Bachelor of Creative Industries / Bachelor of Information Technology (IX27)

Year offered: 2011
Admissions: No
CRICOS code: 059227E
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $3,299 per semester (indicative)
International Fees (indicative): 2011: $11,000 (indicative) per semester
Domestic Entry: February
QTAC code: 409872
Past rank cut-off: 86
Past OP cut-off: 8
OP Guarantee: Yes
Assumed knowledge: English (4, SA), and for games technology and security majors, Maths B (4, SA), or for all other majors, Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Mr Richard Thomas (Science and Technology)
Campus: Gardens Point and Kelvin Grove

Course Update
From Semester 1, 2009, a revised version of this double degree program has been introduced. This course has been recoded IX56 Bachelor of Creative Industries/Bachelor of Information Technology. The current IX27 Bachelor of Creative Industries/Bachelor of Information Technology will be offered for continuing students only.

Course Structure
This course is made up of 384 credit points. Each component (i.e. Creative Industries and Information Technology) comprises 192 credit points.

The Creative Industries component is made up of 24 credit points of Faculty Foundation units, 168 credit points from Creative Industries interdisciplinary units.

The Information Technology component is made up of 120 credit points of Faculty core units and 72 credit points of units from an IT major.

Professional Recognition
Graduates of the Bachelor of Information Technology component meet the knowledge requirements for admission to the Australian Computer Society (ACS).

Unit Incompatibility/Translation Information
Details on the translation and incompatibility of old and new units is located here: Undergraduate Translation Table
If you have completed the unit(s) listed under the “Translation Unit Codes” column you are not permitted to enrol in the listed new code

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

Further Information
For further information regarding this course, please contact the following:

Science and Technology Coordinator
Mr Richard Thomas
Phone: +61 073138 2782
Email: enquiry.scitech@qut.edu.au

Creative Industries Coordinator
Phone +61 7 3138 8114
Fax +61 7 3138 8116
Email: creativeindustries@qut.edu.au

Overview for students who commenced in 2008

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Year 1, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>INB103 Industry Insights</td>
<td>INB210 Databases</td>
</tr>
<tr>
<td>INB250 Foundations of Computer Science</td>
<td>INB251 Networks</td>
</tr>
<tr>
<td>KKB101 Creative Industries: People and Practices</td>
<td>SELECT A Creative Industries Discipline Unit</td>
</tr>
</tbody>
</table>
KKB102  Creative Industries: Making Connections
SELECT A Creative Industries Discipline Unit

Year 2, Semester 1
INB104  Building IT Systems
Choose one unit from: Intermediate Level Elective list. This choice will replace ITB008 from 2009 course summary.
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Discipline Unit

Year 2, Semester 2
INB270  Programming
INB271  The Web
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Discipline Unit

Year 3, Semester 1
IT Major Unit
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Discipline Unit

Year 3, Semester 2
INB301  The Business of IT
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Discipline Unit

Year 4, Semester 1
INB302  IT Capstone Project
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Unit Option

Year 4, Semester 2
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Unit Option

Communication Design course structure for students who commenced in 2008

Year 1, Semester 1
KKB101  Creative Industries: People and Practices
KIB101  Visual Communication

Year 1, Semester 2
KKB102  Creative Industries: Making Connections
KIB102  Visual Interactions

Year 2, Semester 1
SELECT A Creative Industries Unit Option
KIB103  Introduction to Web Design and Development

Year 2, Semester 2
SELECT A Creative Industries Unit Option

Year 3, Semester 1
KIB214  Design for Interactive Media
SELECT Either KIB230 or KKB216:
KIB230  Interface and Information Design
KKB216  Graphical Development Environments for Media Interaction

Year 3, Semester 2
KIB216  Advanced Web Design
SELECT Either KIB205 or KVB204:
KIB205  Programming for Visual Designers and Artists
KVB204  Graphic Design

Year 4, Semester 1
KIB315  Contemporary Issues in Digital Media
SELECT Either KIB309 or KIB335:
KIB309  Embodied Interactions
KIB335  Typography and Illustration

Year 4, Semester 2
KIB322  Design Project
SELECT Either KIB314 or KKB338:
KIB314  Tangible Media
KIB338  Print Media

Interdisciplinary course structure for students who commenced in 2008

Year 1, Semester 1
### Creative Industries: People and Practices

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KPB101 or KVB104:</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
</tbody>
</table>

#### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
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<tbody>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
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#### Year 2, Semester 1

<table>
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<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>KKB221</td>
<td>Approaching Interdisciplinarity</td>
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<tr>
<td>SELECT</td>
<td>Creative Industries co-major: First Unit</td>
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#### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KKB222</td>
<td>Interdisciplinarity in Practice</td>
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<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Second Unit</td>
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#### Year 3, Semester 1

<table>
<thead>
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<th>Course Title</th>
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<tbody>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Third Unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Fourth Unit</td>
</tr>
</tbody>
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#### Year 3, Semester 2

<table>
<thead>
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<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Fifth Unit</td>
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<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Sixth Unit</td>
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#### Year 4, Semester 1

<table>
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<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>SELECT</td>
<td>Transitions to New Professional Environment Unit</td>
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<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Seventh Unit</td>
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#### Year 4, Semester 2

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>SELECT</td>
<td>Transitions to New Professional Environment Unit</td>
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<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Eighth Unit</td>
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Music course structure for students who commenced in 2008

#### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KMB003 or KMB005-1:</td>
</tr>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
</tr>
<tr>
<td>KMB005-1</td>
<td>Group Music</td>
</tr>
</tbody>
</table>

#### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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</table>

#### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KMB105</td>
<td>Music and Sound Technology</td>
</tr>
<tr>
<td>SELECT</td>
<td>KMB005-2 if KMB005-1 was completed in semester 1:</td>
</tr>
<tr>
<td>KMB005-2</td>
<td>Group Music</td>
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</table>

### Creative Industries: Making Connections

#### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KMB130</td>
<td>Core Musicianship 1</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KMB110 or KMB120:</td>
</tr>
<tr>
<td>KMB110</td>
<td>Music Production 1</td>
</tr>
<tr>
<td>KMB120</td>
<td>Music Performance 1</td>
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#### Year 3, Semester 1

<table>
<thead>
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<th>Course Title</th>
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<tbody>
<tr>
<td>SELECT</td>
<td>A Music Unit Option (List A)</td>
</tr>
<tr>
<td>KMB214-1</td>
<td>Music and Sound: Principal Study A</td>
</tr>
</tbody>
</table>

#### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>SELECT</td>
<td>A Music Unit Option (List B)</td>
</tr>
<tr>
<td>KMB214-2</td>
<td>Music and Sound: Principal Study A</td>
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</tbody>
</table>

#### Year 3, Semester 2

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Music Unit Option (List A)</td>
</tr>
</tbody>
</table>

#### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Music Unit Option (List B)</td>
</tr>
</tbody>
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### List A: Music Unit Options

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
</tr>
<tr>
<td>KMB004</td>
<td>World Music</td>
</tr>
<tr>
<td>KMB108</td>
<td>Sound Recording and Acoustics</td>
</tr>
<tr>
<td>KMB113</td>
<td>Multi-Instrumental Music A</td>
</tr>
<tr>
<td>KMB119</td>
<td>Music and Sound Production 1</td>
</tr>
<tr>
<td>KMB122</td>
<td>Music and Sound Concepts 1</td>
</tr>
<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
</tr>
<tr>
<td>KMB209</td>
<td>Conducting</td>
</tr>
<tr>
<td>KMB213</td>
<td>Multi-Instrumental Music B</td>
</tr>
</tbody>
</table>

Note: KMB206 and KMB207 are permitted to count as List A Music Unit Options if completed in 2010 or earlier.
**LIST B: Music Unit Options**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KMB002</td>
<td>Music and Spirituality</td>
</tr>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
</tr>
<tr>
<td>KMB108</td>
<td>Sound Recording and Acoustics</td>
</tr>
<tr>
<td>KMB129</td>
<td>Music and Sound Production 2</td>
</tr>
<tr>
<td>KMB132</td>
<td>Music and Sound Concepts 2</td>
</tr>
<tr>
<td>KMB212</td>
<td>Arranging</td>
</tr>
<tr>
<td>KMB252</td>
<td>Multi-Platform Sound Design</td>
</tr>
<tr>
<td>KMB301</td>
<td>The Music Industry</td>
</tr>
</tbody>
</table>

Note: KMB106, KMB205 and KMB208 are permitted to count as List B Music Unit Options if completed in 2010 or earlier.

Sound Design course structure for students who commenced in 2008

**Year 1, Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<tr>
<td>KMB105</td>
<td>Music and Sound Technology</td>
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</tbody>
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**Year 1, Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<tr>
<td>KMB106</td>
<td>Music and Sound for Multimedia</td>
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</table>

*Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.*

**Year 2, Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KMB104</td>
<td>Music and Sound Skills</td>
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<tr>
<td>KMB110</td>
<td>Music Production 1</td>
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**Year 2, Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
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<tr>
<td>KMB111</td>
<td>Music Production 2</td>
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**Year 3, Semester 1**

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<thead>
<tr>
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<th>Title</th>
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<tbody>
<tr>
<td>SELECT</td>
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</tr>
<tr>
<td>KMB214-1</td>
<td>Music and Sound: Principal Study A</td>
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</table>

**Year 3, Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KMB205</td>
<td>Sound Media Musicianship</td>
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<tr>
<td>KMB214-2</td>
<td>Music and Sound: Principal Study A</td>
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**Year 4, Semester 1**

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<thead>
<tr>
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<tbody>
<tr>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
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<tr>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
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**Year 4, Semester 2**

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<thead>
<tr>
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<tbody>
<tr>
<td>SELECT</td>
<td>A Sound Design Unit Option (List B)</td>
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**LIST A: Sound Design Unit Options**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
</tr>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
</tr>
<tr>
<td>KMB004</td>
<td>World Music</td>
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</tbody>
</table>

**LIST B: Sound Design Unit Options**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>KCB207</td>
<td>Exploring New Media Worlds</td>
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<tr>
<td>KIB104</td>
<td>Digital Media</td>
</tr>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
</tbody>
</table>

Overview for students who commenced in 2007

**Year 1, Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>INB103</td>
<td>Industry Insights</td>
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<tr>
<td>INB250</td>
<td>Foundations of Computer Science</td>
</tr>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Creative Industries Discipline Unit</td>
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**Year 1, Semester 2**

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<tr>
<td>INB210</td>
<td>Databases</td>
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<td>INB251</td>
<td>Networks</td>
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<thead>
<tr>
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<tr>
<td>SELECT</td>
<td>A Creative Industries Discipline Unit</td>
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**Year 2, Semester 1**

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<tbody>
<tr>
<td>INB104</td>
<td>Building IT Systems</td>
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Choose one unit from: Intermediate Level Elective list. This choice will replace ITB008 from 2009 course summary.

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<thead>
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<th>Code</th>
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<tbody>
<tr>
<td>SELECT</td>
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**Year 2, Semester 2**

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<tr>
<td>INB270</td>
<td>Programming</td>
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<tr>
<td>INB271</td>
<td>The Web</td>
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<tbody>
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<tr>
<td>SELECT</td>
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**Year 3, Semester 1**

<table>
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<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>IT Major Unit</td>
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Published on: 13 June 2012
### IT Major Unit

**Year 3, Semester 2**
- INB301 The Business of IT
- SELECT A Creative Industries Discipline Unit

**Year 4, Semester 1**
- INB302 IT Capstone Project
- SELECT A Creative Industries Discipline Unit

**Year 4, Semester 2**
- SELECT A Creative Industries Discipline Unit

### Communication Design course structure for students who commenced in 2007

**Year 1, Semester 1**
- SELECT A Creative Industries Core Unit
- KIB101 Visual Communication

**Year 1, Semester 2**
- SELECT A Creative Industries Core Unit
- KIB102 Visual Interactions

**Year 2, Semester 1**
- SELECT A Creative Industries Unit Option
- KIB103 Introduction to Web Design and Development

**Year 2, Semester 2**
- SELECT A Creative Industries Unit Option
- KIB104 Digital Media

**Year 3, Semester 1**
- KIB214 Design for Interactive Media
- SELECT Either KIB230 or KKB216:
- KIB230 Interface and Information Design
- KKB216 Graphical Development Environments for Media Interaction

### Media Interaction

**Year 3, Semester 2**
- KIB216 Advanced Web Design
- SELECT Either KIB205 or KVB204:
- KIB205 Programming for Visual Designers and Artists
- KVB204 Graphic Design

**Year 4, Semester 1**
- KIB315 Contemporary Issues in Digital Media
- SELECT Either KIB309 or KIB335:
- KIB309 Embodied Interactions
- KIB335 Typography and Illustration

**Year 4, Semester 2**
- KIB322 Design Project
- SELECT Either KIB314 or KKB338:
- KIB314 Tangible Media
- KKB338 Print Media

### Interdisciplinary course structure for students who commenced in 2007

**Year 1, Semester 1**
- SELECT A Creative Industries Core Unit
- SELECT Sub-Major 1: First Unit

**Year 1, Semester 2**
- SELECT A Creative Industries Core Unit
- SELECT Sub-Major 1: Second Unit

**Year 2, Semester 1**
- SELECT Sub-Major 1: Third Unit
- SELECT Sub-Major 2: First Unit

**Year 2, Semester 2**
- SELECT Sub-Major 1: Fourth Unit
- SELECT Sub-Major 2: Second Unit

**Year 3, Semester 1**
- SELECT Sub-Major 1: Fifth Unit
- SELECT Sub-Major 2: Third Unit

**Year 3, Semester 2**
- SELECT Sub-Major 1: Sixth Unit
- SELECT Sub-Major 2: Fourth Unit
### Music course structure for students who commenced in 2007

