>
<td>KPB206</td>
<td>International Cinema</td>
</tr>
<tr>
<td>KPB207</td>
<td>Film and Television Scriptwriting</td>
</tr>
<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
</tr>
<tr>
<td></td>
<td>* Please note the following unit changes:</td>
</tr>
<tr>
<td></td>
<td>*KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.</td>
</tr>
<tr>
<td></td>
<td>*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.</td>
</tr>
<tr>
<td></td>
<td>*KPB104 is permitted to count as a Unit Option if completed in 2011 or earlier.</td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
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</tr>
<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
</tr>
<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
</tr>
<tr>
<td>KXB201</td>
<td>Entertainment Practice: Balancing Creativity and Business</td>
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<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KCB104</td>
<td>Media and Communications: Industries</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB102</td>
<td>Visual Interactions</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB104</td>
<td>Digital Media</td>
</tr>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
</tr>
<tr>
<td>KIB201</td>
<td>Concept Development for Game Design and Interactive Media</td>
</tr>
<tr>
<td>KIB202</td>
<td>Enabling Immersion</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFB103</td>
<td>Introduction to Fashion</td>
</tr>
<tr>
<td>KFB106</td>
<td>Unspeakable Beauty: A History of Fashion and Style</td>
</tr>
<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
</tr>
<tr>
<td>KFB206</td>
<td>Fashion and Modernity</td>
</tr>
<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
</tr>
<tr>
<td>KFB208</td>
<td>Fashion Portfolio</td>
</tr>
<tr>
<td>KFB209</td>
<td>Ragtrade: Wholesaling Fashion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
</tr>
<tr>
<td>KJB280</td>
<td>International Journalism</td>
</tr>
<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
</tr>
</tbody>
</table>
**KCB105**  Media Myth Busting 2  
**KCB206**  New Media: Internet, Self and Beyond  
**KCB207**  Exploring New Media Worlds  
**KCB203**  Consumption Matters: Consumer Cultures and Identity  
**KCB302**  Political Communication  

**Music & Sound**  
**KMB003**  Sex Drugs Rock 'N' Roll  
**KMB004**  World Music  
**KMB107**  Sound, Image, Text  
**KMB119**  Music and Sound Production 1  
**KMB122**  Music and Sound Concepts 1  
**KMB129**  Music and Sound Production 2  
**KMB132**  Music and Sound Concepts 2  
**KMB200**  Music Scenes and Subcultures  
**KMB252**  Multi-Platform Sound Design  

* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier. KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.  

**Performance Studies**  
**KRB120**  Scenography and the Art of Technical Theatre  
**KRB220**  The Scenographic Divide  
**KTB101**  20th Century Performance  
**KTB103**  Performing Skills 1: Character and Scene  
**KTB104**  Performance Innovation  
**KTB106**  Performing Skills 2: Style and Form  
**KTB204**  Understanding Performance  
**KTB207**  Staging Australia  
**KTB210**  Creative Industries Management  
**KTB211**  Creative Industries Events and Festivals  

* Please note: KSB215 is permitted to count as Unit Options if completed in 2010 or earlier.  
* KRB220 will be offered for the first time in 2012.  

**Visual Arts**  
**KVB102**  Modernism  
**KVB103**  Australian Art  
**KVB104**  Photomedia and Artistic Practice  
**KVB105**  Drawing for Design  
**KVB106**  Drawing for Animation  

**KVB108**  Contemporary Asian Visual Culture  
**KVB110**  2D Media and Processes  
**KVB111**  3D Media and Processes  
**KVB211**  Post 1945 Art  
**KVB212**  Australian Art, Architecture and Design  
**KVB213**  Graphic Investigation  
**KVB304**  Contemporary Art Issues  
**KVB306**  Video Art and Culture  
**KVB307**  Theories of Spatial Culture  

**Potential Careers:**  
Advertising Professional, Creative Writer, Government Officer, Guidance Officer, Information Officer, International Business Specialist, Internet Professional, Journalist, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Web Designer.  

