Bachelor of Creative Industries/Bachelor of Information Technology (IX56)

Year offered: 2011
Admissions: Yes
CRICOS code: 059227E
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $3,300 (indicative) per semester
International Fees (indicative): 2011: $11,000 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409872
Past rank cut-off: 86
Past OP cut-off: 8
OP Guarantee: Yes
Assumed knowledge: English (4,SA) and Maths A, B or C (4,SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Mr Mike Roggenkamp (Science and Technology)
Campus: Gardens Point and Kelvin Grove

Course Overview
This double degree allows you to complement your technical skills with creative skills through digital media and film production. You will learn to merge the creative and imaginative with the technical to develop sophisticated and innovative digital products. You can choose to complement your skill set through a range of information technology and creative industries areas of interest to diversify your studies, including:
- animation
- art and design history
- creative and professional writing
- dance studies
- digital media
- entertainment industries
- entrepreneurship
- fashion
- film, television and screen game design
- interactive and visual design
- journalism, media and communication
- literary studies
- music
- online environments

Career Outcomes
As a graduate you can enjoy the more creative side of information technology careers including digital media programmer, simulation designer or developer, games producer or designer, sound designer, mobile entertainment and communications developer, user interface developer, knowledge worker in music and sound, web developer and digital product strategist.

Professional Recognition
This course is accredited by the Australian Computer Society (ACS). ACS accreditation is internationally recognised by the Seoul Accord.

Course Design
You will undertake the Bachelor of Creative Industries core units as well as one creative industries major. Your information technology degree component comprises eight core units, four breadth units, and four units in your information technology specialisation.

Study Areas
The Bachelor of Information Technology will not have nominated majors and minors and consequently there will not be a Study Area A shown on a graduate's parchment. Instead, it will have specialisations. The specialisation areas that will be available for students will include:
- Business Process Management
- Data Warehousing
- Digital Societies
- Enterprise Systems
- Information Management
- Network Systems
- Software Engineering
- Web Technologies

Pathways to Further Studies
In 2001, an accelerated Honours program was introduced to increase the number of Bachelor of Information Technology students continuing their studies to complete the Honours year. The program allowed selected high achieving students the opportunity to undertake one postgraduate unit in the final semester of their a BIT degree (or double degree) which would be counted both for completion of the degree and towards the Honours program. The program also provided students with the opportunity to commence their Honours studies over the Summer Semester.

An alternative to the Honours program is the Master of Information Technology (Research). Students who complete...
a BIT degree (or double degree) with a grade point average equal to, or greater than 5 (7 point scale) and who have decided against enrolling in an Honours program, could undertake this course. In addition, students may wish to enrol in the re-designed postgraduate coursework Masters which has ten specialisations allowing students to either extend their area of interest or specialise in other areas at the Masters level.

Cooperative Education
The Faculty's Cooperative Education Program gives you the opportunity of 10-12 months paid industry placement during your course where you can integrate real experience with what you're learning in your degree. Companies that QUT’s Coop Ed students have worked with include Energex, Boeing, CITEC, CSC Mining, Environmental Protection Agency, Dialog, UNITAB, RACQ and many Queensland Government departments. The Coop Ed Program is available to Australian citizens and permanent residents only.

Find out more about the Cooperative Education Program.

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

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

Further Information
For Further information about this course please contact the following:

Science and Technology Coordinator
Richard Thomas
Phone: +61 7 3138 2782
Email: enquiri.scitech@qut.edu.au

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

Course structure for students who commenced in 2011

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>INB101 Impact of IT</td>
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<tr>
<td>INB102 Emerging Technology</td>
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<tr>
<td>KKB101 Creative Industries: People and Practices</td>
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<tr>
<td>SELECT Either KPB101 or KVB104:</td>
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<tr>
<td>KPB101 Introduction to Film, TV and New Media Production</td>
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<tr>
<td>KVB104 Photomedia and Artistic Practice</td>
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<tr>
<th>Year 1, Semester 2</th>
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<tbody>
<tr>
<td>INB103 Industry Insights</td>
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<td>INB104 Building IT Systems</td>
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<tr>
<td>KCB103 Strategic Speech Communication</td>
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<td>KKB102 Creative Industries: Making Connections</td>
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<tr>
<th>Year 2, Semester 1</th>
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<tr>
<td>IT Breadth Option Unit</td>
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<td>IT Breadth Option Unit</td>
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<tr>
<td>KKB221 Approaching Interdisciplinarity</td>
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<tr>
<td>SELECT Creative Industries Major: First Unit</td>
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<th>Year 2, Semester 2</th>
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<tr>
<td>IT Breadth Option Unit</td>
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<td>IT Breadth Option Unit</td>
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<tr>
<td>KKB222 Interdisciplinarity in Practice</td>
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<tr>
<td>SELECT Creative Industries Major: Second Unit</td>
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<tr>
<th>Year 3, Semester 1</th>
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<tbody>
<tr>
<td>INB201 Scalable Systems Development</td>
<td></td>
</tr>
<tr>
<td>SELECT Creative Industries Major: Third Unit</td>
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<tr>
<td>SELECT Creative Industries Major: Fourth Unit</td>
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<table>
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<tr>
<th>Year 3, Semester 2</th>
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<tbody>
<tr>
<td>INB300 Professional Practice in IT</td>
<td></td>
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<tr>
<td>SELECT Creative Industries Major: Fifth Unit</td>
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<tr>
<td>SELECT Creative Industries Major: Sixth Unit</td>
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<tr>
<th>Year 4, Semester 1</th>
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</table>
INB301  The Business of IT
IT Specialisation Option Unit
SELECT  Creative Industries Major: Seventh Unit
SELECT  Transitions to New Professional Environments Unit

Year 4, Semester 2
INB302  IT Capstone Project
IT Specialisation Option Unit
SELECT  Creative Industries Major: Eighth Unit
SELECT  Transitions to New Professional Environments Unit

Course structure for students who commenced in 2010

Year 1, Semester 1
INB101  Impact of IT
INB102  Emerging Technology
KKB101  Creative Industries: People and Practices
SELECT  Either KPB101 or KVB104:
KPB101  Introduction to Film, TV and New Media Production
KVB104  Photomedia and Artistic Practice

Year 1, Semester 2
INB103  Industry Insights
INB104  Building IT Systems
KCB103  Strategic Speech Communication
KKB102  Creative Industries: Making Connections

Year 2, Semester 1
IT Breadth Option Unit
KKB221  Approaching Interdisciplinarity
SELECT  Creative Industries Major: First Unit

Year 2, Semester 2
IT Breadth Option Unit
KKB222  Interdisciplinarity in Practice
SELECT  Creative Industries Major: Second Unit

Year 3, Semester 1
INB201  Scalable Systems Development
IT Specialisation Option Unit
SELECT  Creative Industries Major: Third Unit

SELECT  Creative Industries Major: Fourth Unit

Year 3, Semester 2
INB300  Professional Practice in IT
IT Specialisation Option Unit
SELECT  Creative Industries Major: Fifth Unit
SELECT  Creative Industries Major: Sixth Unit

Year 4, Semester 1
INB301  The Business of IT
IT Specialisation Option Unit
SELECT  Creative Industries Major: Seventh Unit
SELECT  Transitions to New Professional Environments Unit

Year 4, Semester 2
INB302  IT Capstone Project
IT Specialisation Option Unit
SELECT  Creative Industries Major: Eighth Unit
SELECT  Transitions to New Professional Environments Unit

Creative Industries Major Options

INSTRUCTIONS FOR MAJORS

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

Animation

Description: This major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics, 3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.
Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

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

Art and Design History

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

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

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

Creative and Professional Writing

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

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

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

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

Dance Studies

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

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

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

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

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

## Digital Media

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

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

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KCB102 or KJB101:</td>
</tr>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KCB104 or KPB110:</td>
</tr>
<tr>
<td>KCB104</td>
<td>Media and Communications: Industries</td>
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<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
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<tr>
<td>KCB206</td>
<td>New Media: Internet, Self and Beyond</td>
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<td>KCB207</td>
<td>Exploring New Media Worlds</td>
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<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
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<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
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<tr>
<td>KVB306</td>
<td>Video Art and Culture</td>
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</table>

## Drama

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

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

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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
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<tr>
<td>KTB101</td>
<td>20th Century Performance</td>
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<tr>
<td>KTB103</td>
<td>Performing Skills 1: Character and Scene</td>
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</tbody>
</table>

## KTB104 Performance Innovation

## KTB106 Performing Skills 2: Style and Form

## KTB204 Understanding Performance

## KTB207 Staging Australia

## KTB210 Creative Industries Management

## KTB211 Creative Industries Events and Festivals

## KTB305 The Entrepreneurial Artist

## KTB306 Directing for Performance Events and Festivals

## Entertainment Industries

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

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

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<tr>
<th>Course Code</th>
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<tr>
<td>SELECT</td>
<td>Either BSB126 or KPB101 (BSB126 is mandatory unless you are already undertaking it as part of another study package):</td>
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<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
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<tr>
<td>AMB207</td>
<td>Entertainment Marketing</td>
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<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
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<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
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<tr>
<td>KXB201</td>
<td>Entertainment Practice: Balancing Creativity and Business</td>
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<tr>
<td>KXB301</td>
<td>Entertainment Industries Map</td>
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<tr>
<td>LWS008</td>
<td>Entertainment Law</td>
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<tr>
<td>LWS009</td>
<td>Introduction to Law</td>
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*Note: LWS009 will first be offered in semester 2 2011. KXB301 and LWS008 will first be offered in semester 1 2012. AMB200, KCB301 or KWB102 will be permitted to count towards this study package if completed in 2010 or earlier.*

## Fashion

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

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

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

**Film, Television and Screen**

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

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

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

* Please note: KPB203 is permitted to count towards this unit set.

**Interactive and Visual Design**

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

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

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

**Journalism, Media and Communication**

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

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

SELECT Either KCB102 or KJB101:
KCB102 Media Myth Busting 1
KJB101 Digital Journalism
KJB120 Newswriting
KCB104 Media and Communications: Industries
KJB121 Journalistic Inquiry
KCB103 Strategic Speech Communication
KJB224 Feature Writing
KJB239 Journalism Ethics and Issues
SELECT Either KFB205 or KJB280:
KFB205 Fashion and Style Journalism
KJB280 International Journalism
KCB301 Media Audiences
KCB302 Political Communication
SELECT Either KCB304 or KJB337:
KCB304 Designing Communication Resources
KJB337 Public Affairs Reporting

Literary Studies

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

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

KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB209 Shakespeare, Then and Now
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

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

Creative Industries Transitions to New Professional Environments Unit Options

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

KKB341 Creative Industries Internship 1
KKB342 Creative Industries Internship 2
KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2
KKB347 Becoming A Researcher: Understandings, Skills and Practices
KKB350 Creative Industries International Study Tour

* Please note: KKB343 and KKB344 are permitted to count as Transitions to New Professional Environments Unit Options if completed in 2010 or earlier.

IT Breadth Option Unit List

IT Breadth Option Units

You must complete four (4) units from the following list. You should not commence these units until you have completed INB101, INB102, INB103 and INB104.

INB120 Corporate Systems
INB210 Databases
INB220 Business Analysis
INB250 Foundations of Computer Science
IT Specialisation Option Unit List

IT Specialist Option Units

You must complete four (4) units from the following list. Please ensure you have completed a minimum of 36 credit points (3 units) of IT Breadth Option Units before commencing these units. The units are grouped in areas to assist you in focusing your studies.

1. BUSINESS PROCESS MANAGEMENT:
   - INB320 Business Process Modelling
   - INB321 Business Process Management
   - INB322 Information Systems Consulting
   - INB123 Project Management Practice

2. DATA WAREHOUSING:
   - INB340 Database Design
   - INB341 Software Development With Oracle
   - INB342 Enterprise Data Mining and Data Analysis
   - INB343 Advanced Data Mining and Data Warehousing
   - INB344 Search Engine Technology

3. DIGITAL ENVIRONMENTS:
   - INB345 Mobile Devices
   - INB346 Enterprise 2.0
   - INB347 Web 2.0 Applications
   - INB335 Information Resources

4. ENTERPRISE SYSTEMS:
   - INB123 Project Management Practice
   - INB221 Technology Management
   - INB311 Enterprise Systems
   - INB312 Enterprise Systems Applications

5. NETWORK SYSTEMS:
   - INB350 Internet Protocols and Services
   - INB351 Unix Network Administration
   - INB352 Network Planning
   - INB353 Wireless and Mobile Networks

6. SOFTWARE ENGINEERING:
   - INB370 Software Development
   - INB371 Data Structures and Algorithms
   - INB372 Agile Software Development
   - INB374 Enterprise Software Architecture

7. WEB TECHNOLOGIES:
   - INB313 Electronic Commerce Site Development
   - INB373 Web Application Development
   - INB374 Enterprise Software Architecture
   - INB385 Multimedia Systems
   - INB386 Advanced Multimedia Systems

8. UNGROUPED:
   - INB204 Special Topic 1
   - INB205 Special Topic 2
   - INB304 Special Topic 3
   - INB305 Special Topic 4
   - INB306 Project 1
   - INB307 Project 2
   - INB308 Project 3
   - INB355 Cryptology and Protocols
   - INB365 Systems Programming
   - INB381 Modelling and Animation Techniques
   - INB382 Real Time Rendering Techniques
   - INB860 Computational Intelligence for Control and Embedded Systems

Potential Careers:

UNIT SYNOPSISES

AMB207 ENTERTAINMENT MARKETING
The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case
study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

**Prerequisites:** BSB126 or CTB126  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2  

**BSB126 MARKETING**  
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

**Antirequisites:** BSB116, BSD126  
**Equivalents:** BSX126, CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM  

**DAB325 ARCHITECTURE IN THE 20TH CENTURY**  
Designers in any discipline should possess the ability to appreciate the history of art, design and architecture. In addition, they should be able to analyse developments in design history from multiple perspectives. This unit is a survey course of the history and theory of architecture from the beginning of the 20th century to the present. Teaching and learning takes place through three forms of structured activity: lectures, tutorials, and online.

**Assumed knowledge:** DAB220 is assumed knowledge.  
**Equivalents:** ADB011  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1  

**DAB420 ARCHITECTURE, CULTURE AND SPACE**  
Architecture is arguably a measure of a community's cultural mores; it reflects the attitudes, values and beliefs of its place, time and makers. This unit aims to promote awareness of how architecture is both a product and an emblem of socio-cultural conditions. In particular it explores the interdependency between how architecture is conceived and made, and the way people structure their worldview and organise their institutions in a range of cultural contexts and settings.

**Assumed knowledge:** DAB220 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2  

**DEB202 INTRODUCING DESIGN HISTORY**  
This unit encompasses a broad survey of the history of design from the civilizations of antiquity to the opening of the 20th century – including architecture, industrial design, interior design and landscape architecture. It is a first year foundation unit and serves as preparation for more detailed and specialized studies in history and theory in subsequent years. Key designs, ideas and artefacts and the aesthetic, environmental, technological, socio-cultural and political factors that related to their production will be analysed.

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

**INB101 IMPACT OF IT**  
You will gain an appreciation of the massive and positive impact that IT has had on a wide range of fields including business, science, engineering, education and health. You will learn about the benefits of increased productivity due to IT. You will consider ethical issues and possible negative impacts of IT. You will raise your awareness of the social implications of IT systems for society at the global, local and personal levels. You will develop an informed position on issues, and justify your reasoning with considered supportive arguments.

**Antirequisites:** INN101  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2  

**INB102 EMERGING TECHNOLOGY**  
The aim of this unit is to provide you with a conceptual framework so that you clearly identify Information Technologies and their purpose. This task will be fun as it covers a wide spectrum of ideas and allows us to examine some currently popular technologies. Information Technology has become so entwined with everyday life that identifying its scope is difficult, which also makes it difficult to identify opportunities where IT might further infiltrate into our daily lives for work and play. To achieve these aims, the unit introduces you to some of the theories and engineering practicalities that have already resulted in technological advances in the area of information technology. Concepts leading to existing technologies are introduced during lectures, which are followed by laboratory sessions where students will be encouraged to discuss social change, future information tools and explore the concepts required for constructing these technologies.

**Equivalents:** ITB005  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2  

**INB103 INDUSTRY INSIGHTS**  
This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you
need to possess, to plan your career path. The unit will also introduce you the inter-disciplinary nature of ICT careers.

**Equivalents:** ITB002  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**INB104 BUILDING IT SYSTEMS**

Today's modern integrated technology is built on IT systems which run in a range of contexts (e.g. mobile computing, robotics, and web-based systems) using a range of technological solutions such as programming and scripting, databases, web development and network programming. This unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

**Equivalents:** ITB001  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**INB120 CORPORATE SYSTEMS**

Corporate Systems Management is a growing area where people can make a difference to the way organisations and societies operate. In key business domains, such as Government, Health, Finance, Utilities and Primary Industries, Corporate Systems Managers play a vital role in directing the socio-technical systems that affect everyone's lives. This unit will help students to gain an overview of these major roles and key business domains in order to set the scene for their future studies and help them to match their emerging professional interests with potential career directions.

**Antirequisites:** ITB360  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**INB123 PROJECT MANAGEMENT PRACTICE**

In your information technology career it is very likely that you will work on and lead project teams to achieve business outcomes. You will achieve more effective outcomes by employing a project management method. The aim of this course is to familiarise you with the PRINCE2® method so that you could successfully work within and lead project teams. At the conclusion of this unit you will be eligible to sit the externally provided PRINCE2® Foundation and Practitioner accreditation examinations.

**Antirequisites:** INN500  
**Assumed knowledge:** Completion of 48 credit points of an Undergraduate study is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**INB201 SCALABLE SYSTEMS DEVELOPMENT**

Information technology is a key enabling tool in a rapidly evolving global economy. IT systems underpin innovation across a range of application areas including business, economics, science, engineering, education and the arts. In order to educate graduates in this climate, Scalable Systems Development adopts an integrated approach to provide broad hands-on experiences designed to orient students to the range of possibilities within the IT discipline.

This team-based unit is an extension of project work introduced in Building IT Systems. Within a concrete, project-based context students will encounter the practical challenges of designing and implementing a substantial IT system. The unit aims to increase students' awareness of the potential of IT in enabling innovation through providing active, constructive and challenging problem-based learning experiences.

**Prerequisites:** (INB102 or ITB005) and (INB104 or ITB001)  
**Assumed knowledge:** Completion of 36cp of Breadth units is assumed knowledge  
**Equivalents:** ITB007  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**INB204 SPECIAL TOPIC 1**

This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

**Prerequisites:** INB371  
**Assumed knowledge:** Knowledge of programming in Java, C# or C++. Knowledge of basic data structures (stacks, queues, trees, linked lists, hash tables), complexity analysis  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**INB205 SPECIAL TOPIC 2**

This unit introduces computational techniques involving numerical simulations and visualization. These skills will be applied to solve problems in a range of application areas. The programming language MATLAB will be used, along
with the simulation environment NetLogo.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

### INB210 DATABASES

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

**Antirequisites:** INN210  **Equivalents:** ITB004  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2

### INB220 BUSINESS ANALYSIS

This unit is aims to give you an introduction to the role, knowledge, and skills required of a business analyst. This unit focuses on both the trades—tools and methods used by a business analyst, as well as the soft skills—creativity and communication, both of which are critical to successful business and requirements analysis. Through lectures, cases studies and role playing activities, you will develop basic knowledge and skills required for introductory business analysis (BA).

**Antirequisites:** INN220  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1

### INB221 TECHNOLOGY MANAGEMENT

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

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

### INB250 FOUNDATIONS OF COMPUTER SCIENCE

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

**Assumed knowledge:** Basic familiarity with set theory (Venn diagrams and set operators), elementary algebra (polynomial and summation expressions, exponents and logarithms, etc) and simple probability concepts (permutations and combinations).  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2
generic programming concepts and related problem-solving strategies. The skills you learn in this unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.

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

**INB271 THE WEB**
The aims of the unit are to give you a thorough understanding of what the web is, how it works and what it has to offer. Additionally, the unit aims to give you a general understanding and basic skills in developing dynamic web applications, including an appreciation of the variety of implementation technologies available. Through an understanding of how web technologies have evolved to date, you will appreciate the necessity for lifelong learning and become an insightful predictor of future developments in this area. You will learn to critically analyse technological alternatives in order to adapt to and innovate with technologies that presently do not exist. You will appreciate the business or organizational context within which web applications exist and be skilled in communicating within that environment. You will appreciate the social and ethical issues relating to web-based systems including accessibility, globalization, privacy, and piracy.

**Prerequisites:** INB104  **Antirequisites:** INB373 and INN373 and ITB007 and ITB227 and ITN007 and ITN227  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1

**INB272 INTERACTION DESIGN**
The aim of this unit is to provide you with an understanding of the theory, practices and challenges associated with the development of creative interactive design and human computer interaction.

**Prerequisites:** INB103 or INB181  **Equivalents:** ITB254  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2

**INB300 PROFESSIONAL PRACTICE IN IT**
In this unit you will have the opportunity to experience real world work experiences and to reflect on how your studies have prepared you for the work environment. This will give you the opportunity to plan on how to best take advantage of your remaining studies to prepare for your planned career. To help you to understand your future career you will be working in a team and/or group environments, seeing firsthand the challenges and constraints that arise during professional practice in a real world industry environment. You will develop a richer appreciation of the graduate capabilities required of all information technology professionals, particularly skills such as communication, negotiation and problem-solving strategies.

**Prerequisites:** INB201  **Antirequisites:** ITS020, INS010, INS011, INS012, INS020  **Assumed knowledge:** To be taken in your final year of the BIT. You must have completed at least 132 CPs of IT units, including at least two specialisation units. Normally you should have completed at least 192 CPs in a single degree or 288 CPs in a double degree  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

**Antirequisites:** ITB009  **Assumed knowledge:** Completion of 120 credit points within BIT is assumed  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**INB302 IT CAPSTONE PROJECT**
Students are to work together in a team of 4-5 on a project that addresses one of the following three types of problems: real business problems, real market needs, real research problems. This unit extends students' development of the professional, technical and teamwork skills required by IT professionals in practice. Students will extend their knowledge and skills in the areas of IT project management through completing professional project documentation and managing the team project. Students will also gain a greater understanding and skill level in analysis and design, and their significance in delivering successful business or research outcome. The unit also focuses on furthering students’ professional skills in report writing, oral communication, and visual communication.

**Prerequisites:** INB301  **Assumed knowledge:** Students
are expected to have a solid IT background knowledge (e.g., completion of at least 192 credit points).

