Bachelor of Creative Industries (Media and Communication)/Bachelor of Health Science (Nutrition) (IX50)

Year offered: 2011
Admissions: No
CRICOS code: 059713B
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $2,721 per semester (indicative)
International Fees (indicative): 2011: $11,375 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 429512
Past rank cut-off: 76
Past OP cut-off: 12
OP Guarantee: Yes
Assumed knowledge: English (4, SA), Maths B (4, SA), and Chemistry (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Ms Melinda Service (Health Science); Health Science enrolment queries to email: sph.studentcentre @qut.com or phone: 07 3138 3368.
Discipline coordinator: Dr Stephen Harrington (Media and Communication)
Campus: Kelvin Grove

No further intake
This course has been replaced by IX70 Bachelor of Health Science (Nutrition)/ Bachelor of Media and Communication from 2009. No further admissions will be accepted.

Overview
This exciting new double degrees will produce graduates who are media communication specialists with expertise in the ever-growing area of public health, nutrition and wellbeing. The degree combination will satisfy both your professional and personal needs. You will have a course and a career that is both creative and able to enhance people’s health and their lives.

The media and communications component provides both practical skills in multimedia, writing and communication combined with study in local and international media industries, media and communication industries.

The nutrition component provides the knowledge and skills to address major health issues both nationally and internationally with a focus on community health, nutrition, food studies, anatomy and physiology, nutritional science and nutrition education. The course has innovative and integrated industry placement options for practicum experience.

Career Outcomes
Graduates of the double degree may work as health communication specialists; health and nutrition writers; health promotion officers and educators; marketing and managerial roles in health and product promotions; health print and online editors; health communication managers; and e-health marketers.

Media and Communication
Graduates may work as advertising professionals; communication managers; media and cultural policy developers for government and community organisations; information officers; internet professionals; media buyers and planners; media marketers; media industry specialists; teachers and researchers; and print and online publishing professionals.

Nutrition
Graduates work as community health officers; policy officers; program evaluators; health promotion officers in community health; project officers; and consultants. These practitioners work in both public and private sectors including state and federal health departments, population health units, community health centres, divisions of general practice, non-governmental health organisations, and international health agencies.

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

The Creative Industries component is made up of 24 credit points of Faculty Foundation units, 144 credit points from Media and Communication units and up to 24 credit points of Unit Options.

The Nutrition component is made up of 192 credit points of specified Health Science units.
Professional Membership
Graduates are eligible for membership of the Public Health Association of Australia (PHAA) and the Australian Health Promotion Association (AHPA).

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

Further Information
For information about this course, please call the Public Health and Optometry Student Centre on +61 7 3138 3368 or email sph.studentcentre@qut.com OR contact the Creative Industries Faculty phone +617 3138 8114 or email creativeindustries@qut.com.

Course structure for students who commenced in 2008

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101 Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KKB101 Creative Industries: People and Practices</td>
</tr>
<tr>
<td>SCB111 Chemistry 1</td>
</tr>
<tr>
<td>LSB142 Human Anatomy and Physiology</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB202 New Media 2: Applications and Implications</td>
</tr>
<tr>
<td>SELECT Either KJB224 or KWB106 or a K-coded Unit Option (if approved by the Media and Communication Coordinator):</td>
</tr>
<tr>
<td>KJB224 Feature Writing</td>
</tr>
<tr>
<td>KWB106 Corporate Writing and Editing</td>
</tr>
<tr>
<td>A Unit Option (K-coded) (if approved by the Media and Communication Coordinator)</td>
</tr>
<tr>
<td>PUB251 Contemporary Public Health</td>
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<tr>
<td>LSB250 Human Physiology</td>
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Course structure for students who commenced in 2007

