Bachelor of Mass Communication (IF27)

Year offered: 2013
Admissions: Yes
CRICOS code: 037542J
Course duration (full-time): 3 years

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-i-student-services-and-amenities-fee

Start month: February
QTAC code: 409012
Past rank cut-off: 75
Past OP cut-off: 12
Deferment allowed: Yes
Total credit points: 288
Standard credit points per full-time semester: 48

Course coordinator: Head of Studies, MEGA (Creative Industries Faculty)
Discipline coordinator: Tanya Nitis (Entertainment); Susan Hetherington (Journalism); Dr Jason Sternberg (Media & Communication); Mr Sean Maher (Television); ASPRO Gayle Kerr (Advertising); Dr Kim Johnston (Public Relations)
Campus: Gardens Point and Kelvin Grove
Attendance: Full-time

Assumed knowledge: English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA). For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Study the distribution of creative content on new media, television, radio, print, Internet, mobile technologies, movies, advertising, public relations and music.
- Investigate and map the local media sector for the industry-acclaimed Brisbane Media Map project.
- Gain experience through internships and work placements with government departments, media, advertising and public relations organisations.

Details:
As media outlets diversify, expand and fracture into niches, individuals are increasingly immersed in media messages. Organisations grapple with a progressively more complex media environment in order to communicate with consumers in meaningful ways.

This flexible course provides you with expertise in two professional communication disciplines. You will choose two majors from advertising, international journalism, media and communication, public relations and entertainment industries*.

Why choose this course?
A breadth of skills across communication disciplines means graduates of this course are attractive to employers seeking to capitalise on new media opportunities. You can tailor your studies to meet a specific career outcome or broaden your experience to create wider employment options. Electives allow you to include further units in your major study areas, or provide some colour with units from other areas of interest.

QUT boasts a genuine mix of real-world applications and an established academic reputation. Practical skills are taught within an informed theoretical context by staff who are actively engaged in leading-edge research.

Opportunities also exist for internships and work placements in a broad range of industry organisations. Students have completed placements with Queensland Investment Corporation, River Living, Flying Arts and Bare Publicity.

Career outcomes
Because of the variety offered by this course, graduates obtain employment in a range of occupations across public and private sector organisations. Potential employment opportunities include careers as a public relations specialist, media planner, copywriter, corporate communication consultant, specialist journalist, media production specialist, media adviser or event manager. Pathways are also available for honours and professional or research postgraduate studies.

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 or the Society of Business Communicators.

Structures and Units

Your course
Year 1
You will explore key concepts driving media and communication industries in the global new economy and be introduced to skills in your chosen professional areas of study including public relations, advertising, media and communication, journalism, and entertainment industries. You will apply your knowledge to communication activities and exercises which provide insight into the nature and...
scope of the industry sectors you will work in.

**Year 2**

Focusing on your major areas of study, you will undertake activities that enable you to apply your rapidly developing communication skills and knowledge of media industries. You will complete projects using industry-standard equipment and software, gaining experience in a range of tasks you will undertake as part of your professional life. You also begin to broaden your skill and knowledge base by selecting from a range of elective units.

**Year 3**

This capstone year focuses on the refinement of skills. Working individually and in teams, you will produce a portfolio of work, often for real-world clients, which showcases your project management, communication and creative talents. Work placement opportunities complement these activities and allow you to network with a range of industry leaders.

**General course structure - commencing 2013 onwards**

**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 48cpts 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
- KCB110 Introduction to Mass Communication
- KCB103 Strategic Speech Communication
- KCB205 Professional Communication
- SELECT Either AMB220 or AMB263 (Students completing the Advertising Major must select AMB220):
  - AMB220 Advertising Theory and Practice
  - AMB263 Introduction To Public Relations

**MAJOR CORE UNITS - 12 units required - Select two of**

<table>
<thead>
<tr>
<th>Advertising</th>
<th>INSTRUCTIONS: Students completing the Advertising Major must complete AMB220 as one of their IF27 Core Units or as a Complementary Studies Unit Option.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB200 Consumer Behaviour</td>
<td></td>
</tr>
<tr>
<td>AMB318 Advertising Copywriting</td>
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<tr>
<td>AMB319 Media Planning</td>
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<tr>
<td>AMB320 Advertising Management</td>
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<tr>
<td>AMB330 Advertising Planning Portfolio</td>
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<td>AMB339 Advertising Campaigns</td>
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<table>
<thead>
<tr>
<th>Journalism</th>
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<tbody>
<tr>
<td>KJB101 Computational Journalism</td>
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<tr>
<td>KJB120 Newswriting</td>
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<td>KJB121 Journalistic Inquiry</td>
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<td>KJB224 Feature Writing</td>
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<td>KJB280 International Journalism</td>
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<td>KJB337 Investigative Reporting</td>
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<table>
<thead>
<tr>
<th>Media and Communication</th>
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<tbody>
<tr>
<td>KCB101 Media and Communication Texts</td>
</tr>
<tr>
<td>KCB106 Media in a Globalised World</td>
</tr>
<tr>
<td>KCB206 Internet, Self and Beyond</td>
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<tr>
<td>KCB301 Media Audiences</td>
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<td>KJB103 Media Design and Layout</td>
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<td>KCB203 Consumption Matters: Consumer Cultures and Identity</td>
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<table>
<thead>
<tr>
<th>Public Relations</th>
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<tbody>
<tr>
<td>AMB263 Introduction To Public Relations</td>
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<tr>
<td>AMB264 Public Relations Techniques</td>
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<td>AMB372 Public Relations Planning</td>
</tr>
<tr>
<td>AMB374 Global Public Relations Cases</td>
</tr>
<tr>
<td>AMB379 Public Relations Campaigns</td>
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</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:

| AMB202 Integrated Marketing Communication |
| AMB230 Digital Promotions |
| AMB310 Internship |
## 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>Introduction to Mass Communication</td>
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<td>KJB101</td>
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### Year 1, Semester 2

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### Year 2, Semester 1

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### Year 3, Semester 1

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### Year 3, Semester 2

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<td>KJB280</td>
<td>International Journalism</td>
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Contact the Course Coordinator for further information.

Published on: 28 June 2013
### 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 Structure - Advertising / Marketing - Commencing 2013 onwards

#### Year 1, Semester 1
- BSB126  Marketing
- KCB101  Media and Communication Texts
- KCB103  Strategic Speech Communication
- KCB110  Introduction to Mass Communication

#### Year 2, Semester 1
- AMB200  Consumer Behaviour
- AMB201  Marketing and Audience Research
- AMB220  Advertising Theory and Practice
- KCB106  Media in a Globalised World

#### Year 2, Semester 2
- AMB318  Advertising Copywriting
- KCB205  Professional Communication
- KCB206  Internet, Self and Beyond
- SELECT  A Complementary Studies unit

#### Year 2, Semester 2
- AMB319  Media Planning
- KJB103  Media Design and Layout
- SELECT  A Complementary Studies unit

### Course Structure - Advertising / Media & Communication - Commencing 2013 onwards

#### Year 3, Semester 2
- AMB207  Entertainment Marketing
- AMB339  Advertising Campaigns
- SELECT  A Complementary Studies unit
- SELECT  A Complementary Studies unit

### Course Structure - Advertising / Public Relations - Commencing 2013 onwards

#### Year 1, Semester 1
- BSB126  Marketing
- KCB103  Strategic Speech Communication
- KCB110  Introduction to Mass Communication
- SELECT  A Complementary Studies unit

#### Year 2, Semester 1
- AMB200  Consumer Behaviour
- AMB220  Advertising Theory and Practice
- AMB263  Introduction To Public Relations
- KCB205  Professional Communication

#### Year 2, Semester 2
- AMB201  Marketing and Audience Research
- AMB264  Public Relations Techniques
- AMB318  Advertising Copywriting
- SELECT  A Complementary Studies unit

#### Year 2, Semester 2
- AMB319  Media Planning
- AMB372  Public Relations Planning
- 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
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<tr>
<td>AMB320</td>
<td>Advertising Management</td>
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<tr>
<td>AMB330</td>
<td>Advertising Planning Portfolio</td>
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<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
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<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
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<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>AMB310</td>
<td>Internship</td>
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<tr>
<td>AMB339</td>
<td>Advertising Campaigns</td>
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<tr>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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<tr>
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</tbody>
</table>

### Course structure - Entertainment / Journalism - Commencing 2013 onwards

**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>Introduction to Mass Communication</td>
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<td>KJB101</td>
<td>Computational Journalism</td>
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<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
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<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
</tr>
<tr>
<td>SELECT</td>
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</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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<tr>
<td>KCB205</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
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<tr>
<td>KXB201</td>
<td>Entertainment Practice: Balancing Creativity</td>
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<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>LWS009</td>
<td>Introduction to Law</td>
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<td>SELECT</td>
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<td>KJB280</td>
<td>International Journalism</td>
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<td>LWS008</td>
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<tr>
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<tr>
<td>AMB207</td>
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<td>KJB337</td>
<td>Investigative Reporting</td>
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<td>SELECT</td>
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### Course structure - Entertainment / Media & Communication - Commencing 2013 onwards

**Course Requirements**

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<td>KCB110</td>
<td>Introduction to Mass Communication</td>
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<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
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<tbody>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<tr>
<td>KCB106</td>
<td>Media in a Globalised World</td>
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<td>KXB102</td>
<td>Global Entertainment</td>
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<tr>
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<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
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### Year 2, Semester 1
### Course structure - Entertainment / Public Relations - Commencing 2013 onwards

#### 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
- KCB103 Strategic Speech Communication
- KCB110 Introduction to Communication
- KXB101 Introduction to Entertainment

#### Year 1, Semester 2

- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- KCB205 Professional Communication
- KXB102 Global Entertainment

#### Year 2, Semester 1

- AMB201 Marketing and Audience Research
- AMB372 Public Relations Planning
- KXB201 Entertainment Practice: Balancing Creativity and Business

#### Year 2, Semester 2

- LWS009 Introduction to Law

#### Year 3, Semester 1

- AMB202 Integrated Marketing Communication
- AMB230 Digital Promotions
- AMB310 Internship

