Bachelor of Creative Industries/Bachelor of Human Services (IX43)

Year offered: 2010
Admissions: Yes
CRICOS code: 058291E
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $2,700 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 429062
Past rank cut-off: 84
Past OP cut-off: 9
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Ms Jenny Felton (Human Services); Human Services enrolment queries to email: swhs.enquiries@qut.edu.au or phone: 07 3138 4697.
Campus: Kelvin Grove

Overview
The course consists of 16 human services units and 16 creative industries units, and the program is integrated so that you will study both human services and creative industries units in each semester. In human services you may choose to focus on corrective, disability, youth, or child and family services. You will also study a range of professional skills and then gain practical experience through professional practice placements in government or community organisations.

The Creative Industries course allows you to combine professional practice in corrective, disability, aged, youth or child and family services with studies from a range of creative industries majors, including animation; art and design history; creative and professional writing; dance; digital media; drama; entertainment industries; fashion; film; television and screen; game design; interactive and visual design; journalism, media and communication; literary studies; or music.

Career Outcomes
This double degree prepares you as a multiskilled professional for careers in child safety and a range of welfare and community services. In particular you will have a set of skills which will be suitable for areas which combine human services and creative skills, for example, community development, cultural development, youth arts and disability arts.

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

The Creative Industries component is made up of 96 credit points of core units and a Creative Industries major (96 credit points).

The Human Services component is made up of 144 credit points of Faculty core units and 48 credit points of units from selected Human Services units.

Professional Recognition (Bachelor of Human Services)
Graduates are entitled to apply for membership of the Australian Association of Welfare and Community Workers.

Deferral
QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience.

Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.

Find out more on deferment.

Other course requirements
Blue Card
As required by the Commission for Children and Young People and Child Guardian Act (2000), students must undergo a criminal history check and be issued with a Suitability Card (Blue Card) by the Commission.

As soon as you enter your enrolment program for the course, you must submit your Blue Card application to the QUT Student Centre immediately. You must hold a Blue Card to undertake activities in any unit which involves contact with children, including the required field studies blocks.
If you do not apply for a Blue Card immediately upon enrolment in the course and allow sufficient time for the police check and issuing of the Card, you will be unable to participate in the required activities and may need to be withdrawn from the unit(s) and incur both financial and academic penalty. It may take up to 8 weeks for the Commission to issue the Card. Application form

Hepatitis vaccination

Students considering undertaking a placement in a Queensland Health facility should note that a Hepatitis B vaccination is mandatory before commencement of the placement.

Further information

For information about this course, please call Social Work and Human Services on +61 7 3138 4697 or email swhs.enquiries@qut.edu.au

Course Structure for students who commenced in 2010

**Year 1, Semester 1**

- SWB105 Introduction to Human Rights and Ethics
- SWB100 Introduction to Human Services and Social Work
- KKB101 Creative Industries: People and Practices
- SELECT Either KPB101 or KVB104:
- KPB101 Introduction to Film, TV and New Media Production
- KVB104 Photomedia and Artistic Practice

**Year 1, Semester 2**

- SWB103 Contemporary Social and Community Issues
- SWB104 Interpersonal Communication
- KCB103 Strategic Speech Communication
- KKB102 Creative Industries: Making Connections

**Year 2, Semester 1**

- SWB208 Introduction to Practice
- SWB209 Developing Professional Frameworks
- KKB221 Approaching Interdisciplinarity
- SELECT Creative Industries major: First Unit

**Year 2, Semester 2**

- ELECTIVE One Unit from Human Services Elective Options List
- ELECTIVE One Unit from Human Services Introductory Service Options List
- KKB222 Interdisciplinarity in Practice

**SELECT** Creative Industries major: Second Unit

**Year 3, Semester 1**

- SWB220 Practice Theories
- SWB221 Social Work Processes and Methods
- SELECT Creative Industries major: Third Unit

**Year 3, Semester 2**

- SWB219 Ethical and Legal Dimensions of Human Services and Social Work
- SELECT Creative Industries major: Fifth Unit
- SELECT Creative Industries major: Sixth Unit
- SELECT A Transitions to New Professional Environments Unit

**Year 4, Semester 1**

- ELECTIVE One Unit from Human Services Advanced Service Options List
- ELECTIVE One Unit from Human Services Elective Options List
- SELECT Creative Industries major: Seventh Unit
- SELECT A Transitions to New Professional Environments Unit

**Year 4, Semester 2**

- SWB301 Advanced Professional Practice
- SELECT Creative Industries major: Eighth Unit

**Creative Industries Major Options**

**INSTRUCTIONS FOR 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 major, following semester of offer and unit requisites (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 cannot contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors.

**Animation**

Description: This 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 major.

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
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

Art and Design History

Description: This 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 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 major.

DAB325 Architecture in the 20th Century
DAB420 Architecture, Culture and Space
DEB102 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 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 an 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 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 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 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

*KDB205 will not be offered in 2010.

Digital Media

Description: Online and interactive technologies now dominate creative and professional life. This 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 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  Introduction to Media and Communications: Industries

Drama

Description: The 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 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 major.

KDB225  Music Theatre Skills

Entertainment Industries

Description: On completion of this 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 major.

AMB207  Entertainment Marketing
BSB126  Marketing
KXB101  Introduction to Entertainment
KXB102  Global Entertainment
KXB201  Entertainment?Practice:?Balancing?Entertain
ment?and?Creativity
KXB301  Entertainment?Industries?Map
LWS008  Entertainment Law
SELECT One of the following units:
AMB200  Consumer Behaviour
KCB301  Media Audiences
KPB101  Introduction to Film, TV and New Media Production
KWB102  Media Writing

Note: KXB301 will first be offered in 2012. LWS008 will first be offered in 2011.

Fashion

Description: This major has been designed to offer a mix of theoretical and practical units.

AMB200  Consumer Behaviour
KCB301  Media Audiences
KPB101  Introduction to Film, TV and New Media Production
KWB102  Media Writing

Note: KXB301 will first be offered in 2012. LWS008 will first be offered in 2011.
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 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

Film, Television and Screen

Description: The aim of this 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 major.

KPB212  Australian Film and TV
KPB303  Critical Thinking About Television
KPB313  How to be a Producer

Interactive and Visual Design

Description: This 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 major.

KIB101  Visual Communication
KIB102  Visual Interactions
KIB103  Introduction to Web Design and Development
KIB104  Digital Media
KIB214  Design for Interactive Media
KIB216  Advanced Web Design
KIB230  Interface and Information Design
KIB315  Contemporary Issues in Digital Media
KVB105  Drawing for Design
KVB204  Graphic Design

Journalism, Media and Communication

Description: This 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 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 major.