#### Year 1, Semester 1
- **SELECT** A Creative Industries Core Unit
- **SELECT** Either KMB003 or KMB005-1:
  - KMB003  Sex Drugs Rock 'N' Roll
  - KMB005-1  Group Music

#### Year 1, Semester 2
- **SELECT** A Creative Industries Core Unit
- KMB105  Music and Sound Technology
- **SELECT** KMB005-2 if KMB005-1 was completed in semester 1:
  - KMB005-2  Group Music

#### Year 2, Semester 1
- KMB130  Core Musicianship 1
- **SELECT** Either KMB110 or KMB120:
  - KMB110  Music Production 1
  - KMB120  Music Performance 1

#### Year 2, Semester 2
- KMB131  Core Musicianship 2
- **SELECT** Either KMB111 or KMB121:
  - KMB111  Music Production 2
  - KMB121  Music Performance 2

#### Year 3, Semester 1
- **SELECT** A Music Unit Option (List A)
  - KMB214-1  Music and Sound: Principal Study A

#### Year 3, Semester 2
- **SELECT** A Music Unit Option (List B)
  - KMB214-2  Music and Sound: Principal Study A

---

#### Year 4, Semester 1
- **SELECT** A Creative Industries Unit Option
- **SELECT** A Music Unit Option (List A)

#### Year 4, Semester 2
- **SELECT** A Creative Industries Unit Option
- **SELECT** A Music Unit Option (List B)

**LIST A: Music Unit Options**
- KMB003  Sex Drugs Rock 'N' Roll
- KMB004  World Music
- KMB108  Sound Recording and Acoustics
- KMB113  Multi-Instrumental Music A
- KMB119  Music and Sound Production 1
- KMB122  Music and Sound Concepts 1
- KMB200  Music Scenes and Subcultures
- KMB209  Conducting
- KMB213  Multi-Instrumental Music B

Note: KMB206 and KMB207 are permitted to count as List A Music Unit Options if completed in 2010 or earlier.

**LIST B: Music Unit Options**
- KMB002  Music and Spirituality
- KMB107  Sound, Image, Text
- KMB108  Sound Recording and Acoustics
- KMB129  Music and Sound Production 2
- KMB132  Music and Sound Concepts 2
- KMB212  Arranging
- KMB252  Multi-Platform Sound Design
- KMB301  The Music Industry

Note: KMB106, KMB205 and KMB208 are permitted to count as List B Music Unit Options if completed in 2010 or earlier.

---

### Sound Design course structure for students who commenced in 2007

#### Year 1, Semester 1
- **SELECT** A Creative Industries Core Unit
  - KMB105  Music and Sound Technology

#### Year 1, Semester 2
- **SELECT** A Creative Industries Core Unit
  - KMB106  Music and Sound for Multimedia

*Please note: KMB106 will be discontinued at*
the end of 2010 and replaced by KMB252.

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>KMB104 Music and Sound Skills</td>
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<td>KMB110 Music Production 1</td>
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<td>KMB107 Sound, Image, Text</td>
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<td>KMB205 Sound Media Musicianship</td>
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<td>SELECT A Sound Design Unit Option (List B)</td>
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<table>
<thead>
<tr>
<th>LIST A: Sound Design Unit Options</th>
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<tbody>
<tr>
<td>KIB103 Introduction to Web Design and Development</td>
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</tr>
<tr>
<td>KIB108 Animation History and Practices</td>
<td></td>
</tr>
<tr>
<td>KMB003 Sex Drugs Rock 'N' Roll</td>
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<td>KMB004 World Music</td>
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<table>
<thead>
<tr>
<th>LIST B: Sound Design Unit Options</th>
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<tbody>
<tr>
<td>KCB207 Exploring New Media Worlds</td>
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<tr>
<td>KIB104 Digital Media</td>
<td></td>
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<tr>
<td>KIB105 Animation and Motion Graphics</td>
<td></td>
</tr>
<tr>
<td>KPB101 Introduction to Film, TV and New Media Production</td>
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</tr>
</tbody>
</table>

Creative Industries Second Major Options

INSTRUCTIONS FOR SECOND MAJORS/CO-MAJORS

Please refer to the following study sequences to plan your program. You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a second major, following semester of offer and unit requisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these second majors and are also mandatory elsewhere in your course can not contribute towards the completion of these second majors. Any unit(s) that appear in multiple second majors can only contribute towards the completion of one of these second majors.

Advertising

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
BSB126 Marketing

Note: AMB221 and AMB339 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Animation

Description: This second major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics, 3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB220 Animation Production
KIB221 Animation: CG Toolkit
KIB225 Character Development, Conceptual Design and Animation Layout
KIB316 Virtual Environments
KIB325 Real-Time 3D Computer Graphics
KVB105 Drawing for Design
KVB106 Drawing for Animation
Architectural Studies

A full list of the units offered in this study package is available from:
http://www.bee.qut.edu.au/study/current/2majors/min/majors/

Art and Design History

Description: This second major equips you with the educational base necessary for a career in the arts professions, such as curatorial work, art criticism and arts administration. It offers a coherent and sequential set of units that provide a platform for a research-based study of the visual arts, design and architecture. In conjunction with further study, this second major will assist in preparing you for work as a professional in these disciplines.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

DAB325 Architecture in the 20th Century
DAB420 Architecture, Culture and Space
DEB202 Introducing Design History
KVB102 Modernism
KVB103 Australian Art
KVB108 Contemporary Asian Visual Culture
KVB211 Post 1945 Art
KVB212 Australian Art, Architecture and Design
KVB304 Contemporary Art Issues
KVB306 Video Art and Culture

Creative and Professional Writing

Description: The aim of this second major is to prepare students to graduate with adequate skills and knowledge in the area of creative and professional writing; to provide a thorough grounding in a variety of genres that include fiction, creative non-fiction, media writing and corporate writing and editing, thereby equipping graduates with the versatility required of professional writers; to enhance the critical, analytical and peer-reviewing skills of students; to provide and understanding of creative writing in its social and generic contexts.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

Instructions: Of the eight units you need to complete, you must select at least three units coded 200 or above.

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: the Short Story
KWB106 Corporate Writing and Editing
KWB107 Creative Non-Fiction
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB211 Stylistics and Poetics
KWB303 Writing and Publishing Industry
KWB313 Novel and Memoir

Dance Studies

Description: This second major aims to provide a broad grounding in practical and theoretical aspects of dance. You will gain skills in contemporary dance, ballet, commercially driven genres, choreography and critical thinking and writing together with an understanding of the social and historical context of ballet, contemporary dance, and popular and world dance.

Assumed Knowledge: Previously acquired knowledge or skill IS required for you to undertake this second major. It is essential that you be physically able, fit and have basic knowledge in a dance technique, either ballet, jazz or contemporary dance.

Instructions: Of the eight units you need to complete, you must select at least two units coded 200 or above.

KDB103 Dance Technique Studies 1
KDB104 Dance Technique Studies 2
KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB107 Choreographic Studies 1
KDB108 World Dance
KDB109 Funk, Tap and all that Jazz
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB205 Dance in Education
KDB225 Music Theatre Skills

*Please note that the Dance Studies major in the Bachelor of Creative Industries is NOT a pathway to secondary dance teaching

Digital Media

Description: Online and interactive technologies now dominate creative and professional life. This second major provides you with the opportunity to develop websites, multimedia projects, wikis and blogs, as well as allowing you to understand the guiding
principals behind these new modes of communication and creative practice.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

### KCB101 Introduction to Media and Communication: Texts

### SELECT: Either KCB102 or KJB101:
- **KCB102** Media Myth Busting 1
- **KJB101** Digital Journalism

### SELECT: Either KCB104 or KPB110:
- **KCB104** Media and Communications: Industries
- **KPB110** The Movie, TV & New Media Business

### KCB206 New Media: Internet, Self and Beyond

### KCB207 Exploring New Media Worlds

### KCB203 Consumption Matters: Consumer Cultures and Identity

### KIB101 Visual Communication

### KIB103 Introduction to Web Design and Development

### KVb306 Video Art and Culture

#### Drama

Description: The second major offers a balance of performance theory and practice. It is designed as a learning sequence, beginning with introductory concepts and practices, through intermediate and on to advanced learning. Underpinning the second major is a twin focus on contemporary performance-making and events management. Both of these areas are balanced by studies in theatre history and theory. Core topics include acting; directing; twentieth-century performance theory and practice; and events management.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

### KDB225 Music Theatre Skills

### KTB101 20th Century Performance

### KTB103 Performing Skills 1: Character and Scene

### KTB104 Performance Innovation

### KTB106 Performing Skills 2: Style and Form

### KTB204 Understanding Performance

### KTB207 Staging Australia

### KTB210 Creative Industries Management

### KTB211 Creative Industries Events and Festivals

### KTB305 The Entrepreneurial Artist

### KTB306 Directing for Performance Events and Festivals

#### Entertainment Industries

Description: On completion of this second major, you will be able to demonstrate the knowledge and skills required to pursue a career in the Entertainment Industry. These include an understanding of the characteristics of mainstream commercial culture that appeal to large audiences; an understanding both of business and creative processes; an ability to balance the two of these; and an awareness of historical and current Entertainment content and business.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

### SELECT Either BSB126 or KPB101 (BSB126 is mandatory unless you are already undertaking it as part of another study package):
- **BSB126** Marketing
- **KPB101** Introduction to Film, TV and New Media Production

### AMB207 Entertainment Marketing

### KXB101 Introduction to Entertainment

### KXB102 Global Entertainment

### KXB201 Entertainment Practice: Balancing Creativity and Business

### KXB301 Entertainment?Industries Map

### LWS008 Entertainment Law

### LWS009 Introduction to Law

Note: LWS009 will be first offered in semester 2 2011. KXB301 and LWS008 will first be offered in semester 1 2012. AMB200, KCB301 or KWB102 will be permitted to count towards this study package if completed in 2010 or earlier.

#### Entrepreneurship

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

### AMB251 Innovation and Brand Management

### BSB115 Management

### BSB126 Marketing

### MGB200 Leading Organisations

### MGB223 Entrepreneurship and Innovation

### MGB324 Managing Business Growth

### SELECT Two units from the Advanced AMB Unit Options list OR two units from the Advanced MGB Unit Options list

Advanced AMB Unit Options (AMB240 is mandatory):
AMB201  Marketing and Audience Research
AMB240  Marketing Planning and Management
Advanced MGB Unit Options (MGB310 is mandatory):
MGB210  Managing Operations
MGB225  Intercultural Communication and Negotiation Skills
MGB310  Sustainability in A Changing Environment
Note: AMB230, EFB210, MGB207, MGB216, MGB222 and MGB335 are permitted to count towards the completion of this unit set if completed in 2009 or earlier. AMB336 and AMB340 are permitted to count towards the Advanced AMB Unit Options if completed in semester 1 2011 or earlier.

**Fashion**

Description: This second major has been designed to offer a mix of theoretical and practical units. The theory units will develop your knowledge and understanding of the history, industry and consumption of fashion and will introduce you to the critical legal issues surrounding the production and distribution of fashion. The practical units provide you with a variety of options to develop fashion related skills focusing on textile design, portfolio development and fashion journalism.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KCB203  Consumption Matters: Consumer Cultures and Identity
KFB103  Introduction to Fashion
KFB106  Unspeakable Beauty: A History of Fashion and Style
KFB107  Drawing for Fashion
KFB205  Fashion and Style Journalism
KFB206  Fashion and Modernity
KFB207  Contemporary Fashion
KFB208  Fashion Portfolio
KFB209  Ragtrade: Wholesaling Fashion
KFB304  Fashion, Law and the Real World
KVB213  Graphic Investigation

**Games Design**

Description: The aim of this second major is to provide students with a range of understandings in the theory and practice of film, television and screen. This study area aims to enhance creative, technical and organisational abilities as well as building story telling and communication skills.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

INB180  Computer Games Studies
INB181  Introduction to Games Production
INB280  Fundamentals of Game Design
INB272  Interaction Design
INB104  Building IT Systems
INB281  Advanced Game Design
KIB201  Concept Development for Game Design and Interactive Media
KIB202  Enabling Immersion
Note: KIB101 and KIB102 are permitted to count towards this major if they were completed in 2009 or earlier.
### Industrial Design

A full list of the units offered in this study package is available from:
http://www.bee.qut.edu.au/study/current/2major/min/majors/

### Interior Design

A full list of the units offered in this study package is available from:
http://www.bee.qut.edu.au/study/current/2major/min/majors/

### Integrated Marketing Communication

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
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<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
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<tr>
<td>AMB331</td>
<td>Direct Marketing</td>
</tr>
<tr>
<td>AMB350</td>
<td>Sales and Customer Relationship Management</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

**SELECT** Two units from AMB208, AMB230 or AMB261:

- AMB208 Events Marketing
- AMB230 Digital Promotions
- AMB261 Media Relations and Publicity

Note: AMB240 and AMB260 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

**Assumed Knowledge:** There is no specific prior knowledge required as a prerequisite to undertaking this second major.

### Interactive and Visual Design

**Description:** This second major will provide you with the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media. You will learn how to design effectively for print and electronic media, Web and mobile media and computer games and become equipped with a versatile set of design practices to support you to enter careers in marketing, web design, electronic publishing, interaction design and the creative aspects of game design.