#### Year 3, Semester 2

- AMB207 Entertainment Marketing
- AMB379 Public Relations Campaigns

### Course structure - Media & Communication / Journalism - Commencing 2013 onwards

#### 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 Media and Communication Texts
- KCB110 Introduction to Mass Communication
- KJB101 Computational Journalism

#### Year 1, Semester 2

- AMB203 Introduction to Media & Communication
- KCB103 Strategic Speech Communication
<table>
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<td>Advertising Theory and Practice</td>
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<td>KJB337</td>
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### Course structure - Media & Communication / Public Relations - Commencing 2013 onwards

#### 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>
</tr>
</thead>
<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB101</td>
<td>Media and Communication Texts</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KCB110</td>
<td>Introduction to Mass Communication</td>
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</tbody>
</table>

### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<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>KCB106</td>
<td>Media in a Globalised World</td>
</tr>
<tr>
<td>SELECT</td>
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</tr>
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</table>

### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>KCB205</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>KCB206</td>
<td>Internet, Self and Beyond</td>
</tr>
<tr>
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### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>KJB103</td>
<td>Media Design and Layout</td>
</tr>
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<td>A Complementary Studies unit</td>
</tr>
<tr>
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</tbody>
</table>

### Year 3, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<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>A Complementary Studies unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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</tbody>
</table>

### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
</tr>
<tr>
<td>SELECT</td>
<td>Two from AMB202, AMB230 or AMB310:</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB310</td>
<td>Internship</td>
</tr>
</tbody>
</table>

### Course structure - Public Relations / Journalism - Commencing 2013 onwards

#### 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
BSB126  Marketing
KCB103  Strategic Speech Communication
KCB110  Introduction to Mass Communication
KJB101  Computational Journalism

Year 1, Semester 2
AMB201  Marketing and Audience Research
AMB263  Introduction To Public Relations
KCB205  Professional Communication
KJB120  Newswriting

Year 2, Semester 1
AMB264  Public Relations Techniques
KJB121  Journalistic Inquiry
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 2, Semester 2
AMB372  Public Relations Planning
KJB224  Feature Writing
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
AMB374  Global Public Relations Cases
KJB280  International Journalism
SELECT  Two from AMB202, AMB230 or AMB310:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB310  Internship

Year 3, Semester 2
AMB379  Public Relations Campaigns
KJB337  Investigative Reporting
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Creative Industries Minor options

INSTRUCTIONS FOR MINORS

Important Enrolment Information:

* Bachelor of Design students will not be permitted to commence a second major or minor until they have completed a minimum of 72 cps.


* 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 and are also 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.

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.

SELECT  48cp from the Animation Unit Options
KNB112  Drawing for Animation 1
KNB121  Animation History and Practices
KNB122  Drawing for Animation 2
KNB123  Animation and Motion Graphics
KNB124  3D Animation 1
KNB211  3D Animation 2

Architectural Studies

Not available to DE40 Bachelor of Design (Architectural Studies) students

SELECT  48cp from the Architectural Studies Unit Options
DAB110  Architectural Design 1
DAB210  Architectural Design 2
DAB220  Placemaking in Architecture
DAB310  Architectural Design 3
DAB325  Architecture in the 20th Century
DAB330  Integrated Technologies 1
DAB410  Architectural Design 4
DAB420  Architecture, Culture and Space
DAB435  Architectural Technology 1
DEB103  Visualisation 1
DEB202  Introducing Design History
DEB203  Visualisation 2

*You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.

KKB345  Creative Industries Project 1
OR
KKB350  Creative Industries International Study Tour

DEB-coded units can only be selected by NON-DE40 students.

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.

SELECT 48cp from the Art, Design and Architecture Unit Options

DAB325  Architecture in the 20th Century
DEB202  Introducing Design History
KVB108  Contemporary Asian Visual Culture
KVB212  Australian Art, Architecture and Design
KVB306  Video Art and Culture

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.

SELECT 48cp from the Art History Unit Options

KVB102  Modernism
KVB103  Australian Art
KVB108  Contemporary Asian Visual Culture
KVB211  Post 1945 Art
KVB304  Contemporary Art Issues

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.

SELECT 48cp from the Audience and User Research Unit Options

KCB101  Media and Communication Texts
KCB102  Media Mythbusting
KCB105  Inquiry in Media and Communication
KCB203  Consumption Matters: Consumer Cultures and Identity
KCB301  Media Audiences

Collaborative Digital Design

SELECT 48cp from the Collaborative Digital Design Unit Options

BEB210  Introduction to Collaboration
BEB211  Parametric Design Systems
BEB212  Advanced Collaboration
BEB213  Sustainable Design Systems
KCB206  Internet, Self and Beyond
KIB103  Introduction to Web Design and Development

Communication for the Professions

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

SELECT 48cp from the Communication for the Professions Unit Options

KCB103  Strategic Speech Communication
KCB302  Political Communication
KJ103  Media Design and Layout
KWB103  Persuasive Writing
KWB213  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.

SELECT 48cp from the Creative Writing Unit Options

KPB116  Introduction to Scriptwriting
KWB101  Introduction to Creative Writing
KWB104 Creative Writing: the Short Story
KWB107 Creative Non-Fiction
KWB207 Great Books: Creative Writing Classics
KWB313 Novel and Memoir

*K Please note: KWB204 is permitted to count towards this study area.

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

Assumed Knowledge: Previously acquired knowledge or skill is required for you to undertake this minor. For health and safety reasons, admission to this minor is dependent upon an appropriate level of physical fitness to prevent injury, and having no pre-existing injuries or structural/physical issues that would prevent your safe and full participation in all physical activities within its practical units. You may be required to confirm your fitness to attempt this minor. If so, you must obtain a physiotherapists report and have it approved by the Dance Study Area Coordinator before you will be permitted to enrol in this minor.

SELECT 48cp from the Dance Studies Unit Options
KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills

Design and People-Environment Interactions
Not available to DE40 Bachelor of Design (Interior Design) students

SELECT 48cp from the Design and People-Environment Interactions Unit Options
DAB220 Placemaking in Architecture
DAB420 Architecture, Culture and Space
DNB402 Socio-cultural Studies
DTB403 Human Environment
DTB502 Environments in Transition
DTB602 Design in Society

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

SELECT 48cp from the Digital Media Unit Options
KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KCB206 Internet, Self and Beyond
KV306 Video Art and Culture
KCB203 Consumption Matters: Consumer Cultures and Identity

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

SELECT 48cp from the Drama Unit Options
KDB225 Music Theatre Skills
KTB102 Process Drama
KTB104 Performance Innovation
KSB106 Acting Fundamentals
KTB302 Postdramatic Theatre
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.

SELECT Either BSB126 or KPB116. BSB126 is mandatory unless you are already undertaking it as part of another study package.

BSB126 Marketing
KPB116 Introduction to Scriptwriting

ENTERTAINMENT CORE UNITS:
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business

Note: KPB101 will be permitted to count towards this study package if completed in 2011 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.

SELECT 48cp from the Fashion Unit Options
KFB103 Introduction to the Industry of Fashion
KFB104 Sustainability: The Materiality of Fashion
KFB108 Unspeakable Beauty 1: A History of Dress and...
Fashion
KFB109  Unspeakable Beauty 2: Fashion and Modernity
KFB207  Contemporary Fashion
Note: KFB106 and KFB206 will be permitted to count towards this study package if completed in 2011 or earlier.

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.

SELECT 48cp from the Graphic Design Unit Options
KIB101  Visual Communication
KIB120  Graphic Design
KIB207  Theories of Visual Communication
KIB231  Typography and Illustration
KIB338  Print Media
KIB340  Visual Information Design

Industrial Design Studies
Not available to DE40 Bachelor of Design (Industrial Design) students
SELECT 48cp from the Industrial Design Studies Unit Options
DEB100  Design and Sustainability
DEB103  Visualisation 1
DEB202  Introducing Design History
DEB203  Visualisation 2
DNB101  Industrial Design 1
DNB201  Industrial Design 2
DNB202  Product Usability
DNB301  Industrial Design 3
DNB302  Computer Aided Industrial Design
DNB303  Manufacturing Technology
DNB401  Industrial Design 4
DNB402  Socio-cultural Studies
DNB502  Industrial Design History, Theory and Criticism
DNB602  New Product Development
*You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.

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.

SELECT 48cp from the Interactive and Visual Design Unit Options
KIB101  Visual Communication
KIB102  Visual Interactions
KIB103  Introduction to Web Design and Development
KIB109  Design for Interactive Media
KIB204  Web Interface Design
Note: KIB104 will be permitted to count towards this study package if completed in 2011 or earlier.

Interior Design Studies
Not available to DE40 Bachelor of Design (Interior Design) students
SELECT 48cp from the Interior Design Studies Unit Options
DEB103  Visualisation 1
DEB202  Introducing Design History
DEB203  Visualisation 2
DTB101  Interior Design 1
DTB201  Interior Design 2
DTB202  Design Technology
DTB301  Interior Design 3
DTB302  Colour Studies
DTB303  Technical Design
DTB401  Interior Design 4
DTB402  Interior Systems
DTB403  Human Environment
DTB502  Environments in Transition
DTB602  Design in Society
*You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.

OR
KKB350  Creative Industries International Study Tour
DEB-coded units can only be selected by NON-DE40 students.
KKB345  Creative Industries Project 1
OR
KKB350  Creative Industries International Study Tour
DEB-coded units can only be selected by NON-DE40 students.

Journalism
Description: This minor will introduce you to a range of key journalistic principles, approaches and writing styles.
SELECT 48cp from the Journalism Unit Options
KJB101  Computational Journalism
KJB120  Newswriting
KJB121  Journalistic Inquiry
KJB224  Feature Writing
KFB205  Fashion and Style Journalism

Landscape Architecture Studies
Not available to DE40 Bachelor of Design (Landscape Architecture) students
SELECT 48cp from the Landscape Architecture Studies Unit Options
DEB103  Visualisation 1
DEB202  Introducing Design History
DEB203  Visualisation 2
DLB130  Landscape Design 1
DLB210  Landscape Design 2
DLB230  Landscape Horticulture
DLB310  Landscape Design 3
DLB330  Landscape Ecology
DLB410  Landscape Design 4
DLB430  Landscape Construction 1
DLB510  Landscape Design 5
DLB525  History and Criticism of Landscape Design
DLB530  Landscape Construction 2
DLB630  Landscape Construction 3
DLB645  Landscape Practice and Law
*You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.