**UNIT SYNOPSES**  

**AMB200 CONSUMER BEHAVIOUR**  
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.  
**Prerequisites:** BSB126 or CTB126 or BSB116 or BSB117  
**Antirequisites:** MIB204  
**Equivalents:** AMX200, CTB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM  

**AMB201 MARKETING AND AUDIENCE RESEARCH**  
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.  
**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** MIB305, MGB220, COB334  
**Equivalents:**
AMX201, CTB201  Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.  
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117  
Antirequisites: COB207, MIB309  
Equivalents: AMX202  
Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.  
Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: COB308  
Equivalents: AMX220  
Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB230 DIGITAL PROMOTIONS
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.  
Prerequisites: BSB126, CTB126, or BSB112  
Antirequisites: COB218  
Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB231 MARKETING COMMUNICATIONS REGULATIONS AND ETHICS
This unit uses a case study approach and starts from the fundamentals of legal compliance through trade practices and fair trading legislation, then moves to the adoption and adherence of the variety of industry based and professional codes. It examines regulatory models in sunrise industries such as broadcasting and telecommunications as well as the problems of cross-jurisdictional regulation posed by Internet based commerce. It offers students the opportunity to develop generic attributes in critical thinking, problem solving, and ethical sensitivity.  
Prerequisites: BSB126  
Antirequisites: COB307  
Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.  
Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Equivalents: AMB260, AMX263  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB264 PUBLIC RELATIONS TECHNIQUES
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: AMB261, AMB262  Equivalents: AMX264
Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB318 ADVERTISING COPYWRITING
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.

Prerequisites: AMB220 or COB308  Equivalents: AMB221, AMX318  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB319 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

Prerequisites: AMB220  Equivalents: AMB222, AMX319  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  Equivalents: AMX320  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  Equivalents: AMX330  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB339 ADVERTISING CAMPAIGNS
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

Prerequisites: AMB320 and AMB330  Equivalents: AMB321, AMX339  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  Equivalents: AMX372  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.

Prerequisites: AMB372, AMB261, or AMB262  Equivalents: AMB370, AMX374  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2
AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.
Prerequisites: AMB374 or AMB370, and AMB201 or CTB201  Equivalents: AMB361, AMX379  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

BSS126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.
Antirequisites: BSS116, BSD126  Equivalents: BSX126, CTB126  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

DAB325 ARCHITECTURE IN THE 20TH CENTURY
Designers in any discipline should possess the ability to appreciate the history of art, design and architecture. In addition, they should be able to analyse developments in design history from multiple perspectives. This unit is a survey course of the history and theory of architecture from the beginning of the 20th century to the present. Teaching and learning takes place through three forms of structured activity: lectures, tutorials, and online.
Assumed knowledge: DAB220 is assumed knowledge.
Equivalents: ADB011  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

DEB202 INTRODUCING DESIGN HISTORY
This unit encompasses a broad survey of the history of design from the civilizations of antiquity to the opening of the 20th century – including architecture, industrial design, interior design and landscape architecture. It is a first year foundation unit and serves as preparation for more detailed and specialized studies in history and theory in subsequent years. Key designs, ideas and artefacts and the aesthetic, environmental, technological, socio-cultural and political factors that related to their production will be analysed.
Equivalents: ADB931, DEB102  Credit points: 12

Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS
This unit introduces you to foundational ideas in the study of communication. It covers key questions of textual analysis, practice, and context. Drawing extensively on examples of popular communication practice from contemporary society, the unit aims to impart an understanding of communication ecologies, processes, systems, and modes within the wider frame of radical changes occurring to the way texts are produced, read and circulated within our culture.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KCB102 MEDIA MYTH BUSTING 1
This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' arguments regarding how different kinds of media have or have not affected the way our society functions.
Equivalents: KCB140  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.
Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KCB104 MEDIA AND COMMUNICATIONS: INDUSTRIES
A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates.
Professional Communication aims to enhance your career prospects by developing a better understanding of communication dynamics between individuals and groups in organisational settings. The unit will sharpen your practical and critical skills in situation analysis, project proposal development, formal document production, sponsor and client presentations, and workplace communication practices. Although the main focus of the unit is on the creative and cultural industries, the content and skills covered are applicable to a range of professions and career options.

Equivalents: KCB150  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KCB105 MEDIA MYTH BUSTING 2
The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit will involve qualitative and quantitative research methods including content analysis, focus groups, ethnography, interviews and survey research which are studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present your conclusions and recommendations.

Equivalents: KCB334  Credit points: 12  Contact hours: 3 per week, plus several lectures during semester  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KCB110 INTRODUCTION TO MASS COMMUNICATION
This unit introduces you to the main theories of mass communication and to key contemporary issues in mass communication industries. Investigating topics such as ethical and legal issues in mass communication, the relationship between journalism and public relations, advertising and new media and the future of television, you will analyse and critique mass communication media and professional practice in a range of formats.