<table>
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<tr>
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<tbody>
<tr>
<td>KCB101 Introduction to Media and Communication: Texts</td>
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<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
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</thead>
<tbody>
<tr>
<td>KCB102 Media Myth Busting 1</td>
</tr>
<tr>
<td>SELECT Either KJB120 or KWB103 or a K-coded Unit Option (if approved by the Media and Communication Coordinator):</td>
</tr>
<tr>
<td>KJB120 Newswriting</td>
</tr>
<tr>
<td>KWB103 Persuasive Writing</td>
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<tr>
<td>A Unit Option (K-coded) (if approved by the Media and Communication Coordinator)</td>
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<tr>
<td>PUB474 Food Science</td>
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<tr>
<th>Year 2, Semester 2</th>
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<tbody>
<tr>
<td>KCB103 Strategic Speech Communication</td>
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<tr>
<td>KCB203 Consumption Matters: Consumer Cultures and Identity</td>
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<tr>
<td>PUB648 Diet, Nutrition and Chronic Disease</td>
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<td>PUB405 Nutrition Science</td>
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<tr>
<th>Year 3, Semester 1</th>
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<tbody>
<tr>
<td>KCB301 Media Audiences</td>
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<tr>
<td>KCB302 Political Communication</td>
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<tr>
<td>PUB509 Community and Public Health Nutrition</td>
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<td>PUB514 Contract/Project Management</td>
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<tr>
<th>Year 3, Semester 2</th>
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<tbody>
<tr>
<td>KCB303 Brisbane Media Map</td>
</tr>
<tr>
<td>SELECT Either KKB341 or KKB345 (KKB343 may count if completed in 2010 or earlier):</td>
</tr>
<tr>
<td>KKB341 Creative Industries Internship 1</td>
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<tr>
<td>KKB345 Creative Industries Project 1</td>
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<tr>
<td>PUB875 Professional Practice</td>
</tr>
<tr>
<td>PUB406 Health Promotion Practice</td>
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Course structure for students who commenced in 2007...
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<tr>
<th>Year, Semester 1</th>
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<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
<tr>
<td>SCB111</td>
<td>Chemistry 1</td>
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<tr>
<td>PUB474</td>
<td>Food Science</td>
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<tr>
<th>Year, Semester 2</th>
<th>Year 1, Semester 2</th>
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<tbody>
<tr>
<td>KCB104</td>
<td>Media and Communications: Industries</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
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<tr>
<td>SCB121</td>
<td>Chemistry 2</td>
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<tr>
<td>PUB251</td>
<td>Contemporary Public Health</td>
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<thead>
<tr>
<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KJB120 or KWB103 or a K-coded Unit Option (if approved by the Media and Communication Coordinator):</td>
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<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
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<td>KWB103</td>
<td>Persuasive Writing</td>
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<td>LSB142</td>
<td>Human Anatomy and Physiology</td>
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<tr>
<td>LQB381</td>
<td>Biochemistry: Structure and Function</td>
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<thead>
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<th>Year 3, Semester 2</th>
<th>Year 3, Semester 2</th>
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<tbody>
<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
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<tr>
<td>PUB326</td>
<td>Epidemiology</td>
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<tr>
<td>PUB530</td>
<td>Health Education and Behaviour Change</td>
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</table>

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.*

Creative Industries Faculty Undergraduate University Wide Units

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

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

Rules for selecting Unit Options:

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

Creative Industries Faculty Undergraduate University Wide Units

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<table>
<thead>
<tr>
<th>Creative Writing &amp; Literary Studies</th>
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<tbody>
<tr>
<td>KWB101</td>
<td>Introduction to Creative Writing</td>
</tr>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
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<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
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<tr>
<td>KWB104</td>
<td>Creative Writing: the Short Story</td>
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<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
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<tr>
<td>KWB107</td>
<td>Creative Non-Fiction</td>
</tr>
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<td>KWB108</td>
<td>Introduction to Literary Studies</td>
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<tr>
<td>KWB109</td>
<td>Writing Australia</td>
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<td>KWB206</td>
<td>Youth and Children's Writing</td>
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<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
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<td>KWB208</td>
<td>Modern Times (Literature and Culture in the 20th Century)</td>
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<tr>
<td>KWB209</td>
<td>Shakespeare, Then and Now</td>
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<td>KWB210</td>
<td>Imagining the Americas: Contemporary American Literature and Culture</td>
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<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
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<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
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<td></td>
<td>* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.</td>
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<tr>
<td></td>
<td>* KWB210 will be offered for the first time in semester 1 2012.</td>
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<thead>
<tr>
<th>Dance</th>
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<tbody>
<tr>
<td>KDB105</td>
<td>Architecture of the Body</td>
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<tr>
<td>KDB106</td>
<td>Dance Analysis</td>
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<td>KDB108</td>
<td>World Dance</td>
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<td>KDB109</td>
<td>Funk, Tap and all that Jazz</td>
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<td>KDB110</td>
<td>Deconstructing Dance in History</td>
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<td>KDB204</td>
<td>Australian Dance</td>
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<td>KDB225</td>
<td>Music Theatre Skills</td>
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<th>Entertainment</th>
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<tbody>
<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
</tr>
<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
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<tr>
<td>KXB201</td>
<td>Entertainment Practice: Balancing Creativity and Business</td>
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<thead>
<tr>
<th>Faculty</th>
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<tbody>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<td>KKB216</td>
<td>Graphical Development Environments for Media Interaction</td>
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<td>KKB345</td>
<td>Creative Industries Project 1</td>
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| KKB346       | Creative Industries Project 2        |

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<thead>
<tr>
<th>Fashion</th>
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<tbody>
<tr>
<td>KFB103</td>
<td>Introduction to Fashion</td>
</tr>
<tr>
<td>KFB106</td>
<td>Unspeakable Beauty: A History of Fashion and Style</td>
</tr>
<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
</tr>
<tr>
<td>KFB206</td>
<td>Fashion and Modernity</td>
</tr>
<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
</tr>
<tr>
<td>KFB208</td>
<td>Fashion Portfolio</td>
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<tr>
<td>KFB209</td>
<td>Ragtrade: Wholesaling Fashion</td>
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<tr>
<th>Film &amp; Television</th>
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<tbody>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
</tr>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
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<td>KPB112</td>
<td>TV and Film Genres</td>
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<tr>
<td>KPB113</td>
<td>TV and Film Text Analysis</td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
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<tr>
<td>KPB206</td>
<td>International Cinema</td>
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<td>KPB207</td>
<td>Film and Television Scriptwriting</td>
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<td>KPB303</td>
<td>Critical Thinking About Television</td>
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<td></td>
<td>Please note the following unit changes:</td>
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<tr>
<td></td>
<td>*KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.</td>
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<tr>
<td></td>
<td>*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.</td>
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<tr>
<td></td>
<td>*KPB104 is permitted to count as a Unit Option if completed in 2011 or earlier.</td>
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<tr>
<th>Interactive &amp; Visual Design</th>
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<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB102</td>
<td>Visual Interactions</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB104</td>
<td>Digital Media</td>
</tr>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
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<tr>
<td>KIB201</td>
<td>Concept Development for Game Design and Interactive Media</td>
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<tr>
<td>KIB202</td>
<td>Enabling Immersion</td>
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<tr>
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<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
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<tr>
<td>KJB224</td>
<td>Feature Writing</td>
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<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
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<td>KJB280</td>
<td>International Journalism</td>
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<td>KJB337</td>
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<td>KJB207</td>
<td>Staging Australia</td>
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<td>KTB210</td>
<td>Creative Industries Management</td>
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<td>KTB211</td>
<td>Creative Industries Events and Festivals</td>
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**Media & Communication**

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<thead>
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<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KCB104</td>
<td>Media and Communications: Industries</td>
</tr>
<tr>
<td>KCB105</td>
<td>Media Myth Busting 2</td>
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<tr>
<td>KCB206</td>
<td>New Media: Internet, Self and Beyond</td>
</tr>
<tr>
<td>KCB207</td>
<td>Exploring New Media Worlds</td>
</tr>
<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
</tr>
<tr>
<td>KCB302</td>
<td>Political Communication</td>
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</tbody>
</table>

**KVC01 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS**

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

**KVC02 MODERNISM**

**KVC03 AUSTRALIAN ART**

**KVC04 PHOTOMEDIA AND ARTISTIC PRACTICE**

**KVC05 DRAWING FOR DESIGN**

**KVC06 DRAWING FOR ANIMATION**

**KVC07 CONTEMPORARY ASIAN VISUAL CULTURE**

**KVC08 2D MEDIA AND PROCESSES**

**KVC09 3D MEDIA AND PROCESSES**

**KVC10 POST 1945 ART**

**KVC11 AUSTRALIAN ART, ARCHITECTURE AND DESIGN**

**KVC12 GRAPHIC INVESTIGATION**

**KVC13 CONTEMPORARY ART ISSUES**

**KVC14 VIDEO ART AND CULTURE**

**KVC15 THEORIES OF SPATIAL CULTURE**

**Potential Careers:**

Academic, Advertising Professional, Educator, Government Officer, Information Officer, Internet Professional, Marketing Officer/Manager, Media Industry Specialist, Nutritionist, Organisational Communication Specialist, Policy Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Web Designer.

**UNIT SYNOPSISES**

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

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

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2
KCB102 MEDIA MYTH BUSTING 1
This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' arguments regarding how different kinds of media have or have not affected the way our society functions.
Equivalent: KCB140 Credit points: 12 Contact hours: 2.5 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

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

KCB104 MEDIA AND COMMUNICATIONS: INDUSTRIES
A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates.
Equivalent: KCB150 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KCB105 MEDIA MYTH BUSTING 2
The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit will involve qualitative and quantitative research methods including content analysis, focus groups, ethnography, interviews and survey research which are studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present your conclusions and recommendations.
Equivalent: KCB334 Credit points: 12 Contact hours: 3 per week, plus several lectures during semester Campus: Kelvin Grove Teaching period: 2011 SEM-2

KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE
This unit provides both a critical and conceptual introduction to the issues arising from the emergence of 'virtual communities', and a practical introduction to the skills and competencies required for the development and maintenance of successful online social networks. It considers issues arising from the development of online communities from the perspectives of corporate cultures and public or civic action, as well as questions of community, identity and social inequality in Internet culture, conflict management, and ethical and privacy issues on the Web.

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
Equivalent: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. Equivalent: KCB295 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS
New media technologies now affect virtually all aspects of our life, from leisure to work. A thorough understanding of their social, cultural, political and economic impacts is crucial for creative industries practitioners. This unit identifies key new media technologies and provides a contextual understanding of their current roles and potential future trajectories.

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

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

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

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

**KCB205 PROFESSIONAL COMMUNICATION**

Professional Communication aims to enhance your career prospects by developing a better understanding of communication dynamics between individuals and groups in organisational settings. The unit will sharpen your practical and critical skills in situation analysis, project proposal development, formal document production, sponsor and client presentations, and workplace communication practices. Although the main focus of the unit is on the creative and cultural industries, the content and skills covered are applicable to a range of professions and career options.

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

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

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

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

**KCB207 EXPLORING NEW MEDIA WORLDS**

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

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

**Antirequisites:** KCP408  
**Assumed knowledge:** KCB206 is assumed knowledge.  
**Equivalents:** KCB202, KCB336  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KCB301 MEDIA AUDIENCES**

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

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

**KCB302 POLITICAL COMMUNICATION**

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

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

**KCB303 BRISBANE MEDIA MAP**
Networks of industry and professional association are extremely important in media and communication industries. In this unit you will extend and apply your critical knowledge of media and communication to the task of deepening your understanding of these networks. Through developing and updating the Brisbane Media Map—an online resource that profiles media and communication industries in Brisbane—you will also refine your project planning and management skills, information analysis skills, and team leadership and membership skills. You will also explore ethical, communication, and intellectual property concerns that arise in the processes of undertaking a real-world media and communication industries project.

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

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

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

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

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

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

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

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

**KDB109 FUNK, TAP AND ALL THAT JAZZ**

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

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

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

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

**Equivalents:** KDB125  Credit points: 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KDB204 AUSTRALIAN DANCE**
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.

**Equivalents:** KDB114  Credit points: 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KDB225 MUSIC THEATRE SKILLS**
This unit provides students with an introduction to practical skills development in acting, dance and singing for music theatre.

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

**Equivalents:** KSB225, KSB011  Credit points: 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

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

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

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

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

**KFB205 FASHION AND STYLE JOURNALISM**

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

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

**KFB206 FASHION AND MODERNITY**

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

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

**KFB207 CONTEMPORARY FASHION**

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

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

**KFB208 FASHION PORTFOLIO**

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

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

**KFB209 RAGTRADE: WHOLESALING FASHION**

This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.

The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.

**Prerequisites:** KFB103  
**Assumed knowledge:** Completion of 72 credit points of study is assumed  
**Equivalents:** KFB201  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB101 VISUAL COMMUNICATION**

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

**Equivalents:** KIB801  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KIB102 VISUAL INTERACTIONS**

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

**Prerequisites:** KIB101 or KIB801 or KPB101 or KPB150 or KPB155  
**Equivalents:** KIB802  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 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: 2011 SEM-1

KIB104 DIGITAL MEDIA
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.

Equivalents: KIB808  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1 and 2011 SEM-2

KIB105 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion.

Equivalents: KIB804  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KIB108 ANIMATION HISTORY AND PRACTICES
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophical, social and political comment.

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

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

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

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

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

KJB101 DIGITAL JOURNALISM
This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.

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

KJB120 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.

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

KJB121 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.

Prerequisites: KJB120  
Antirequisites: KJP402  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB224 FEATURE WRITING
Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.

Prerequisites: KJB120 or KWB107 or KWB381  
Antirequisites: KJP403  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1 and 2011 SEM-2
KJB239 JOURNALISM ETHICS AND ISSUES
QUT Journalism supports the development of socially responsible, ethical journalists. KJB239 is a core journalism unit. It begins with an overview of western and eastern moral philosophical traditions and moves on to examine current journalistic practice in the context of Australian and international news media operations, regulatory bodies and the stance of professional journalism organisations. Students generate ethical dilemmas and work through them individually, making difficult decisions about issues such as invasion of privacy, protection of sources and conflict of interest. The impact of developing information and communication technologies is also addressed.

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

KJB280 INTERNATIONAL JOURNALISM
This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different countries and cultural environments.

Prerequisites: KJB120 or KJP401  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.

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

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.

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

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

Assumed knowledge: KKB101 is assumed knowledge.  Equivalents: KKB007, KKB818  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-2

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

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

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

Prerequisites: Completion of 168 credit points of study  Antirequisites: KKB343, KKB344  Credit points: 12  Contact hours: Varies according to discipline-specific internship requirements  Campus: Kelvin Grove  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011
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

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

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

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

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

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

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

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

Assumed knowledge: A knowledge of music fundamentals is assumed knowledge.  Equivalents: KMB631  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-2

KMB107 SOUND, IMAGE, TEXT
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.

Equivalents: KMB638  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-2

KMB119 MUSIC AND SOUND PRODUCTION 1
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.

Equivalents: KMB108, KMB621  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

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: 2011 SEM-1

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

**KMB132 MUSIC AND SOUND CONCEPTS 2**
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.
**Prerequisites:** KMB122  
**Equivalents:** KMB131, KMB633  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

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

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

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

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

**KPB109 FILM AND TV HISTORY**
Television and film are among the most influential forms of representation developed over the past century. An appreciation of the history and influence of narrative styles and industrial movements emphasizes the important changes in technology and aesthetics that have contributed to making these media potent cultural forces. The history of narrative and movements needs to be considered alongside the production and viewing of television and film as entertainment, information and art.
**Equivalents:** KPB102, KPB359  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS**
The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital. This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses.
**Equivalents:** KPB106, KPB209  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KPB112 TV AND FILM GENRES**
Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres

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unique to television.

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

**KPB113 TV AND FILM TEXT ANALYSIS**

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

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

**KPB205 DOCUMENTARY THEORY AND PRACTICE**

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

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

**KPB206 INTERNATIONAL CINEMA**

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

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

**KPB207 FILM AND TELEVISION SCRIPTWRITING**

This unit focuses on the production of a sustained script for film or television.

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

**KPB303 CRITICAL THINKING ABOUT TELEVISION**

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

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

**KPB120 SCENOGRAPHY AND THE ART OF TECHNICAL THEATRE**

This unit introduces students to theoretical concepts and principles associated with scenography, historical trends in technical theatre and the background associated with the broad vocabulary of technical theatre terminology.

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

**KRB220 THE SCENOGRAPHIC DIVIDE**

This unit challenges students to undertake a detailed interrogation of the tensions between the practice of traditional stage design and the theoretical concepts and principles associated with scenography.

**Prerequisites:** KRB120  
**Credit points:** 12  
**Contact hours:** 2 per week  
**Campus:** Kelvin Grove

**KTB101 20TH CENTURY PERFORMANCE**

In this unit you will investigate the major artistic movements of the 20th century; fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.

**Equivalents:** KTB251  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE**

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

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

**KTB104 PERFORMANCE INNOVATION**

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

**Equivalents:** KTB271  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KTB106 PERFORMING SKILLS 2: STYLE AND FORM**

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

**Antirequisites:** KSB106  **Equivalents:** KTB258  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KTB204 UNDERSTANDING PERFORMANCE**

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

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

**KTB207 STAGING AUSTRALIA**

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

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

**KTB210 CREATIVE INDUSTRIES MANAGEMENT**

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

**Prerequisites:** Completion of 72 credit points of study  **Equivalents:** KTB061  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS**

Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  **Antirequisites:** KTP406  **Equivalents:** KTB062  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KVB102 MODERNISM**

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

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

**KVB103 AUSTRALIAN ART**

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

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

**KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE**

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

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

**KVB105 DRAWING FOR DESIGN**

This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and contemporary practice underpins studio development.