KKB345  Creative Industries Project 1
OR
KKB350  Creative Industries International Study Tour
DEB-coded units can only be selected by NON-DE40 students.

Lighting
PCB121  Vision, Colour and Photometry
PCB122  Lighting Design
PCB123  Sustainability and Human Factors
PCB124  Lamps and Luminaires

Literature
Description: This minor will provide you with a thorough grounding in a range of texts, literary, cultural and popular.
SELECT 48cp from the Literature Unit Options
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  Wonderlands: Literature and Culture in the 19th Century
KWB309  Popular Fictions, Popular Culture
* Please note: KWB307 is permitted to count towards this study area. KWB109, KWB206 and KWB208 are permitted to count towards this study area if completed in 2010 or earlier.

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.
SELECT 48cp from the Modern and Popular Literature and Culture Unit Options
KWB109  Writing Australia
KWB112  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 study area if completed in 2010 or earlier.

Music Studies
Description: This minor provides you with understandings of new directions in music across styles, genres, cultures, disciplines and beliefs.
SELECT 48cp from the Music Studies Unit Options
<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
</tr>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
</tr>
<tr>
<td>KMB004</td>
<td>World Music</td>
</tr>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
</tr>
<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
</tr>
<tr>
<td>KMB215</td>
<td>The Music Industry</td>
</tr>
</tbody>
</table>

* Please note: KMB002 is permitted to count towards this study area.

**Performance Events and Festivals**

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>This minor provides you with understandings and skills in creative industries performance and management.</td>
</tr>
</tbody>
</table>

**SELECT 36cp from the Performance Events and Festivals Unit Options**

- KTB101: Understanding Theatre
- KTB207: Staging Australia
- KTB210: Creative Industries Management
- KTB211: Creative Industries Events and Festivals
- KTB213: Directing Theatre

**SELECT One unit from the Performance Events and Festivals Additional Unit Options**

- BSB126: Marketing
- KCB103: Strategic Speech Communication
- KWB213: Corporate Writing and Editing
- KTB101: Understanding Theatre
- KTB207: Staging Australia
- KTB210: Creative Industries Management
- KTB211: Creative Industries Events and Festivals
- KTB213: Directing Theatre

**Screen Studies**

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>The aim of this minor is to provide students with an understanding of film and media, and their influence in social and cultural contexts.</td>
</tr>
</tbody>
</table>

**SELECT 48cp from the Screen Studies Unit Options**

- KPB109: Film and TV History
- KPB112: TV and Film Genres
- KPB205: Documentary Theory and Practice
- KPB206: International Cinema
- KPB212: Australian Film and TV

* Please note: KPB203 is permitted to count towards this study area.

**Professional Writing, Publishing and Editing**

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

**SELECT 48cp from the Professional Writing, Publishing and Editing Unit Options**

- KPB116: Introduction to Scriptwriting
- KWB103: Persuasive Writing
- KWB213: Corporate Writing and Editing
- KWB303: Writing and Publishing Industry
- KWB304: Editing and Developing the Manuscript

**Sound Design**

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>This minor introduces you to the practical world of sound production tools and techniques together with a secure theoretical underpinning.</td>
</tr>
</tbody>
</table>

**SELECT 48cp from the Sound Design Unit Options**

- KMB107: Sound, Image, Text
- KMB119: Music and Sound Production 1
- KMB129: Music and Sound Production 2
- KMB216: Audio / Visual Interaction
- KMB252: Multi-Platform Sound Design

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

**Television**

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>The aim of this minor is to provide students with theoretical and practical...</td>
</tr>
</tbody>
</table>

* Please note: Units completed as part of the Sound Studies minor (KKB004, KMB106, and KMB301) are permitted to towards this study area if completed in 2010 or earlier.
understandings of television production, distribution and reception.

SELECT 48cp from the Television Unit Options
KPB110 The Movie, TV and New Media Business
KPB112 TV and Film Genres
KPB210 Production Management for Film, TV and New Media
KPB303 Critical Thinking About Television and Film
KPB313 Producing for Film, TV and New Media

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.

SELECT 48cp from the Visual Arts Practice Unit Options
KVB104 Photomedia and Artistic Practice
KVB110 2D Media and Processes
KVB111 3D Media and Processes
KVB200 Exhibition and Display in the Visual Arts
KVB213 Graphic Investigation

Work Integrated Learning (WIL)

Note: This minor is only available to DE40 Bachelor of Design students

Description: This minor will allow you to undertake a series of industry-based units that involve structured work experiences via internships, professional projects or study tours. These units are designed to encourage you to learn within your chosen profession at an industry standard and offers professional experience, guided by academic objectives, for academic credit.

KKB341 Work Integrated Learning 1
KKB342 Work Integrated Learning 2
KKB351 Work Integrated Learning 3
SELECT One unit from the Work Integrated Learning Unit Options
*You may select either KKB345, KKB346 or KKB350 provided there is a design-focused project or tour available in the relevant semester.

KKB352 Work Integrated Learning 4
KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2
KKB350 Creative Industries International Study Tour

Discontinued Study Area(s)

The Advanced Interactive Media Minor was discontinued at the end 2011. Students who commenced this minor prior to the end of 2011 will be permitted to complete it.

Creative Industries Faculty Undergraduate University Wide Unit Options

Creative Industries Faculty Undergraduate University Wide Units

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
* KC30, KK33, KK34, KK35, KJ32, KM32 and IF27 students ONLY are permitted to select Unit Options from outside of the Creative Industries Faculty

Animation

KNB121 Animation History and Practices
KNB122 Drawing for Animation 2
KNB123 Animation and Motion Graphics
KNB124 3D Animation 1
KVB114 Digital Media

Creative Writing & Literary Studies

KWB101 Introduction to Creative Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: the Short Story
KWB107 Creative Non-Fiction
KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB112 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB209 Shakespeare, Then and Now
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB211 Stylistics
KWB212 Writing Poetry
KWB213 Corporate Writing and Editing
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture
KWB303 Writing and Publishing Industry
KWB304 Editing and Developing the Manuscript
KWB313 Novel and Memoir
* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.

Dance
KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB108 World Dance
KDB109 Funk, Tap and all that Jazz
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills
KDB231 Latin Dance Party

Entertainment
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business
KXB301 Entertainment Industries Map

Faculty
KJB104 Photojournalism
KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2
* Please note: KKB301 and KKB302 are permitted to count as Unit Options if completed in 2011 or earlier.

Fashion
KFB103 Introduction to the Industry of Fashion
KFB104 Sustainability: The Materiality of Fashion
KFB108 Unspeakable Beauty 1: A History of Dress and Fashion
KFB109 Unspeakable Beauty 2: Fashion and Modernity
KFB207 Contemporary Fashion
KFB209 Ragtrade: The Business of Fashion
KFB210 Fashion and Costume in Film
* Please note: KFB205 is permitted to count as a Unit Option if completed in 2011 or earlier.

Film & Television
KPB101 Introduction to Film, TV and New Media Production
KPB109 Film and TV History
KPB110 The Movie, TV and New Media Business
KPB112 TV and Film Genres
KPB113 TV and Film Text Analysis
KPB116 Introduction to Scriptwriting
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV
KPB303 Critical Thinking About Television and Film
KFB313 Producing for Film, TV and New Media
* Please note the following unit changes:
*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.
*KPB104 is permitted to count as a Unit Option if completed in 2011 or earlier.
*KPB207 is permitted to count as a Unit Option if completed in 2011 or earlier.

Interactive & Visual Design
KIB101 Visual Communication
KIB102 Visual Interactions
KIB103 Introduction to Web Design and Development
KIB109 Design for Interactive Media
KIB120 Graphic Design
KIB201 Concept Development for Game Design and Interactive Media
KIB202 Enabling Immersion
KIB205 Programming for Visual Designers and Artists
KIB231 Typography and Illustration
KIB309 Embodied Interactions
KIB314 Tangible Media
KIB338 Print Media

Journalism
KJB101 Computational Journalism
KJB120 Newswriting
KJB121 Journalistic Inquiry
### Media & Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101</td>
<td>Media and Communication Texts</td>
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<tr>
<td>KCB102</td>
<td>Media Mythbusting</td>
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<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<td>KCB104</td>
<td>Media and Communication: Industries</td>
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<td>KCB105</td>
<td>Inquiry in Media and Communication</td>
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<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
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<td>KCB206</td>
<td>Internet, Self and Beyond</td>
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<td>KCB302</td>
<td>Political Communication</td>
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### Music & Sound

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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
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<tr>
<td>KMB004</td>
<td>World Music</td>
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<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
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<tr>
<td>KMB119</td>
<td>Music and Sound Production 1</td>
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<tr>
<td>KMB122</td>
<td>Music and Sound Concepts 1</td>
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<tr>
<td>KMB129</td>
<td>Music and Sound Production 2</td>
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<td>KMB132</td>
<td>Music and Sound Concepts 2</td>
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<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
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<td>KMB215</td>
<td>The Music Industry</td>
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<td>KMB216</td>
<td>Audio / Visual Interaction</td>
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<td>KMB252</td>
<td>Multi-Platform Sound Design</td>
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### Performance Studies

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<th>Course Code</th>
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<tr>
<td>KRB120</td>
<td>Scenography and the Art of Technical Theatre</td>
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<td>KRB220</td>
<td>The Scenographic Divide</td>
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<td>KSB106</td>
<td>Acting Fundamentals</td>
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<td>KTB101</td>
<td>Understanding Theatre</td>
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<td>KTB102</td>
<td>Process Drama</td>
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<td>KTB103</td>
<td>Performing Skills 1: Character and Scene</td>
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<td>KTB104</td>
<td>Performance Innovation</td>
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<td>KTB106</td>
<td>Performing Skills 2: Style and Form</td>
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<td>KTB207</td>
<td>Staging Australia</td>
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<td>KTB210</td>
<td>Creative Industries Management</td>
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<td>KTB211</td>
<td>Creative Industries Events and Festivals</td>
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<td>KTB305</td>
<td>The Entrepreneurial Artist</td>
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<td>KTB302</td>
<td>Postdramatrical Theatre</td>
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### Visual Arts