Assumed knowledge: Concurrent enrolment in KKB101 is strongly recommended.  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY
A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit requires you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit focuses on developing in you a broader understanding of media, communication, and production through the lens of consumer cultures. The knowledge that you gain in this unit will inform your future professional, academic, and creative practices.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KCB205 PROFESSIONAL COMMUNICATION

KCB206 NEW MEDIA: INTERNET, SELF AND BEYOND
The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain their identities is on the rise. From social networking sites like FaceBook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media.

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts.  Equivalents: KCB201, KCB295  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB207 EXPLORING NEW MEDIA WORLDS
This unit expands and builds on the connections made between new media and everyday life for the individual in KCB206 to include the relationships between individuals and communities that are afforded, extended, amplified and intensified as well as attenuated by new media technologies and practices. It accomplishes this through an exploration of contemporary worlds—the world of connections; the world of play; the world of commerce and the world of politics—with new media lenses.

Alongside the concepts underlying these explorations, you will also examine, confront and challenge the notion of the boundaries surrounding new media such as the limits of embodiment, nation-states and their infrastructures of laws and economics. The knowledge you gain and processes you learn in this unit will add to your professional, academic and creative development.

Antirequisites: KCP408  Assumed knowledge: KCB206 is assumed knowledge.  Equivalents: KCB202, KCB336  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2
KCB301 MEDIA AUDIENCES
This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for undertaking both postgraduate research in Media & Communication and those seeking employment in media industries.

Assumed knowledge: Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods

Equivalents: KCB349
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.

Equivalents: KCB311  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB304 DESIGNING COMMUNICATION RESOURCES
Controlled media resources (such as brochures, booklets, information kits, promotional materials, and web sites) are common tools used during communication campaigns. This unit develops your abilities to devise effective resources for clients. You will develop critical and practical skills in evaluating resources, managing projects, researching the audience, writing and designing resources, testing your work, and seeing the product through to final production. The unit involves desktop publishing training, and offers you the opportunity to develop a print or electronic resource for a client.

Prerequisites: Completion of 72 credit points of study
Equivalents: KCB335  Credit points: 12  Contact hours: 5.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KDB105 ARCHITECTURE OF THE BODY
This unit focuses on experiential awareness of the body, including an introduction to a working knowledge of anatomy, kinesiology and the movement potential of the body, both in theory and practice

Equivalents: KDX104  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KDB106 DANCE ANALYSIS
This unit includes a study of the analysis of dance through a concentration on the dance as text and a study of various international historical and contemporary works.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KDB108 WORLD DANCE
This unit includes exposure to a range of culturally specific dance styles through practical workshops and a theory component providing contextual background to the styles taught.

Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.

Equivalents: KDB172  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KDB109 FUNK, TAP AND ALL THAT JAZZ
American and Western European popular and music theatre dances from the late 1900s to the present form the content base of this unit, drawing on three of the following styles: funk, tap, jazz and/or hip-hop. Dance technique and style pertinent to each dance form is taught in the practical classes, while in the theory component of the unit this content is interrogated through historical and cultural perspectives.

Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.

Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KDB110 DECONSTRUCTING DANCE IN HISTORY
This unit includes a study of various international historical and contemporary contexts of dance as art. It focuses on romanticism, classicism, modernism and postmodernism.

Equivalents: KDB125  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1
**KDB204 AUSTRALIAN DANCE**
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.
*Equivalents: KDB114  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2*

**KDB225 MUSIC THEATRE SKILLS**
This unit provides students with an introduction to practical skills development in acting, dancing and singing for music theatre.
*Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.*
*Equivalents: KSB225, KSB011  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1*

**KFB103 INTRODUCTION TO FASHION**
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.
*Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove*

**KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE**
Fashion has been a defining feature of Western culture for over 500 years. Contemporary fashion regularly revisits earlier approaches to dressing the body. This unit studies key figures in the history of fashionable dress who defined the standards of beauty for their time. It provides students with a basis for understanding fashion as a significant form of visual culture as well as providing a vital sense of history.
*Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2*

**KFB205 FASHION AND STYLE JOURNALISM**
This unit maps the scope and practice of fashion and style journalism in Australia and internationally. It will allow you to develop the skills necessary to conceptualise and produce fashion and style editorial content in a variety of styles and contexts.
*Prerequisites: KFB103 or KJB224 (KJB224 can be enrolled in the same teaching period)  Assumed knowledge: It is strongly recommended that prior to undertaking this unit students complete both KFB103 and KJB224.  Equivalents: KJB339  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2*

**KFB206 FASHION AND MODERNITY**
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.
*Equivalents: KFB105, KFB408  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1*

