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

Year offered: 2010
Admissions: No
CRICOS code: 059713B
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,100 (indicative) per semester
International Fees (indicative): 2010: $10,500 (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.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Ms 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

Why choose this course?
Health communication is a globally recognised and rapidly expanding field. Graduates can expect to gain employment in a range of public and private sector organisations.

Health professionals with superior communication skills and the ability to utilise the power of media technologies will make significant contributions to improving our quality of life, both locally and internationally.

Media and Communication
The course provides both practical skills in multimedia, writing and communication combined with study in local and international media and communication industries. Students combine core units in the creative industries (including practical skills in multimedia, writing and communication), with the study of media and communication, including media audiences, professional communication, new media technologies, and online communications.

Nutrition
The course provides 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...
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).

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

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

Find out more on deferral.

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.

Course structure for students who commenced in 2008

### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>SCB111</td>
<td>Chemistry 1</td>
</tr>
<tr>
<td>LSB142</td>
<td>Human Anatomy and Physiology</td>
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### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KCB104</td>
<td>Introduction to Media and Communications: Industries</td>
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<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<tr>
<td>SCB121</td>
<td>Chemistry 2</td>
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<td>PUB201</td>
<td>Food and Nutrition</td>
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### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</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>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
</tr>
<tr>
<td>A Unit Option (K-coded) (if approved by the Media and Communication Coordinator)</td>
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<tr>
<td>PUB474</td>
<td>Food Science</td>
</tr>
<tr>
<td>LQB381</td>
<td>Biochemistry: Structure and Function</td>
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</table>

### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>KCB202</td>
<td>New Media 2: Applications and Implications</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KJB224 or KWB106 or a K-coded Unit Option (if approved by the Media and Communication Coordinator):</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
</tr>
<tr>
<td>A Unit Option (K-coded) (if approved by the Media and Communication Coordinator)</td>
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</tr>
<tr>
<td>PUB251</td>
<td>Contemporary Public Health</td>
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<tr>
<td>LSB250</td>
<td>Human Physiology</td>
</tr>
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</table>

### Year 3, Semester 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
</tr>
<tr>
<td>KCB205</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>PUB326</td>
<td>Epidemiology</td>
</tr>
<tr>
<td>PUB530</td>
<td>Health Education and Behaviour Change</td>
</tr>
</tbody>
</table>

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

### Year 3, Semester 2
- **KCB103** Strategic Speech Communication
- **KCB203** Consumption Matters: Consumer Cultures and Identity
- **PUB648** Diet, Nutrition and Chronic Disease
- **PUB405** Nutrition Science

### Year 4, Semester 1
- **KCB301** Media Audiences
- **KCB302** Political Communication
- **PUB509** Community and Public Health Nutrition
- **PUB514** Contract/Project Management

### Year 4, Semester 2
- **KCB303** Brisbane Media Map
- **SELECT** Either KKB341 or KKB343 or KKB345:
  - **KKB341** Workplace Learning 1
  - **KKB343** Service Learning 1
  - **KKB345** Creative Industries Project 1
- **PUB875** Professional Practice
- **PUB436** Evidence Based Practice

### Course structure for students who commenced in 2007

#### Year 1, Semester 1
- **KCB101** Introduction to Media and Communication: Texts
- **SELECT** A Creative Industries Core Unit
- **SCB111** Chemistry 1
- **PUB474** Food Science

#### Year 1, Semester 2
- **KCB104** Introduction to Media and Communications: Industries
- **SELECT** A Creative Industries Core Unit
- **SCB121** Chemistry 2
- **PUB251** Contemporary Public Health

#### Year 2, Semester 1
- **KCB102** Media Myth Busting 1
- **SELECT** Either KJB120 or KWB103 or a K-coded Unit Option (if approved by the Media and Communication Coordinator):
  - **KJB120** Newswriting
- **KWB103** Persuasive Writing
  - A K-coded Unit Option (if approved by the Media and Communication Coordinator)
- **LSB142** Human Anatomy and Physiology
- **LQB381** Biochemistry: Structure and Function

#### Year 2, Semester 2
- **KCB202** New Media 2: Applications and Implications
- **SELECT** Either KJB224 or KWB106 or a K-coded Unit Option (if approved by the Media and Communication Coordinator):
  - **KJB224** Feature Writing
  - **KWB106** Corporate Writing and Editing
    - A K-coded Unit Option (if approved by the Media and Communication Coordinator)
- **PUB201** Food and Nutrition
- **LSB250** Human Physiology