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<th>Course Code</th>
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<tr>
<td>KVB102</td>
<td>Modernism</td>
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<td>KVB103</td>
<td>Australian Art</td>
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<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
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<td>KVB108</td>
<td>Contemporary Asian Visual Culture</td>
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<td>KVB110</td>
<td>2D Media and Processes</td>
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<td>KVB111</td>
<td>3D Media and Processes</td>
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<tr>
<td>KVB200</td>
<td>Exhibition and Display in the Visual Arts</td>
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<td>KVB211</td>
<td>Post 1945 Art</td>
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<td>KVB212</td>
<td>Australian Art, Architecture and Design</td>
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<td>KVB213</td>
<td>Graphic Investigation</td>
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<td>KVB304</td>
<td>Contemporary Art Issues</td>
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<td>KVB306</td>
<td>Video Art and Culture</td>
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<tr>
<td>KVB307</td>
<td>Theories of Spatial Culture</td>
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</tbody>
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### Potential Careers:

Advertising Professional, Creative Writer, Entertainment Entrepreneur, Entertainment Manager, 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 SYNONSES

#### 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**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:** 2013 SEM-1 and 2013 SEM-2

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**AMB207 ENTERTAINMENT MARKETING**

The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

**Prerequisites:** BSB126 or CTB126

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2013 SEM-2

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**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:** 2013 SEM-1 and 2013 SEM-2

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**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 websites 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

**Equivalents:** AMX230

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2013 SEM-1

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**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:** 2013 SEM-1 and 2013 SEM-2

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**AMB264 PUBLIC RELATIONS TECHNIQUES**

This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may
be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students in other disciplines.

Prerequisites: BSB126, CBT126, BSB116, or BSB117

Antirequisites: AMB261, AMB262  Equivalents: AMX264

Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

AMB310 INTERNSHIP
Provides the student with experience of professional practice in a suitable company where they actively work on a part-time basis. Students undertake a preferred study program within the Advertising, Marketing or Public Relations framework. Students are required to submit a number of reports reflecting the theoretical concepts acquired during the degree program, and how they might be applied in practice. Students must obtain the approval of the Major Coordinator prior to enrolling in this unit.

Other requisites: Completed 192 credit points or more; major in advertising, international business or logistics, marketing or public relations; and GPA of 4.0 or higher.
Placements must be approved by Unit Coordinator. Placements are minimum of 120 hours  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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

Prerequisites: AMB220 or COB308  Equivalents: AMB221, AMX318  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

AMB320 ADVERTISING MANAGEMENT
Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, "This is what happens in advertising", it challenges students by raising important contemporary issues in advertising management practice and asking, "What should be done?". Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.

Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  Equivalents: AMX320  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly students apply their understanding to develop a digital portfolio in their chosen vocational area.

Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  Equivalents: AMX330  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 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: 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

**AMBS74 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:** AMBS372, AMB261, or AMB262  
**Equivalents:** AMB370, AMX374  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

**BEB210 INTRODUCTION TO COLLABORATION**

This unit introduces students to the foundational aspects of collaboration within the design and documentation of artefacts, using Building Information Modelling (BIM) approach. Focusing on multidisciplinary collaboration during the complete life cycle of a built environment facility. This unit is an approach to the theory and practice of BIM software, exploring the translation from Computer Aided Design (CAD) to BIM. This unit is also the foundation for BEB212 Advanced Collaboration.

**Assumed knowledge:** DE40/ UD40 students completion of Yr 1 units; EN40 students completion of Yr 1 & 2 units. Additionally, for all students, working knowledge of 3D CAD software for your discipline, demonstrated by completion of one unit utilising 3D CAD or equivalent.  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**BEB211 PARAMETRIC DESIGN SYSTEMS**

This subject introduces students to the use of parametric geometry systems that are used in early stages of design. These are the systems used by major design firms such as Zaha Hadid and Frank Gehry (architecture), SOM (architecture/engineering) and Arup (engineering).

**Assumed knowledge:** DE40/ UD40 students completion of Yr 1 units; EN40 students completion of Yr 1 & 2 units. Additionally, for all students, working knowledge of 3D CAD software for your discipline, demonstrated by completion of one unit utilising 3D CAD or equivalent.  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**BEB212 ADVANCED COLLABORATION**

In a real environment designers need to collaborate with others using a range of design tools provided by different software vendors. In this unit you will develop an understanding of interoperability and methods of maximising the benefits of information exchange across a range of design tools.

**Prerequisites:** BEB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**BEB213 SUSTAINABLE DESIGN SYSTEMS**

A range of sustainability tools will be covered that support environmental impact analysis, economic analysis and social impact assessment, within a holistic approach to design. The capabilities of the tools will be discussed and then used to build up appropriate workflows that support integrated assessment for sustainability. These will be applied to a comprehensive design problem to reinforce the students understanding.

**Assumed knowledge:** DE40/ UD40 students completion of Yr 1 units; EN40 students completion of Yr 1 & 2 units. Additionally, for all students, working knowledge of 3D CAD software for your discipline, demonstrated by completion of one unit utilising 3D CAD or equivalent.  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**BSB126 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:** BSB116,BSD126  
**Equivalents:** BSX126,
DAB110 ARCHITECTURAL DESIGN 1
This unit offers a broad introduction to the field of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Analysis of the constructed environment leads to a number of design projects that engage with issues of context, tectonics, planning, form, and spatial quality. Orthogonal drawing exercises, freehand sketching, presentation graphics, and model making all form part of the unit content. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.

Prerequisites: DEB103 or DLB130 or DNB101 or DTB101. DEB103 can be studied in the same teaching period as DAB110
Equivalents: ADB001
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1

DAB210 ARCHITECTURAL DESIGN 2
This unit offers a focused introduction to the field of design through engagement with the explicit process of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Architectural design as a manageable process in explored through a number of exercises and design projects. Discrete steps in the process of architectural design are made explicit through staged activities that build to a complete design project. Orthogonal drawing exercises, freehand sketching, presentation graphics, and model making all form part of the unit content. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.

Prerequisites: DAB110 and (DEB203 or DLB210 or DNB201 or DTB201). DEB203 can be studied in the same teaching period as DAB210.
Equivalents: ADB002
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-2

DAB220 PLACEMAKING IN ARCHITECTURE
The unit aims to promote students' awareness of concepts of environmental psychology such as territory, community, privacy, personal space and spatial perception from a variety of cultural perspectives. It also includes an introduction to the ways in which architecture is practiced and the concept of professionalism as it pertains to architectural practice. Further the unit explores social and cultural relationships between people and the institutions of society through the study of introductory sociology, cultural analysis and political economy. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.

Assumed knowledge: DEB103 is assumed knowledge
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-2

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: 2013 SEM-1
DAB410 ARCHITECTURAL DESIGN 4
This unit offers an intermediate level investigation into the field of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Complex design problems deal with issues of social context, ethics, values, as well as the physical constraints of site, materials, climate, and technology. Design projects require the management of conflicting constraints to achieve optimal design proposals. Precedence, typologies, research and analysis, and representation techniques all form part of the unit content. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.
Prerequisites: DAB310    Equivalents: ADB004    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

DAB420 ARCHITECTURE, CULTURE AND SPACE
Architecture is arguably a measure of a community’s cultural mores; it reflects the attitudes, values and beliefs of its place, time and makers. This unit aims to promote awareness of how architecture is both a product and an emblem of socio-cultural conditions. In particular it explores the interdependency between how architecture is conceived and made, and the way people structure their worldview and organise their institutions in a range of cultural contexts and settings.
Assumed knowledge: DAB220 is assumed knowledge.
Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

DAB435 ARCHITECTURAL TECHNOLOGY 1
The unit will explore various forms of domestic construction with particular reference to general properties of building materials, common construction practices used in dwellings, single storey and class 10 buildings. Comparison of building systems and their effect on domestic building design will be explored in detail. Students will be introduced to the construction aspects of the BCA including its housing provisions and associated codes for all types of buildings to assist to achieve the requirements for building approvals.
Assumed knowledge: DAB330 is assumed knowledge.
Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

DEB100 DESIGN AND SUSTAINABILITY
This unit, with its special focus on the role and impact of designers to shift society toward a more environmentally sustainable way of living, introduces you to essential academic and professional skills and practices for learning to become a designer.
Antirequisites: ENB100    Equivalents: BEB100 and UDB100    Credit points: 12    Contact hours: 3 per week

DEB103 VISUALISATION 1
Designers work in three dimensions and thus employ a variety of tools to think about and communicate three-dimensional ideas. This unit introduces you to the skills and techniques you’ll need to support this design visualisation with a focus on analogue media, drawing skills and simple model making. Some of them are common to all the disciplines in the course while others are specific to one or more disciplines of architecture, industrial design, interior design and landscape architecture.
Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 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: 2013 SEM-2

DEB203 VISUALISATION 2
DEB103 Visualisation 1 introduced you to the skills and techniques needed to support design visualisation with a focus on analogue media and drawing skills. This unit continues that process and integrates digital and analogue approaches. Content will be divided between common and discipline specific techniques and traditions.
Prerequisites: DEB103    Equivalents: DEB201    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

DLB130 LANDSCAPE DESIGN 1
This unit is the first landscape design studio. It will begin your skill building in design processes and theory on which subsequent studios will build. It will focus on applying the representational techniques covered in the allied unit DEB103 Visualisation 1.
Prerequisites: DEB103 or DAB110 or DNB101 or DTB101. DEB103 can be studied in the same teaching period as DLB130. Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-1

DLB210 LANDSCAPE DESIGN 2
This design studio introduces landscape design within the context of the urban environment. Basic design concepts such as space, effects and qualities are explored. It also
introduces the use of plants as a design material. There is a concentration on communication and graphic skills in the development of a personal design process. These preliminary explorations provide a foundation for later design studios.  

**Prerequisites:** DLB130 and (DEB203 or DAB210 or DN201 or DTB201). DEB203 can be studied in the same teaching period as DLB210  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-2  

**DLB230 LANDSCAPE HORTICULTURE**  
This unit introduces the fundamentals of plant science, ecology and horticulture, especially within a local southeast Queensland context. This theoretical knowledge will be applied to a simple planting design project.  