**KFB207 CONTEMPORARY FASHION**
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all Fashion is Contemporary fashion. This unit draws on ideas developed in Introduction to Fashion to provide a context for the shifting terrain of contemporary fashion. The unit addresses content such as key developments in fashion since 1970, significant international and Australian contemporary designers and current trends in the consumption, production and presentation of fashion.
*Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2*

**KFB208 FASHION PORTFOLIO**
In the fashion design and associated industries digital illustration/graphic and presentation skills are increasingly necessary to present creative and professional work. Through the use of technology, fashion and textile designers, illustrators and photographers can present and enhance their applied creativity by augmenting traditional hand skills with a range of digital processes. This unit introduces the learner to this knowledge and to the processes and practices that will enable the student to develop a concept driven fashion portfolio.
*Equivalents: KFB202, KFB201  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2*

**KFB209 RAGTRADE: WHOLESALING FASHION**
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.
The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.
KIB108 ANIMATION HISTORY AND PRACTICES
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophical, social and political comment.

**Equivalents:** KIB825  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA
This unit addresses theoretical issues associated with non-linear story structures and interactive narratives through the analysis of game structures, the creation of original game ideas and the application of techniques of information design to the structuring of non-narrative content. Addressing the creative and analytical roles of writers, conceptual designers and information designers in the context of interactive digital media and the Creative Industries.

**Equivalents:** KIB816  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

KIB202 ENABLING IMMERSION
As creative practitioners within a highly networked technological society, it is important to develop a critical understanding of how the application of technology influences modes of communication, production processes and creative practices, particularly within the Creative Industries. This unit provides an introductory overview of the philosophies underlying applications of technology, and critically examines current applications in order to explore creative visions of future technology.

**Prerequisites:** KIB201  **Equivalents:** KIB814  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS
The field of 3D computer graphics has grown from being a highly specialist field, supported by large film studios, into a vast and growing industry. Throughout film and television, scientific visualization, industrial and architectural design, physical modelling, animation and gaming; 3D visualisation has become a significant contributor to the construction of virtual worlds and the simulation of physical environments. This unit provides an introduction to the world of 3D graphics, paying particular attention to pre-production techniques, project management, 3D modelling techniques, and designing virtual environments. It establishes a foundation for advanced study in subsequent units on Real-
time Computer Graphics and Virtual Environments. Theoretical understandings gained through lectures will be supplemented with technical skills in workshops, and applied to the production of 3D environments in design studios.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB205 PROGRAMMING FOR VISUAL DESIGNERS AND ARTISTS**

As part of a contemporary art and design production, practitioners often need to understand aspects of computer programming. This unit provides artists and designers with an introduction to computer programming. It demonstrates how artists and designers use programming within their practices and introduces the principles of programming that will allow you to use computing as a tool for art and design innovation. The unit is presented in a manner that is suited to the learning styles of visual designers and artists, and requires no previous computer programming experience. These skills will develop and applied to the development of art and design outcomes in a studio setting.

**Prerequisites:** KIB210  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB225 CHARACTER DEVELOPMENT, CONCEPTUAL DESIGN AND ANIMATION LAYOUT**

This unit emphasizes production in practice. By considering type and generic attributes within a technological context, you will be guided through the key concepts involved in the development of working drawings and final artworks.

**Prerequisites:** KIB111 or KIB203 or KIB107 or (KIB105 and KIB108 and KVB106)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB230 INTERFACE AND INFORMATION DESIGN**

With the advent of new technologies for communication, graphical user interfaces have become fundamental to the design of effective communication, and a key factor in the uptake, ease of use and experience of technology systems. This unit builds upon knowledge and skills acquired in units on visual communication and Web design to establish the knowledge and skills required to design and produce effective visual interfaces for technology applications such as Web, small screens in mobile media, and interactive displays. It will cover theories and principles of visual communication, information architecture and user experience design, which will be applied in the production of interfaces for interactive media and digital projects. The unit will be taught through a combination of lectures, tutorials and practical classes, in which skills and knowledge will be applied.

**Prerequisites:** KIB101 or KIB801  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB309 EMBODIED INTERACTIONS**

Interaction with technology has advanced beyond the desktop paradigm of mouse and keyboard to embodied interfaces that incorporate video tracking, audio input, and gestural interaction techniques. Applications range from wearable technology to tangible media installations. This unit introduces an experimental field of interactive media design through the practical application of the processes and techniques of tangible media applications. Lectures, which provide the theoretical grounding of the study area, methodologies and examples of the application of tangible media are complemented by practical classes which extend the technical skills acquired in Programming for Designers and Artists and support the development of tangible media outcomes within design studios.