**Assumed Knowledge:** There is no specific prior knowledge required as a prerequisite to undertaking this second major.

<table>
<thead>
<tr>
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<th>Title</th>
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<tbody>
<tr>
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<td>KIB102</td>
<td>Visual Interactions</td>
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<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
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<tr>
<td>KIB104</td>
<td>Digital Media</td>
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<tr>
<td>KIB214</td>
<td>Design for Interactive Media</td>
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<tr>
<td>KIB216</td>
<td>Advanced Web Design</td>
</tr>
<tr>
<td>KIB230</td>
<td>Interface and Information Design</td>
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</tbody>
</table>

### Journalism, Media and Communication

**Description:** This second major offers you a range of options to develop an understanding of the parameters of the journalism and professional communication fields. You can choose a mix of units to suit your career aspirations. If you choose to focus more on the Journalism (KJB) units, the second major will introduce you to a range of journalism writing styles and offers an insight into some specialist areas of reporting. If you choose to focus more on the Media and Communication (KCB) units, it has been designed to enable you to develop the skills and knowledge to prepare media material for organisations that wish to build, and maintain, a media profile.

**Assumed Knowledge:** There is no specific prior knowledge required as a prerequisite to undertaking this second major.

**SELECT** Either KCB102 or KJB101:

- KCB102 Media Myth Busting 1
- KJB101 Digital Journalism
- KJB120 Newswriting
- KCB104 Media and Communications: Industries
- KJB121 Journalistic Inquiry
- KCB103 Strategic Speech Communication
- KJB224 Feature Writing
- KJB239 Journalism Ethics and Issues

**SELECT** Either KFB205 or KJB280:

- KFB205 Fashion and Style Journalism
- KJB280 International Journalism
- KCB301 Media Audiences
- KCB302 Political Communication

**SELECT** Either KCB304 or KJB337:

- KCB304 Designing Communication Resources
- KJB337 Public Affairs Reporting

### Landscape Architecture Studies

A full list of the units offered in this study package is available from:
http://www.bee.qut.edu.au/study/current/2major/min/majors/

### Literary Studies

**Description:** The aims of this second major are to prepare students to graduate with adequate skills and knowledge in the area of literary and...
cultural studies; to provide a thorough grounding in a range of texts, both literary and popular, ranging from Shakespeare to nineteenth and twentieth century literature and culture; to provide graduates with enhanced skills in critical thinking, writing and analysis; to provide some understanding of the major approaches in literary theory.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB206 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
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture
KDB225 Music Theatre Skills
KMB003 Sex Drugs Rock 'N' Roll
KMB004 World Music
KMB107 Sound, Image, Text
KMB119 Music and Sound Production 1
KMB122 Music and Sound Concepts 1
KMB129 Music and Sound Production 2
KMB132 Music and Sound Concepts 2
KMB200 Music Scenes and Subcultures
KMB301 The Music Industry

* KWB210 will be offered for the first time in semester 1 2012.

Marketing

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
AMB335 E-marketing Strategies
AMB336 International Marketing
AMB340 Services Marketing
BSB126 Marketing

Note: AMB359 is permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Music

Description: This second major aims to impart a broad understanding of music practice in contemporary social, cultural and economic contexts. It aims to provide students with a combination of practical and theoretical skills to support a career in music within administrative, business, or organisational areas.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KDB225 Music Theatre Skills
KMB003 Sex Drugs Rock 'N' Roll
KMB004 World Music
KMB107 Sound, Image, Text
KMB119 Music and Sound Production 1
KMB122 Music and Sound Concepts 1
KMB129 Music and Sound Production 2
KMB132 Music and Sound Concepts 2
KMB200 Music Scenes and Subcultures
KMB301 The Music Industry

Please note: KKB345 is permitted to count towards this unit set if completed in 2010 or earlier.

Online Environments

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

INB104 Building IT Systems
INB122 Organisational Databases
INB210 Databases
INB270 Programming
INB271 The Web
INB272 Interaction Design
INB313 Electronic Commerce Site Development
INB322 Information Systems Consulting
INB340 Database Design
INB345 Mobile Devices
INB346 Enterprise 2.0
INB347 Web 2.0 Applications
INB370 Software Development
INB373 Web Application Development

Public Relations

AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques
AMB372 Public Relations Planning
AMB373 Corporate Communication
## Creative Industries Sub-Majors

### Art and Visual Culture (KAV)

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<thead>
<tr>
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<th>Unit Title</th>
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<td>Australian Art</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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<td>KVB211</td>
<td>Post 1945 Art</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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### Art History, Architecture and Design (KAA)

<table>
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<td>DAB420</td>
<td>Architecture, Culture and Space</td>
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<td>DAB525</td>
<td>Architecture and the City</td>
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<td>DEB202</td>
<td>Introducing Design History</td>
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<td>KVB102</td>
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<td>KVB307</td>
<td>Theories of Spatial Culture</td>
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### Communication (KCN)

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<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<td>KCB104</td>
<td>Media and Communications: Industries</td>
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<td>KCB105</td>
<td>Media Myth Busting 2</td>
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<td>KCB302</td>
<td>Political Communication</td>
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<td>KKB004</td>
<td>Indigenous Creative Industries</td>
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<td>KWB102</td>
<td>Media Writing</td>
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<td>KWB106</td>
<td>Corporate Writing and Editing</td>
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### Creative Industries Management (KCI)

<table>
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<th>Unit Title</th>
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<tbody>
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<td>Performance Innovation</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>KTB306</td>
<td>Directing for Performance Events and Festivals</td>
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<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
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### Dance (KDN)

<table>
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<tr>
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<td>Architecture of the Body</td>
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<td>KDB106</td>
<td>Dance Analysis</td>
</tr>
<tr>
<td>KDB108</td>
<td>World Dance</td>
</tr>
<tr>
<td>KDB109</td>
<td>Funk, Tap and all that Jazz</td>
</tr>
<tr>
<td>KDB110</td>
<td>Deconstructing Dance in History</td>
</tr>
<tr>
<td>KDB204</td>
<td>Australian Dance</td>
</tr>
</tbody>
</table>

### Digital Media (KDM)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
</table>

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Note: AMB261, AMB262, AMB379 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Note: ITB001, ITB003, KKB210, KKB211 and KVB202 are permitted to count towards this sub-major.

Note: KWB204 is permitted to count towards this sub-major.

Note: KWB204 is permitted to count towards this sub-major.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
</tr>
<tr>
<td>KCB206</td>
<td>New Media: Internet, Self and Beyond</td>
</tr>
<tr>
<td>KCB207</td>
<td>Exploring New Media Worlds</td>
</tr>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KB110</td>
<td>The Movie, TV &amp; New Media Business</td>
</tr>
<tr>
<td>KVB306</td>
<td>Video Art and Culture</td>
</tr>
</tbody>
</table>

**Fashion, Art and Communication (KFA)**

Instructions: Complete any six of the below units.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
</tr>
<tr>
<td>KFB103</td>
<td>Introduction to Fashion</td>
</tr>
<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
</tr>
<tr>
<td>KFB206</td>
<td>Fashion and Modernity</td>
</tr>
<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
<tr>
<td>KVB108</td>
<td>Contemporary Asian Visual Culture</td>
</tr>
<tr>
<td>KVB212</td>
<td>Australian Art, Architecture and Design</td>
</tr>
</tbody>
</table>

Note: KFB203 is permitted to count towards this sub-major.

**Indigenous Studies (KIS)**

Instructions: Complete any six of the below units.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDB007</td>
<td>Culture Studies: Indigenous Education</td>
</tr>
<tr>
<td>EDB038</td>
<td>Indigenous Australian Culture Studies</td>
</tr>
<tr>
<td>EDB039</td>
<td>Indigenous Politics and Political Culture</td>
</tr>
<tr>
<td>EDB040</td>
<td>Indigenous Knowledge: Research Ethics and Protocols</td>
</tr>
<tr>
<td>EDB041</td>
<td>Indigenous Australia: Country, Kin and Culture</td>
</tr>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
</tr>
</tbody>
</table>

Note: JSB352, KKB004 and KWB307 are permitted to count towards this sub-major.

**Interaction Design (KIN)**

Instructions: Complete any six of the below units.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB102</td>
<td>Visual Interactions</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB104</td>
<td>Digital Media</td>
</tr>
</tbody>
</table>

**Journalism (KJO)**

Instructions: Complete any six of the below units.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
</tr>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
</tr>
<tr>
<td>KJB280</td>
<td>International Journalism</td>
</tr>
<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
</tr>
</tbody>
</table>

**Literary and Cultural Studies (KLC)**

Instructions: Complete any six of the below units.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
</tr>
<tr>
<td>KWB108</td>
<td>Introduction To Literary Studies</td>
</tr>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
</tr>
<tr>
<td>KWB206</td>
<td>Youth and Children's Writing</td>
</tr>
<tr>
<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
</tr>
<tr>
<td>KWB208</td>
<td>Modern Times (Literature and Culture in the 20th Century)</td>
</tr>
<tr>
<td>KWB209</td>
<td>Shakespeare, Then and Now</td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
</tr>
<tr>
<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
</tr>
</tbody>
</table>

**Music and Sound Studies (KMS)**

Instructions: Complete any six of the below units.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<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>KMB119</td>
<td>Music and Sound Production 1</td>
</tr>
<tr>
<td>KMB122</td>
<td>Music and Sound Concepts 1</td>
</tr>
<tr>
<td>KMB129</td>
<td>Music and Sound Production 2</td>
</tr>
<tr>
<td>KMB301</td>
<td>The Music Industry</td>
</tr>
</tbody>
</table>

Note: KMB002, KMB007, KMB104 and KMB204 are permitted to count towards this sub-major.
### Performance Studies (KTP)

Instructions: Complete any six of the below units.

- **KTB101** 20th Century Performance
- **KTB102** Process Drama
- **KTB103** Performing Skills 1: Character and Scene
- **KTB104** Performance Innovation
- **KTB106** Performing Skills 2: Style and Form
- **KTB204** Understanding Performance
- **KTB207** Staging Australia
- **KTB209** Applied Performance

### Screen Studies (KSC)

Instructions: Complete any six of the below units.

- **KPB109** Film and TV History
- **KPB112** TV and Film Genres
- **KPB113** TV and Film Text Analysis
- **KPB205** Documentary Theory and Practice
- **KPB206** International Cinema
- **KPB212** Australian Film and TV

### Television (KTV)

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

### Entrepreneurship (KEN)

Instructions: Complete any six of the below units.

- **AMB251** Innovation and Brand Management
- **BSB115** Management
- **BSB126** Marketing
- **MGB200** Leading Organisations
- **MGB223** Entrepreneurship and Innovation
- **MGB324** Managing Business Growth

Note: BSB212 and AMB202 are permitted to be counted towards this sub-major if completed in 2009 or earlier.

### Public Relations (KPR)

- **AMB201** Marketing and Audience Research
- **AMB263** Introduction To Public Relations
- **AMB264** Public Relations Techniques
- **AMB372** Public Relations Planning
- **AMB373** Corporate Communication
- **BSB126** Marketing

Note: AMB261 and AMB262 are permitted to count towards this sub-major if completed in 2009 or earlier.

### Creative Industries Minor Options

#### INSTRUCTIONS FOR MINORS


Please refer to the following study sequences to plan your program. You must complete 48 credit points (normally four 12 credit point subjects) from the specified units to achieve a minor, following semester of offer and unit prerequisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors 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.