**Equivalents:** PSB442  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-2  

**DLB310 LANDSCAPE DESIGN 3**  
This unit introduces you to the theory behind spatial design and place-making. It also introduces design research and inquiry methods. In particular, it encourages you to examine the ways that people use, perceive and value places and environments. The unit teaches you to explore design research methodologies, and apply design skills to place-making.  

**Prerequisites:** DLB210  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-1  

**DLB330 LANDSCAPE ECOSYSTEM**  
An understanding of physical geography, geomorphology and the theoretical concepts of landscape ecology as a spatial analysis and design tool underpin this unit. It concentrates on understanding spatial and functional heterogeneity in all landscapes from the 'natural' to the 'developed' by recognising that they share a similar structural and functional model. The unit comprises three content strands: (a) Landscape Structures; (b) Landscape Systems and Processes; and (c) Landscape Development. These theoretical concepts studied in each of these strands are applied in the analysis and redesign of a dynamic real world landscape.  

**Equivalents:** PSP263  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-1  

**DLB410 LANDSCAPE DESIGN 4**  
In this unit, students will investigate an urban landscape in order to explore, understand and apply the principles and processes of site planning. These include: the development of a project brief, the understanding and articulation of site user needs, the undertaking of a site appraisal, the development and analysis of design concept options, and the final development of a site plan.  

**Prerequisites:** DLB310  

**Equivalents:** PSB441  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-2  

**DLB430 LANDSCAPE CONSTRUCTION 1**  
This studio is complementary to DLB410 Landscape Design 4. The core of landscape architecture is the design of controlled change to landscapes. Design implementation requires the re-construction of the existing landscape into new forms. Landscape Construction 1 continues the landscape design process at a finer scale of detail and precision to resolve site regrading, management of surface water and preparing sites for planting new landscapes. It is inextricably linked to the processes of maintenance and management and is therefore one of the core skills landscape architects apply in order to meet sustainability objectives. This unit will develop technical graphic skills associated with manual and digital design communication.  

**Equivalents:** PSB434  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-2  

**DLB510 LANDSCAPE DESIGN 5**  
This design unit builds on Landscape Design 4 and extends the theoretical and applied understanding of site analysis, planning and design processes. It develops skills in the artful, orderly, efficient, aesthetic, and ecologically sensitive arrangement of constructed objects and spaces on a site and their integration with the site’s features, systems, spirit of place and satisfying the needs and values of its intended users. Emphasis will be on the development of site specific design outcomes. Application of appropriate graphic communication in all forms will be integrated into the program. The unit will be block taught in the first part of the semester.  

**Prerequisites:** DLB410  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-1  

**DLB525 HISTORY AND CRITICISM OF LANDSCAPE DESIGN**  
This unit examines landscape design throughout the ages, providing an historical context for exploring contemporary design approaches. The origins of the landscape architectural profession are also investigated. Incorporated into this landscape design focus will be an examination of past and contemporary design criticism and the role that landscape architects play in this regard.  

**Credit points:** 12  

**Contact hours:** 3 per week  

**Campus:** Gardens Point  

**Teaching period:** 2013 SEM-1  

**DLB530 LANDSCAPE CONSTRUCTION 2**
This studio will build on the work of DLB510 Landscape Design 5. The unit introduces the properties and use of materials encountered in landscape construction and the processes of resolving and communicating design decisions as construction documentation. It includes principles of applied science and mechanics relating to the stability of site elements; graphic (manual and digital) skills required to explore construction problems and communicate required outcomes. It will require students to undertake effective research and evaluation of technical data and techniques available to the construction industry in seeking valid solutions to construction problems. The unit will be block taught in the second half of the semester.

Prerequisites: DLB430  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

DLB630 LANDSCAPE CONSTRUCTION 3

This unit will build on the work of previous design resolution units to take the student into the realm of construction of larger scale landscape elements. Topics include: the principles and practice of water sensitive urban design; design and construction of golf courses, swimming pools; and artificial lakes and earth dams; scope of contract documents; defining extent of works; set-out of works – horizontal and vertical; site clearing, demolition and environmental protection and noise control. The unit will also advance the principles and practice of contract documentation including writing contract and construction specifications.

Prerequisites: DLB530  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DLB645 LANDSCAPE PRACTICE AND LAW

This unit develops understanding of government and non-government institutions that affect land and building development together with a more detailed understanding of specific legal and quasi-legal frameworks having influence on professional practice. Topics include: property with special reference to land ownership; land development applications under the Integrated Planning Act, tort, duty of care and the basis for professional liability; introduction to intellectual property; construction statutes, regulations, codes including the Building Code of Australia, standards and protocols, consultancy and construction contracts, and practice guides and law relating to practice.

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DNB101 INDUSTRIAL DESIGN 1

Industrial design revolves around the creation of products that satisfy human needs within the constraints of industrial and commercial production. This involves the manipulation of form with an understanding of structure, function, and beauty. Through projects students will be exposed to: basic design elements and principles; introduction to product visualisation techniques including concept sketching and marker rendering; design process and concept development; basic model making techniques; design presentation.

Prerequisites: DEB103 or DAB110 or DLB130 or DTB101. DEB103 can be studied in the same teaching period as DNB101  Equivalents: ADB201  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

DNB201 INDUSTRIAL DESIGN 2

This unit continues with the development of visual and creative thinking within the context of industrial design with special emphasis on the development of product form. Through projects students will be exposed to: aesthetic aspects of products; design process and concept development; product visualisation techniques including concept sketching and marker rendering; model making and basic photographic documentation skills; design presentation.

Prerequisites: DNB101 and (DEB203 or DAB210 or DLB210 or DTB201). DEB203 can be studied in the same teaching period as DNB201.  Equivalents: ADB202  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DNB202 PRODUCT USABILITY

The professional designer designs principally for others and not primarily by personal preference. Therefore an understanding of the breadth of physical and cognitive needs and capabilities of people is vital to the development of useable products. This unit provides the basis for a user-centred design philosophy built upon an understanding of people and their capabilities and knowledge and experience to integrate advanced human factors and usability concepts into the industrial design process. The content covered in this unit includes: anthropometrics; principles of physical and cognitive ergonomic requirements of special needs groups; human error; usability principles; usability evaluation methods and user testing techniques.

Prerequisites: DNB101  Equivalents: ADB212  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DNB301 INDUSTRIAL DESIGN 3

This unit offers creative opportunities to design and develop new and innovative products in the field of industrial design. It uses design research and methodologies to inspire innovative and sustainable practices both in the built and natural environments. Thorough user and context research,
design development, brief development and existing market research lead to design projects that engage with issues of context, biomimicry, technology and design principle transfers from nature. Learning and teaching activities are spread across lectures, tutorials, workshops and studio based practices.

Prerequisites: DNB101    Equivalents: ADB203    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

DNB302 COMPUTER AIDED INDUSTRIAL DESIGN
Once an Industrial Designer has completed the conceptual design stage of a project the details required for manufacture need to be resolved and prototypes made. It is at this stage that Computer Aided Design (CAD) is used. 3D CAD allows the details of the design to be resolved. Rapid prototypes can be made directly from the CAD data for design testing and verification. Modifications to the CAD data can be made quickly. Once the design is satisfactory, the 3D CAD models can then be used to generate photo-realistic images and engineering drawings so that the new product can be manufactured.

Equivalents: ADB245    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2013 SEM-1

DNB303 MANUFACTURING TECHNOLOGY
Manufacturing technology is integral to industrial design and is a basic knowledge requirement to build upon throughout the course. Design for manufacturing allows both the analysis and application of manufacturing principles to product design and development. The knowledge gained in this unit allows the designer to develop a sound awareness of the relationship between design and manufacturing. The content covered in this unit includes: electronics; plastics; production techniques in relation to different materials; forming; finishing operations; production costs; technical documentation and communication.

Equivalents: ADB233    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2013 SEM-1

DNB401 INDUSTRIAL DESIGN 4
Industrial design advances design knowledge gained in DNB201 Industrial design 2. The unit introduces how various design processes interact, in complex problems such as sustainable transportation systems. Through collaborative projects students will be exposed to: design research; design innovation; communication skills; integration of design processes, manufacturing technologies and application transfer of design principle mechanisms to solve real world problems.

Prerequisites: DNB201    Equivalents: ADB204    Credit points: 12    Contact hours: 4    Campus: Gardens Point    Teaching period: 2013 SEM-2

DNB402 SOCIO-CULTURAL STUDIES
An understanding of people and their cognitive and emotive relationship with the world is essential for designing responsive products and environments. This unit encourages a diversity of knowledge to gain a broader perspective of culture, understand how issues of culture influence product design and the designer's interaction with society and diverse cultures. The content covered includes: theoretical perspectives of culture, psychological implications of everyday human-artefact interactivity, environmental and cultural perception, changing socio-cultural landscapes, ageing population, sustainability and globalisation, potential for design to advance social changes and quality of life, and psychological implications and attitudes imbedded in product semantics and symbolics.