**Prerequisites:** KIB216 or KIB205 or INB385  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB314 TANGIBLE MEDIA**

This unit extends the understandings of tangible media interfaces and applications gained in the embodied media unit. In this unit students will develop a tangible media project from concept through to design, production, evaluation, and exhibition. Theoretical understandings on tangible media object design, interaction and installation gained through lectures will be supplemented with production skills in workshops, and applied to the development of tangible media works in design studios. Finished works will be displayed in a final exhibition where members of the public will interact with them.

**Prerequisites:** KIB309  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB335 TYPOGRAPHY AND ILLUSTRATION**

Typography and illustration are essential components of graphic design for both print and electronic media. This unit will focus on techniques of type design, appropriate use of type forms, the design and incorporation of lettering, and the expressive and communication uses of typography. It will also cover the history, uses, and processes of illustration and its application within visual design and communication. Lectures will introduce design history, techniques and approaches, which will be applied in design studios.

**Prerequisites:** KVB204  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2
KIB338 PRINT MEDIA
This unit builds on the visual communication and graphic design units to develop specialist skills in design layout and the creative production of print media. It will introduce the theory and principles involved in combining text, image and design elements into a coherent design layout and will extend this theory into practice through the development of advanced design publishing techniques. Theoretical understandings gained through lectures will be augmented with technical skills in workshops, and applied to the production of team-based, professional quality print projects in design studios.
Prerequisites: KIB120 or KVB204 Antirequisites: KCP361, KCP405 Credit points: 12 Contact hours: 3 per week, plus several workshops during semester
Campus: Kelvin Grove Teaching period: 2011 SEM-2

KJB101 DIGITAL JOURNALISM
This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB120 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.
Antirequisites: KJP401 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB121 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.
Prerequisites: KJB120 Antirequisites: KJP402 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB224 FEATURE WRITING
Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.
Prerequisites: KJB120 or KWB107 or KWB381 Antirequisites: KJP403 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB239 JOURNALISM ETHICS AND ISSUES
QUT Journalism supports the development of socially responsible, ethical journalists. KJB239 is a core journalism unit. It begins with an overview of western and eastern moral philosophical traditions and moves on to examine current journalistic practice in the context of Australian and international news media operations, regulatory bodies and the stance of professional journalism organisations. Students generate ethical dilemmas and work through them individually, making difficult decisions about issues such as invasion of privacy, protection of sources and conflict of interest. The impact of developing information and communication technologies is also addressed.
Credit points: 12 Contact hours: 3.5 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KJB280 INTERNATIONAL JOURNALISM
This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalistic practice in different countries and regions. You relate to sources and produce news reports in different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness systems affect journalistic activity, and how and why journalism across the world, how different politico-economic and technical systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different countries and cultural environments.
Prerequisites: KJB120 or KJP401 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.
Prerequisites: KJB120 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2
KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.

Assumed knowledge: A knowledge of music fundamentals.

Equivalents: KKB009, KKB618  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The ability to work collaboratively and to communicate effectively is essential for all Creative Industries professionals. In this unit you will have the opportunity to acquire and apply research, collaborative practices and project management skills through the collaborative development of a Creative Industries project proposal. This unit is a complement to KKB101 Creative Industries: People and Practices and examines the practical requirements of contributing to cultures and establishing connections with communities.

Assumed knowledge: KKB101 is assumed knowledge.

Equivalents: KKB007, KKB818  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-2

KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION
You will build interactive software systems for sampling, synthesising and manipulating media in real-time using graphical programming environments (also known as “patcher languages”). This will enable you to design and implement custom audio/video software for live performances and/or installations.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KKB345 CREATIVE INDUSTRIES PROJECT 1
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty. Normally projects are advertised in the preceding semester through the Ci Transitions Hub (log on to BB > Community top tab > Creative Industries > Ci_Transitions). For some students this unit will be taken as the first of two ‘project’ units related to the same project, in such cases this unit may be a prerequisite or corequisite to the second unit, KKB346 Creative Industries Project 2.

Prerequisites: Completion of 72 credit points of Creative Industries units (KKB% units)  Credit points: 12
Contact hours: About 150 hours across the semester.  Campus: Kelvin Grove  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

KKB346 CREATIVE INDUSTRIES PROJECT 2
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty. Normally projects are advertised in the preceding semester through the Ci Transitions Hub (log on to BB > Community top tab > Creative Industries > Ci_Transitions). For some students this unit will be taken as the second of two ‘project’ units related to the same project, in such cases the first unit (KKB345) may be a prerequisite or corequisite to the second unit (KKB346).