**Advanced Interactive Media**

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

- KKB216 Graphical Development Environments for Media Interaction
- KIB205 Programming for Visual Designers and Artists
- KIB309 Embodied Interactions
- KIB314 Tangible Media

**Animation**

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

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

- KIB105 Animation and Motion Graphics
- KIB108 Animation History and Practices
- KIB203 Introduction to 3D Computer Graphics
- KIB225 Character Development, Conceptual Design and Animation Layout
- KVB105 Drawing for Design
- KVB106 Drawing for Animation

**Art History**

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

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

**Art, Design and Architecture**

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

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

**Audience and User Research**

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

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

**Communication for the Professions**

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

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

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

**Creative Writing**

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

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

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

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

Dance Studies

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

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

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

Digital Media

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

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

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

Drama

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

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

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

Entertainment

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

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

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

Fashion

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

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

Graphic Design

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

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

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

Interactive and Visual Design

Description: This minor aims to provide you with a foundational understanding of the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media, including an introduction to visual communication, print media, web and interactive media and temporal digital media formats.
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
<td></td>
</tr>
<tr>
<td>KIB102</td>
<td>Visual Interactions</td>
<td></td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
<td>A range of key journalistic principles, approaches and writing styles.</td>
</tr>
<tr>
<td>KIB104</td>
<td>Digital Media</td>
<td></td>
</tr>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
<td></td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
<td></td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
<td></td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
<td></td>
</tr>
<tr>
<td>KWD108</td>
<td>Introduction To Literary Studies</td>
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</tr>
<tr>
<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
<td>A thorough grounding in a range of texts, literary cultural and popular.</td>
</tr>
<tr>
<td>KWB209</td>
<td>Shakespeare, Then and Now</td>
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</tr>
<tr>
<td>KWB210</td>
<td>Imagining the Americas: Contemporary American Literature and Culture</td>
<td></td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
<td></td>
</tr>
<tr>
<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
<td>* Please note: KWB307 is permitted to count towards this unit set. KWB109, KWB206 and KWB208 are permitted to count towards this unit set if completed in 2010 or earlier. * KWB210 will be offered for the first time in semester 1 2012.</td>
</tr>
<tr>
<td>KTB101</td>
<td>20th Century Performance</td>
<td></td>
</tr>
<tr>
<td>KTB207</td>
<td>Staging Australia</td>
<td></td>
</tr>
<tr>
<td>KTB210</td>
<td>Creative Industries Management</td>
<td></td>
</tr>
<tr>
<td>KTB211</td>
<td>Creative Industries Events and Festivals</td>
<td></td>
</tr>
<tr>
<td>KSB306</td>
<td>Directing for Performance Events and Festivals</td>
<td></td>
</tr>
<tr>
<td>KSB126</td>
<td>Marketing</td>
<td>Only one unit may be selected from BSB126, KCB103 or KWB106:</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
<td></td>
</tr>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
<td></td>
</tr>
<tr>
<td>KWB206</td>
<td>Youth and Children's Writing</td>
<td></td>
</tr>
<tr>
<td>KWB208</td>
<td>Modern Times (Literature and Culture in the 20th Century)</td>
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</tr>
<tr>
<td>KWB210</td>
<td>Imagining the Americas: Contemporary American Literature and Culture</td>
<td></td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
<td></td>
</tr>
</tbody>
</table>
Scenography

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

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

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

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

Screen Studies

Description: The aim of this minor is to provide students with an understanding of film and media, and their influence in social and cultural contexts.

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

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 unit set.

Sound Design

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

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

KKB216 Graphical Development Environments for Media Interaction
KMB107 Sound, Image, Text
KMB119 Music and Sound Production 1
KMB129 Music and Sound Production 2
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 unit set if completed in 2010 or earlier.

Television

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

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

KPB104 Film and Television Production Resource Management
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB202 Film and Television Business Skills: Entrepreneurship and Investment
KPB303 Critical Thinking About Television
KPB313 How to be a Producer*

*This unit will be offered from 2012

Visual Arts Practice

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

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

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

Creative Industries Transitions to New Professional Environments Unit Options

A maximum of 48 credit points may be taken from the following units:

KKB341 Creative Industries Internship 1
KKB342 Creative Industries Internship 2
KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2
KKB347  Becoming A Researcher: Understandings, Skills and Practices
KKB350  Creative Industries International Study Tour
  * Please note: KKB343 and KKB344 are permitted to count as Transitions to New Professional Environments Unit Options if completed in 2010 or earlier.

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

KKB347  Becoming A Researcher: Understandings, Skills and Practices
KKB350  Creative Industries International Study Tour
  * Please note: KKB343 and KKB344 are permitted to count as Transitions to New Professional Environments Unit Options if completed in 2010 or earlier.

Creative Industries Faculty Undergraduate University Wide Units

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

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

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

Creative Writing & Literary Studies

KWB101  Introduction to Creative Writing
KWB102  Media Writing
KWB103  Persuasive Writing
KWB104  Creative Writing: the Short Story
KWB106  Corporate Writing and Editing
KWB107  Creative Non-Fiction
KWB108  Introduction To Literary Studies
KWB109  Writing Australia
KWB206  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
KWB308  Wonderlands: Literature and Culture in the 19th Century
KWB309  Popular Fictions, Popular Culture
  * Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.
  * KWB210 will be offered for the first time in semester 1 2012.

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

Entertainment

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

Faculty

KKB101  Creative Industries: People and Practices
KKB102  Creative Industries: Making Connections
KKB216  Graphical Development Environments for Media Interaction
KKB345  Creative Industries Project 1
KKB346  Creative Industries Project 2

Fashion

KFB103  Introduction to Fashion
KFB106  Unspeakable Beauty: A History of Fashion and Style
KFB205  Fashion and Style Journalism
KFB206  Fashion and Modernity
KFB207  Contemporary Fashion
KFB208  Fashion Portfolio
KFB209  Ragtrade: Wholesaling Fashion

Film & Television

KPB101  Introduction to Film, TV and New Media Production
KPB104  Film and Television Production Resource Management
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
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<tr>
<td>KPB113</td>
<td>TV and Film Text Analysis</td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
</tr>
<tr>
<td>KPB206</td>
<td>International Cinema</td>
</tr>
<tr>
<td>KPB207</td>
<td>Film and Television Scriptwriting</td>
</tr>
<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
</tr>
</tbody>
</table>

Please note the following unit changes:

*KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.

*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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KCB207</td>
<td>Exploring New Media Worlds</td>
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<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
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<tr>
<td>KCB302</td>
<td>Political Communication</td>
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### Music & Sound

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<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>KMB119</td>
<td>Music and Sound Production 1</td>
</tr>
<tr>
<td>KMB122</td>
<td>Music and Sound Concepts 1</td>
</tr>
<tr>
<td>KMB129</td>
<td>Music and Sound Production 2</td>
</tr>
<tr>
<td>KMB132</td>
<td>Music and Sound Concepts 2</td>
</tr>
<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
</tr>
<tr>
<td>KMB252</td>
<td>Multi-Platform Sound Design</td>
</tr>
</tbody>
</table>

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

### Performance Studies

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KRB120</td>
<td>Scenography and the Art of Technical Theatre</td>
</tr>
<tr>
<td>KRB220</td>
<td>The Scenographic Divide</td>
</tr>
<tr>
<td>KTB101</td>
<td>20th Century Performance</td>
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<tr>
<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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<tr>
<td>KTB106</td>
<td>Performing Skills 2: Style and Form</td>
</tr>
<tr>
<td>KTB204</td>
<td>Understanding Performance</td>
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<td>KTB207</td>
<td>Staging Australia</td>
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<tr>
<td>KTB210</td>
<td>Creative Industries Management</td>
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<tr>
<td>KTB211</td>
<td>Creative Industries Events and Festivals</td>
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</tbody>
</table>

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

### Visual Arts

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<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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<tr>
<td>KVB105</td>
<td>Drawing for Design</td>
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<tr>
<td>KVB106</td>
<td>Drawing for Animation</td>
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<tr>
<td>KVB108</td>
<td>Contemporary Asian Visual Culture</td>
</tr>
<tr>
<td>KVB110</td>
<td>2D Media and Processes</td>
</tr>
</tbody>
</table>
KVB111  3D Media and Processes
KVB211  Post 1945 Art
KVB212  Australian Art, Architecture and Design
KVB213  Graphic Investigation
KVB304  Contemporary Art Issues
KVB306  Video Art and Culture
KVB307  Theories of Spatial Culture

Network Systems Major

Compulsory Units
INB350  Internet Protocols and Services
INB351  Unix Network Administration
INB352  Network Planning
INB255  Security

Electives
INB312  Enterprise Systems Applications
INB365  Systems Programming
INB353  Wireless and Mobile Networks
INB355  Cryptology and Protocols

Software Architecture Major

Compulsory Units
INB340  Database Design
INB371  Data Structures and Algorithms
INB372  Agile Software Development

Electives
INB341  Software Development With Oracle
INB311  Enterprise Systems
INB312  Enterprise Systems Applications
INB272  Interaction Design
INB313  Electronic Commerce Site Development
INB322  Information Systems Consulting
INB320  Business Process Modelling
INB124  Information Systems Development

IS Elective Units
Choose 3 Electives
INB341  Software Development With Oracle
INB311  Enterprise Systems
INB312  Enterprise Systems Applications
INB272  Interaction Design
INB313  Electronic Commerce Site Development
INB322  Information Systems Consulting
INB320  Business Process Modelling
INB124  Information Systems Development

Information Systems Major

Compulsory Units
INB311  Enterprise Systems
INB340  Database Design
INB220  Business Analysis

IS Elective Units
INB312  Enterprise Systems Applications
INB342  Enterprise Data Mining and Data Analysis
INB313  Electronic Commerce Site Development
INB322  Information Systems Consulting
INB320  Business Process Modelling
INB124  Information Systems Development
INB221  Technology Management

Potential Careers:
Advertising Professional, Animator, Artist, Arts Administrator, Composer, Computer Game Programmer, Computer Games Developer, Creative Writer, D.J, Digital Composer, Film Composer, Film/Television Producer, Information Officer, Information Security Specialist, Internet Professional, Marketing Officer/Manager, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Organisational Communication Specialist, Public Relations Officer/Consultant, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Technical Officer, Web Designer.

UNIT SYNOPSES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.

Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Equivalents: AMX200, CTB200
Credit points: 12
Contact hours: 3 per week

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AMB208 EVENTS MARKETING

Events have become significant strategic marketing tools for positioning products/services, industries, destinations and community interests at the local, national and global levels. The unit initially explores various types, roles and objectives of events and the profile and motives of event markets and stakeholders. Key topics include: processes of attracting or developing the event experience including bidding processes; partnership creation with sponsors, media and community; venue selection and design relative to market/stakeholder needs; ticketing/pricing or access management and imaging the event from an integrated marketing communication perspective. Local and international cases are used.

Prerequisites: BSB126 or CTB126
Antirequisites: MIB319
Equivalents: AMB354
Credit points: 12

Campus: Gardens Point
Teaching period: 2011 SEM-1

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 and Caboolture
Teaching period: 2011 SEM-1 and 2011 SUM

AMB230 DIGITAL PROMOTIONS

This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.

Prerequisites: BSB126, CTB126, or BSB112
Antirequisites: COB218
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SUM

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
hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

**Prerequisites:** BSB126 or CTB126    **Equivalents:** AMX240, CTB240    **Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point and Caboolture    **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB251 INNOVATION AND BRAND MANAGEMENT**
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.

**Prerequisites:** BSB126, BSB116, or CTB126    **Antirequisites:** MIB227    **Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point    **Teaching period:** 2011 SEM-2

**AMB261 MEDIA RELATIONS AND PUBLICITY**
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.

**Prerequisite(s):** AMB260    **Contact hours:** 3 per week    **Campus:** Gardens Point    **Incompatible with:** COB329

**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    **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117    **Antirequisites:** AMB261, AMB262    **Equivalents:** AMX264    **Credit points:** 12    **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

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

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

**Prerequisites:** AMB220    **Equivalents:** AMB222, AMX319    **Credit points:** 12    **Teaching period:** 2011 SEM-1 and 2011 SEM-2
AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

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

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

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

AMB331 DIRECT MARKETING
The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative, media, testing, and evaluation of direct marketing campaigns.

Prerequisites: AMB202, AMB220, AMB240, CTB240, or AMB249 
Antirequisites: COB315 
Credit points: 12
Contact hours: 3 per week 
Campus: Gardens Point

AMB335 E-MARKETING STRATEGIES
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201 
Equivalents: AMB241, AMX335 
Credit points: 12 
Campus: Gardens Point and Caboolture 
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB336 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.

Prerequisites: AMB240, CTB240, AMB210, or IBB210 
Equivalents: AMX336, IBB213 
Credit points: 12 
Campus: Gardens Point and Caboolture 
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201 
Antirequisites: MIB311 
Equivalents: AMX340, CTB340 
Credit points: 12 
Contact hours: 3 per week 
Campus: Gardens Point and Caboolture 
Teaching period: 2011 SEM-1 and 2011 SEM-2
AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT
Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted. A discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and motivation and evaluation of sales performance. 
**Prerequisites:** AMB240, CTB240, AMB202, COB207, MIB217, or AMB249  
**Equivalents:** AMX350  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas. 
**Prerequisites:** ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  
**Equivalents:** AMX372  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management. 
**Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  
**Equivalents:** AMB360, AMX373  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills. 
**Prerequisites:** AMB372, AMB261, or AMB262  
**Equivalents:** AMB370, AMX374  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives. 
**Antirequisites:** BSD115  
**Equivalents:** BSB115, CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

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:** BSB126, CTB216  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

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:** 2011 SEM-2

### DAB525 ARCHITECTURE AND THE CITY

This unit aims to give a comprehensive overview of issues and techniques relevant to architectural design at an urban scale. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.

**Assumed knowledge:** DAB325 and DAB420 are assumed knowledge.  
**Equivalents:** ADB013  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### DEB202 INTRODUCING DESIGN HISTORY

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

**Equivalents:** ADB931, DEB102  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

### EDB007 CULTURE STUDIES: INDIGENOUS EDUCATION

Numerous government reports and recent discussions about reconciliation have called for an increased commitment to Indigenous education in Australia. Teachers are increasingly being asked to improve their skill, knowledge and understanding to teach Indigenous students, and to teach curricula which incorporates Indigenous viewpoints on social, cultural and historical matters. This unit begins with an analysis of the students' own cultural place in the Australian context and moves towards an understanding of Aboriginal and Torres Strait Islander perspectives on history and contemporary issues, and an understanding of why Aboriginal and Torres Strait Islander students have been so disadvantaged by the Australian education system.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Internet, Kelvin Grove and Caboolture  
**Teaching period:** 2011 6TP4 and 2011 SEM-2

### EDB038 INDIGENOUS AUSTRALIAN CULTURE STUDIES

This unit encourages an appreciation of the two distinct indigenous cultures of Australia and how external forces to Aboriginal and Torres Strait Islander cultures caused social, economic and political changes. It looks at traditional family life and organisation.

**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

### EDB039 INDIGENOUS POLITICS AND POLITICAL CULTURE

This unit examines issues and influences underlying the world of indigenous politics: political representation; land rights; health; education; community development; criminal justice; culture and heritage. This unit has an Australian focus with New Zealand and North American comparisons.

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

### EDB040 INDIGENOUS KNOWLEDGE: RESEARCH ETHICS AND PROTOCOLS

This unit provides students with a critical examination of the major ethical and moral issues arising from the designing and conducting of research 'on/in' Australian Indigenous people/communities or issues. The unit examines the calls by Indigenous researchers for the decolonising of research methods - a process which critically examines the historical and philosophical bases of Western research and the frustrations of Indigenous researchers with various Western paradigms, academic traditions and methodologies.

**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### EDB041 INDIGENOUS AUSTRALIA: COUNTRY, KIN AND CULTURE

This unit aims to expand understanding of issues of importance to Indigenous people and to relate those issues to the practices in human service agencies. The Oodgeroo staff and leaders from the Indigenous community will work with staff from Social Work and Human Services in presenting this unit.

**Antirequisites:** SWB109  
**Credit points:** 12  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### INB103 INDUSTRY INSIGHTS

This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you need to possess, to plan your career path. The unit will also introduce you to the inter-disciplinary nature of ICT careers.
INB104 BUILDING IT SYSTEMS
Today's modern integrated technology is built on IT systems which run in a range of contexts (e.g. mobile computing, robotics, and web-based systems) using a range of technological solutions such as programming and scripting, databases, web development and network programming. This unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

INB122 ORGANISATIONAL DATABASES
Databases are a key feature in modern organisational systems. Stores of data are the prerequisite for organisational knowledge and are the substance of technology applications. Databases underpin all technologies, platforms and application areas such as online transactions (e.g. shopping), health information systems, web services, e-government, banking and geographical information systems. Corporate Systems Managers understand how databases are used in business domains and the benefits gained from capturing, storing and retrieving quality data to assist organisational planning and decision making. Professionals who understand the privacy and legislative requirements as they pertain to database security and management are increasingly in demand.

INB124 INFORMATION SYSTEMS DEVELOPMENT
IT professionals work with a wide variety of information systems and are increasingly required to interact with other professionals and understand business domains. In many cases it is necessary to develop custom systems to satisfy business requirements. Problem solving and communication skills and an understanding of programming concepts and logic are required to effectively work with information systems developers. In this dynamic industry, self-managed learning is necessary to remain abreast of technology innovations.

INB180 COMPUTER GAMES STUDIES
This unit is designed to give you a clear understanding of the socio-cultural issues that affect the computer game industry. Through critical review of games and games industry literature, playing games and actively participating in classroom discussion you will develop your capacity to join in the discourse about the design, impact and future direction of computer games in our society.

INB181 INTRODUCTION TO GAMES PRODUCTION
This subject will provide you with knowledge and skills in games production. By gaining an overview of the production process, you will learn how the technology and the people involved integrate into a coherent and efficient manufacturing process. By the end of this subject you will have the knowledge to conceive, create, integrate and optimise tools and personnel into a complete games production system.

INB210 DATABASES
Databases and database systems are essential items that support many aspects of everyday life in modern society. All graduates from a course in Information Technology will be expected by employers to understand the concepts and terminology of databases. The aim of this unit is to introduce you to the structure and role of databases in modern organisations.

INB220 BUSINESS ANALYSIS
This unit is aimed to give you an introduction to the role, knowledge, and skills required of a business analyst. This unit focuses on both the trades—tools and methods used by a business analyst, as well as the soft skills—creativity and communication, both of which are critical to successful business and requirements analysis. Through lectures, cases studies and role playing activities, you will develop basic knowledge and skills required for introductory business analysis (BA).
Antirequisites: INN220  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB221 TECHNOLOGY MANAGEMENT
This unit presents operational, tactical and strategic insights that support the activities central to the leadership and management of technology. These insights include project management, organisational leadership, outsourcing, planning, governance and millennium technologies. Such insights are used to inform decision-making - the core skill of any manager. Technology managers must understand the factors influencing any decision point. This unit equips students for the challenges of management and to contribute to the decision-making faced by managers and the staff who advise on these issues.

Prerequisites: INB103 or ITB002 or INB120 or ITB360  Antirequisites: ITN241, ITN251 and ITN366  Equivalents: ITB366, ITB241  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB250 FOUNDATIONS OF COMPUTER SCIENCE
Contemporary computer-based systems are built from a wide range of technologies working at different levels of abstraction, from microprocessor hardware, to operating system and application software, to entire communications networks. At each abstraction level different techniques are needed to understand emergent properties of the system. This unit introduces some of the foundational principles commonly used to reason about the behaviour of computer-dependent systems at different levels of abstraction. Most of the techniques are derived from the field of Discrete Mathematics and are the foundation of the discipline called Computer Science.

Assumed knowledge: Basic familiarity with set theory (Venn diagrams and set operators), elementary algebra (polynomial and summation expressions, exponents and logarithms, etc) and simple probability concepts (permutations and combinations).  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB251 NETWORKS
Computer systems and communications networks are essential to the activities of modern organisations. When you graduate from a course in Information Technology, employers expect you to have a sound understanding of the terminology and concepts of computer systems, communications networks, and network services. This unit provides you with an introductory study of communications network technologies and network applications. The unit serves as an entry point to further specialised studies in the field of computer network systems.

Antirequisites: INN251  Equivalents: ITB006  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB225 SECURITY
This unit aims to give you an understanding of the major issues in information security. You will be able to identify critical information security concepts and determine the information security implications of interactions between entities. You will have knowledge of a range of techniques for protecting information, and understand the limitations of these techniques. You will be aware of international information security management standards.

Prerequisites: ITB161, ITB523, ITB623, ITN161 and INN255  Equivalents: ITB730  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB270 PROGRAMMING
This unit aims to give you a positive introduction to the skills required in solving computational problems and implementing solutions in a programming or scripting language. Although some theoretical aspects of computer programming are introduced briefly, the overall emphasis of the unit is programming practice. The unit emphasises generic programming concepts and related problem-solving strategies. The skills you learn in this unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.

Prerequisites: INB104 or ENB246  Antirequisites: INN270  Equivalents: ITB003  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

INB271 THE WEB
The aims of the unit are to give you a thorough understanding of what the web is, how it works and what it has to offer. Additionally, the unit aims to give you a general understanding and basic skills in developing dynamic web applications, including an appreciation of the variety of implementation technologies available. Through an understanding of how web technologies have evolved to date, you will appreciate the necessity for lifelong learning and become an insightful predictor of future developments in this area. You will learn to critically analyse technological alternatives in order to adapt to and innovate with technologies that presently do not exist. You will appreciate the business or organizational context within which web applications exist and be skilled in communicating within that environment. You will appreciate the social and ethical issues relating to web based systems including accessibility, globalization, privacy, and piracy.
Prerequisites: INB104  Antirequisites: INN373 and INN375 and ITB007 and ITB227 and ITN007 and ITN227  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1  

INB272 INTERACTION DESIGN  
The aim of this unit is to provide you with an understanding of the theory, practices and challenges associated with the development of creative interactive design and human computer interaction.  
Prerequisites: INB103 or INB181  Equivalents: ITB254  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2  

INB280 FUNDAMENTALS OF GAME DESIGN  
Modern games production is a complex process involving various businesses and organisations, working with budgets in the tens of millions. One of the roles within a game production team is that of the game designer. It is crucial that a game designer understands how to create a game world, the rules that govern game play and other high level design tasks. This subject provides an introduction to game design, by starting with high level conceptual design tasks before moving to more concrete tasks.  
Prerequisites: INB180  Equivalents: ITB016, ITN016  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2  

INB281 ADVANCED GAME DESIGN  
This unit will provide you with theoretical and practical knowledge of advanced games design concepts; that is, specific activities undertaken by game designers and their purpose. By the end of this unit you will have the knowledge to identify problems and suggest solutions for innovative game designs, as well as understand how to carry out the process of designing a game yourself. You will possess practical and theoretical knowledge of game design issues such as: how to design a game level, how to design a task and reward a player for completing it, how to ensure that the player knows how to progress through the game and how to design characters whose behaviour and dialogue provide clues and prompts to the player.  
Prerequisites: INB280  Equivalents: ITB017  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1  

INB301 THE BUSINESS OF IT  
As an IT professional you are more and more evaluated in terms of the business value that you produce. This unit will prepare you for professional practice by making you "business savvy," i.e. giving you the business knowledge and skills that will help you with your future career and job.  
In particular the unit will address three themes: (1) career planning and job applications, (2) entrepreneurship & innovation, and (3) business and IT strategy. You will be introduced to career development tools that enable you to self-manage your career and life. You will learn how to critically think about the requirements of a job and reflect upon your own experiences and learn how to communicate them. You will also learn about the entrepreneurial process of identifying a business opportunity and how to take advantage of that opportunity. In addition, you will gain an understanding of core strategic concepts and models, discuss typical strategy tools and then apply them to the 'Business of IT'.  
Prerequisites: INN311  Assumed knowledge: Completion of 120 credit points within BIT is assumed  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2  

INB302 IT CAPSTONE PROJECT  
Students are to work together in a team of 4-5 on a project that addresses one of the following three types of problems: real business problems, real market needs, real research problems. This unit extends students' development of the professional, technical and teamwork skills required by IT professionals in practice. Students will extend their knowledge and skills in the areas of IT project management through completing professional project documentation and managing the team project. Students will also gain a greater understanding and skill level in analysis and design, and their significance in delivering successful business or research outcome. The unit also focuses on furthering students' professional skills in report writing, oral communication, and visual communication.  
Prerequisites: INB301  Assumed knowledge: Students are expected to have a solid IT background knowledge (e.g., completion of at least 192 credit points)  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2 and 2011 SUM  

INB311 ENTERPRISE SYSTEMS  
The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.  
Prerequisites: INN311  Credit points: 12  Contact
Queensland University of Technology
Brisbane Australia
www.qut.edu.au

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

INB312 ENTERPRISE SYSTEMS APPLICATIONS
The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and S&D) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user's view of the system across a number of business processes.

Antirequisites: ITB233, INN312  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB 313 ELECTRONIC COMMERCE SITE DEVELOPMENT
This unit will enable you to specify, design, implement and maintain effective e-commerce applications. You will obtain a broad understanding of the potential of e-commerce and how it can be employed to benefit an organisation. You will get direct experience of creating an e-commerce storefront following a business to business (B to B) or business to consumer (B to C) model. You will also have an understanding of the computer systems that underpin e-commerce including payment systems and secure transactions.

Equivalents: ITB260  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB320 BUSINESS PROCESS MODELLING
The aim of this unit is to introduce you to modern methodologies of business process modelling. A main objective is to increase your awareness of the conceptual foundation of modelling and for the capabilities of BPMN and available tools. You will learn how to use grammars and tools to build, maintain and communicate practically relevant process models.

Equivalents: ITB298  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB322 INFORMATION SYSTEMS CONSULTING
The aim of the unit is to develop your skills in the consulting engagement process. This unit will give you an appreciation of the management of consulting practices and an understanding of the consulting sector generally. This unit presents the tactical and strategic issues involved in management consulting, and in particular: client engagement. In the unit there is an emphasis on Information Systems (IS) related work. IS constitutes a substantial portion of consulting activity and cuts across all areas of business expertise. The unit examines the dynamics of IS consulting within the context of large consulting firms and familiarises students with the consulting engagement lifecycle.

Antirequisites: ITB264, ITN264  Assumed knowledge: Completion of 96 credit points of an Undergraduate study is assumed knowledge  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB340 DATABASE DESIGN
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

Prerequisites: INB210 or ITB004  Antirequisites: ITB229  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB341 SOFTWARE DEVELOPMENT WITH ORACLE
This unit aims to develop a sound understanding of database creation, installation, administration, management, security, back up/recovery and application development. The unit aims to develop practical skills in each of these elements, using appropriate Oracle software.

It is expected that students undertaking this unit will have prior knowledge of relational database terminology and concepts, be thoroughly able to develop SQL for querying, updating and creating tables, and have a sound knowledge of database design.

Prerequisites: INB210 or ITB004  Antirequisites: ITB229  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB342 ENTERPRISE DATA MINING AND DATA ANALYSIS
This unit will provide a comprehensive theoretical coverage of various topics in data and web mining. In addition there will be a significant practical component using hands on tools to solve real-world problems. Specifically, we will consider techniques from machine learning, data mining, text mining, and information retrieval to extract useful knowledge from data which are used for business intelligence, document databases, site management, personalization, and user profiling. This unit will first cover a detailed overview of the mining process and techniques,
and then concentrate on applications of these techniques to web, e-commerce, document databases and data from advanced applications.

Prerequisites: INB122 or INB210 or INB340 or AYB114
Antirequisites: INN342 Equivalent: ITB239 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-2

INB345 MOBILE DEVICES
This unit provides the opportunity for exploring new and emerging mobile devices and wireless technology including iPhone, Netbook, 3G, WiMax, and RFID. Students will critically review and understand how they can be used for current contexts such as government, business, education and social community, as well as emerging ‘wilderness’ environments with no power and wired communication. Students will appreciate the impacts of these devices and be inspired for the current and future opportunities in ICT usage trends.

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

INB346 ENTERPRISE 2.0
Web technologies and applications are reshaping contemporary organisations. By 2009 it has been predicted that more than 80% of organisations will have blogs and more than 50% of organisations will have wikis as part of their business solutions and strategies. Furthermore, with the advent of Cloud Computing, many companies are outsourcing key business functions to external web applications. The successful contemporary organisation requires expertise in not just business and management practice but in the critical design, use and consequences of new and emerging technologies. This unit will explore the ways in which IT has impacted on how organisations design and deliver services internally and externally. The aim of this unit is to provide you with an understanding of how web 2.0 is changing the way contemporary organisations function.

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

INB347 WEB 2.0 APPLICATIONS
Web 2.0 applications enable the user to be control. The unit will provide the opportunity for students to explore web 2.0 applications including blogs, wikis, social networking, social tagging, podcasts, gaming, storytelling and virtual worlds such as second life. Students will critically consider the many and varied web applications and how they can be used in different contexts such as government, small and medium size businesses, non-profit organisations, educational institutions and community groups.

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

INB350 INTERNET PROTOCOLS AND SERVICES
An understanding of the theoretical and practical concepts of network protocols and services is highly useful and relevant to network engineers and others working in the Information Processing industries. This unit introduces you to Internet protocols and the design, implementation and operation of network based applications. Theory and practical skills taught in this unit will be useful if you intend undertaking further networking units.

Prerequisites: INB251 or ITB006 or ITB510 Antirequisites: ITB624, ITB629, ITB720, ITN525, ITN667, ITN720 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1

INB351 UNIX NETWORK ADMINISTRATION
The aim of this unit is to provide students with a working knowledge of the technical aspects and theory of network administration and management. The unit uses the Unix environment as the learning platform for attaining technical skills and for the development of problem solving skills necessary to be a successful networking professional.

Prerequisites: INB350 Equivalent: ITB721, ITB625, ITB535, ITB525 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-2

INB352 NETWORK PLANNING
The unit draws together subject matter from a number of different networking-related areas. The aim of the unit is to assemble the previously acquired knowledge and techniques and apply it in a cohesive fashion to the task of network planning.

Prerequisites: INB350 Antirequisites: ITB551, ITB628, ITB722, INN352, ITN551, ITN722, ENN523 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-2

INB353 WIRELESS AND MOBILE NETWORKS
This unit provides you with the skills to be able to design and understand the issues involved with different types of wireless communications systems. It develops your knowledge of Wide Area Networks (WANs), Local Area Networks (LANs) and Personal Area Networks (PANs) as well as skills in programming for mobile handsets. You will also develop knowledge of the different types of wireless communications technologies available and when each is most applicable in a particular situation.
INB251 or ITB006

Prerequisites: INB251 or ITB006

Assumed knowledge: Networks or equivalent networking knowledge is assumed knowledge

Equivalents: ITN723

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1

INB355 CRYPTOLOGY AND PROTOCOLS

Cryptographic techniques are widely used to implement computer and network security. As an IT security professional you may be required either to evaluate or implement information systems using cryptographic algorithms and protocols. This elective unit covers the main cryptographic technical concepts including encryption, digital signatures and cryptographic protocols.

Antirequisites: ITB646, ITB548, ITB566

Assumed knowledge: Maths B or equivalent is assumed knowledge.

Equivalents: ITB732

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1

INB365 SYSTEMS PROGRAMMING

Systems programming is an essential part of any computer-science education. This unit uses operating system concepts to teach the foundations of systems programming and advanced concepts for producing softwares that provide services to computer hardware. Through this study, you will be able to demonstrate knowledge of the principles and techniques of process management, memory and file management, protection & security, and distributed systems.

Prerequisites: INB270 or ITB003 or INB371

Antirequisites: ITB745, ITB706, INN365

Assumed knowledge: Fundamentals of computer architecture; high level programming languages (such as C, C++, Java, Python) is assumed knowledge.

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-2

INB370 SOFTWARE DEVELOPMENT

Understanding software development is an integral part of the IT industry for software engineers. Software development relies on object technologies, programming techniques and numerous code libraries provided by language developers and third party vendors. Integrated Development Environments, unit testing frameworks, automated and continuous build tools and versioning systems are all becoming part of the tool set modern software developers must be familiar with. This unit is designed to introduce these technologies and techniques to show how software can be rapidly developed.

Prerequisites: INB270 or ITB003

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1

INB371 DATA STRUCTURES AND ALGORITHMS

The purpose of this unit is to ensure that you have a sound knowledge of modern programming techniques and their use in providing medium-scale software solutions. This unit will teach you to decompose a problem and produce a modular solution to a programming task. The principles to analyse algorithms for efficiency will also be introduced. In addition, you will acquire the necessary skills for you to use the tools available in common development environments, such as Microsoft Visual Studio.

Prerequisites: INB251 or ITB006

Antirequisites: ITN723

Assumed knowledge: Networks or equivalent networking knowledge is assumed knowledge

Equivalents: ITB723

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1

INB372 AGILE SOFTWARE DEVELOPMENT

This unit introduces you to the software development process. You will look at each of the major activities involved in developing a software system. You will also learn how to manage and control the software development process for a large project when a number of team members are involved in the development. This unit develops the professional practice of working on large software systems.

Prerequisites: INB370

Antirequisites: INN372, ITB612, ITB712

Assumed knowledge: Good programming, debugging, testing and software development skills.

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-2

INB373 WEB APPLICATION DEVELOPMENT

This unit will provide you with an understanding of the issues, structure and technologies used for developing web-based systems. The unit will provide you with the theoretical and practical skills needed to develop enterprise critical applications designed with an n-tier architecture using state of the art technologies. A comparative technology approach is taken, including an analysis of how web technologies have evolved to date, in order to identify common themes and to better enable you to comprehend and critically evaluate future web technology offerings.

Prerequisites: INB270 or ITB007

Antirequisites: INN372, ITB612

Assumed knowledge: Good programming, debugging, testing and software development skills.

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1

INB374 ENTERPRISE SOFTWARE ARCHITECTURE

This unit aims to introduce you to the field of enterprise architecture. It attempts to give you a grounding in the basic knowledge and skills required by an enterprise architect.
This includes a solid understanding of the IT challenges currently facing medium to large size organizations, the theory and technologies currently used to address them and an appreciation of the business imperative for which they are utilized.

**Course Information**

**Prerequisites:** INB270 or ITB003  
**Equivalents:** ITB717

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

**INB381 MODELLING AND ANIMATION TECHNIQUES**

The development of computer graphics tools is a significant application within the IT, Games and related industries, relying heavily on software engineering methodologies. These tools, such as CAD systems, 3D modelling systems and games engines, are used in such industries as advertising, engineering, manufacturing, simulation for education and training, computer games, film special effects, etc. Modelling techniques are intrinsic to a 3D graphics system, especially one used for real time animation. With increased CPU and GPU power, the ability to animate in real time is allowing more sophisticated interaction and the merger of games/simulation and film. The unit will provide you with the knowledge and skills to use an industry standard graphics API to implement graphics applications and to develop a basic real time animation system using an industry standard language.

**Prerequisites:** INB371 and MAB281  
**Equivalents:** ITB746  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB382 REAL TIME RENDERING TECHNIQUES**

This unit will provide you with knowledge and skills in basic to advanced techniques in real-time rendering using shading languages. You will be able to implement a high-quality real-time rendering system in an industry standard API.

**Prerequisites:** INB371, INB381 and MAB281  
**Antirequisites:** ITB648 and ITB649  
**Equivalents:** ITB747  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS**

This unit introduces you to foundational ideas in the study of communication. It covers key questions of textual analysis, practice, and context. Drawing extensively on examples of popular communication practice from contemporary society, the unit aims to impart an understanding of communication ecologies, processes, systems, and modes within the wider frame of radical changes occurring to the way texts are produced, read and circulated within our culture.

**KCB102 MEDIA MYTH BUSTING 1**

This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' arguments regarding how different kinds of media have or have not affected the way our society functions.

**Equivalents:** KCB140  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KCB103 STRATEGIC SPEECH COMMUNICATION**

This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.

**Equivalents:** KCB213  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KCB104 MEDIA AND COMMUNICATIONS: INDUSTRIES**

A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates.

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

**KCB105 MEDIA MYTH BUSTING 2**

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

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

**KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY**

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

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

**KCB206 NEW MEDIA: INTERNET, SELF AND BEYOND**

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

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

**KCB207 EXPLORING NEW MEDIA WORLDS**

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

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

**Antirequisites:** KCP408  
**Assumed knowledge:** KCB206  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KCB301 MEDIA AUDIENCES**

This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for undertaking both postgraduate research in Media & Communication and those seeking employment in media industries.

**Assumed knowledge:** Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods  
**Equivalents:** KCB349  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KCB302 POLITICAL COMMUNICATION**

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

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

**KCB304 DESIGNING COMMUNICATION RESOURCES**

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

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

**KDB103 DANCE TECHNIQUE STUDIES 1**
This unit involves practical dance classes as on-going action research.  
**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:** KDB180  
**Credit points:** 12  
**Contact hours:** BCI: 9 per week; BFA: 13.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KDB104 DANCE TECHNIQUE STUDIES 2**
This unit involves practical dance classes as on-going action research.  
**Prerequisites:** KDB103 or KDB180  
**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:** KDB181  
**Credit points:** 12  
**Contact hours:** BCI: 8 per week; BFA: 13.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KDB105 ARCHITECTURE OF THE BODY**
This unit focuses on experiential awareness of the body, including an introduction to a working knowledge of anatomy, kinesiology and the movement potential of the body, both in theory and practice.  
**Equivalents:** KDX104  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KDB106 DANCE ANALYSIS**
This unit includes a study of the analysis of dance through a concentration on the dance as text and a study of various international historical and contemporary works.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KDB107 CHOREOGRAPHIC STUDIES 1**
This unit introduces crafting skills and choreographic devices used in process of making dance work. It includes the presentation of group work.  
**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:** KDB114  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KDB108 WORLD DANCE**
This unit includes exposure to a range of culturally specific dance styles through practical workshops and a theory component providing contextual background to the styles taught.  
**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KDB172  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KDB109 FUNK, TAP AND ALL THAT JAZZ**
American and Western European popular and music theatre dances from the late 1900s to the present form the content base of this unit, drawing on three of the following styles: funk, tap, jazz and/or hip-hop. Dance technique and style pertinent to each dance form is taught in the practical classes, while in the theory component of the unit this content is interrogated through historical and cultural perspectives.  
**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KDB110 DECONSTRUCTING DANCE IN HISTORY**
This unit includes a study of various international historical and contemporary contexts of dance as art. It focuses on romanticism, classicism, modernism and postmodernism.  
**Equivalents:** KDB125  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KDB204 AUSTRALIAN DANCE**
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.  
**Equivalents:** KDB114  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2
KDB205 DANCE IN EDUCATION
This unit includes a practical introduction to philosophies and practices in dance education. The areas of choreography, performance and appreciation are explored as students develop basic teaching and reflective practice skills. This unit is appropriate for students planning to teach dance in the primary, secondary, community or studio context.

Antirequisites: KDP205  Equivalents: KDB117  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KFB205 FASHION AND STYLE JOURNALISM
This unit maps the scope and practice of fashion and style journalism in Australia and internationally. It will allow you to develop the skills necessary to conceptualise and produce fashion and style editorial content in a variety of styles and contexts.

Prerequisites: KFB103 or KJB224 (KJB224 can be enrolled in the same teaching period)  Assumed knowledge: It is strongly recommended that prior to undertaking this unit students complete both KFB103 and KJB224.  Equivalents: KJB339  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KFB225 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: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KFB103 INTRODUCTION TO FASHION
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.

Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove

KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE
Fashion has been a defining feature of Western culture for over 500 years. Contemporary fashion regularly revisits earlier approaches to dressing the body. This unit studies key figures in the history of fashionable dress who defined the standards of beauty for their time. It provides students with a basis for understanding fashion as a significant form of visual culture as well as providing a vital sense of history.

Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KFB107 DRAWING FOR FASHION
This unit concentrates on developing core skills and knowledge of drawing to provide an important foundation for existing and evolving modes for constructing and presenting fashion proposals.

Equivalents: KVB107, KVB107-2, KVB757-2  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KFB206 FASHION AND MODERNITY
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.

Equivalents: KFB105, KFB408  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KFB207 CONTEMPORARY FASHION
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all Fashion is Contemporary fashion. This unit draws on ideas developed in Introduction to Fashion to provide a context for the shifting terrain of contemporary fashion. The unit addresses content such as key developments in fashion since 1970, significant International and Australian contemporary designers and current trends in the consumption, production and presentation of fashion.

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

KFB208 FASHION PORTFOLIO
In the fashion design and associated industries digital illustration/graphic and presentation skills are increasingly necessary to present creative and professional work. Through the use of technology, fashion and textile designers, illustrators and photographers can present and enhance their applied creativity by augmenting traditional hand skills with a range of digital processes. This unit introduces the learner to this knowledge and to the processes and practices that will enable the student to develop a concept driven fashion portfolio.

Equivalents: KFB202, KFB201  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion
cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer. The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.

**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:** 2011 SEM-1

**KFB304 FASHION, LAW AND THE REAL WORLD**
This unit prepares you for the transition into the real world, by equipping you with an understanding of law as a regulator of business. In order to flourish as an entrepreneurial creative practitioner, it is essential that you understand the legal implications of your decisions and actions and those of others with whom you work or trade. This unit forms part of the final year of study so that you can apply the knowledge acquired within your workplace learning experiences and incorporate the learning from this unit into their planning and preparation for graduation.  
**Equivalents:** KFB056  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**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.  
**Antirequisites:** INB271, KIP403  
**Equivalents:** KIB807, KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB104 DIGITAL MEDIA**
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.  
**Equivalents:** KIB808  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB105 ANIMATION AND MOTION GRAPHICS**
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion  
**Equivalents:** KIB804  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB108 ANIMATION HISTORY AND PRACTICES**
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophical, social and political comment.  
**Equivalents:** KIB825  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA**
This unit addresses theoretical issues associated with non-linear story structures and interactive narratives through the analysis of game structures, the creation of original game ideas and the application of techniques of information design to the structuring of non-narrative content. Addressing the creative and analytical roles of writers, conceptual designers and information designers in the context of interactive digital media and the Creative Industries.  
**Equivalents:** KIB816  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1
period: 2011 SEM-1

KIB202 ENABLING IMMERSION
As creative practitioners within a highly networked technological society, it is important to develop a critical understanding of how the application of technology influences modes of communication, production processes and creative practices, particularly within the Creative Industries. This unit provides an introductory overview of the philosophies underlying applications of technology, and critically examines current applications in order to explore creative visions of future technology.
Prerequisites: KIB201  Equivalents: KIB814 Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS
The field of 3D computer graphics has grown from being a highly specialist field, supported by large film studios, into a vast and growing industry. Throughout film and television, scientific visualization, industrial and architectural design, physical modelling, animation and gaming; 3D visualisation has become a significant contributor to the construction of virtual worlds and the simulation of physical environments. This unit provides an introduction to the world of 3D graphics, paying particular attention to pre-production techniques, project management, 3D modelling techniques, and designing virtual environments. It establishes a foundation for advanced study in subsequent units on Real-time Computer Graphics and Virtual Environments. Theoretical understandings gained through lectures will be supplemented with technical skills in workshops, and applied to the production of 3D environments in design studios.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KIB205 PROGRAMMING FOR VISUAL DESIGNERS AND ARTISTS
As part of a contemporary art and design production, practitioners often need to understand aspects of computer programming. This unit provides artists and designers with an introduction to computer programming. It demonstrates how artists and designers use programming within their practices and introduces the principles of programming that will allow you to use computing as a tool for art and design innovation. The unit is presented in a manner that is suited to the learning styles of visual designers and artists, and requires no previous computer programming experience. These skills will developed and applied to the development of art and design outcomes in a studio setting.
Antirequisites: INB270  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: 2011 SEM-2

KIB220 ANIMATION PRODUCTION
Animation employs a studio-based production process that introduces you to workflows, practice-based investigations, critical thinking and problem-based learning. Animation: Studio Production will support you to build animation studio production skills by introducing design briefs, networking, teamwork and collaboration. This unit will focus particular attention on image-based solutions for the production of animated work. It will allow you to advance your skills and techniques in matte painting, image-based modeling, terrain and environment modeling, particle systems for environments, and 3D object creation and shading, as you develop an area of specialisation through personal investigation and self-directed inquiry.
Prerequisites: KIB105 and KVB106  Credit points: 12  Contact hours: 6 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1
KIB221 ANIMATION: CG TOOLKIT
CG Toolkit offers an in-depth look at the tools of animated production from within a studio setting. Continuing from Animation Studio 1: Preproduction, this unit looks at the tools and the processes involved in creating high level successful 3d computer animations for game development, film or television production, web or emergent media.

Prerequisites: KIB105 or KIB804  
Equivalents: KIB213  
Credit points: 12  
Contact hours: Up to 6 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KIB225 CHARACTER DEVELOPMENT, CONCEPTUAL DESIGN AND ANIMATION LAYOUT
This unit emphasizes production in practice. By considering type and generic attributes within a technological context, you will be guided through the key concepts involved in the development of working drawings and final artworks.

Prerequisites: KIB111 or KIB203 or KIB107 or (KIB105 and KIB108 and KVB106)  
Equivalents: KIB106, KIB807  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KIB230 INTERFACE AND INFORMATION DESIGN
With the advent of new technologies for communication, graphical user interfaces have become fundamental to the design of effective communication, and a key factor in the uptake, ease of use and experience of technology systems. This unit builds upon knowledge and skills acquired in units on visual communication and Web design to establish the knowledge and skills required to design and produce effective visual interfaces for technology applications such as Web, small screens in mobile media, and interactive displays. It will cover theories and principles of visual communication, information architecture and user experience design, which will be applied in the production of interfaces for interactive media and digital projects. The unit will be taught through a combination of lectures, tutorials and practical classes, in which skills and knowledge will be applied.

Prerequisites: KIB101 or KIB801  
Equivalents: KIB211  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KIB309 EMBODIED INTERACTIONS
Interaction with technology has advanced beyond the desktop paradigm of mouse and keyboard to embodied interfaces that incorporate video tracking, audio input, and gestural interaction techniques. Applications range from wearable technology to tangible media installations. This unit introduces an experimental field of interactive media design through the practical application of the processes and techniques of tangible media applications. Lectures, which provide the theoretical grounding of the study area, methodologies and examples of the application of tangible media are complemented by practical classes which extend the technical skills acquired in Programming for Designers and Artists and support the development of tangible media outcomes within design studios.

Prerequisites: KIB216 or KIB205 or INB385  
Equivalents: KIB311  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KIB314 TANGIBLE MEDIA
This unit extends the understandings of tangible media interfaces and applications gained in the embodied media unit. In this unit students will develop a tangible media project from concept through to design, production, evaluation, and exhibition. Theoretical understandings on tangible media object design, interaction and installation gained through lectures will be supplemented with production skills in workshops, and applied to the development of tangible media works in design studios. Finished works will be displayed in a final exhibition where members of the public will interact with them.

Prerequisites: KIB309  
Equivalents: KIB311  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KIB315 CONTEMPORARY ISSUES IN DIGITAL MEDIA
The ubiquitous uptake of new technologies in communication, social interaction, and artistic expression has changed the way that we conceptualize art and design. Designing within a contemporary context requires a sophisticated understanding of new design practices, methods, and theoretical models. This theory unit is designed to create an awareness of contemporary design practices, theories, and historical and philosophical contexts; and to develop the critical, creative and analytical thinking that is required for design innovation. The unit will be taught through a combination of lectures, seminars and presentations.

Prerequisites: Completion of 168cp of study  
Equivalents: KIB813  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KIB316 VIRTUAL ENVIRONMENTS
The field of 3D virtual environments, simulation, and visualization are used to produce sophisticated approaches to interaction design, social networking and game-play. This unit is designed to cater for both creative and technical practitioners. Extending the knowledge and skills developed in 3D Computer Graphics and Real-time environments, this unit develops an advanced understanding of virtual environments and 3D spaces. You will apply and extend principals of real-time modeling, texture acquisition for real-time environments, and interaction design in the 3D context.
Students enrolled in this unit will work in project teams to produce a significant 3D interactive environment within the context of a design studio.

**Prerequisites**: KIB325  
**Equivalents**: KIB310, KIB821  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1

**KJB224 FEATURE WRITING**

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**: KJP401  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1 and 2011 SEM-2

**KJB121 JOURNALISTIC INQUIRY**

This unit builds on the visual communication and graphic design units to develop specialist skills in design layout and the creative production of print media. It will introduce the theory and principles involved in combining text, image and design elements into a coherent design layout and will extend this theory into practice through the development of advanced design publishing techniques. Theoretical understandings gained through lectures will be augmented with technical skills in workshops, and applied to the production of team-based, professional quality print projects in design studios.

**Prerequisites**: KIB120 or KVB204  
**Antirequisites**: KCP361, KCP405  
**Credit points**: 12  
**Contact hours**: 3 per week, plus several workshops during semester  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-2

**KIB383 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  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1 and 2011 SEM-2

**KIB325 REAL-TIME 3D COMPUTER GRAPHICS**

This unit provides the opportunity for extending the principles of 3D computer graphics into the emerging field of virtual environments that respond to interaction in real time. In this unit you will cover the principals of real-time modeling; texture acquisition for real-time environments and interaction design in the 3D context. This unit provides an opportunity where students studying 3D computer graphics can apply animation and interactive design principles to real-time spaces. These principles can be applied to the fields of game design and interactive 3D environments.

**Prerequisites**: KIB225  
**Equivalents**: KIB310, KIB821  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1

**KIB335 TYPOGRAPHY AND ILLUSTRATION**

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

**Prerequisites**: KV8204  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1
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:** KPB403  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

**KJB239 JOURNALISM ETHICS AND ISSUES**

QUT Journalism supports the development of socially responsible, ethical journalists. KJB239 is a core journalism unit. It begins with an overview of western and eastern moral philosophical traditions and moves on to examine current journalistic practice in the context of Australian and international news media operations, regulatory bodies and the stance of professional journalism organisations. Students generate ethical dilemmas and work through them individually, making difficult decisions about issues such as invasion of privacy, protection of sources and conflict of interest. The impact of developing information and communication technologies is also addressed.

**Credit points:** 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

**KJB280 INTERNATIONAL JOURNALISM**

This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in 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: 2011 SEM-2

**KJB337 PUBLIC AFFAIRS REPORTING**

This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.

**Prerequisites:** KJB120  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

**KKB004 INDIGENOUS CREATIVE INDUSTRIES**

Every culture contains, within its approach to arts practice, the business of creativity. Learning and teaching in the Indigenous Creative Enterprise Unit, develops a sphere of shared knowledge designed to inspire sustainable arts praxis and production.

**Credit points:** 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-2  Incompatible with: KKB704

**KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES**

The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.

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

**KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS**

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

**Assumed knowledge:** KKB101 is assumed knowledge.

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

**KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION**

You will build interactive software systems for sampling, synthesising and manipulating media in real-time using graphical programming environments (also known as “patcher languages”). This will enable you to design and implement custom audio/video software for live performances and/or installations.
KKB221 APPROACHING INTERDISCIPLINARITY
In order to be competitive in the global community, innovative practice becomes a commodity that is highly attractive. It is widely recognised that a sound knowledge in at least one discipline is a prerequisite for effective collaborative practice. This is the first of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. This first unit offers you the opportunity to practice multi-disciplinary processes in teams and explores the psychology behind preferences for role choices within these teams.

Prerequisites: KKB102 or KKB007 or KKB818
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KKB222 INTERDISCIPLINARITY IN PRACTICE
Being able to function effectively in collaborative teams often necessitates the cross-fertilisation of ideas and practices in the creative process. Coupled with the thinking that the constraints of working in a single discipline may prevent its progression in the field, the practice of cross and inter-disciplinarity offers fresh entry points to the investigation, creation and production of product. This is the second of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. The unit introduces you to cross and inter-disciplinary collaborative processes in the development of a site specific product for a festival to be held in the CI precinct.

Prerequisites: KKB221 Credit points: 12 Contact hours: 3.5 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KKB341 CREATIVE INDUSTRIES INTERNSHIP 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, that builds upon and strengthens knowledge and skills acquired in KKB341 Internship 1.

Prerequisites: KKB341 (can be enrolled in the same teaching period) or KKB343 Antirequisites: KKB344
Credit points: 12 Contact hours: Varies according to discipline-specific internship requirements Campus: Kelvin Grove Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

KKB342 CREATIVE INDUSTRIES INTERNSHIP 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 (can be enrolled in the same teaching period) or KKB343 Antirequisites: KKB344
Credit points: 12 Contact hours: Varies according to discipline-specific internship requirements Campus: Kelvin Grove Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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% units) Credit points: 12 Contact hours: About 150 hours across the semester Campus: Kelvin Grove Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

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

**KKB347 BECOMING A RESEARCHER: UNDERSTANDINGS, SKILLS AND PRACTICES**

This is the first of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.

**Prerequisites:** Completion of 192cp of study  
**Assumed knowledge:** Students are expected to have a GPA of 5 or above.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**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% units)  
**Credit points:** 12  
**Contact hours:** 2-3 week tour and several lectures during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KMB002 MUSIC AND SPIRITUALITY**

Living in the materialistic world in the 21st Century has reignited the desire for spirituality to reach beyond the commercial and ephemeral. This unit examines the interaction of music with ritual, meditation, celebration, joy, protest and healing. It explores this relationship drawing from a range of cultures and times including indigenous Australian, Western European and Eastern cultures.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KMB667

**KMB003 SEX DRUGS ROCK 'N' ROLL**

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

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

**KMB004 WORLD MUSIC**

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

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.  
**Equivalents:** KMB631  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KMB005 GROUP MUSIC**

This is the first of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.

**Prerequisite(s):** Completion of 192cp of study  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2 and 2011 SUM

**KMB006 WORLD MUSIC**

You will gain an awareness and better understanding of world music through a series of lectures, demonstrations and tutorials.

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.

**Equivalents:** KMB631  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KMB007 GROUP MUSIC**

This is the second of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.

**Prerequisite(s):** Completion of 192cp of study  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KMB104 MUSIC AND SOUND SKILLS**

You will study improvisation and music production, undertake an extensive listening program and develop sound creative and conceptual skills. The unit stimulates both beginners and experienced musicians, adopting a fresh approach to the field.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-1  
**Incompatible with:** KMB649, KMB130/KMB632

**KMB105 MUSIC AND SOUND TECHNOLOGY**

This is an introduction to the broad range of options available to the musician in the age of technology. You will explore sequencers and audio programs as tools, mediums and musical instruments, for performance, composition as
well as the basics of sound design. NOTE: Semester 1 offered to KM32, 1X07, KM35, KM36, KM42 ONLY. Semester 2 offered to all others except those mentioned above.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1 and 2009 SEM-2  **Incompatible with:** KMB619

**KMB106 MUSIC AND SOUND FOR MULTIMEDIA**

This unit deals with studio recording techniques, computer-assisted composition, the role of music in non-linear structures, the effect of sound in digital media productions, sound effects and foley techniques, musical acoustics, and digital sound theory.

**Assumed knowledge:** Sound recording and operation of audio editing software is assumed knowledge.  

**Credit points:** 12  **Contact hours:** 2.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**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:** 2011 SEM-2

**KMB108 SOUND RECORDING AND ACOUSTICS**

This is an introduction to the fundamentals of the physical world of sound, basic signal flow, sound recording and acoustics.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1 and 2009 SEM-2  **Incompatible with:** KMB621

**KMB110 MUSIC PRODUCTION 1**

These sequential units beginning with the development of a secure and reliable technique in production skills. The unit includes small group learning work, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to an ensemble.

**Credit points:** 12  **Contact hours:** 7-9 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1  **Incompatible with:** KMB657

**KMB111 MUSIC PRODUCTION 2**

This unit continues the development of a secure and reliable technique in production skills. It includes small group learning work, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to an ensemble.

**Prerequisite(s):** KMB110/KMB657  **Credit points:** 12  **Contact hours:** 7-9 per week  **Campus:** Kelvin Grove

**Teaching period:** 2009 SEM-2  **Incompatible with:** KMB658

**KMB113 MULTI-INSTRUMENTAL MUSIC A**

In this unit, students engage in the study of two secondary instruments, necessary for the instrumental music teacher and professional doubleurs. Additionally, a lecture/class discussion is utilised to reflect on a range of topics relevant to the study.

**Prerequisite(s):** KMB110/KMB657 or KMB120/KMB651  

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-2  **Incompatible with:** KMB622

**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  **Teaching period:** 2011 SEM-1

**KMB120 MUSIC PERFORMANCE 1**

This series of sequential units begins with the development of musical skills on a principal instrument or voice. Content includes lessons and masterclasses, attendance and participation in weekly performance seminars and Principal Group activities.

**Credit points:** 12  **Contact hours:** 7-9 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1  **Incompatible with:** KMB651

**KMB121 MUSIC PERFORMANCE 2**

This unit continues the development of a secure and reliable technique on a principal instrument or voice, but stylistically expands upon semester 1. You will spend equal time on your current typically repertoire-driven focus and a clearly contrasting genre or style. It includes lessons, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to the ensemble of choice.

**Prerequisite(s):** KMB120/KMB651  **Credit points:** 12  **Contact hours:** 7-9 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-2  **Incompatible with:** KMB652

**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.
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:** 2011 SEM-2

KMB130 CORE MUSICIANSHIP 1
In this unit, students develop a range of generic musical skills that are relevant to a broad range of musical contexts and environments. The unit focuses on the building blocks of a broad and inclusive musicianship and includes development of aural, analytical and compositional skills through lectures, tutorials and focused musical tasks and improvisation.

**Credit points:** 12  **Contact hours:** 4.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1

Incompatible with: KMB632

KMB131 CORE MUSICIANSHIP 2
Continuing on from Core Musicianship 1, you will develop further a range of generic musical skills that are relevant to a broad range of musical contexts and environments. The unit focuses on musical language and context and includes the further development of aural, analytical and compositional skills through lectures, tutorials and focused musical tasks and improvisation.

**Prerequisite(s):** KMB130/KMB632  **Credit points:** 12  **Contact hours:** 4.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-2

Incompatible with: KMB633

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:** 2011 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:** 2011 SEM-1

KMB205 SOUND MEDIA MUSICIANSHIP
This unit offers an in-depth study of music as a sound phenomenon. It explores music through understanding the physics of sound, psycho-acoustics, spectro-morphology, and tools and techniques for sound manipulation. As a musicianship unit, this exploration involves analysis, research and composition.

**Prerequisites:** KMB131 or KMB633 or KMB104 or KMB649  **Equivalents:** KMB635  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

KMB209 CONDUCTING
This unit introduces you to a wide range of music and styles and assists them to achieve artistic objectives in music performance through conducting workshop activities including practical conducting, stylistic practices, repertoire, and rehearsal and performance techniques.

**Prerequisite(s):** KMB131/KMB633  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1

Incompatible with: KMB623

KMB212 ARRANGING
This unit explores arranging techniques for vocal combinations and genres.

**Prerequisite(s):** KMB131/KMB633  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-2

Incompatible with: KMB617

KMB213 MULTI-INSTRUMENTAL MUSIC B
In this unit, students engage in the study of an instrument supplementary to their principal instrument, necessary for the instrumental music teacher and professional doublers. Additionally, students undertake peer tutoring to small groups. A lecture/class discussion is utilised to reflect on a range of topics relevant to the study.

**Prerequisite(s):** KMB121/KMB652  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-2

Incompatible with: KMB628

KMB214 MUSIC AND SOUND: PRINCIPAL STUDY A
A creative musician and sound designer needs to have control of a number of advanced skills pertinent to specific careers and outcomes. KMB214 continues to develop these specialist skills from the prerequisite first-year units.

**Prerequisites:** KMB214-1  
**Credit points:** 12  
**Contact hours:** 7-9 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KMB214 MUSIC AND SOUND: PRINCIPAL STUDY A**

A creative musician and sound designer needs to have control of a number of advanced skills pertinent to specific careers and outcomes. KMB214 continues to develop these specialist skills from the prerequisite first-year units.

**Prerequisites:** KMB121 or KMB652 or KMB111 or KMB658  
**Credit points:** 12  
**Contact hours:** 7-9 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KMB252 MULTI-PLATFORM SOUND DESIGN**

This unit builds on previous sound design knowledge and uses a range of tools to design and develop sound content for multi platform television, mobile phones, web, games, virtual worlds and social networks. Students gain an understanding of a variety of working methods and delivery formats and develop practical skills essential to successful collaboration and creation.

**Prerequisites:** KMB129  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KMB301 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:** KMB056  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**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:** 2011 SEM-1 and 2011 SEM-2

**KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT**

This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

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

**KPB105 NARRATIVE PRODUCTION**

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

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

**KPB109 FILM AND TV HISTORY**

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

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

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

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

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

**KPB112 TV AND FILM GENRES**

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

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

**KPB113 TV AND FILM TEXT ANALYSIS**
In an era when film and television texts are being transformed by digital media formats, media practitioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.

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

**KPB202 FILM AND TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT**
The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students' knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.

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

**KPB205 DOCUMENTARY THEORY AND PRACTICE**
The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.

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

**KPB206 INTERNATIONAL CINEMA**
This unit examines a range of national cinemas from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideological issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.

**EQUIVALENTS:** KPB344  **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KPB207 FILM AND TELEVISION SCRIPTWRITING**
This unit focuses on the production of a sustained script for film or television.

**EQUIVALENTS:** KWB229, KWB105  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KPB212 AUSTRALIAN FILM AND TV**
This unit includes the following: study of Australian film and television productions within their cultural and institutional contexts; issues facing the film and television industry today; the construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; experimental film and television; indigenous productions; new technological and global challenges.

**EQUIVALENTS:** KPB203, KPB343, KPB106  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KPB303 CRITICAL THINKING ABOUT TELEVISION**
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.

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

**KPB305 DOCUMENTARY PRINCIPALS AND PRODUCTION**
This unit introduces students to the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.

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

**KPB306 INTERNATIONAL TELEVISION**
This unit examines a range of national television genres from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideological issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.

**EQUIVALENTS:** KPB344  **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KPB307 TELEVISION SCRIPTWRITING**
This unit focuses on the production of a sustained script for film or television.

**EQUIVALENTS:** KWB229, KWB105  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2 and 2011 SEM-2

**KPB308 TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT**
The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students' knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.

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

**KPB310 TELEVISION SCRIPTWRITING**
This unit focuses on the production of a sustained script for film or television.

**EQUIVALENTS:** KPB307  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KPB312 TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT**
The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students' knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.

**Prerequisites:** KPB104 or KPB314  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1
points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

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

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

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

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: 2011 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.
Antirequisites: KSB106  Equivalents: KTB257  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KTB104 PERFORMANCE INNOVATION
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.
Queensland University of Technology
Brisbane Australia
CRICOS No. 00213J ABN 83 791 724 622
www.qut.edu.au

hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS
Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.
Prerequisites: Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  Antirequisites: KTP406  Equivalents: KTB062  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB305 THE ENTREPRENEURIAL ARTIST
The unit is designed to cover a range of 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: 2011 SEM-2

KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS
This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.
Prerequisites: Completion of 72 credit points of study  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB102 MODERNISM
This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to interdisciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.
Equivalents: KVB701  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KVB103 AUSTRALIAN ART
This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.
Equivalents: KVB702  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.
Antirequisites: KK8020, KKP420, KVP420, KJP420  Equivalents: KVB509  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KVB105 DRAWING FOR DESIGN
This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and associated imagery for use in animated media. The development of critical/reflective frameworks of traditional and contemporary practice underpins studio development.
Equivalents: KVB755  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KVB106 DRAWING FOR ANIMATION
This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.
Equivalents: KVB756  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB108 CONTEMPORARY ASIAN VISUAL CULTURE
This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.
Equivalents: KVB444  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

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

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

### KVB111 3D MEDIA AND PROCESSES

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

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

### KVB200 EXHIBITION AND DISPLAY IN THE VISUAL ARTS

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

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

### KVB204 GRAPHIC DESIGN

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

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

### KVB211 POST 1945 ART

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

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

### KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN

This unit 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 modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.  

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

### KVB213 GRAPHIC INVESTIGATION

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

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

### 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:** 2011 SEM-1

### KVB306 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:** 2011 SEM-2

**KVB307 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:** 2011 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:** 2011 SEM-1

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

**Antirequisites:** KWP401  **Equivalents:** KWB111  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

**Antirequisites:** KWP402  **Equivalents:** KWB315  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

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

**Antirequisites:** KWP403  **Equivalents:** KWB350  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

**Antirequisites:** KWP405  **Equivalents:** KWB314  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

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

**Equivalents:** KWB381  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 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:** 2011 SEM-2

**KWB109 WRITING AUSTRALIA**
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and critically interrogate texts pertinent to contemporary Australian society and culture.

**Equivalents:** KWB002, KWB710  **Credit points:** 12
KWB206 YOUTH AND CHILDREN'S WRITING
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.

Equivalents: KWB712  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

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

Antirequisites: KWP407  Equivalents: KWB301  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twenty 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: 2011 SEM-1

KWB209 SHAKESPEARE, THEN AND NOW
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material.

Equivalents: KWB004, KWB729  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE
This unit will be offered for the first time in semester 1 2012.

Imagining Americas is a literature-based unit which will explore a selection of contemporary written texts from the North and South American continents. The unit will focus on issues of place, nationality, regional and ethnic identity and will encourage an examination of these and the variety of writing styles from intercultural and international perspectives.

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

KWB211 STYLISTICS AND POETICS
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: 2011 SEM-1

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  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB304 EDITING AND DEVELOPING THE MANUSCRIPT
This unit develops your understanding of the editing process - in particular, the developmental intervention required to bring a creative manuscript to a publishable standard. These skills are crucial to those of you intending to work in the publishing industry, and of great benefit to professional creative writers. You will receive the opportunity to learn to edit the work of others with insight, understanding and technical skill.

Antirequisites: KWP104, KWP404  Equivalents: KWB301  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 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: 2011 SEM-1

KWB309 POPULAR FICTIONS, POPULAR CULTURE
The unit is designed to provide you with skills in understanding popular culture/s. It addresses the production of popular culture via a range of texts and mediums, and provides you with a framework by which you can critique the operations of popular cultures.

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

KWB313 NOVEL AND MEMOIR
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made — the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

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

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

LWS009 INTRODUCTION TO LAW
Antirequisites: LW% or BSB111   
Assumed knowledge: Students who have studied any Australian Bachelor of Laws Unit are not permitted to do this unit.  
Credit points: 12

MAB281 MATHEMATICS FOR COMPUTER GRAPHICS
Computer graphics is a rapidly growing field of the computer science industry. It has applications in computer games, virtual reality, CAD systems and geometric modelling. Fundamental to all of these applications is mathematics. Thus, to be a working professional in this area you will need
a working knowledge of the basic mathematics and concepts that are central to this field. This unit is also ideal for non-specialists as it demonstrates some of the various fields of applications of mathematics in everyday life. The aim of this unit is to introduce you to the mathematics of computer graphics and relate this to the solutions of problems that arise in the many applications of computer graphics.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB200 LEADING ORGANISATIONS**  
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.  
**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**MGB210 MANAGING OPERATIONS**  
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.  
**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB234, MGX210  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB223 ENTREPRENEURSHIP AND INNOVATION**  
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.  
**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB223, MGX223  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**  
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.  
**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205, MGX225  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**  
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.  
**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Equivalents:** MGX310  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**  
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner's (general manager's) point of view. It also provides opportunity to bring students into
contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223  
**Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1