Credit points: 12    Contact hours: 3    Campus: Gardens Point    Teaching period: 2013 SEM-2

DNB502 INDUSTRIAL DESIGN HISTORY, THEORY AND CRITICISM
This unit provides students with the opportunity to become aware of theoretical and historical discourse in industrial design and to debate innovative and advanced ideas and critical thinking in the field internationally. It provides a framework in which students can locate their individual design activities. The content covered in this unit includes:
• contemporary history of industrial design
• relationship between social and technological change and industrial design
• contemporary design theory and discourse
• criticism methodology
• writing about design
• learning to critique design

Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2013 SEM-1

DNB602 NEW PRODUCT DEVELOPMENT
The unit will focus on the introduction of new products into the market. It will provide the students with an overview of the relationship between product design and commercialisation. It will provide an overview of strategy development where the aim is to meet consumer expectations, whilst achieving corporate objectives. The major topics covered in this unit include:
• new product development process
• idea generation
• strategic planning
• introduction to marketing
• product screening and evaluation
• commercialisation and post launch review

Equivalents: ADB235    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2
DTB101 INTERIOR DESIGN 1
This unit provides foundational material for the study of interior design. Students will be introduced to design theory, methodology and aesthetics. Design will be explored as an interpretive process. Topics covered in the context of projects for the unit include: The studio as a way of learning; Introductory design exercises exploring two and three dimensional elements as they relate to the interior design context; Freehand sketching, principles of perspective; Mechanical drawing, principles of scaled drawing; Presentation and visual communication skills; Environmental issues and sustainability.
Prerequisites: DEB103 or DAB110 or DLB130 or DNB101. DEB103 can be studied in the same teaching period as DTB101. Equivalents: ADB101. Credit points: 12
Contact hours: 4 per week Campus: Gardens Point
Teaching period: 2013 SEM-1

DTB201 INTERIOR DESIGN 2
This unit introduces the student to design in three dimensional spaces of relevance to the practice of interior design and with a particular emphasis on the socio-cultural relations between people and the environment. The unit aims to foster an understanding of design not only as a language of exploration and communication but also as an activity addressing person-environment interaction in a certain way. Topics covered in the context of projects for the unit include: Introduction to characteristics of design problems; Methods to generate and test design proposals; Creativity and innovation relative to contextuality; Presentation methods, techniques and materials used to generate and communicate design ideas; Relevant design history.
Prerequisites: DTB101 and (DEB203 or DAB210 or DLB210 or DNB201). DEB203 can be studied in the same teaching period as DTB201. Equivalents: ADB102. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point
Teaching period: 2013 SEM-2

DTB202 DESIGN TECHNOLOGY
In this unit students will acquire an understanding of the interconnection between technological changes, inventiveness, social context and interior design. Topics covered in this unit include: Interior design in relation to structural systems, materials, technologies and relevant legislation with specific emphasis on domestic building construction; Skills associated with observation, research, and communication; Ergonomic principles, site measure, tracking examples of construction, identification of types of structures; Measurement and recording of building environments and documentation incorporating 2D CAD.
Equivalents: ADB122. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point
Teaching period: 2013 SEM-2

DTB301 INTERIOR DESIGN 3
The aim of this unit is to facilitate students to develop an applied understanding of transition, interiority and building character in relation to interior design. This will be achieved through the integration of technological, psychosocial and experiential knowledge and theory with applied design approaches. Student learning will be facilitated in an holistic approach to the design issues. Topics covered in the context of projects for the unit include: Design methodology, skills, strategies, alternative processes; Documentation ranging from the conceptual to design development; Finishes, fittings and furnishings; Relevant design history; Relevant technological, psycho-social and experiential theory; Environmental issues and sustainability.
Prerequisites: DTB201. Equivalents: ADB103. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point
Teaching period: 2013 SEM-1

DTB302 COLOUR STUDIES
This unit includes studies of the interdependence of light and colour, the physical properties of colour, the psychological and cultural dimensions of colour, and colour and its relationship with expression and aesthetics as it applies to the interior design context. Topics covered in this unit include: Colour properties, harmony and contrast; Mixing and application of colour; Qualitative effects of colour and light on interior form and space; Symbolic, physiological and psychological aspects of colour within historical and contemporary contexts.
Equivalents: ADB152 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2013 SEM-1

DTB303 TECHNICAL DESIGN
In this unit students will acquire an understanding of the wide variety of commercial building interior systems related to the interior design industry. Topics covered in this unit include: Materials and tectonics, drafting conventions, technical site analysis and recording methods, introduction to ergonomics, codes and standards, introduction to commercial joinery and documentation techniques, and graphics and presentation approaches for communication. In addition 2D CAD skills will be introduced within this unit.
Prerequisites: DTB202. Equivalents: ADB123. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point
Teaching period: 2013 SEM-1

DTB401 INTERIOR DESIGN 4
The aim of this unit is to facilitate students to develop a deep understanding of dual function relationships in interior design in relation to person-environment interactions. This will be achieved through the integration of technological,
psycho-social and experiential knowledge and theory specific to those contexts. Learning will be facilitated in order that a holistic approach is implemented. Students will be encouraged to define tasks, research possibilities, integrate theory and explore resolutions in a self-directed manner. Topics covered in the context of projects for the unit include: Design methodology skills; strategies; alternative processes; Documentation ranging from the conceptual to design development; Schedules and specification; Finishes, fittings and furnishings; Relevant design history; Relevant technological, psycho-social and experiential theory; Environmental issues and sustainability. 

Prerequisites: DTB301  Equivalents: ADB104  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DTB402 INTERIOR SYSTEMS
The aim of this unit is to promote the understanding and awareness of the use and application of materials relevant to the interior design industry. Topics covered in this unit include: Textile manufacture and application; Interior decorative finishes, properties and techniques; Building codes and standards and specification relevant to material quality, performance and maintenance; Documentation and specification of finishes and fittings; The relationship between design technology and material selection; The role of contextual frameworks on designers' decisions in regard to materials.

Prerequisites: DTB303  Assumed knowledge: DTB202 is assumed knowledge.  Equivalents: ADB153  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DTB403 HUMAN ENVIRONMENT
This unit addresses political and social theories related to interior design and development within the built environment. Students are introduced to contemporary theories of post-industrialism, post-colonialism and multiculturalism. Topics covered in this unit include: Requirements of special needs groups; Psychosocial issues and privacy, perception, personal space, territoriality and way finding; The roles and responsibilities of design professionals, historically and in contemporary society; Cultural diversity.

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DTB502 ENVIRONMENTS IN TRANSITION
In this unit, the 19th century era will be used as a frame-of-reference for deconstructing both space and design artefact to understand the social and cross-cultural influences upon design production. Various theoretical perspectives and case studies will be used to explore this historical reference and further explore parallels with contemporary design practice. In addition, it will introduce how the cross-cultural migration of ideas and design approaches can be creatively translated and transformed to inform innovative design outcomes particular to the contemporary context.

Equivalents: ADP156  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DTB602 DESIGN IN SOCIETY
This unit adopts a social science viewpoint in addressing social and cultural aspects of significance to interior designers. Some of these aspects include action and interaction, socialisation, ethnicity and race, control, and socio-cultural and indigenous issues of relevance to interior designers. Other topics covered in this unit include:

• Australia and the contemporary world
• Bureaucracy and organisations
• Mass media
• Technology
• Globalisation and regionalism

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

KCB101 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: 2013 SEM-2

KCB102 MEDIA MYTHBUSTING
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: 2013 SEM-2

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.
KCB104 MEDIA AND COMMUNICATION: 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.

Equivalents: KCB150     Credit points: 12     Contact hours: 3 per week     Campus: Kelvin Grove     Teaching period: 2013 SEM-2

KCB105 INQUIRY IN MEDIA AND COMMUNICATION
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: 2013 SEM-1

KCB106 MEDIA IN A GLOBALISED WORLD
Media organisations in Australia operate in a global context. Australian media content represents an important export for the country’s economy, while Australian audiences consume large quantities of content produced overseas, or adapted from formats originated in other media markets. There is great value, therefore, in students of journalism, media and communication learning how the global media market functions, and the implications of cultural globalisation for professional practice. This foundation unit will introduce you to the global nature of media production, and to your role as a future practitioner in a globalised media system.

Credit points: 12     Campus: Kelvin Grove     Teaching period: 2013 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: 2013 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: 2013 SEM-2

KCB205 PROFESSIONAL COMMUNICATION
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.

Credit points: 12     Contact hours: 3 per week     Campus: Kelvin Grove     Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB206 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. **Equivalents:** KCB201, KCB295  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 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:** 2013 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:** 2013 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:** 2013 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:** 2013 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:** 3.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KDB225 MUSIC THEATRE SKILLS**

This unit provides students with an introduction to practical skills development in acting, dance 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: 2 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KDB231 LATIN DANCE PARTY
Latin American Dance styles make an important contribution to a Dance practitioner’s skills portfolio. Further, as an enjoyable and healthy form of social interaction, knowing how to dance these styles is a broadly applicable life skill.

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: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KFB103 INTRODUCTION TO THE INDUSTRY OF 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  Teaching period: 2013 SEM-1

KFB104 SUSTAINABILITY: THE MATERIALITY OF FASHION
Detailed knowledge of the materials, skills and processes available to the garment and textile industries is essential in the first year of study for the fashion designer.

Equivalents: KFB407-2, KFB104-2  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KFB108 UNSPEAKABLE BEAUTY 1: A HISTORY OF DRESS AND FASHION
Unspeakable Beauty One introduces you to the history of western fashion from the 14th century up until the mid-19th Century. You will be provided with a guide to understanding changes in fashion and style in especially in regards to issues of gender and class. This knowledge will assist you in understanding the pivotal role that fashion has played throughout history in defining social and cultural identity. This unit is the first of the suite of Fashion Studies Units offered by the fashion discipline and will provide you with an introduction to the key concepts essential to the study of the history and theory of fashion.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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: 2013 SEM-2

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: 2013 SEM-2

KFB209 RAGTRADE: THE BUSINESS OF 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.

**Prerequisites:** KFB103  
**Assumed knowledge:** Completion of 72 credit points of study is assumed knowledge  
**Equivalents:** KFB201  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KFB210 FASHION AND COSTUME IN FILM**  
This unit studies the relationship between fashion and its dissemination through visual culture. Magazines, film, photography, television and new media have been fundamental to the dissemination of fashion information, the construction of stardom and femininity, and to the development of the fashion industry.

This unit examines two creative media, film and the internet. It examines how historically the cross-pollination between the Hollywood Studios, the cosmetic and the clothing industries first, and, more recently, contemporary blogs and internet images have contributed to the formation of discourses of consumer fashion and feminine aesthetic.

By examining internet blogs and images, the unit also studies how fashion media have expanded exponentially, with the advent of the stylist, the pr and the dissemination of fashion images as new global phenomena.

**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KIB101 VISUAL COMMUNICATION**  
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

**Equivalents:** KIB801  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KIB102 VISUAL INTERACTIONS**  
This unit further develops interface design skills for communications technologies including design priorities, Interaction, visual systems, refinement of concepts, project analysis and problem solving through presentation models.

**Prerequisites:** KIB101 or KIB801 or KPB101 or KPB150 or KPB155  
**Equivalents:** KIB802  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT**  
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.