Prerequisites: KKB345 (can be enrolled in the same teaching period)  Credit points: 12  Contact hours: About 150 hours across the semester. However when the project is combined with KKB345, then between 230-270 hours in duration across both projects.  Campus: Kelvin Grove  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

KMB003 SEX DRUGS ROCK 'N' ROLL
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.

Equivalents: KMB640  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1

KMB004 WORLD MUSIC
You will gain an awareness and better understanding of world music, its particular significance within Australia and its impact upon contemporary music through a series of lectures, demonstrations and tutorials.

Assumed knowledge: A knowledge of music fundamentals.
KMB107 SOUND, IMAGE, TEXT
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.
Equivalent: KMB638 Credit points: 12 Contact hours: 2.5 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-2

KMB119 MUSIC AND SOUND PRODUCTION 1
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.
Equivalent: KMB108, KMB621 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KMB122 MUSIC AND SOUND CONCEPTS 1
This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.
Equivalent: KMB130, KMB632 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KMB129 MUSIC AND SOUND PRODUCTION 2
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.
Equivalent: KMB105, KMB619 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KMB132 MUSIC AND SOUND CONCEPTS 2
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.

Prerequisites: KMB122 Equivalent: KMB131, KMB633 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KMB200 MUSIC SCENES AND SUBCULTURES
This unit will explore many of the musical subcultural movements of the last sixty years through an interdisciplinary approach. To understand how music operates as a form of social, cultural and political communication this unit explores the various contexts in which music circulates and is made meaningful.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KMB252 MULTI-PLATFORM SOUND DESIGN
This unit builds on previous sound design knowledge and uses a range of tools to design and develop sound content for multi platform television, mobile phones, web, games, virtual worlds and social networks. Students gain an understanding of a variety of working methods and delivery formats and develop practical skills essential to successful collaboration and creation.
Prerequisites: KMB129 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.
Equivalent: KPB150, KPB155 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT
This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.
Equivalent: KPB314 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KPB105 NARRATIVE PRODUCTION
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.

**Prerequisites:** KPB101 or KPB155 or KPB150  
**Equivalents:** KPB185, KPB260  
**Credit points:** 12  
**Contact hours:** Average of 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KPB109 FILM AND TV HISTORY**

Television and film are among the most influential forms of representation developed over the past century. An appreciation of the history and influence of narrative styles and industrial movements emphasizes the important changes in technology and aesthetics that have contributed to making these media potent cultural forces. The history of narrative and movements needs to be considered alongside the production and viewing of television and film as entertainment, information and art.

**Equivalents:** KPB102, KPB359  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS**

The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital. This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses.

**Equivalents:** KPB106, KPB209  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KPB112 TV AND FILM GENRES**

Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres unique to television.

**Equivalents:** KPB103, KPB107, KPB372-2  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KPB113 TV AND FILM TEXT ANALYSIS**

In an era when film and television texts are being transformed by digital media formats, media practitioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.

**Equivalents:** KPB108, KPB130  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KPB202 FILM AND TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT**

The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students’ knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.

**Prerequisites:** KPB104 or KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KPB205 DOCUMENTARY THEORY AND PRACTICE**

The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.

**Equivalents:** KPB358  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KPB206 INTERNATIONAL CINEMA**

This unit examines a range of national cinemas from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideological issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.

**Equivalents:** KPB344  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1
KPB207 FILM AND TELEVISION SCRIPTWRITING
This unit focuses on the production of a sustained script for film or television.
Equivalents: KWB229, KWB105  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-1 and 2011 SEM-2

KPB212 AUSTRALIAN FILM AND TV
This unit includes the following: study of Australian film and television productions within their cultural and institutional contexts; issues facing the film and television industry today; the construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; experimental film and television; indigenous productions; new technological and global challenges.
Equivalents: KPB203, KPB343, KPB106  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KPB303 CRITICAL THINKING ABOUT TELEVISION
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KRB120 SCENOGRAPHY AND THE ART OF TECHNICAL THEATRE
This unit introduces students to theoretical concepts and principles associated with scenography, historical trends in technical theatre and the background associated with the broad vocabulary of technical theatre terminology.
Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KRB121 VISUAL THEATRE
This unit introduces students to the concepts and principles associated with traditional visual theatre design. It is a studio-based unit comprised predominantly of ongoing practical work that students complete under the close guidance and instruction of QUT academic staff and external industry professionals.
Prerequisites: KRB120 (can be enrolled in the same teaching period)  Equivalents: KSB215, KSB276  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KRB220 THE SCENOGRAPHIC DIVIDE
This unit challenges students to undertake a detailed interrogation of the tensions between the practice of traditional stage design and the theoretical concepts and principles associated with scenography.
Prerequisites: KRB120  Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove

KRB211 INTERMEDIATE APPLICATIONS FOR THE THEATRE
This unit introduces students to the concepts and principles associated with intermedial applications in the theatre. It is a studio-based unit comprised predominantly of ongoing practical work that students complete under the close guidance and instruction of QUT academic staff and external industry professionals.
Prerequisites: KRB121 and KRB220  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove

KTB101 20TH CENTURY PERFORMANCE
In this unit you will investigate the major artistic movements of the 20th century: fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.
Equivalents: KTB251  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE
This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.
Antirequisites: KSB106  Equivalents: KTB257  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KTB104 PERFORMANCE INNOVATION
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.
Equivalents: KTB271  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB106 PERFORMING SKILLS 2: STYLE AND FORM
This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell'arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.
Antirequisites: KSB106  Equivalents: KTB258  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB204 UNDERSTANDING PERFORMANCE
In this unit you will investigate the nature of the performance event; performance in everyday life; theatricality and performance; trans-disciplinary performance theory and...
practice; the body in performance; site and performance; live and mediated performance; spectator and audience.

**Equivalents:** KTB275  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-1

**KTB207 STAGING AUSTRALIA**
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twentieth-first centuries. Theatre practices are explored in relation to broader social and political concerns.

**Equivalents:** KTB253  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-2

**KTB210 CREATIVE INDUSTRIES MANAGEMENT**
This unit introduces management techniques within the Australian creative industries environment including company structures, cultural policy, strategic management and leadership in the arts, legal, ethical, economical and social requirements of arts, boards, and entrepreneurial activity.

**Prerequisites:** Completion of 72 credit points of study

**Equivalents:** KTB061  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-1

**KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS**
Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96

**Antirequisites:** KTP406  **Equivalents:** KTB062  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-2

**KTB305 THE ENTREPRENEURIAL ARTIST**
The unit is designed to cover a range of aesthetic and economic areas, including: aesthetics, creativity, regulatory, administrative, legal and ethical issues related to the practice and business of the creative industries.

**Prerequisites:** Completion of 168 credit points of study

**Credit points:** 12  Contact hours: 4 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-2

**KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS**
This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.

**Prerequisites:** Completion of 72 credit points of study

**Credit points:** 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KVB102 MODERNISM**
This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to inter-disciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.

**Equivalents:** KVB701  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-1

**KVB103 AUSTRALIAN ART**
This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.

**Equivalents:** KVB702  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-2

**KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE**
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.

**Antirequisites:** KKB020, KKP420, KVP402, KJP420  **Equivalents:** KVB509  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  **Teaching period:** 2011 SEM-2

**KVB105 DRAWING FOR DESIGN**
This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and associated imagery for use in animated media. The development of critical/reflective frameworks of traditional...
and contemporary practice underpins studio development.

**Equivalents:** KVB755  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KVB106 DRAWING FOR ANIMATION**
This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.

**Equivalents:** KVB756  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KVB108 CONTEMPORARY ASIAN VISUAL CULTURE**
This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.

**Equivalents:** KVB444  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KVB110 2D MEDIA AND PROCESSES**
This introductory unit is a studio course enabling you to explore, construct, analyse and interpret visual data through the 2D graphic modes of drawing, painting and printmaking.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KVB111 3D MEDIA AND PROCESSES**
This first year unit introduces you to current contemporary art practices and concepts to assist you in making, analyzing and critiquing three dimensional artworks. As a second semester unit, this unit will develop foundational skills in 3D media and processes to complement and augment understandings and knowledge of 2D media and processes.

**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KVB200 EXHIBITION AND DISPLAY IN THE VISUAL ARTS**
This unit addresses the development of the Museum in Western cultures and how that tradition manifests in current arts practices, such as in contemporary exhibitions, the display of collections, installation and site-specificity, audience interaction, curatorial activities such as didactic panels and virtual galleries. This unit will assist you in displaying objects and images from your own arts practice and/or the artwork of others in effective and appropriate ways.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KVB204 GRAPHIC DESIGN**
Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.