SELECT Either KCB102 or KJB101:
KCB102  Media Myth Busting 1
KJB101  Digital Journalism
KJB120     Newswriting
KCB104     Introduction to 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     Managing Communication Resources
KJB337     Public Affairs Reporting

Literary Studies
Description: The aims of this 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 graduates with an understanding of the social and historical context of literary and popular written texts; 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 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
KWB308     Wonderlands: Literature and Culture in the 19th Century
KWB309     Popular Fictions, Popular Culture

Music
Description: This 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 major.

KDB225     Music Theatre Skills
KKB345     Creative Industries Project 1
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

Creative Industries Second Major Options
INSTRUCTIONS FOR SECOND MAJORS/CO-MAJORS
* The second majors for 2010 are subject to final approval.
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
- 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

### 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
- DEB102 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

### 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.

- 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

*Note: KDB205 not offered in 2010
*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 Introduction to Media and Communications: Industries

KPB110 The Movie, TV & New Media Business
KCB201 New Media 1: Information and Knowledge
KCB202 New Media 2: Applications and Implications
KCB203 Consumption Matters: Consumer Cultures and Identity
KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KVB306 Video Art and Culture

*Note: KCB201 will no longer be offered after 2010.

**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.

AMB207 Entertainment Marketing
BSB126 Marketing
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business
KXB301 Entertainment?Industries?Map
LWS008 Entertainment Law
SELECT One of the following units:
AMB200 Consumer Behaviour
KCB300 Media Audiences
KPB101 Introduction to Film, TV and New Media Production
KWB102 Media Writing
Note: KXB301 will first be offered in 2012. LWS008 will first be offered in 2011.

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):

AMB240 Marketing Planning and Management
AMB336 International Marketing
AMB340 Services Marketing
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.

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

Film, Television and Screen
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.

KPB101 Introduction to Film, TV and New Media Production
KPB104 Film and Television Production Resource Management
KPB105 Narrative Production
KPB109 Film and TV History
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB113 TV and Film Text Analysis
KPB202 Film and Television Business Skills: Entrepreneurship and Investment
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV
KPB303 Critical Thinking About Television
KPB313 How to be a Producer

*Note: KPB203 is permitted to count towards this major if completed in 2010 or earlier.

Game Design
Description: The aim of this second major is to provide you with a thorough and balanced education in the skills and knowledge required of a game or interactive media designer. You will gain an understanding of the design process associated with interactive environments and, through experience and analysis of the creative process, an
understanding of how their work contributes to the computer games and interactive entertainment industry.

Assumed Knowledge: To be eligible to undertake INB272 you must have passed either INB103 or KIB101.

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.

Integrated Marketing Communication

AMB202 Integrated Marketing Communication
AMB220 Advertising Theory and Practice
AMB263 Introduction To Public Relations
AMB331 Direct Marketing
AMB350 Sales and Customer Relationship Management
BSB126 Marketing

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.

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.

KIB101 Visual Communication
KIB102 Visual Interactions
KIB103 Introduction to Web Design and Development
KIB104 Digital Media
KIB214 Design for Interactive Media
KIB216 Advanced Web Design
KIB230 Interface and Information Design
KIB315 Contemporary Issues in Digital Media
KVB105 Drawing for Design
KVB204 Graphic Design

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 Introduction to 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 Managing Communication Resources
KJB337 Public Affairs Reporting

Literary Studies

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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 graduates with an understanding of the social and historical context of literary and popular written texts; 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
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

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.

Mathematics
Description: This second major aims to provide you with powerful tools for the analysis of today’s complex world and give an insight into many real-world problems of significant importance.

Assumed Knowledge: Sound Achievement in Senior Maths B

Instructions: Select 96 credit points from the following list:

MAB101 Statistical Data Analysis 1
MAB120 Algebra and Calculus
MAB121 Calculus and Differential Equations
MAB122 Algebra and Analytic Geometry
MAB210 Statistical Modelling 1
MAB220 Computational Mathematics 1
MAB281 Mathematics for Computer Graphics
MAB311 Advanced Calculus
MAB312 Linear Algebra
MAB313 Mathematics of Finance
MAB314 Statistical Modelling 2
MAB422 Mathematical Modelling
MAB480 Introduction to Scientific Computation

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
KKB345 Creative Industries Project 1
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

* KMB200 will be offered from 2011.

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

INB104 Building IT Systems
Choose 3 of the following units (INB122 and INB210 cannot both be taken)
INB122 Organisational Databases
INB210 Databases
INB270 Programming
INB271 The Web
INB272 Interaction Design
Choose 4 of the following INB 300-level units
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
AMB374 Global Public Relations Cases
BSB126 Marketing

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

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
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.

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

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 Industries Transitions to New Professional Environments Unit Options

A maximum of 48 credit points may be taken from the following units:
KKB341 Workplace Learning 1
KKB342 Workplace Learning 2
KKB343 Service Learning 1
KKB344 Service Learning 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

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

Creative Industries Faculty Undergraduate University Wide Units
KDB225  Music Theatre Skills

Entertainment
KXB101  Introduction to Entertainment
KXB102  Global Entertainment
KXB201  *Entertainment Practice: Balancing Creativity and Business
*Note: This unit will be offered from 2011.

Faculty
KKB004  Indigenous Creative Industries
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
KP101  Introduction to Film, TV and New Media Production
KP104  Film and Television Production Resource Management
KP109  Film and TV History
KP110  The Movie, TV & New Media Business
KP112  TV and Film Genres
KP113  TV and Film Text Analysis
KP205  Documentary Theory and Practice
KP206  International Cinema
KP207  Film and Television Scriptwriting
KP303  Critical Thinking About Television
* Please note: KP102, KP103, KP106, KP107, and KP108 are permitted to count as Unit Options if completed in 2009 or earlier.
*KP203 is permitted to count as a Unit Option if completed in 2010 or earlier.

Interactive & Visual Design
KIB101  Visual Communication
KIB102  Visual Interactions
KIB103  Introduction to Web Design and Development
KIB104  Digital Media
KIB105  Animation and Motion Graphics
KIB108  Animation History and Practices
KIB201  Concept Development for Game Design and Interactive Media
KIB202  Enabling Immersion

Journalism
KJB101  Digital Journalism
KJB120  Newswriting
KJB121  Journalistic Inquiry
KJB224  Feature Writing
KJB239  Journalism Ethics and Issues
KJB280  International Journalism
KJB337  Public Affairs Reporting

Media & Communication
KCB101  Introduction to Media and Communication: Texts
KCB102  Media Myth Busting 1
KCB103  Strategic Speech Communication
KCB104  Introduction to Media and Communications: Industries
KCB105  Media Myth Busting 2
KCB201  New Media 1: Information and Knowledge
KCB202  New Media 2: Applications and Implications
KCB203  Consumption Matters: Consumer Cultures and Identity
KCB302  Political Communication

Music & Sound
KMB003  Sex Drugs Rock 'n' roll
KMB004  World Music
KMB107  Sound, Image, Text
KMB119  Music and Sound Production 1
KMB122  Music and Sound Concepts 1
KMB129  Music and Sound Production 2
KMB132  Music and Sound Concepts 2
KMB200  Music Scenes and Subcultures
KMB252  Multi-Platform Sound Design
* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.
* KMB106 will be discontinued at the end of 2010 and replaced by KMB252.
* KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.
* KMB200 will be offered from 2011.

Performance Studies

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KSB215</td>
<td>Visual Theatre Design</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>
</tr>
<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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<tr>
<td>KTB207</td>
<td>Staging Australia</td>
</tr>
<tr>
<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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Visual Arts

<table>
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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KVB102</td>
<td>Modernism</td>
</tr>
<tr>
<td>KVB103</td>
<td>Australian Art</td>
</tr>
<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
<tr>
<td>KVB105</td>
<td>Drawing for Design</td>
</tr>
<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>
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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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<tr>
<td>KVB212</td>
<td>Australian Art, Architecture and Design</td>
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<tr>
<td>KVB213</td>
<td>Graphic Investigation</td>
</tr>
<tr>
<td>KVB304</td>
<td>Contemporary Art Issues</td>
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<tr>
<td>KVB306</td>
<td>Video Art and Culture</td>
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<td>KVB307</td>
<td>Theories of Spatial Culture</td>
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Human Services Elective Options Lists

Human Services Introductory Service Options - Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>SWB204</td>
<td>Child and Family Services: Introduction</td>
</tr>
<tr>
<td>SWB206</td>
<td>Disability Services: Introduction</td>
</tr>
<tr>
<td>SWB207</td>
<td>Services to Young People: Introduction</td>
</tr>
</tbody>
</table>

NOTE: Students taking the Corrective Services pathway select one of these units or any other corrective services introductory unit approved by the Course Coordinator.

Human Services Elective Options

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>EDB041</td>
<td>Indigenous Australia: Country, Kin and Culture</td>
</tr>
<tr>
<td>SWB211</td>
<td>Casework and Case Management</td>
</tr>
<tr>
<td>SWB212</td>
<td>Community Work</td>
</tr>
<tr>
<td>SWB302</td>
<td>Social Policy Processes</td>
</tr>
<tr>
<td>SWB214</td>
<td>Team Practice and Group Processes</td>
</tr>
<tr>
<td>SWB216</td>
<td>The Human Dimensions of Space</td>
</tr>
<tr>
<td>SWB222</td>
<td>Advanced Communication for Human Services and Social Work</td>
</tr>
<tr>
<td>SWB308</td>
<td>Child Protection Intervention Skills</td>
</tr>
<tr>
<td>SWB401</td>
<td>Research Methods for Professional Practice</td>
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</table>

Human Services Advanced Service Options - Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWB304</td>
<td>Child and Family Services: Advanced</td>
</tr>
<tr>
<td>SWB305</td>
<td>Community and Youth Corrections</td>
</tr>
<tr>
<td>SWB306</td>
<td>Disability Services: Advanced</td>
</tr>
<tr>
<td>SWB307</td>
<td>Services to Young People: Advanced</td>
</tr>
</tbody>
</table>

NOTE: Students taking the Corrective Services pathway should select SWB305.

Health Unit prerequisites/corequisites

For information on prereqs & coreqs visit: www.hlth.qut.edu.au/study/forcURRENTSTUDENTS/

Potential Careers:

Actor, Administrator, Adult/Workplace Educator, Advertising Professional, Aged Services Worker, Animator, Art Project Manager, Arts Administrator, Child Protection Officer, Community Corrections Officer, Community Education Officer, Community Worker, Corrective Services Officer, Creative Writer, Disability Services Worker, Drama Teacher, Educator, Family Services Officer, Fashion Professional, Film Composer, Film/Television Producer, Government Officer, Human Services Practitioner, Information Officer, Internet Professional, Journalist, Marketing Officer/Manager, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Technologist, Musical Director, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Social Scientist, Sound and Music Producer, Stage Manager, Theatre Professionals, Visual Artist, Web Designer, Youth Worker.

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, CTB126, BSB116, or BSB117 **Antirequisites:** MIB204 **Equivalents:** CTB200 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB201 MARKETING AND AUDIENCE RESEARCH**

This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings. **Prerequisites:** BSB126, CTB126, BSB116, or BSB117 **Antirequisites:** MIB305, MGB220, COB334 **Equivalents:** CTB201 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point and Caboolture **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB202 INTEGRATED MARKETING COMMUNICATION**

In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives. **Prerequisites:** BSB126, CTB126, BSB116, or BSB117 **Antirequisites:** COB207, MIB309 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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 **Teaching period:** 2010 SEM-2

**AMB208 EVENTS MARKETING**

**Prerequisites:** BSB126 or CTB126 **Antirequisites:** MIB319 **Equivalents:** AMB354 **Credit points:** 12 **Teaching period:** 2010 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 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB230 DIGITAL PROMOTIONS**

This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites. **Prerequisites:** BSB126, CTB126, or BSB112 **Antirequisites:** COB218 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 SEM-1 and 2010 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:** CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB261 MEDIA RELATIONS AND PUBLICITY**
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:** 2010 SEM-2

**AMB262 MEDIA PLANNING**
This unit introduces students to the theory and 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  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB265 ADVANCED PUBLIC RELATIONS**
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  Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB331 DIRECT MARKETING
The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundational 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  Teaching period: 2010 SEM-2

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Equivalents: AMB241  Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210  Equivalents: IBB213  Credit points: 12  
Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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: CTB340  Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Antirequisites: MIB230  Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point  Teaching period: 2010 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)  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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:** CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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  
**Equivalents:** CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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:** 2010 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 period. In this unit students are introduced to the diverse architectural traditions of Australasia, and an appreciation of architecture through the understanding of Asian cultures, as well as the development of architectural culture through the processes of historical colonial expansion into the region. It will give students an overview of both the history and current trends of Australian architecture and locate it within the context of the larger Asia-Pacific region. Teaching and learning is conducted through problem-based learning with supporting lectures and tutorials.

**Assumed knowledge:** DAB220 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**DEB102 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**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.

**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**INB104 BUILDING IT SYSTEMS**  
This team-based 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.

**Antirequisites:** ITB001  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
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.

Prerequisites: INB103 or INB181    Equivalents: ITB254

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: ITB003, ITB112, ITB411, INN270    Credit points: 12

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: INB373 and INN373 and ITB007 and ITB227 and ITN007 and ITN227    Credit points: 12

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
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: 2010 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: 2010 SEM-1

INB313 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: 2010 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.

Prerequisites: 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: 2010 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: 2010 SEM-1

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: 2010 SEM-1

INB346 ENTERPRISE 2.0
This unit will help you to acquire the skills and knowledge required to critically explore and utilise applications within diverse contexts and organisations.

Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-2
INB347 WEB 2.0 APPLICATIONS
Web 2.0 applications enable the user to be the 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: 2010 SEM-1

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 or INN270  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

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: INB271 or ITB007  Antirequisites: INN373  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS
This unit introduces you to foundational ideas in the study of communication, drawing on examples of communication practice from contemporary society, and the historical development of both the media of mass communication and ways of theorising its development. The idea of the ‘new’ economy is the organising motif of the unit. The unit both introduces and problematises the discipline of communication as it confronts, engages and interpenetrates the new economy.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB102 MEDIA MYTH BUSTING 1
Innovations in media and communication technologies have been deeply implicated in the evolution of human society from ancient times to the present. This unit explores the enabling capacities of media and communications, as well as other aspects of media power from a variety of perspectives. This unit also explores key controversies and debates surrounding the relationships between media and society.

Equivalents: KCB140  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.

Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB104 INTRODUCTION TO MEDIA AND COMMUNICATIONS: INDUSTRIES
This unit provides an introduction to media and communications industries, with particular reference to the Australian media and communications industries and associated issues. The unit will examine aspects of broadcasting, magazines and publishing, popular music, film, the Internet and games industries, from social, industrial and cultural perspectives. You will be involved in discussion of current issues and media features.

Equivalents: KCB150  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

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 involves qualitative and quantitative research methods including observation, focus groups, case studies, survey research and experiments 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 their conclusions and recommendations.

**Assumed knowledge:**
- advanced academic writing skills
- advanced research and referencing skills in offline and online contexts
- good working knowledge of the Web and other new media technologies
- some practical experience using blogs, wikis, and/or social networking

* Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

**Assumed knowledge:**
- good working knowledge of the Web and other new media technologies
- some practical experience using blogs, wikis, and/or social networking
- ability to conduct academic work independently and in groups

**Assumed knowledge:**
- good working knowledge of the Web and other new media technologies
- some practical experience using blogs, wikis, and/or social networking
- ability to conduct academic work independently and in groups
- Basic statistical analysis skills
- Qualitative research methods such as interviews and participant observation

**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:** 2010 SEM-1

**KCB302 POLITICAL COMMUNICATION**

This unit provides an overview of the theory and practice of political communication and the role of discursive strategies in the social construction of meaning, with particular reference to media and communications industries. The unit examines political campaigns in Australia and internationally, through a critical examination of theories of media influence, as well as notions of crisis management, rhetorical models, persuasion theory, and the use of images as a power resource to succeed in political campaigns. The unit explores how survey research helps the planning and development of political strategies through an analysis of their application in recent political campaigns.

**Equivalents:** KCB311  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KCB304 MANAGING COMMUNICATION RESOURCES**

An understanding of controlled media (ie media in which the communicator, rather than a gatekeeper, controls the final content), in both print and electronic forms, is critical for professional communicators. Controlled media resources remain the most common tools developed during communication campaigns. This unit develops your ability to devise effective resources for clients. You will develop practical skills in managing projects, researching the audience, writing and designing resources, testing their work, and seeing the product through to final production. This unit involves desktop publishing training and offers you an 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:** 2010 SEM-1

**KDB104 DANCE TECHNIQUE STUDIES 2**

This unit involves practical dance classes as on-going action research.

**Prerequisites:** KDB103 or KDB180  **Equivalents:** KDB181  **Credit points:** 12  **Contact hours:** BCI: 8 per week; BFA: 13.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 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:** 2010 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.

**Equivalents:** KDX143  **Credit points:** 12  **Contact hours:** BCI: 4 per week; BFA: 2 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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.

**Equivalents:** KDB172  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** For Health and Safety reasons, admission to this unit is dependent upon 1) an appropriate level of physical fitness to prevent injury (assessed in Orientation Week or Week One), and 2) having no pre-
existing injuries. **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 SEM-2

**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:** 2010 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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**KDB225 MUSIC THEATRE SKILLS**
This unit provides students with an introduction to practical skills development in acting, dance and singing for music theatre.  **Equivalents:** KSB225, KSB011  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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  **Teaching period:** 2010 SEM-1

**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:** 2010 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  **Teaching period:** 2010 SEM-1

**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. **Assumed knowledge:** KFB103 plus completion of 72 credit points of study; or enrolment in a Creative Industries Postgraduate course is assumed knowledge  **Equivalents:** KJB339  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 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:** 2010 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:** 2010 SEM-1 and 2010 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.

**Assumed knowledge:** KFB103, KFB208 plus 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:** 2010 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:** 2010 SEM-1

**KIB102 VISUAL INTERACTIONS**

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

**Prerequisites:** KIB101 or KIB801 or KPB101 or KPB150 or KPB155  
**Equivalents:** KIB802  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT**

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

**Antirequisites:** INB271, KIP403  
**Equivalents:** KIB807, KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** 2010 SEM-1 and 2010 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:** 2010 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:** 2010 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:** 2010 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:** 2010 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:** 2010 SEM-1

**KIB214 DESIGN FOR INTERACTIVE MEDIA**

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

**Prerequisites:** KIB102 or KIB202 or KIB802 or KIP402  
**Equivalents:** KIB210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KIB216 ADVANCED WEB DESIGN**

Web Design has extended significantly from the concept of information delivery into social networking and other expanded modes of engagement. Web applications now appear in a range of delivery platforms from the desktop to personal and mobile technologies, such as media players and mobile phones. This unit will extend upon the knowledge and skills acquired in Introduction to Web Design, Interaction Design and Interface Design. It will introduce you to dynamic Web publishing employing contemporary open source content management systems. Theoretical understandings gained in lectures will be complemented by technical skills and applied to the development of authentic projects within design studios.

**Prerequisites:** KIB103 or KIB807  
**Equivalents:** KIB211, KIB817  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** KIB203 or KIB107  
**Equivalents:** KIB106, KIB807  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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: 2010 SEM-1

KJB101 DIGITAL JOURNALISM
This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB120 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.
Antirequisites: KJP401  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB121 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.
Prerequisites: KJB120  Antirequisites: KJP402  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB224 FEATURE WRITING
Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.
Prerequisites: KJB120 or KWB107 or KWB381  Antirequisites: KJP403  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 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 per week  
**Campus:** Kelvin Grove  **Teaching period:** 2010 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 KJP400  **Credit points:** 12  
**Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 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**

This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals 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.

**Equivalents:** KKB009, KKB618  **Credit points:** 12  
**Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2010 SEM-1

**KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS**

The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.

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

**Equivalents:** KKB007, KKB818  **Credit points:** 12  
**Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2010 SEM-2

**KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION**

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

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

**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:** 2010 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 interdisciplinary 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:** 2010 SEM-2

**KKB341 WORKPLACE LEARNING 1**
It is important that Creative Industries professionals gain real work 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 unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.

**Prerequisites:** Completion of 168 credit points of study  
**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB342 WORKPLACE LEARNING 2**
It is important that Creative Industries professionals gain real work 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 unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.

**Prerequisites:** KKB341 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB343 SERVICE LEARNING 1**
Service Learning is a form of experiential education characterised by student participation in an organised, service activity connected to specific learning outcomes, meets identified community non-profit organisations' needs and provides structured time for student reflection and connection of the service experience to learning. This elective unit is offered during the final year of an undergraduate Creative Industries degree course at which time students are able to apply appropriate, transferable skills to benefit a community organisation.

**Prerequisites:** Completion of 168 credit points of study  
**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB344 SERVICE LEARNING 2**
Service Learning is a form of experiential education characterised by student participation in an organised, service activity connected to specific learning outcomes, meets identified community non-profit organisations' needs and provides structured time for student reflection and connection of the service experience to learning. This elective unit is offered during the final year of an undergraduate Creative Industries degree course at which time students are able to apply appropriate, transferable skills to benefit a community organisation.

**Prerequisites:** KKB343 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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, and is designed to contribute towards students’ increased self-knowledge and confidence as practitioners in the Creative Industries.

**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:** 2010 SEM-1, 2010 SEM-2 and 2010 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, and is designed to contribute towards students’ increased self-knowledge and confidence as practitioners in the Creative Industries.

**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:** 2010 SEM-1, 2010 SEM-2 and 2010 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.
Other requisites: Unit Coordinator approval is required; Students are expected to undertake this unit in their final year, have already completed 168 credit points of study, and have a GPA of 5 or above. Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 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: 2010 SEM-2

KMB003 SEX DRUGS ROCK 'N' ROLL
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.
Equivalents: KMB640 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2010 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 and Caboolture Teaching period: 2010 SEM-1

KMB017 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: 2010 SEM-2

KMB119 MUSIC AND SOUND PRODUCTION 1
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.
Equivalents: KMB108, KMB621 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KMB122 MUSIC AND SOUND CONCEPTS 1
This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.
Equivalents: KMB130, KMB632 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KMB129 MUSIC AND SOUND PRODUCTION 2
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.
Equivalents: KMB105, KMB619 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KMB132 MUSIC AND SOUND CONCEPTS 2
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.
Prerequisites: KMB122
Equivalents: KMB131, KMB633 Credit points: 12 Contact hours: 4 per week
Campus: Kelvin Grove  Teaching period: 2010 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

KMB301 THE MUSIC INDUSTRY
This unit facilitates a smooth and confident transition from undergraduate experiences to life in the arts workforce. It includes exploration of current issues in the arts, and development of professional skills including public speaking, meeting procedures and career management.
Equivalents: KMB056  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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: 2010 SEM-1 and 2010 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: 2010 SEM-2

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: 2010 SEM-1 and 2010 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: 2010 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: 2010 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: 2010 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.
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: 2010 SEM-1

KPB203 AUSTRALIAN FILM
This unit includes the following: study of New Wave Australian films within their cultural and institutional contexts; issues facing the film industry today; the filmic construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; the Australian landscape in film; experimental and Avant-Garde films; indigenous films; new technological and global challenges.
Equivalents: KPB343 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 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: 2010 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: 2010 SEM-2
In this unit you will investigate the major artistic movements of the 20th century; fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.

Equivalents: KTB251  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE
This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.

Equivalents: KTB257  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KTB104 PERFORMANCE INNOVATION
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.

Equivalents: KTB271  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KTB106 PERFORMING SKILLS 2: STYLE AND FORM
This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell’arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.

Equivalents: KTB258  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

Equivalents: KTB275  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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

Equivalents: KTB253  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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

Prerequisites: Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  Equivalents: KTB061  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KTB211 CREATING 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: 2010 SEM-2

KTB305 THE ENTREPRENEURIAL ARTIST
This unit is taken in the final three years of the Bachelor of Creative Industries Drama course. The program is designed to cover a range of artistic and economic areas, including: aesthetics, creativity, regulatory, administrative, legal and ethical issues related to the practice and business of the creative industries.

Prerequisites: Completion of 168 credit points of study  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 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: 2010 SEM-1

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

Equivalents: KVB701  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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: 2010 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.

Equivalents: KVB709  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 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: 2010 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

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: 2010 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: 2010 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: 2010 SEM-2

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: 2010 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:** 2010 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:** 2010 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:** 2010 SEM-1

### KVB304 CONTEMPORARY ART ISSUES

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

**Equivalents:** KVB712  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** 2010 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:** 2010 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:** 2010 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  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### KWB103 PERSUASIVE WRITING

This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

**Antirequisites:** KWP402  
**Equivalents:** KWB315
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: 2010 SEM-1

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: 2010 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: 2010 SEM-2

KWB108 INTRODUCTION TO LITERARY STUDIES
"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.

Equivalents: KWB001, KWB716  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

Equivalents: KWB002, KWB710  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

Equivalents: KWB712  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASICS
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: 2010 SEM-2

KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society.

Equivalents: KWB003, KWB321  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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: 2010 SEM-1

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:** 2010 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:** 2010 SEM-2

**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:** 2010 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 you they can critique the operations of popular cultures.  **Equivalents:** KWB006, KWB725  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 SEM-1

**KXB101 INTRODUCTION TO ENTERTAINMENT**
The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:  - The history of entertainment.  - Key characteristics of entertainment.  - The relationship between entertainment and the wider creative industries.  - Changes in entertainment over the period of modernity.  - The size and nature of entertainment industries.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KXB102 GLOBAL ENTERTAINMENT**
Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS**
In this unit you will learn how creativity and business can work together to complement each other in the
entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to balance creative and business skills.

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

**MAB101 STATISTICAL DATA ANALYSIS 1**
Experiments, observational studies, sampling, and polls; data and variables; framework for describing and manipulating probability; independence; Binomial and Normal distributions; population parameters and sample statistics; concepts of estimation and inference; standard error; confidence intervals for means and proportions; tests of hypotheses on means and proportions (one sample and two independent samples); inference using tables of counts; modelling relationships using regression analysis; model diagnosis; use of statistical software.

**Antirequisites:** BSB123, EFB101, MAB141, MAN101  
**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:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB120 ALGEBRA AND CALCULUS**
This unit introduces and reviews the elementary concepts of function, calculus, matrices and vectors with special reference to applications in science, technology and business where appropriate. Topics covered include the algebra of complex numbers, elementary functions (polynomial, trigonometric, exponential and logarithmic) and their properties, differentiation and integration methods and principles, geometric and algebraic applications of vectors and the solution of linear systems using matrices.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge  
**Equivalents:** MAB100, MAB125, MAB180  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB121 CALCULUS AND DIFFERENTIAL EQUATIONS**
This unit extends the areas of function and calculus introduced in MAB120 by introducing series representations for functions and more advanced methods of differentiation and integration for functions of one variable. A strong connection to real world problems is made by introducing the use of differential equations in modelling, and exploring appropriate methods of solution. Practical calculations of volumes and surface areas of solids of revolution extend your interpretations of the definite integral. Taylor and Fourier series are introduced as a means of approximating functions by sums of polynomials and periodic functions. Some more advanced methods for indefinite integrals, such as partial fraction decomposition, are also introduced.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics C (or equivalent) or MAB125 or MAB180 or MAB120 is assumed knowledge  
**Equivalents:** MAB111, MAB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB122 ALGEBRA AND ANALYTIC GEOMETRY**
This unit extends your knowledge in the areas of functions, calculus, matrices and vectors introduced in MAB120 by introducing functions of more than one variable, partial derivatives and multiple integrals, vector valued functions, and matrix methods for the solution of large systems of linear equations.

**Equivalents:** MAB112, MAB127, MAB132  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB210 STATISTICAL MODELLING 1**
This unit includes: probability; independence; system reliability; using conditional probability in modelling; Bayes; introductory Markov chains; random variables and distributions; special distributional models; Bernoulli process; Poisson process; exponential; introductory queuing processes; expected values and moments; goodness-of-fit tests; measures of dependence; introductory bivariate and correlation properties; conditioning arguments.

**Assumed knowledge:** Grade of Sound Achievement in Senior Mathematics C (or equivalent) or MAB120 is assumed knowledge. Students are advised to enrol in either MAB211 or MAB212 in the same semester if not previously completed.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MAB220 COMPUTATIONAL MATHEMATICS 1**
This unit includes: sources of error; computer arithmetic; solution of nonlinear equations in one variable; solution of systems of linear equations; interpolation; finite differences; numerical differentiation and integration; solution of first order linear differential equations; MATLAB programming. Students without an exit level of Sound Achievement in four semesters of Senior Mathematics C need to be concurrently enrolled in MAB100 if not completed earlier.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or
MAB105 and corequisite MAB120 or MAB125 or MAB100 or MAB180 if you don't have Senior Mathematics C is assumed knowledge. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

MAB281 MATHEMATICS FOR COMPUTER GRAPHICS
This unit introduces students to the mathematics involved in computer graphics, computer games and virtual reality. It is heavily reliant on analytic, Euclidean and projective geometries in 2D and 3D, elementary trigonometry, elementary linear algebra and elementary calculus. The unit will develop the mathematical concepts and where practicable show how these concepts are then applied in the field of computer graphics. Students must have completed four semesters of Senior Mathematics B with an exit level of Sound Achievement, or have passed MAB105 (or equivalent).
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: 2010 SEM-2

MAB311 ADVANCED CALCULUS
This unit includes the following: polar coordinates; parametric equations; conic sections; quadric surfaces; vector-valued functions; Fourier series; functions of several variables; graphs; partial derivatives; total derivatives; extrema; Lagrange multipliers; Taylor series for multivariable functions; double and triple integrals; Green's theorems; line and surface integrals; divergence theorem; Stoke's theorem; applications.
Prerequisites: (MAB111 or MAB121) and (MAB112 or MAB122) Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-1

MAB312 LINEAR ALGEBRA
This unit covers the following broad topics from linear algebra: matrix analysis; eigenvalues and eigenvectors; vector spaces; inner product spaces.
Prerequisites: (MAB111 or MAB121) and (MAB112 or MAB122) Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-1

MAB313 MATHEMATICS OF FINANCE
This unit includes: interest rates; solution of problems in compound interest; applications of annuities; valuation of securities; quantitative techniques in business and finance. Students need to concurrently enrol in MAB111 unless already completed.
Prerequisites: MAB111 or MAB121 Antirequisites: MAN313 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-2

MAB314 STATISTICAL MODELLING 2
This unit includes: models for stochastic processes and statistical methods, which have applications in engineering, information technology, finance, and physical and life sciences. Markov chains; random walks; branching processes; queueing processes; long-term behaviour of processes; use of generating functions; bivariate and conditional distributions; transformations of random variables; beta and gamma distributions; mixture distributions; order statistics, minimum and maximum.
Prerequisites: MAB112 and MAB210 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-1

MAB422 MATHEMATICAL MODELLING
This unit includes models developed with the "real world" description. These models are taken from the areas of cancer research, population growth and engineering. Emphasis is on mathematical modelling and not on the development of new mathematical content.
Prerequisites: MAB121 Antirequisites: MAN422 Assumed knowledge: MAB220 is recommended for prior/concurrent study for exposure to MATLAB. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-2

MAB480 INTRODUCTION TO SCIENTIFIC COMPUTATION
This unit teaches students how to implement a mathematical algorithm in a modern scientific computing environment (eg Matlab). A case-study approach is used with an emphasis on writing efficient code. Also an overview of other software packages used in mathematics will be given.
Prerequisite(s): MAB112 or MAB132 or MAB182 (Recommended: MAB210 or MAB220) Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2009 SEM-2 Incompatible with: MAB380, ITB849

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 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 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  
Credit points: 12  
Contact hours: 3  
Teaching period: 2010 SEM-1

SWB100 INTRODUCTION TO HUMAN SERVICES AND SOCIAL WORK
This unit provides an introduction to human services and social work and locates this within the broader context of the welfare state. It examines both the history, and global and national forces, which shape the current direction of welfare policy and the human service industry. The purpose of human service work and the various roles a human service worker may undertake or utilise are explored. The unit challenges students to reflect on their own understandings of human services and human service work, and provides a foundation for detailed study in later years of the course. [SWB100 is incompatible with HHB100] 
Antirequisites: HHB100  
Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

SWB103 CONTEMPORARY SOCIAL AND COMMUNITY ISSUES
This unit explores a number of contemporary social issues relating to social marginalisation and human disadvantage. It locates these issues in a theoretical and descriptive framework thus providing students with both knowledge and analytical skills that are necessary for the ongoing
exploration of social issues. It explores the connection between forces at a macro level and human disadvantage and examines the value assumptions that sustain structural inequity. It encourages students to reflect on the implications of structural disadvantage for human service practice and the role of the human service worker as a participant in civil society. [SWB103 is incompatible with HHB103]

Credit points: 12 Teaching period: 2010 SEM-2

**SWB104 INTERPERSONAL COMMUNICATION**

This unit introduces skills and processes of interpersonal communication as modified by culture, gender and power. Microskills are developed including building rapport, reflective listening, questioning to understand, facilitating and advocating for clients of human services. Interviewing skills and skills in group communication are highlighted. Collaborative models are emphasised and special application includes third party involvement in communication. [SWB104 is incompatible with HHB113]

Credit points: 12 Teaching period: 2010 SEM-2 and 2010 SUM-1

**SWB105 INTRODUCTION TO HUMAN RIGHTS AND ETHICS**

This unit explores a range of contemporary national, regional and international human rights challenges and issues. It examines the relationship between human rights, the human rights system and critically important global problems including climate change, poverty, terrorism and oppressive forms of intolerance. It offers opportunities to investigate thematic concerns relating to women, youth, indigenous peoples and minority groups as well as specific topics such as human trafficking, harmful cultural practices, workers rights and child soldiers. The unit draws on a number of academic disciplines and makes extensive use of the Internet and information, communication and collaborative technologies. There are a number of interesting options open for assessment. [SWB105 is incompatible with HHB114]

Antirequisites: HHB114 Credit points: 12 Teaching period: 2010 SEM-1 and 2010 SEM-2

**SWB204 CHILD AND FAMILY SERVICES: INTRODUCTION**

This unit is designed to introduce second year students to child and family welfare studies and focuses on approaches to supporting families and promoting change. Initially students will gain an overview of issues facing contemporary Australian families that contribute to family adversity and examine responses to the welfare needs of children and families, including Indigenous families. Students will then critically examine characterisations of successful family relationships and parenting, theories on causes and effects of domestic violence and child maltreatment and the effect of maltreatment on children. [SWB204 is incompatible with HHB204]

Credit points: 12 Teaching period: 2010 SEM-2

**SWB206 DISABILITY SERVICES: INTRODUCTION**

This unit links social justice, human rights and empowerment philosophies underpinning courses in the School. It examines the implications of these broad principles in the lives of people with disabilities. The unit explores the theoretical, social and political frameworks for analysing and understanding disability, the principles underpinning current service provision and their impact on the lives of people with disabilities using the service. Also explored are the cultural values and assumptions about disability, and the processes by which these values are translated into human service activity. Finally, the unit examines individual program planning and skill development practices. [SWB206 is incompatible with HHB206]

Credit points: 12 Teaching period: 2010 SEM-2

**SWB207 SERVICES TO YOUNG PEOPLE: INTRODUCTION**

This unit provides an introduction to human services practice with young people. It gives students an overview from both theoretical and operational perspectives. The various theoretical and popular understandings about ‘youth’ or ‘adolescence’ which condition human services provision to young people will be critically explored. Diversity and marginalisation among young people in relation to socio-economic status, gender, race and ethnicity, disability, sexual identity, and geographic location will be examined. The unit briefly overviews contemporary policies, services, and practice frameworks oriented to young people. [SWB207 is incompatible with HHB207]

Credit points: 12 Teaching period: 2010 SEM-2

**SWB208 INTRODUCTION TO PRACTICE**

Human services professionals are required to demonstrate competency in a number of core areas including, ‘Use of Self and Relationship Skills’, ‘Needs Assessment and Interventions’, ‘Values and Ethics’, ‘Working in the Context of the Organisation’, ‘Basic Workplace Practices and Skills’, and ‘Professional Development’. These are the six core competencies of Human Services practice which underpin human service degrees at QUT. This unit is designed to provide students with the opportunity to gain an introductory understanding of organisational and practice related knowledge by undertaking a practice experience at a human services agency totalling 140 hours. [SWB208 is incompatible with HHB208]

Prerequisites: (SWB100 or HHB100), (SWB104 or HHB113 or PYB007), SWB209. SWB209 may be studied concurrently Credit points: 12 Teaching period: 2010 SEM-1
SWB209 DEVELOPING PROFESSIONAL FRAMEWORKS

In this unit students are required to attend a series of seminars/workshops that have been designed to provide them with the opportunity to gain specific knowledge and process skills for development of an initial framework for professional practice. [SWB209 is incompatible with HHB209]

Prerequisites: (SWB100 or HHB100), (SWB220 or SWB221). SWB220 and SWB100 may be enrolled in the same teaching period as SWB209  Credit points: 12  Teaching period: 2010 SEM-2

SWB211 CASEWORK AND CASE MANAGEMENT

Casework and case management are the predominant human services practice methods and involve a range of processes and skills to ensure that service outcomes are effective and efficient. This unit compares and contrasts casework and case management strategies and approaches across a variety of practice contexts and scenarios. Students explore and analyse primary skills, tasks and roles including assessment, referral, brokering, review, advocacy, record keeping and workload management. Key learning strategies include problem-based learning and the review, design and modification of a case management system for a particular practice context. Assessment is a scenario-based exam and project paper. [SWB211 is incompatible with HHB211]

Credit points: 12  Teaching period: 2010 SEM-2

SWB212 COMMUNITY WORK

Community work as a distinct intervention skill is defined. The unit provides background to community work in Australia. Models of community work are introduced and analysed. Basic skills and techniques are developed: entering a community; building community involvement; developing community action; managing common problems. [SWB212 is incompatible with HHB212]

Credit points: 12  Teaching period: 2010 SEM-1

SWB214 TEAM PRACTICE AND GROUP PROCESSES

A significant methodology used in human service work involves facilitating, supporting or consulting with various groups of people. This unit focuses on the development of skills to utilise this type of intervention appropriately. The unit aims to provide a basic understanding of the various uses to which group processes may be applied. Group work is located as an intervention process within the human service arena as distinguished from other processes at individual, community and societal level. [SWB214 is incompatible with HHB214]

Credit points: 12  Teaching period: 2010 SEM-2

SWB216 THE HUMAN DIMENSIONS OF SPACE

This unit is a component of the Community Studies major and covers the role of space in contemporary societies: key types of spaces and patterns in their usage; spaces as sites for cultural and symbolic expression; understanding the way inequality can and is reproduced through the configuration and management of space; understanding the way particular public spaces are used and experienced by particular sections of the community eg young people; key issues in public space configuration, management and policy eg enhancing social inclusion, safety and security; links between the economic and social, new urbanism; emerging theory and ideas about good practice in the development or reconfiguration of public and community accessed public spaces. [SWB216 is incompatible with HHB216]

Credit points: 12  Teaching period: 2010 SEM-2

SWB219 ETHICAL AND LEGAL DIMENSIONS OF HUMAN SERVICES AND SOCIAL WORK

This unit aims to produce graduates who have a comprehensive knowledge of the ethical and legal dimensions of human service practice and an understanding of the relevance of such dimensions for professional practice and the empowerment of the disadvantaged. [SWB219 is incompatible with HHB277]

Credit points: 12  Teaching period: 2010 SEM-2

SWB220 PRACTICE THEORIES

This unit is intended to enable you to develop an understanding of the major theoretical approaches (practice perspectives, practice theories and practice models) underpinning human service practice and critically examine the way theoretical concepts and disciplinary knowledge inform intervention process. [SWB220 is incompatible with HHB278]

Credit points: 12  Teaching period: 2010 SEM-1

SWB221 SOCIAL WORK PROCESSES AND METHODS

This unit is intended to enable students to develop knowledge and application skills in practice processes and methods central to social work and human service practice contexts. It aims to orient students to core human service and social work practice processes and methods and enable them to appropriately use these across diverse settings. [SWB221 is incompatible with HHB279]

Credit points: 12  Teaching period: 2010 SEM-1

SWB222 ADVANCED COMMUNICATION FOR HUMAN SERVICES AND SOCIAL WORK

This is a designated unit

Developed interpersonal communication skills are the cornerstone for both personal and professional relationships. Human service and social work in a broad sense, aim to help people in their struggle for self determination and social justice. At a fundamental level, the
struggle for independence, justice and empowerment is facilitated by interpersonal processes involving the effective use of communication and conflict resolution skills. This unit builds the fundamental communication skills essential for professional social work within a diversity of practice settings. It pays particular attention to the needs of Indigenous peoples and clients from ethnically and culturally diverse backgrounds. It develops necessary skills in interpersonal dynamics, interviewing, empathic engagement, relationship building, working with resistant clients, alternate dispute resolution and reflective practice. [SWB222 is incompatible with HHB282] 

**Prerequisites:** HHB113 or SWB104 or PYB007  
**Antirequisites:** HHB215  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**SWB301 ADVANCED PROFESSIONAL PRACTICE**
The Advanced Professional Practice unit is a vital part of the Human Services course and a time for final year students to link the theoretical component of the course to the human services agency context. The final practice unit will provide students with the opportunity to reflect upon their learning goals and choose appropriate placements where they will develop their role as a professional human services practitioner by undertaking 400 hours of practical work experience. The time in the field will be complimented by university workshops, liaison visits from University staff and peer group experiences. The outcome of this placement will provide students with a sound platform from which to move from the university setting to the professional practice arena. [SWB301 is incompatible with HHB301]

**Credit points:** 36  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**SWB302 SOCIAL POLICY PROCESSES**
This unit includes the following: conceptualising economic, structural change in Australia; understanding emergent ideas about state and society; identifying and contrasting alternative social policies and strategies. The major debates in Social Policy are explored. Analyses of Australia's response and the impact on redistribution in the Welfare State. Current analyses of health, housing, income security, immigration and family policies at federal, state and local government level. [SWB302 is incompatible with HHB213]

**Credit points:** 12  
**Teaching period:** 2010 SEM-2

**SWB304 CHILD AND FAMILY SERVICES: ADVANCED**
The unit extends and deepens knowledge gained in Child and Family Introduction. You will particularly focus on developing a framework for assessment with families and gain further knowledge for practice with families who are refugees, where there is domestic violence and in the hospital context. Emphasis is placed on developing strategies to promote the participation of children and young people. You will also enhance skills of identifying worthwhile service change and submission writing. [SWB304 is incompatible with HHB304]  
**Prerequisites:** SWB204 or HHB204  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**SWB305 COMMUNITY AND YOUTH CORRECTIONS**
This unit recognises the need for an overview and understanding of the Queensland community and youth correction systems by Human Service and Social Work practitioners. It provides the legislative framework and structures, processes and principles of the youth and criminal justice system. It explores evidence based interventions and provides practice models and assessment frameworks.

It provides theory and practice skills for working with Indigenous people and examines the role of practitioners in Youth Justice Services and the Department of Corrective Services. The unit requires all students to engage in independent and group activity through seminars, to engage in case studies, critical reflection and active discussions. [SWB305 is incompatible with HHB305]

**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**SWB306 DISABILITY SERVICES: ADVANCED**
This unit builds on concepts and issues introduced in the Disability Services: Introduction unit and is designed to promote understanding of the knowledge required to undertake policy and service development activities within the disability sector. It explores the range of service models relevant to people with a disability across their lifespan. Additionally, it examines the quasi-legal and policy aspects of working in disability service organisations, along with some of the ethical dilemmas inherent in human service provision with particular relevance to people with a disability. [SWB306 is incompatible with HHB306]

**Prerequisites:** SWB206 or HHB206  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**SWB307 SERVICES TO YOUNG PEOPLE: ADVANCED**
Many of the positions available in the human services industry and oriented to young people require specific knowledge, skills and understandings. This unit involves an in-depth exploration of contemporary and emerging areas of direct and indirect practice with young people. Included are early intervention and prevention, youth policy analysis and development, juvenile justice practice, youth and family work, youth health practice, public space practice, accommodation and housing practice, and the interface between human services practice and schools. The unit also examines the legal and ethical dimensions of direct practice as an integral part of the unit. [SWB307 is incompatible with HHB307]
Prerequisites: SWB207 or HHB207  Credit points: 12  
Teaching period: 2010 SEM-1

SWB308 CHILD PROTECTION INTERVENTION SKILLS
This unit will focus on the development of skills for assessment and intervention to safeguard the welfare and rights of children and young people in families where personal and environmental challenges compromise the child or young person's safety. Particular attention will be paid to skills and processes necessary for maintaining a child-focused approach when working with families who have multiple and complex needs. [SWB308 is incompatible with HHB319]
Credit points: 12  Teaching period: 2010 SEM-1

SWB401 RESEARCH METHODS FOR PROFESSIONAL PRACTICE
This unit focuses attention on research methods specifically appropriate to the context of social work practice. Social service organisations are increasingly interested in methods for evaluating and authenticating program outcomes. Furthermore, professionals in these organisations need processes and procedures to analyse and address practice problems and contribute to the evaluation and development of models for service delivery. This unit equips you with knowledge and skills to investigate models of service and practice questions and to develop recommendations for change. A range of particular methods for developing, evaluating and improving models of social service and social care delivery will be examined. [SWB401 is incompatible with HHB401]
Prerequisites: SWB221 or HHB279  Credit points: 12  
Teaching period: 2010 SEM-1