**Prerequisites:** INB271, KIP403  
**Equivalents:** KIB807, KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KIB109 DESIGN FOR INTERACTIVE MEDIA**  
Designing for contemporary media requires a sophisticated understanding of how we effectively interact with new technologies, software applications, displays and environments. This unit focuses on the field of interaction design and user experience design. It develops an understanding of the theories, methods, and processes employed by Interaction Designers through a series of lectures and tutorials. These principles are then applied to authentic design briefs within design studios.

**Prerequisites:** KIB101 or KIB103 or KIB801 or KIB807 or KKB007 or KKB818 or KIP401 or KIB201 or KIB202  
**Equivalents:** KIB214, KIB210  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KIB120 GRAPHIC DESIGN**  
An ability to create and promote attractive and effective messages is the aim of graphic design. In this unit, you will build upon the knowledge and skills you have gained in visual communication to consolidate an advanced understanding of how graphic design works in our contemporary society. This unit is focused on the design process and projects (publications, corporate identity, digital media and advertising), therefore, there is an emphasis on skills and concepts that contribute to interpreting and responding to design briefs, and to developing creativity and design innovation.

**Prerequisites:** KIB101 or KIB801 or KIP401  
**Antirequisites:** KVP401  
**Equivalents:** KVB204  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**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: 2013 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: Gardens Point  Teaching period: 2013 SEM-2

**KIB204 WEB INTERFACE DESIGN**
Effective interface design is an essential aspect of contemporary communication. In the production of digital media forms, such as web sites or mobile applications, you will need to have an in-depth understanding of how visual design and communication principles apply to the creation of visual interfaces. You will also need to understand the effective and integral relationship between interface and interaction design. This unit provides the knowledge and skills in interface design that will be required to design effective interactive media, which you will apply in future studies in Interactive and Visual Design.

**Prerequisites:** (KIB103 or KIB807 or KKB007 or KKB818) and (KIB102 or KIB120 or KIB802 or KVB204)  Assumed knowledge: It is assumed that students are familiar with the QUT computing environment, and digital design applications including Adobe Photoshop, Illustrator, Flash and Dreamweaver. Students are expected to read and write HTML and CSS in a text editor.  **Equivalents:** KIB230, KIB211  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 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.

**Assumed knowledge:** Fluency in the use of typical multimedia software applications is assumed knowledge.

**Equivalents:** KIB210  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

**KIB207 THEORIES OF VISUAL COMMUNICATION**
Contemporary visual designers need to have a thorough and sophisticated understanding of the principles, theories, and history of visual communication as well as how it shapes and changes the way that we understand meaning, persuasion, society and culture. This unit builds on knowledge gained in KIB101 Visual Communication and KIB120 Graphic Design to provide an in-depth knowledge of the field of visual communication.

**Prerequisites:** (KIB120 or KVB204) and completion of 96cp of study  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

**KIB231 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:** KIB120 or KVB204  **Equivalents:** KIB335  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 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.

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advanced knowledge and skills in visual information design, which will be applied in design outcomes for a range of contexts. 

**Prerequisites:** KIB216 or KIB205 or INB385  
**Equivalents:** KIB311  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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  
**Equivalents:** KIB311  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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:** 2013 SEM-2

### KIB340 VISUAL INFORMATION DESIGN

We encounter information design every day. It has become an essential aspect of contemporary communication. The field of information design has grown rapidly in the past decade and is now routinely employed across many fields where the visual display of complex data, events, and phenomena provide concise explanations, new insights and even discoveries. Information Design is used in many fields, including product information, way-finding, mapping, biology, transport, news and journalism, interaction and interface design, and systems diagrams. The demand for visual communicators with expertise in information design continues to grow. In the interpretation and production of information design you will extend your understanding of visual design and communication principles to include principles for effective information design. This unit provides advanced knowledge and skills in visual information design,

**Prerequisites:** KIB120 or KVB204  
**Equivalents:** KIB211  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### KJB101 COMPUTATIONAL 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:** 2013 SEM-1 and 2013 SEM-2

### KJB103 MEDIA DESIGN AND LAYOUT

Visual communication techniques are essential in capturing the attention of an increasingly visual literate society. Understanding how to design well is growing in importance in a society that is time poor and overloaded with competing sources of media. You will learn how to apply design theory in a variety of visual communication contexts relevant to the journalism, media and communication industries.

**Antirequisites:** KCB304, KJB211  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### KJB104 PHOTOJOURNALISM

Changing digital technologies have resulted in increased demands and expectations for journalism, media and communications professionals to have appropriate digital visual skills. They are increasingly expected to understand and apply digital visual principles and possess the ability to employ and include visual elements in their work such as photo-essays, and photojournalism projects. In this unit students will advance their fundamental digital photography proficiency and analyse styles of visual communication and the photographic medium.

**Antirequisites:** KKP420, KVP402, KJP420  
**Equivalents:** KIB309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1

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**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 journalism across the world, how different politico-economic 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:** 2013 SEM-1

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**KJB337 INVESTIGATIVE 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:** 2013 SEM-2

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**KKB341 WORK INTEGRATED LEARNING 1**
It is important that Creative Industries students gain real work industry-based experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This advanced-level (capstone) unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.

**Prerequisites:** Completion of 168 credit points of study  
**Antirequisites:** KKB343, KKB344, BEB701, BEB702  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**KKB342 WORK INTEGRATED LEARNING 2**
It is important that Creative Industries professionals gain real work industry-based experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This advanced-level capstone unit is offered during the final year of an undergraduate degree, that builds upon and strengthens knowledge and skills acquired in KKB341 Internship 1.

**Prerequisites:** (KKB341 or KKB343). KKB341 can be enrolled in the same teaching period as KKB342  
**Antirequisites:** KKB344  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**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 (K%B% or D%B% units)  
**Credit points**: 12  
**Contact hours**: About 150 hours across the semester.  
**Campus**: Kelvin Grove  
**Teaching period**: 2013 SEM-1, 2013 SEM-2 and 2013 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**: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR

This unit is designed for students who have completed at least one year full time study of a QUT Creative Industries Faculty course and are ready to expand their horizons by gaining experience of international creative industries practice in creative cities. Creative cities contain tourist districts, art museums, galleries, fashion houses, creative precincts, production houses and the like, managed by internationally recognised cultural producers, designers and professionals. The unit addresses the issues that pertain to the culture that is produced and exhibited in the city or cities selected for the tour and provides the opportunity for students to interact with internationally recognised creative artists and cultural professionals.

**IMPORTANT NOTE**: The cost of the 2-3 week tour is estimated at between four and five thousand dollars.

**Prerequisites**: Completion of 72 credit points of study (K% or D% units)  
**Credit points**: 12  
**Contact hours**: 2-3 week tour and several lectures during semester  
**Campus**: Kelvin Grove  
**Teaching period**: 2013 SEM-1 and 2013 SEM-2

### KKB351 WORK INTEGRATED LEARNING 3

**Prerequisites**: Completion of 72 credit points of study (K% or D% units)  
**Credit points**: 12  
**Campus**: Kelvin Grove  
**Teaching period**: 2013 SEM-2

### KKB352 WORK INTEGRATED LEARNING 4

**Prerequisites**: Completion of 72 credit points of study (K% or D% units)  
**Credit points**: 12  
**Campus**: Kelvin Grove  
**Teaching period**: 2013 SEM-2

### 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**: 2013 SEM-1 and 2013 SEM-2

### 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 is assumed knowledge.  
**Equivalents**: KMB631  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2013 SEM-1

### 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.

**Equivalents**: KMB638  
**Credit points**: 12  
**Contact hours**: 2.5 per week  
**Campus**: Kelvin Grove and Caboolture  
**Teaching period**: 2013 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.

**Equivalents**: KMB108, KMB621  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove
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.
Equivalents: KMB130, KMB632  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 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.
Equivalents: KMB105, KMB619  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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  Equivalents: KMB131, KMB633  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KMB200 MUSIC SCENES AND SUBCULTURES
This unit will explore many of the major 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: 2013 SEM-1

KMB215 THE MUSIC INDUSTRY
This unit gives a working knowledge of the structural, legal and business aspects of the Australian music industry by engaging with real world music industry professionals and formulating a number of strategies to reflect this.
Equivalents: KMB301, KMB056  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KMB216 AUDIO / VISUAL INTERACTION
The ability to build custom audio/video performance and composition systems enables digital media artists to create unique interactive works. Graphical development environments are an ideal entry point for creating these systems as they enable rapid prototyping of ideas and do not require in depth knowledge of computer coding. This unit gives you a grounding in the concepts required to build interactive media works.
Equivalents: KKB216  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 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  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB112 DRAWING FOR ANIMATION 1
There are many design principles and elements to consider in the conceptual development and presentation of an idea or visual message. The ability to apply drawing to such a task promotes the development of varied capabilities and technical skills: observation, description, meaning-making, recording, synthesis, interpretation and presentation in visual form. This unit will provide knowledge of the history and techniques of drawing, as well as core skills, and an understanding of its application for concept development, prototyping, and storyboarding. This will provide an important foundation for existing and evolving modes of constructing and presenting effective visual communication.
Equivalents: KV8105, KV8755  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB121 ANIMATION HISTORY AND PRACTICES
The discipline of animation has a long history and varied applications. It appears to us now in many forms. This unit is directed at exploring the creative potential involved in the study of the history and practice of animation. You will be introduced to the life-worlds and regional concerns of past animators and the contribution of their practice to the development of the language of animation. You will be encouraged to engage with and respond to the works, cultures and theories of pioneers of the medium. An awareness of the history and broad application of animation practice will inform the development of critical and reflective frameworks for the contextualisation of your animation and artistic practice.
Illustration, motion, blocking and layout follow industry standards in pre-production, and are required for the generation and presentation of ideas, as well as the exploration of form and character.

Prerequisites: KNB124 or KIB111 or KIB107 or KIB203
Equivalents: KIB225, KIB106, KIB807
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 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.