#### Year 3, Semester 1
- **KCB103** Strategic Speech Communication
- **KCB201** New Media 1: Information and Knowledge
- **PUB326** Epidemiology
- **PUB530** Health Education and Behaviour Change
  - *Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.*

#### Year 3, Semester 2
- **KCB203** Consumption Matters: Consumer Cultures and Identity
- **KCB303** Brisbane Media Map
- **PUB648** Diet, Nutrition and Chronic Disease
- **PUB405** Nutrition Science

#### Year 4, Semester 1
- **KCB301** Media Audiences
- **KCB302** Political Communication
- **PUB514** Contract/Project Management
- **PUB509** Community and Public Health Nutrition

#### Year 4, Semester 2
- **KCB205** Professional Communication
- **SELECT** Either KKB341 or KKB343 or KKB345:
  - **KKB341** Workplace Learning 1
  - **KKB343** Service Learning 1
  - **KKB345** Creative Industries Project 1
Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

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

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

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

Creative Writing & Literary Studies

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: The Short Story
KWB106 Corporate Writing and Editing
KWB107 Creative Non-Fiction
KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB209 Shakespeare, Then and Now
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.

Dance

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

Entertainment

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

Faculty

KKB004 Indigenous Creative Industries
KKB101 Creative Industries: People and Practices
KKB102 Creative Industries: Making Connections
KKB216 Graphical Development Environments for Media Interaction
KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2

Fashion

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

Film & Television

KPB101 Introduction to Film, TV and New Media Production
KPB104 Film and Television Production Resource Management
KPB109 Film and TV History
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB113 TV and Film Text Analysis
KPB205 Documentary Theory and Practice
KPB206  International Cinema  
KPB207  Film and Television Scriptwriting  
KPB303  Critical Thinking About Television  
  * Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.  
  *KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.  

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

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

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

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

Performance Studies  
KSB215  Visual Theatre Design  
KTB101  20th Century Performance  
KTB103  Performing Skills 1: Character and Scene  
KTB104  Performance Innovation  
KTB106  Performing Skills 2: Style and Form  
KTB204  Understanding Performance  
KTB207  Staging Australia  
KTB210  Creative Industries Management  
KTB211  Creative Industries Events and Festivals  

Visual Arts  
KVB102  Modernism  
KVB103  Australian Art  
KVB104  Photomedia and Artistic Practice  
KVB105  Drawing for Design  
KVB106  Drawing for Animation  
KVB108  Contemporary Asian Visual Culture  
KVB110  2D Media and Processes  
KVB111  3D Media and Processes  
KVB211  Post 1945 Art  
KVB212  Australian Art, Architecture and Design  
KVB213  Graphic Investigation  
KVB304  Contemporary Art Issues  
KVB306  Video Art and Culture  
KVB307  Theories of Spatial Culture  

Health Unit prerequisites/corequisites
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 SYNPSES

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

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

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

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

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

Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor

**Assumed knowledge:** KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. **Equivalents:** 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

* ability to conduct academic work independently and in groups

**Equivalents:** KCB336  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

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

A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit builds on your first-year studies, requiring you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit prepares you for your final year by focusing broader understandings of media, communication, and production through the lens of consumer cultures. The knowledge that you will gain in this unit will inform your professional, academic, and creative practices in your final year.

**Assumed knowledge:**
* Introductory understanding of the relationship between media texts, institutions and society

**KCB301 MEDIA AUDIENCES**

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 students undertaking research in Media Communication and those seeking employment in media industries.

**Assumed knowledge:**
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory knowledge of the following, as they apply to media or market research:
  - Quantitative and Qualitative research design
  - Basic statistical analysis skills
  - Qualitative research methods such as interviews and participant observation

**Assumed knowledge:** Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods  
**Equivalents:** KCB349  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KCB302 POLITICAL COMMUNICATION**

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

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

KCB303 BRISBANE MEDIA MAP
In this unit, you will explore ways in which your knowledge of media industries, audiences and texts finds application in employment contexts. You also develop and consolidate an applied understanding of databases in the process of maintaining and developing an online directory of media and related organisations serving the greater Brisbane area. Questions of professional practice in online and workplace environments are also discussed, with particular reference to matters of freedom of expression, accuracy and fairness, access and equity, cultural difference, privacy, security and intellectual property.

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

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

Equivalents: KDX104    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

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

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

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

Equivalents: KDB172    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

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

Assumed knowledge: For Health and Safety reasons, admission to this unit is dependent upon 1) an appropriate level of physical fitness to prevent injury (assessed in Orientation Week or Week One), and 2) having no pre-existing injuries.