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

**KVB106 DRAWING FOR ANIMATION**

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

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

**KVB108 CONTEMPORARY ASIAN VISUAL CULTURE**

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

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

**KVB110 2D MEDIA AND PROCESSES**

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

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

**KVB111 3D MEDIA AND PROCESSES**

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

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

**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 and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students' awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.

**Equivalents:** KVB712  **Credit points:** 12    **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN**

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

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

**KVB213 GRAPHIC INVESTIGATION**

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

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

**KVB304 CONTEMPORARY ART ISSUES**

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

**Equivalents:** KVB712  **Credit points:** 12    **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KVB306 VIDEO ART AND CULTURE**

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

**Equivalents:** KVB703  **Credit points:** 12    **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KVB307 THEORIES OF SPATIAL CULTURE**

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

**Equivalents:** KVB704  **Credit points:** 12    **Contact
KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.

Equivalents: KWB250 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

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

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

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

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

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

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

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

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

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

Equivalents: KWB381 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

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

Equivalents: KWB001, KWB716 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

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

Equivalents: KWB002, KWB710 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

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

Equivalents: KWB712 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING
CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course
COMMENCES WITH SEVERAL OF CHAUCER'S MEDIEVAL TALES AND CONCLUDES WITH VONNEGUT'S MODERN ANTI-WAR CLASSIC SLAUGHTERHOUSE FIVE. IT INCLUDES SWIFT'S BITING SATIRE AND EMILY BRONTE'S PASSIONATE WUTHERING HEIGHTS. THE UNIT Focuses on making 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

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: 2011 SEM-1

KWB209 SHAKESPEARE, THEN AND NOW

THIS UNIT IS DESIGNED TO INTRODUCE STUDENTS TO SHAKESPEAREAN STUDIES AND THE ONGOING CULTURAL IMPORTANCE OF SHAKESPEAREAN MATERIAL. Equivalents: KWB004, KWB729  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE

THIS UNIT WILL BE OFFERED FOR THE FIRST TIME IN SEMESTER 1 2012. Imagining Americas is a literature-based unit which will explore a selection of contemporary written texts from the North and South American continents. The unit will focus on issues of place, nationality, regional and ethnic identity and will encourage an examination of these and the variety of writing styles from intercultural and international perspectives.

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

KWB308 WONDERLANDS: LITERATURE AND CULTURE IN THE 19TH CENTURY

THIS UNIT CONSIDERS IMPORTANT CONTEMPORARY CULTURAL AND SOCIAL QUESTIONS BY WAY OF READINGS IN SCIENCE FICTION, FANTASY FICTION AND FICTION, CLASS IDEOLOGIES AND REVOLUTIONARY POLITICS FROM A SELECTION OF NOVELS AND POETRY OF THE NINETEENTH CENTURY. THE NOVELS AND POEMS EXAMINE POLITICAL AND SOCIAL CHANGE IN EUROPE BETWEEN 1790 AND 1900, WITH A VIEW TO MAKING CRITICAL LINKS BETWEEN CURRENT IDEOLOGIES AND LITERARY FORMS AND THEIR FORMULATION IN A NINETEENTH CENTURY TEXT. AS SUCH, WORKS RANGING FROM FRANKENSTEIN TO ALICE IN WONDERLAND ARE DEPLOYED TO CONSIDER THE TEXTUAL REPRESENTATIONS OF IMPORTANT CULTURAL, SOCIAL, AND SEXUAL ISSUES.

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

KWB309 POPULAR FICTIONS, POPULAR CULTURE

THE UNIT IS DESIGNED TO PROVIDE YOU WITH SKILLS IN UNDERSTANDING POPULAR CULTURE/S. IT ADDRESSES THE PRODUCTION OF POPULAR CULTURE VIA A RANGE OF TEXTS AND MEDIUMS, AND PROVIDES YOU WITH A FRAMEWORK BY WHICH THEY CAN CRITIQUE THE OPERATIONS OF POPULAR CULTURES.

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

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

KXB102 GLOBAL ENTERTAINMENT

ENTERTAINMENT AND ENTERTAINMENT INDUSTRIES ARE A GLOBAL PHENOMENON. IN THIS UNIT YOU WILL LEARN ABOUT IMPORTANT ENTERTAINMENT INDUSTRIES IN SPECIFIC PLACES—SUCH AS BOLLYWOOD, HOLLYWOOD, AND SOUTH KOREAN COMPUTER GAMES—AS WELL AS ABOUT THE WAYS IN WHICH IMPORTANT ENTERTAINMENT FORMS SUCH AS SOAP OPERAS, THEME PARKS, SPORT AS ENTERTAINMENT, AND POP MUSIC (SPECIFICALLY CANTOPOP) WORK IN DIFFERENT CULTURES AROUND THE WORLD.

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

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

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

### LQB381 BIOCHEMISTRY: STRUCTURE AND FUNCTION

This unit extends basic organic chemistry theory to the level of the biological macromolecules. A clear understanding of the structure and function of these molecules is essential to a student’s understanding of the metabolism of living cells. Hence this biomolecular unit is a fundamental prerequisite for all advanced units in the various disciplines in the field of life sciences.

**Prerequisites:** (SCB121 and SCB122) or (SCB111 and SCB121) or SCB113  
**Antirequisites:** LSB275 and LSB325 and LSB308  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### LSB142 HUMAN ANATOMY AND PHYSIOLOGY

The aim of this unit is to provide grounding in the principles of human anatomy and physiology. Following an introduction to the structure of the cell and the organisation of tissues, each of the major systems that constitute the human body are examined by the integrated study of their anatomy and physiology.

**Antirequisites:** LSB131, LSB182, LSB258  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### LSB250 HUMAN PHYSIOLOGY

A strong foundation in human physiology is crucial for students in Optometry, Podiatry and Medical Science. This unit will provide you with the necessary foundation for subsequent units in physiology, pathology or immunology. This unit is also appropriate for other students interested in studying medical physiology at an intermediate level and is also designed to encourage your interest in scientific research and current issues in medical physiology. The aim of this unit is for students to gain a strong a background in human physiology and to develop skills and gain knowledge that are relevant to the needs of future optometrists, podiatrists and medical scientists.

**Prerequisites:** SCB112 or LSB118 or LSB131 or LQB182  
**Antirequisites:** LSB231  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

### PUB201 FOOD AND NUTRITION

This unit includes the following: an introduction to the history of food and nutrition in Australia; the food system; the food supply; proteins, carbohydrates, fats, vitamins and minerals; food grouping systems; dietary guidelines; the recommended dietary intakes; nutrition through the life cycle; food and nutrition problems; nutrition as a public health issue; and international nutrition issues.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### PUB251 CONTEMPORARY PUBLIC HEALTH

This unit provides an introduction to the following: the philosophy and approach of public health; the traditional public health process; the multidisciplinary nature of public health; and health policy and its impact on public health. Recent reformulations of traditional public health approaches including health promotion, intersectoral action for health and healthy public policy are examined. The role of public health in Australia and overseas, its main discipline components and some of the constraints faced by public health is also addressed. This unit considers groups with special needs and contemporary issues.

**Antirequisites:** PUN106  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### PUB326 EPIDEMIOLOGY

Epidemiology is the core scientific method of public health. It is the study of the distribution of health and disease in the population and includes research into causes of disease and the effectiveness of public health programs. Epidemiological methods are used to generate the evidence base for clinicians, health promotion specialists, health educators, occupational and environmental health officers and health service managers.

**Antirequisites:** HLN710  
**Assumed knowledge:** Successful completion of 96cp is assumed prior knowledge  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2011 SEM-1

### PUB405 NUTRITION SCIENCE

Nutrition science examines a range of nutrient components in our food supply, including the biochemical pathways and physiological effects in the body, possible health implications of deficiency or toxicity and important dietary sources. It integrates nutritional knowledge with the science of biochemistry and clinical physiology and provides the foundation on which further studies in nutrition can be built.

**Antirequisites:** (LSB308 or LQB381) and PUB201
Corequisites: LQB481  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

PUB406 HEALTH PROMOTION PRACTICE
This unit ties together the fundamental health promotion knowledge and constructs covered in earlier units in the public health subject area. It builds upon this basis to introduce students to the range of strategies available to a health promotion practitioner. The unit promotes an appreciation of the strengths and weaknesses of different approaches, as well as related administrative factors. Students undertake a small health promotion project in groups of 3-4. This is an essential field of study for those students who wish to work in a health promotion or related field.

Prerequisites: PUB251 or PUB530  Credit points: 12  Contact hours: 3  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

PUB474 FOOD SCIENCE
To fulfil their needs as future professionals working in food and nutrition related areas, students explore the nature of foods and their constituents, studying the underlying scientific principles related to the manufacture, preservation, distribution and the final production of food items for consumption. This unit is available ONLY in courses where it is listed as a core unit.

Prerequisites: PUB201 (This unit is available ONLY in courses where listed as a core unit)  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

PUB509 COMMUNITY AND PUBLIC HEALTH NUTRITION
This unit includes the following: the measurement of the nutritional status of a community; nutrition monitoring and surveillance; food and nutrition policy at international, national and state levels; international nutrition issues; nutritional epidemiology; examination of the evidence of nutrition problems within Australia; at risk groups; tools and their validity for measuring nutritional status and nutrition outcome at the population and group level; and dietary intake methodology.

Prerequisites: PUB201  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

PUB514 CONTRACT/PROJECT MANAGEMENT
This unit aims to prepare students for participation in contract and project management in the health sector. The unit provides advanced undergraduate students with an opportunity to develop an understanding of health project contract management using both theoretical and practical examination of current state and national contracts and projects.

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

PUB530 HEALTH EDUCATION AND BEHAVIOUR CHANGE
This unit gives students the skills to bring about change in health-related behaviours through educational interventions. Topics covered include key health education and behaviour change theories, frameworks, strategies; approaches to bring about change in different contexts; research and design of educational interventions to suit different target populations in different settings, using evidence-based practice; and health literacy as a function of health education.

Antirequisites: PUB329, PUB341  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

PUB648 DIET, NUTRITION AND CHRONIC DISEASE
This unit explores the most common and significant nutrition related chronic diseases of the world and introduces previous and current strategies aiming to prevent or manage these diseases. Psychosocial, cultural, political and economics factors will be discussed. Diseases covered include micronutrient deficiencies, obesity, diabetes, cardiovascular disease, cancer, dental disease and osteoporosis.

Prerequisites: PUB201, LQB488 and LQB388  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

PUB875 PROFESSIONAL PRACTICE
This unit is undertaken by students in the public health, and nutrition and dietetics strands of the BHealthSc. It provides students with the opportunity of working in one or a number of placements in a professional capacity in an area of interest to the student. It provides an opportunity for students to apply the knowledge and skills acquired through their course to a practical problem or workplace situation. [Designated unit]

Prerequisites: Completion of 240 cp including PUB514  Antirequisites: PUB645, PUB821  Assumed knowledge: Completion of 240 credit points of study is assumed knowledge.  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

SCB111 CHEMISTRY 1
Chemistry is the central science. It affects society as well as the individual. It is the language and principal tool of the physical sciences, the biological sciences, the health sciences and the agricultural and earth sciences. A basic knowledge of chemistry is essential to all students in these
areas. Knowledge of chemistry allows a better understanding of the human body and of the environment in which we live. The aim of this unit is to introduce you to the basic concepts of general, inorganic, analytical and physical chemistry.

**Antirequisites:** SCB113  
**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**SCB121 CHEMISTRY 2**  
Chemistry is the central science. This is a unit of fundamental importance as it covers the background and general principles that underpin understanding in many science and health related disciplines. In this unit you will be introduced to fundamental aspects of chemistry including the nature of matter, atoms, molecules and ions. From this basis you will develop an understanding of the electronic structure of atoms, chemical bonding and molecular structure as well as the fundamentals of organic chemistry (often described as the chemistry of life). The aims of this unit are to generate an understanding of the importance of chemical bonding and molecular structure and how these factors effect the properties of organic and bioinorganic molecules; and to allow recognition of, and provide an understanding of, the nature of organic functional groups and their respective reactivity.

**Prerequisites:** (SCB111 or PCB142) . SCB111 can be studied in the same teaching period  
**Antirequisites:** PQB105 and SCB113  
**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2