Equivalents: KPB150, KPB155
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2013 SEM-1 and 2013 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
Campus: Kelvin Grove
Teaching period: 2013 SEM-1

KPB110 THE MOVIE, TV AND 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
Campus: Kelvin Grove
Teaching period: 2013 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:** 2013 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:** 2 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KPB116 INTRODUCTION TO SCRIPTWRITING**

Writing scripts for a range of media formats is a learned craft and requires discipline, perseverance and an understanding of industry practice. Possessing this key knowledge will give you abilities to develop concepts through to script stage across various film, television, and new media genres.

**Antirequisites:** KWP401  **Equivalents:** KWB102, KWB111  **Credit points:** 12  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**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:** 2013 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:** 2013 SEM-1

**KPB210 PRODUCTION MANAGEMENT FOR FILM, TV AND NEW MEDIA**

*SUBJECT TO FINAL APPROVAL*

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.

**Equivalents:** KPB104, KPB314  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**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:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KPB303 CRITICAL THINKING ABOUT TELEVISION AND FILM**

Students who have an interest in the social function of television, film and new media should be encouraged to think critically about social, cultural and aesthetic issues regarding the media. In this unit you will look at these issues, and learn the skills you need in order to research them and think about them critically.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KPB313 PRODUCING FOR FILM, TV AND NEW MEDIA**

Producers are key figures in the production of television, film and new media. This unit will take you through the key skills you need to work as a producer, including how to source funding for projects, putting together a creative team, and organising distribution and marketing.

**Prerequisites:** Completion of 96cp of study  **Equivalents:** KPB202  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**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:** 2013 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:** 2013 SEM-1

### 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  
**Teaching period:** 2013 SEM-1

### KRB221 INTERMEDIAL 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  
**Teaching period:** 2013 SEM-2

### KSB106 ACTING FUNDAMENTALS

Acting Fundamentals is a studio-based exploration of foundational acting principles for the development of character and story applicable to stage and film, involving warm-ups, physical and vocal awareness and expression, improvisation, scene study and performance process.

**Antirequisites:** KTB103, KTB106, KKFAMJR-ACTING, KKFAMJR-DRAMA  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### KTB101 UNDERSTANDING THEATRE

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  
**Teaching period:** 2013 SEM-1

### KTB102 PROCESS DRAMA

This unit examines the structural forms and dramatic conventions used in a specific genre of drama - process drama. It moves from examining effective drama workshop design to consider the artistic application of these workshop techniques.

**Equivalents:** KTB214  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### 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.

**Equivalents:** KTB257  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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:** 2013 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:** 2013 SEM-2

### 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:** 2013 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: 2013 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: 2013 SEM-2

KTB213 DIRECTING THEATRE
*SUBJECT TO FINAL APPROVAL
Directing text-based performance events, whether within a subscription season of ‘traditional’ theatre, or as a stand-alone event within the independent theatre sector, or within a festival context, requires highly developed creative skills and sound managerial and organisational abilities.

This third year undergraduate unit examining the artistic processes and project-management responsibilities that a drama director must fulfill, is essential for students wishing to further their practice as directors, or as performance-makers within educational settings or within the creative industries. It builds on skills and perspectives acquired in units such as Performing Skills 1&2, Performance Innovation, Production 1&2, Understanding Theatre and Staging Australia.
Prerequisites: Completion of 72cp of study (% units)
Equivalents: KTB306  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KTB302 POSTDRAMATIC THEATRE
The elements of drama and the conventions of various periods have provided the pivot around which genres and forms of theatre can be studied. However, in recent decades a fresh species of drama has emerged called postdramatic theatre that challenges many of the traditional terms we use to define and make theatre.

This unit examines postdramatic theatre that was heralded by the emergence of postmodernism. The unit will investigate the challenges postdramatic theatre makes to traditional notions of unitary art form, character, audience, site, time and narrative. The unit will investigate the postmodern aesthetics inherent in interdisciplinary, transdisciplinary and inter-media practices.
Equivalents: KTB204, KTB275  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KTB305 THE ENTREPRENEURIAL ARTIST
This unit is taken in the final three years of the Bachelor of Creative Industries Drama course. The program is designed to cover a range of artistic 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: 2013 SEM-1

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: KVB071  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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: 2013 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:** KVB444

**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 and Caboolture

**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 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:** 2013 SEM-2

**KVB114 DIGITAL MEDIA**

This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.

**Equivalents:** KIB104, KIB808

**Credit points:** 12

**Campus:** Kelvin Grove

**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1

**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:** 2013 SEM-2

**KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN**

This unit aims to examine 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 modernity. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by exploring, constructing, analysing and critiquing three dimensional artworks. As a second semester unit, this unit aims to give you a broad range of historical, philosophical, economic and political backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2013 SEM-2

**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.

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2013 SEM-1

**KVB304 CONTEMPORARY ART ISSUES**

This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students' awareness of the conceptual, historical and philosophical contexts concerning artists and
the artworks is heightened.

**Equivalents:** KVB712  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### KWB306 VIDEO ART AND CULTURE

Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.

**Equivalents:** KVB703  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

### KWB307 THEORIES OF SPATIAL CULTURE

This unit provides the necessary critical evaluation of issues and practices that relate to considerations of space in modern and contemporary art, new media and culture in general. It provides a historical overview of key art practices that have focused their critical attention to the issue of space and the built environment. In order to function as an informed practitioner in the environment of public space you must acquire such knowledge because it will form the critical-analytical background to current debates and theories in the field of spatial culture and public art.

**Equivalents:** KVB704  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

### KWB101 INTRODUCTION TO CREATIVE WRITING

This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.

**Equivalents:** KWB250  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### 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:** 2013 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:** 2013 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.

**Equivalents:** KWB381  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### 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:** 2013 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

### KWB112 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:** KWB206, KWB712  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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 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: 2013 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  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE
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  Teaching period: 2013 SEM-1

KWB211 STYLISTICS
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylistics, students will work on unpacking, theorising and then replicating literary techniques used by a wide range of exemplary authors. This unit gives students a unique opportunity to consider and manipulate very specific aspects of their authorial voices, drawing on the field of literary stylistics, the Oulipo movement, reader response theorists, and other author-based literary theories and schools. Intensive studio-based work, self-directed creative practice, guided critical analysis and asynchronous on-line activities characterise the teaching and learning in this unit.
Equivalents: KWB370, KWB201  Credit points: 12
Contact hours: 3hr intensive 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: 2013 SEM-1

KWB212 WRITING POETRY
*SUBJECT TO FINAL APPROVAL
The unit covers one of the major genres in creative writing, and is designed for those who are interested in language and the use of words in precise, innovative, concentrated and musical ways. It would also be useful to lyricists. The unit provides important creative and critical skills in writing verse and cultivating an understanding and appreciation of poetry and occurs at the mid-point of the creative writing major, building on KWB211 Stylistics and preparing students for the advanced work of third year.
Prerequisites: Completion of 96cp of Creative and Professional Writing discipline units (KWB% units)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB213 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: KWB106, KWB314  Credit points: 12
Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB303 WRITING AND PUBLISHING INDUSTRY
This unit provides an introduction to the function and structure of the writing and publishing industry.
Equivalents: KWB399  Credit points: 12
Campus: Kelvin Grove  Teaching period: 2013 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  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**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:** 2013 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:** 2013 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:** 2013 SEM-1

**KXB101 INTRODUCTION TO ENTERTAINMENT**

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.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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  
**Teaching period:** 2013 SEM-2

**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  
**Teaching period:** 2012 SEM-2

**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  **Teaching period:** 2013 SEM-1

**KXB301 ENTERTAINMENT INDUSTRIES MAP**

Industry networks are of key importance in Entertainment. In this unit you will extend and apply your critical knowledge of entertainment industries to the 'real-world' task of creating and updating an online directory of entertainment industries. The online directory will be a public product.

**Prerequisites:** KXB101 and (36 credit points from AMB200, AMB207, BSB126, KPB101, KPB116, KXB102, KXB201, LWS008 and LWS009)

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**LWS008 ENTERTAINMENT LAW**

The entertainment industry involves a myriad of transactions and interactions that are governed by a wide range of laws. A basic of understanding of the laws most commonly encountered in the entertainment industry should assist those involved in the industry have a better understanding of the legal context in which they are operating. This in turn may assist them in avoiding problems, or to have a better appreciation of when they should seek professional legal assistance.

**Prerequisites:** LWS009 or BSB111  **Antirequisites:** LWS011

**Credit points:** 12  **Contact hours:** 2 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**LWS009 INTRODUCTION TO LAW**

For students involved in a wide range of industries it is important to have a fundamental understanding of the nature of the Australian legal system. The unit introduces students to the sources of law (both cases and legislation) and will assist students in acquiring introductory knowledge about the Australian legal system and laws so that they will be equipped to complete other law units in their relevant course.

**Assumed knowledge:** Students who have studied any Australian Bachelor of Laws Unit are not permitted to do this unit.  **Credit points:** 12  **Contact hours:** 2hrs per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**PCB121 VISION, COLOUR AND PHOTOMETRY**

This is the first unit in the lighting suite of courses and aims to prepare students with the necessary grounding for future units in the course. All lectures in units that follow this will assume a good knowledge and understanding of the concepts and principles presented in this unit.

**Credit points:** 12  **Contact hours:** 2hrs per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**PCB122 LIGHTING DESIGN**

This unit aims to introduce students to the basics of lighting design, taking into account both the requirements for lighting a space, as well as the practical issues. Both indoor and outdoor spaces are included. The software packages used are easily understood, as the aim of the unit is to teach students about lighting design, not how to use a lighting package.

**Credit points:** 12  **Contact hours:** 40  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**PCB123 SUSTAINABILITY AND HUMAN FACTORS**

In this unit you should develop an understanding of the performance issues of lamps and luminaires, both from an energy point of view and the human issues – does it meet the needs of the people working or at leisure in the space?

**Credit points:** 12  **Contact hours:** 40  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**PCB124 LAMPS AND LUMINAIRES**

This is an important unit in the lighting suite of courses because it describes the basic equipment that people working in any area of the lighting industry have to know and understand – the lights themselves. Understanding how a lamp works and how it performs helps people make informed decisions about the choices they have in choosing lamps for particular applications. All lectures in units that follow this will assume a good knowledge and understanding of the principles, properties and performances of light sources, including the emerging LED products.

**Credit points:** 12  **Contact hours:** 40  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1