Credit points: 12    Contact hours: 5 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

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

Equivalents: KDB125    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-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: 2010 SEM-2

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

Equivalents: KSB225, KSB011    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

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

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

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

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

KFB205 FASHION AND STYLE JOURNALISM
This unit maps the scope and practice of fashion and style journalism in Australia and internationally. It will allow you to develop the skills necessary to conceptualise and produce fashion and style editorial content in a variety of styles and contexts.
Assumed knowledge: KFB103 plus completion of 72 credit points of study; or enrolment in a Creative Industries Postgraduate course is assumed knowledge
Equivalents: KJB339
Credit points: 12  Contact hours: 3 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KFB206 FASHION AND MODERNITY
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.
Equivalents: KFB105, KFB408
Credit points: 12  Contact hours: 3 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KFB207 CONTEMPORARY FASHION
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all Fashion is Contemporary fashion. This unit draws on ideas developed in Introduction to Fashion to provide a context for the shifting terrain of contemporary fashion. The unit addresses content such as key developments in fashion since 1970, significant International and Australian contemporary designers and current trends in the consumption, production and presentation of fashion.
Credit points: 12  Contact hours: 3 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KFB208 FASHION PORTFOLIO
In the fashion design and associated industries digital illustration/graphic and presentation skills are increasingly necessary to present creative and professional work. Through the use of technology, fashion and textile designers, illustrators and photographers can present and enhance their applied creativity by augmenting traditional hand skills with a range of digital processes. This unit introduces the learner to this knowledge and to the processes and practices that will enable the student to develop a concept driven fashion portfolio.
Equivalents: KFB202, KFB201
Credit points: 12  Contact hours: 3 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.
The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.
Assumed knowledge: KFB103, KFB208 plus completion of 72 credit points of study is assumed knowledge.
Equivalents: KFB201
Credit points: 12  Contact hours: 3.5 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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  Teaching period: 2010 SEM-1 and 2010 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: 2010 SEM-2

KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.
Antirequisites: INB271, KIP403
Equivalents: KIB807, KKB007, KKB818
Credit points: 12  Contact hours: 3 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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

**Equivalents:** KIB808  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

**KIB105 ANIMATION AND MOTION GRAPHICS**

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

**Equivalents:** KIB804  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

**KIB108 ANIMATION HISTORY AND PRACTICES**

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

**Equivalents:** KIB825  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

**KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA**

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

**Equivalents:** KIB816  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

**KIB202 ENABLING IMMERION**

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

**KJB120 NEWSWRITING**

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

**Antirequisites:** KJP401  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

**KJB121 JOURNALISTIC INQUIRY**

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

**Prerequisites:** KJB120  Antirequisites: KJP402  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

**KJB224 FEATURE WRITING**

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

**Prerequisites:** KJB120 or KWB107 or KWB381  **Antirequisites:** KJP403  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

**KJB239 JOURNALISM ETHICS AND ISSUES**

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

Credit points: 12  
Contact hours: 3.5 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

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

Prerequisites: KJB120 or KJP400  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

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

Prerequisites: KJB120  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

KKB004 INDIGENOUS CREATIVE INDUSTRIES  
Every culture contains, within its approach to arts practice, the business of creativity. Learning and teaching in the Indigenous Creative Enterprise Unit, develops a sphere of shared knowledge designed to inspire sustainable arts praxis and production.  

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

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES  
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.  

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

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS  
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.  

Assumed knowledge: KKB101 is assumed knowledge.  
Equivalents: KKB007, KKB818  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove and Caboolture  
Teaching period: 2010 SEM-2

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

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

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

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

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, and is designed to contribute towards students’ increased self-knowledge and confidence as practitioners in the Creative Industries.  
Prerequisites: Completion of 72 credit points of Creative Industries units (K%B% units)  
Credit points: 12  
Contact hours: About 150 hours across the semester.  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB346 CREATIVE INDUSTRIES PROJECT 2
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students’ increased self-knowledge and confidence as practitioners in the Creative Industries.  
Prerequisites: KKB345 (can be enrolled in the same teaching period)  
Credit points: 12  
Contact hours: About 150 hours across the semester. However when the project is combined with KKB345, then between 230-270 hours in duration across both projects.  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB003 SEX DRUGS ROCK 'N' ROLL
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.  
Equivalents: KMB640  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove and Caboolture  
Teaching period: 2010 SEM-1

KKB004 WORLD MUSIC
You will gain an awareness and better understanding of world music, its particular significance within Australia and its impact upon contemporary music through a series of lectures, demonstrations and tutorials.  
Assumed knowledge: A knowledge of music fundamentals is assumed knowledge.  
Equivalents: KMB631  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KKB107 SOUND, IMAGE, TEXT
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.  
Equivalents: KMB638  
Credit points: 12  
Contact hours: 2.5 per week  
Campus: Kelvin Grove and Caboolture  
Teaching period: 2010 SEM-2

KKB119 MUSIC AND SOUND PRODUCTION 1
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.  
Equivalents: KMB108, KMB621  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KKB122 MUSIC AND SOUND CONCEPTS 1
This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.  
Equivalents: KMB130, KMB632  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KKB129 MUSIC AND SOUND PRODUCTION 2
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.  
Equivalents: KMB105, KMB619  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

KKB132 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.
KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

Equivalents: KPB150, KPB155
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT
This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

Equivalents: KPB314
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KPB109 FILM AND TV HISTORY
Television and film are among the most influential forms of representation developed over the past century. An appreciation of the history and influence of narrative styles and industrial movements emphasizes the important changes in technology and aesthetics that have contributed to making these media potent cultural forces. The history of narrative and movements needs to be considered alongside the production and viewing of television and film as entertainment, information and art.

Equivalents: KPB102, KPB359
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

KP110 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
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KP112 TV AND FILM GENRES
Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres unique to television.

Equivalents: KPB103, KPB107, KPB372-2
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KP113 TV AND FILM TEXT ANALYSIS
In an era when film and television texts are being transformed by digital media formats, media practitioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.

Equivalents: KPB108, KPB130
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KP205 DOCUMENTARY THEORY AND PRACTICE
The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.

Equivalents: KPB358
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2
KPB206 INTERNATIONAL CINEMA
This unit examines a range of national cinemas from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideational issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.
Equivalents: KPB344  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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: 2010 SEM-1 and 2010 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  Teaching period: 2010 SEM-1

KSB215 VISUAL THEATRE DESIGN
This unit considers the following: the role of visual expression in theatrical events; elements of space; approaches to researching design elements; bearing of text and resources on events; western and eastern influences.
Prerequisites: KSB105 or KSB274  Assumed knowledge: Concurrent enrolment in KSB211 and KSB217 is strongly recommended.  Equivalents: KSB276  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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  Teaching period: 2010 SEM-1

KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE
This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.
Equivalents: KTB257  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KTB104 PERFORMANCE INNOVATION
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.
Equivalents: KTB271  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KTB106 PERFORMING SKILLS 2: STYLE AND FORM
This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell’arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.
Equivalents: KTB258  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KTB204 UNDERSTANDING PERFORMANCE
In this unit you will investigate the nature of the performance event; performance in everyday life; theatricality and performance; trans-disciplinary performance theory and practice; the body in performance; site and performance; live and mediated performance; spectator and audience.
Equivalents: KTB275  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KTB207 STAGING AUSTRALIA
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twenty-first centuries. Theatre practices are explored in relation to broader social and political concerns.
Equivalents: KTB253  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-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 or admission to KK86, KK88, KJ42 or IX96  Equivalents: KTB061  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1
KTB211 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:** 2010 SEM-1 and 2010 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:** 2010 SEM-1

KVB103 AUSTRALIAN ART
This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.  **Equivalents:** KVB702  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.  **Equivalents:** KVB509  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

KVB105 DRAWING FOR DESIGN
This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and associated imagery for use in animated media. The development of critical/reflective frameworks of traditional and contemporary practice underpins studio development.  **Equivalents:** KVB755  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

KVB106 DRAWING FOR ANIMATION
This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.  **Equivalents:** KVB756  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 SEM-2

KVB110 2D MEDIA AND PROCESSES
This introductory unit is a studio course enabling you to explore, construct, analyse and interpret visual data through the 2D graphic modes of drawing, painting and printmaking.  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

KVB111 3D MEDIA AND PROCESSES
This first year unit introduces you to current contemporary art practices and concepts to assist you in making, analyzing and critiquing three dimensional artworks. As a second semester unit, this unit will develop foundational skills in 3D media and processes to complement and augment understandings and knowledge of 2D media and processes.  **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

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

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

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

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

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

**KVB304 CONTEMPORARY ART ISSUES**
This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students’ awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.

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

**KVB306 VIDEO ART AND CULTURE**
Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.

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

**K WB307 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.

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

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

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

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

Antirequisites: KWP401  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**KWB103 PERSUASIVE WRITING**
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

Antirequisites: KWP402  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 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: 2010 SEM-1 and 2010 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: 2010 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.
Equivalents: KWB381  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-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: 2010 SEM-2

KWB109 WRITING AUSTRALIA
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and critically interrogate texts pertinent to contemporary Australian society and culture.
Equivalents: KWB002, KWB710  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB206 YOUTH AND CHILDREN'S WRITING
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.
Equivalents: KWB712  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.
Antirequisites: KWP407  Equivalents: KWB301
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society.
Equivalents: KWB003, KWB321  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KWB209 SHAKESPEARE, THEN AND NOW
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material.
Equivalents: KWB004, KWB729  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KWB308 WONDERLANDS: LITERATURE AND CULTURE IN THE 19TH CENTURY
This unit considers important contemporary cultural and social questions by way of readings in science fiction, fantasy fiction and fiction, class ideologies and revolutionary politics from a selection of novels and poetry of the nineteenth century. The novels and poems examine political
and social change in Europe between 1790 and 1900, with a view to making critical links between current ideologies and literary forms and their formulation in a nineteenth century text. As such, works ranging from Frankenstein to Alice in Wonderland are deployed to consider the textual representations of important cultural, social, and sexual issues.

**Assumed knowledge:** KWB108, KWB207, KWB208 and KWB209 is assumed knowledge. **Equivalents:** KWB005, KWB724  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KWB309 POPULAR FICTIONS, POPULAR CULTURE**

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

**Equivalents:** KWB006, KWB725  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KXB101 INTRODUCTION TO ENTERTAINMENT**

The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:

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

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

**KXB102 GLOBAL ENTERTAINMENT**

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

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

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

**LSB250 HUMAN PHYSIOLOGY**

This unit is designed to introduce optometry and medical science students to the principles of human physiology and to provide students with the necessary background for future studies in physiology, pharmacology, pathology and immunology. This unit addresses the physiology all of the major systems of the human body, including: cell transport, cell signaling, endocrine physiology, neurophysiology, muscle physiology, physiology of the cardiovascular, immune, respiratory, reproductive, digestive and lymphatic systems and physiology of the special senses and reflexes. This unit has a practical component, with one 2 hour laboratory session per week and 3 hours of lectures.

**Prerequisites:** SCB112 or LSB118 or LSB131  **Antirequisites:** LSB231  **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Gardens Point  **Teaching period:** 2010 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 and External  **Teaching period:** 2010 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.
Prerequisites: PUB201 Credit points: 12 Contact hours: 5 per week Campus: Kelvin Grove Teaching period: 2010 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 (Ext PU40 Pub Hlth students only) Campus: Kelvin Grove and External Teaching period: 2010 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.
Prerequisites: (LSB308 or LQB381) and PUB201 and (LQB481 or LSB408). (LQB481 or LSB408) can be enrolled in the same teaching period. Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

PUB436 EVIDENCE BASED PRACTICE
Credit points: 12 Teaching period: 2010 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 Credit points: 12 Contact hours: 5 per week Campus: Kelvin Grove Teaching period: 2010 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: 2010 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: 2010 SEM-1

PUB530 HEALTH EDUCATION AND BEHAVIOUR CHANGE
Antirequisites: PUB329, PUB341 Credit points: 12 Teaching period: 2010 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 and PUB405. PUB405 can be enrolled in the same teaching period. Credit points: 12 Campus: Kelvin Grove Teaching period: 2010 SEM-2

PUB875 PROFESSIONAL PRACTICE
This unit is undertaken by students in the public health, and nutrition and dietetics strands of the BHlthSc. 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.

**Prerequisites:** PUB514   **Antirequisites:** PUB645

**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:** 2010 SEM-2

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**SCB111 CHEMISTRY 1**

This unit covers the fundamentals of general and physical chemistry. Topics include atomic and molecular structure, introduction to chemical bonding, reaction stoichiometry, thermochemistry, gas phase chemistry, reaction kinetics, equilibrium, acids, bases, buffers, oxidation, reduction and electrochemistry. The practical program involves experiments illustrating a range of chemical reaction types including precipitation reactions, acid-base chemistry and redox chemistry using analytical experimental methods. A comprehensive tutorial program (CHELP) complements the lectures and is designed to assist students to develop the problem solving skills required for further study in chemistry and related sciences.

**Antirequisites:** SCB113  
**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**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, particularly in regards to the chemistry of life. In this unit students will be introduced to fundamental aspects of chemistry including the electronic structure of atoms, chemical bonding and molecular structure. From this basis students will develop an understanding of the fundamentals of organic chemistry including chirality, functional groups and organic reactions which will lead to important bio-inorganic molecules and coordination complexes.

**Prerequisites:** (SCB111 or PCB142) . SCB111 can be studied in the same teaching period  
**Antirequisites:** SCB113  
**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2