**Prerequisites:** KIB101 or KIB801 or KIP401  
**Antirequisites:** KVP401  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KVB211 POST 1945 ART**
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art's engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN**
This unit examines the impact of modernism upon the fields of visual art, architecture and design in Australia during the period between 1917 and 1967. It will also examine debates about modernism and provide a detailed historical background to the development of these three fields in Australia in response to the idea of modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KVB213 GRAPHIC INVESTIGATION**
The interface between the graphic design, print and art environments is dynamic and pervasive. An awareness of contemporary practices through conceptual and cross-
media investigations will allow you to interpret, create and engage in these environments.

**KWB102 MEDIA WRITING**
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

*Antirequisites: KWP401  Equivalents: KWB111*

*Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2*

**KWB103 PERSUASIVE WRITING**
Persuasive writing is an integral (if often unconscious) element of both professional and creative writing. Therefore, practitioners in these fields should be able to understand the principles of persuasion, use the vocabulary of persuasion, and evaluate the efficacy of different persuasive strategies. This unit introduces you to the theory and practice of writing persuasively across a number of genres to enhance your writing skills.

*Antirequisites: KWP402  Equivalents: KWB315*

*Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1*

**KWB104 CREATIVE WRITING: THE SHORT STORY**
The unit covers the writing of the short story in detail.

*Antirequisites: KWP403  Equivalents: KWB350*

*Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2*

**KWB106 CORPORATE WRITING AND EDITING**
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).

*Antirequisites: KWP405  Equivalents: KWB314*

*Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2*

**KWB107 CREATIVE NON-FICTION**
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.

*Antirequisites: KWB381  Equivalents: KWB381*

*Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2*
KWB108 INTRODUCTION TO LITERARY STUDIES
“The 'textualisation' of the world has been an important development in twentieth-century theory in the West,”
(Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.
Equivalents: KWB001, KWB716 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KWB109 WRITING AUSTRALIA
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and critically interrogate texts pertinent to contemporary Australian society and culture.
Equivalents: KWB002, KWB710 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KWB206 YOUTH AND CHILDREN'S WRITING
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth-century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.
Equivalents: KWB712 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.
Antirequisites: KWP407 Equivalents: KWB301 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth-century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society.
Equivalents: KWB003, KWB321 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KWB209 SHAKESPEARE, THEN AND NOW
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material.
Equivalents: KWB004, KWB729 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE
This unit will be offered for the first time in semester 1 2012.
Imagining Americas is a literature-based unit which will explore a selection of contemporary written texts from the North and South American continents. The unit will focus on issues of place, nationality, regional and ethnic identity and will encourage an examination of these and the variety of writing styles from intercultural and international perspectives.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove

KWB303 WRITING AND PUBLISHING INDUSTRY
This unit provides an introduction to the function and structure of the writing and publishing industry.
Equivalents: KWB399 Contact hours: 2.5 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KWB304 EDITING AND DEVELOPING THE MANUSCRIPT
This unit develops your understanding of the editing process - in particular, the developmental intervention required to bring a creative manuscript to a publishable standard. These skills are crucial to those of you intending to work in the publishing industry, and of great benefit to professional creative writers. You will receive the opportunity to learn to edit the work of others with insight, understanding and technical skill.
Antirequisites: KWP104, KWP404 Equivalents: KWB301 Credit points: 12 Contact hours: 3 per week
The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:

- The history of entertainment.
- Key characteristics of entertainment.
- The relationship between entertainment and the wider creative industries.
- Changes in entertainment over the period of modernity.
- The size and nature of entertainment industries.

**KWB308 WONDERLANDS: LITERATURE AND CULTURE IN THE 19TH CENTURY**

This unit considers important contemporary cultural and social questions by way of readings in science fiction, fantasy fiction and fiction, class ideologies and revolutionary politics from a selection of novels and poetry of the nineteenth century. The novels and poems examine political and social change in Europe between 1790 and 1900, with a view to making critical links between current ideologies and literary forms and their formulation in a nineteenth century text. As such, works ranging from Frankenstein to Alice in Wonderland are deployed to consider the textual representations of important cultural, social, and sexual issues.

**Assumed knowledge:** KWB108, KWB207, KWB208 and KWB209 is assumed knowledge.  
**Equivalents:** KWB005, KWB724  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KWB309 POPULAR FICTIONS, POPULAR CULTURE**

The unit is designed to provide you with skills in understanding popular culture/s. It addresses the production of popular culture via a range of texts and mediums, and provides you with a framework by which you can critique the operations of popular cultures.

**Equivalents:** KWB006, KWB725  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KWB313 NOVEL AND MEMOIR**

This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

**Credit points:** 12  
**Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KXB102 GLOBAL ENTERTAINMENT**

Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS**

In this unit you will learn how creativity and business can work together to complement each other in the entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to balance creative and business skills.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove