Bachelor of Creative Industries (Media and Communication)/Bachelor of Health Science (Public Health) (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
International Entry: February
QTAC code: 429512
Past rank cut-off: 76
Past OP cut-off: 12
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Ms 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This course has been replaced by IX70 Bachelor of Health Science (Public Health)/ Bachelor of Media and Communication from 2009. No further admissions will be accepted.

Overview
This exciting new double degree will produce graduates who are media communication specialists with expertise in the ever-growing area of public health, nutrition and wellbeing. This 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 course has innovative and integrated industry placement options for practicum experience.

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 public health component provides the knowledge and skills to address major health issues both nationally and internationally with a focus on assessment of a population’s health needs and strategies to meet them. Students gain an understanding of health care planning, community health, health promotion, the health needs of Indigenous Australians and project management.

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.

Public Health
The course provides knowledge and skills to address major health issues both nationally and internationally with a focus on community health, nutrition and health promotion.

The course has innovative and integrated industry placement options for practicum experience.

Career Outcomes
This double degree prepares graduates 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

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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.

Public Health
Graduates may also 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 Health Science component is made up of 180 credit points of specified Health Science units and a 12 credit point Unit Option.

Professional Membership
Graduates are eligible for membership of the Public Health Association of Australia (PHAA) and the Australian Health Promotion Association (AHPA).

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

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

Find out more on deferment.

Course structure for students who commenced in 2008

Year 1, Semester 1
KCB101 Introduction to Media and Communication: Texts
PUB251 Contemporary Public Health
LSB111 Understanding Disease Concepts

Year 1, Semester 2
KCB104 Introduction to Media and Communications: Industries
KKB102 Creative Industries: Making Connections
PUB209 Health, Culture and Society
PYB012 Psychology

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 Unit Option (K-coded) (if approved by the Media and Communication Coordinator)
PUB326 Epidemiology
PUB332 Sustainable Environments for Health

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 Unit Option (K-coded) (if approved by the Media and Communication Coordinator)
PUB201 Food and Nutrition
PUB215 Public Health Practice

Year 3, Semester 1
KCB201 New Media 1: Information and Knowledge
KCB205 Professional Communication
PUB530 Health Education and Behaviour Change
PUB557 Health Needs of Indigenous Australians and Other Populations

OR

PUB565 International Health

*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
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
PUB251 Contemporary Public Health
LSB111 Understanding Disease Concepts

Year 1, Semester 2

KCB104 Introduction to Media and Communications: Industries
SELECT A Creative Industries Core Unit
PUB209 Health, Culture and Society
PYB012 Psychology

Year 2, Semester 1

KCB102 Media Myth Busting 1
PUB436 Evidence Based Practice
Public Health Elective chosen from List A

Year 4, Semester 1

KCB301 Media Audiences
KCB302 Political Communication
PUB514 Contract/Project Management
PUB545 Health Policy, Planning and Advocacy

OR

SELECT Either KJB120 or KWB103 or a K-coded Unit Option (if approved by the Media and Communication Coordinator):

KJB120 Newwriting
KWB103 Persuasive Writing

A Unit Option (K-coded) (if approved by the Media and Communication Coordinator):

PUB326 Epidemiology
PUB332 Sustainable Environments for Health

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 Unit Option (K-coded) (if approved by the Media and Communication Coordinator)

PUB201 Food and Nutrition
PUB486 Ethics and the Law in Health Service Delivery

Year 3, Semester 1

KCB103 Strategic Speech Communication
KCB201 New Media 1: Information and Knowledge
PUB530 Health Education and Behaviour Change
PUB565 International Health

OR

PUB557 Health Needs of Indigenous Australians and Other Populations

*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
PUB436 Evidence Based Practice
Public Health Elective chosen from List A

Year 4, Semester 1

KCB301 Media Audiences
KCB302 Political Communication
PUB514 Contract/Project Management
PUB545 Health Policy, Planning and Advocacy

OR
PUB561  Statistical Methods in Health

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
PUB406  Health Promotion Practice
PUB875  Professional Practice

Public Health Electives
PUB336  Women's Health
PUB416  Advanced Research Methods
PUB461  Qualitative Inquiry in Public Health
PUB611  Risk Management

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

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
* KKK33, KKK34, KJJ32, 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
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
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<td>KFB208</td>
<td>Fashion Portfolio</td>
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<td>KFB209</td>
<td>Ragtrade: Wholesaling Fashion</td>
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<td>KFPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
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<td>KFPB104</td>
<td>Film and Television Production Resource Management</td>
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<td>The Movie, TV &amp; New Media Business</td>
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<td>KFB112</td>
<td>TV and Film Genres</td>
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<td>KFPB113</td>
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<td>KFB205</td>
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<td>KFB206</td>
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<td>Film and Television Scriptwriting</td>
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<td>KFPB303</td>
<td>Critical Thinking About Television</td>
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<td>KVB104</td>
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UNIT SYNOPSES

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

KCB105 MEDIA MYTH BUSTING 2
Innovations in media and communication technologies have been deeply implicated in the evolution of human society from ancient times to the present. This unit explores the enabling capacities of media and communications, as well as other aspects of media power from a variety of perspectives. This unit also explores key controversies and debates surrounding the relationships between media and society.

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

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

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

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

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

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

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

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

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
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

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

KCB205 PROFESSIONAL COMMUNICATION
Professional Communication focuses on knowledge and skills required for effective communication with colleagues, sponsors and clients in professional organisational settings. Unit activities will develop practical and critical skills in situation analysis, project proposal development, proposal document production, sponsor and client presentations and workplace communication practices. The unit will integrate the central skills of writing and speaking across a range of problem-based tasks, team projects and presentations. Over the semester, students may use class activities to compile professional folios of their work for potential employers and clients.

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

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

**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 base of this unit, drawing on three of the following styles: funk, tap, jazz and/or hip-hop. Dance technique and style pertinent to each dance form is taught in the practical classes, while in the theory component of the unit this content is interrogated through historical and cultural perspectives.

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

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

**Equivalents:** KDB125  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-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 music theatre.

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

KFB103 INTRODUCTION TO FASHION
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.
Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE
Fashion has been a defining feature of Western culture for over 500 years. Contemporary fashion regularly revisits earlier approaches to dressing the body. This unit studies key figures in the history of fashionable dress who defined the standards of beauty for their time. It provides students with a basis for understanding fashion as a significant form of visual culture as well as providing a vital sense of history.
Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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.

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

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

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

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

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

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

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

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

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

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

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

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

Prerequisites: KIB201
Equivalents: KIB814
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

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

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

**KMB004 WORLD MUSIC**
You will gain an awareness and better understanding of world music, its particular significance within Australia and its impact upon contemporary music through a series of lectures, demonstrations and tutorials. **Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge. **Equivalents:** KMB631  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KMB107 SOUND, IMAGE, TEXT**
This unit focuses on the rich and varied relationship between sound and image in a number of media artforms, including film, music video, theatre, installation, mixed media performance and many more. **Equivalents:** KMB638  **Credit points:** 12  **Contact hours:** 2.5 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2010 SEM-2

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

**KMB122 MUSIC AND SOUND CONCEPTS 1**
This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples. **Equivalents:** KMB130, KMB632  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1
KMB129 MUSIC AND SOUND PRODUCTION 2
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.
Equivalents: KMB105, KMB619  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KMB132 MUSIC AND SOUND CONCEPTS 2
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sound 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  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

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

KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS
The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital. This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses.
Equivalents: KPB106, KPB209  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KPB112 TV AND FILM GENRES
Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres unique to television.
Equivalents: KPB103, KPB107, KPB372-2  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KPB113 TV AND FILM TEXT ANALYSIS
In an era when film and television texts are being transformed by digital media formats, media practitioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.
Equivalents: KPB108, KPB130  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KPB205 DOCUMENTARY THEORY AND PRACTICE
The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.  
Equivalents: KPB358  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

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

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
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-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-1 and 2010 SEM-2

**KVB105 DRAWING FOR DESIGN**
This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and associated imagery for use in animated media. The development of critical/reflective frameworks of traditional and contemporary practice underpins studio development.

**Equivalents:** KVB755  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

**KVB106 DRAWING FOR ANIMATION**
This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.

**Equivalents:** KVB756  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  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.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN
This unit aims to examine the impact of modernism upon the fields of visual art, architecture and design in Australia during the period between 1917 and 1967. It will also examine debates about modernism and provide a detailed historical background to the development of these three fields in Australia in response to the idea of modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KVB213 GRAPHIC INVESTIGATION
The interface between the graphic design, print and art environments is dynamic and pervasive. An awareness of contemporary practices through conceptual and cross-media investigations will allow you to interpret, create and engage in these environments.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KVB304 CONTEMPORARY ART ISSUES
This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students’ awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.
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-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.
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  
**Equivalents:** KWB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Antirequisites:** KWP402  
**Equivalents:** KWB315  
**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 which you can critique the operations of popular cultures.
Equivalents: KWB006, KWB725 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 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

LSB111 UNDERSTANDING DISEASE CONCEPTS
This unit introduces the structure and function of the body, reviews the body systems and links those to mechanisms of disease. Systems and topics covered are: integumentary, skeletal, muscular, nervous, endocrine, blood, heart and circulation, lymphatic, immune, respiratory, digestive (including nutrition and metabolism), urinary, reproductive, concepts of growth and development, genetics. Examples of diseases introduced are: heart disease and hypertension, cancers (lung, breast, skin, colon, prostate, testicular, cervical), diabetes, depression, Parkinson's disease, asthma and chronic obstructive lung diseases.
Credit points: 12 Contact hours: 4 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: 3 per week Campus: Kelvin Grove and External Teaching period: 2010 SEM-2

PUB209 HEALTH, CULTURE AND SOCIETY
This unit is concerned with the social and cultural dimensions of health and illness and how they relate to health status and patterns of behaviour. The unit introduces students to thinking about health from sociological and anthropological perspectives, drawing on relevant concepts and theory to examine selected public health issues. Identifying and addressing social and cultural factors that shape people's health experiences of health, illness and health systems are integral parts of public health practice in terms of reducing health inequalities, delivering appropriate services, and ultimately improving population health outcomes.
PUB215 PUBLIC HEALTH PRACTICE
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  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: PUB250  Credit points: 12  Contact hours: 3  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.
Prerequisites: PUB106  Credit points: 12  Contact hours: 4 per week (KG and Ext Sem 1; KG Sem 2)  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-1 and 2010 SEM-2

PUB336 WOMEN'S HEALTH
This unit explores the data and current health issues related to women's health and critically evaluates health related policies, systems and practices in terms of their impact on women's health, internationally and in Australia. The social, economic, cultural and political influences on women's health, and the specific needs of sub-populations of women are examined.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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: 2010 SEM-2

PUB416 ADVANCED RESEARCH METHODS
An understanding of research methods is essential in the training of all public health professionals. This unit explores quantitative methods in a variety of health research projects, examining conceptualisation of research questions and hypotheses, core elements of experimental and quasi-experimental designs, and various approaches to the collection, management and analysis of quantitative data. The unit has a practical focus for students who are considering conducting research as well as those interested in deeper appreciation of implementation behind published research results.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-1

PUB436 EVIDENCE BASED PRACTICE
Credit points: 12  Teaching period: 2010 SEM-2

PUB461 QUALITATIVE INQUIRY IN PUBLIC HEALTH
Qualitative methods are essential to generate knowledge of people's lived experiences, the meanings they ascribe to them, and to the social dimension of health. The nature and complexities of many public health problems require a mix of research methods and the contributions of qualitative inquiry are increasingly recognised. The practical skills acquired in this unit can be applied to a wide range of public health works, including community based program evaluation, international health and health social science research.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PUB486 ETHICS AND THE LAW IN HEALTH SERVICE DELIVERY
This unit enables students to develop an awareness of the ethical and legal issues associated with the public sector and health care in the pre-hospital care setting. This unit covers topics relating to the code of ethics, the code of conduct and the legislation unique to the emergency health services. Students are required to apply content knowledge using the problem based learning strategy. Topics include introduction to ethics, morality and ethical theory, bioethics, public sector ethics, overview of the Australian legal system, consent to and refusal of health care, duty of care, confidentiality, and record keeping.
Prerequisites: PUB280  Credit points: 12  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-2

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

PUB545 HEALTH POLICY, PLANNING AND ADVOCACY
Antirequisites: PUB511  Credit points: 12  Teaching period: 2010 SEM-1

PUB557 HEALTH NEEDS OF INDIGENOUS AUSTRALIANS AND OTHER POPULATIONS
The unit examines the health needs of a range of population groups, particularly the health needs of indigenous Australians. Health is viewed in its social and economic context. The unit allows a recognition and focus on particular health concerns that might not be considered significant in an examination of broad patterns of health. It forces a consideration of how strategies to improve health, including important questions of access and equity. The unit provides an overall picture of health patterns of indigenous Australians and other specific populations.

Prerequisites: PUB251  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

PUB561 STATISTICAL METHODS IN HEALTH
The ability to analyse and interpret quantitative data is an important skill for all graduates in public health. This unit builds upon PUB326 Epidemiology and complements analytical methods learned in PUB461 Qualitative Enquiry in Public Health. Through critical review of the literature, and worked examples from a range of topic areas, students become familiar with the process of summarising and describing data, defining and testing hypotheses, univariate methods and tests of bivariate associations, the concept of adjustment and the interpretation and presentation of analytical results.

Prerequisites: PUB326  Antirequisites: PUN105  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

PUB565 INTERNATIONAL HEALTH
International health will broaden student's understanding of global health systems and programs, providing an advanced level analysis that explores systems and methods that have been devised to address population health problems in developing and developed countries. Students examine the historic context of the international health movement from the early 1900s to recent changes in global health systems, explore the diversity of services between and within countries, and consider issues of globalisation, economic reform, health equity and ethics. This unit is particularly relevant to students who are interested in international health development work.

Prerequisites: PUB251  Assumed knowledge: At least two years of study in health area, including PUB326 is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

PUB611 RISK MANAGEMENT
Note: This unit is available externally only for Second Semester 2010.

This unit provides students with the knowledge and skills for the assessment and quantification of risk in the workplace. It considers the various models available to investigate and analyse accidents and propose strategies to prevent similar incidents in the future. Various hazard identification techniques such as HAZOP, Fault Tree Analysis and FMEA are discussed. The unit provides students with the ability to position occupational health and safety within an organisation’s strategic decision making process.

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

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

PYB012 PSYCHOLOGY
The body of knowledge which defines Psychology as a discipline is basic to an understanding of human behaviour and interaction. Psychological theories, concepts and methods of investigation provide ways of evaluating personal and professional practice. Informed practice can
then seek to meet the needs of individuals, groups and communities. All professional people need to have frameworks for understanding their own behaviour and that of others. This unit provides students with essential knowledge as a basis for their personal and professional effectiveness. It is the foundation for understanding further study in psychology and its many applications.

**Equivalents:** PYB100, PYB101  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2