**Equivalents:** ITB010  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2 and 2011 SUM

**INB304 SPECIAL TOPIC 3**

Traditional Artificial Intelligence (AI) aims at satisfying the Turing test, that is, it aims at making computers indistinguishable from humans. Computer games AI aims at giving Non-Player Characters (NPC) behavioural artefacts that complement a game narrative. Computer game AI is a special area of study that deals with algorithmic approaches to entertainment affects in NPC. Students will develop in this unit an understanding of problems, solutions and algorithms that generally defines the current state of computer game AI. The aim of this unit is to provide students with an intermediate level course in computer game AI that involves a set of the most relevant algorithms and their applications in the interactive entertainment and game industries.

**Prerequisites:** INB210 or ITB004 or INB122  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**INB305 SPECIAL TOPIC 4**

INB305 BGIIE Project Design Phase (P1) extends your work on the role, design, and plan of a computer game concept. The unit covers the conceptualisation and game design stages up to the game design pitch. If the project is given a green light by the assessment panel, it may be developed later in the P2 unit.

**Prerequisites:** INB371  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**INB306 PROJECT 1**

This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

**Prerequisites:** INB101, INB102, INB103, INB104 and INB201  **Assumed knowledge:** As a minimum requirement you must have completed at least 132 credit points of IT units, including INB101, INB102, INB103, INB104, INB201, four breadth units, and at least two specialisation units.  **Equivalents:** ITB230  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**INB307 PROJECT 2**

This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

**Assumed knowledge:** Assumed knowledge is completion of 192cp of which at least 144cp must be IT units  **Equivalents:** ITB791  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**INB308 PROJECT 3**

This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

**Assumed knowledge:** Assumed knowledge is completion of 192 credit points of which at least 144 credit points must be for IT units  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**INB311 ENTERPRISE SYSTEMS**

The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order
to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.

**Antirequisites:** INN311  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB312 ENTERPRISE SYSTEMS APPLICATIONS**

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

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

**INB313 ELECTRONIC COMMERCE SITE DEVELOPMENT**

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

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

**INB320 BUSINESS PROCESS MODELLING**

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

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

**INB321 BUSINESS PROCESS MANAGEMENT**

The aim of this unit is to introduce you to modern methodologies of Business Process Management. A main objective is to increase your awareness of the close link between business requirements and IT capabilities, and the related fundamental role of business processes. This unit also seeks to develop logical thinking, an appreciation for conceptual models, and the capability to understand and deal with complex systems.

**Antirequisites:** INN321  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**INB322 INFORMATION SYSTEMS CONSULTING**

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

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

**INB335 INFORMATION RESOURCES**

This unit will help you to understand the structure of the information environment, to reflect upon the information resources you discover, and to develop the ability to find appropriate information for future problem solving. You will develop your skills in identifying, accessing, evaluating and retrieving information resources to meet specific information needs. The unit will also help you develop skills in teamwork and oral and written communication.

**Antirequisites:** INN335  
**Equivalents:** ITB322  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB340 DATABASE DESIGN**

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

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

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

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

**Prerequisites:** INB210 or ITB004 or INB122  
**Equivalents:** ITB223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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

**Prerequisites:** INB122 or INB210 or INB340 or AYB114  
**Antirequisites:** INN343  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB343 ADVANCED DATA MINING AND DATA WAREHOUSING**  
Data warehousing and mining have been well recognized as the dominating techniques for using databases in the future. This unit discusses the concepts, structures and algorithms of data warehousing and mining, e.g., data architecture and quality, data warehouse and data mart, data cubes, OLAP, patterns, association rules and decision tables. Through this study, students will be able to demonstrate knowledge and skills of designing, developing and implementing data warehousing components in SQL environments. It also enables students to design systems and tools that provide services to data management and analysis, such as data warehouses, data mining tools, business intelligence based systems, smart information use systems, and data processing systems.

**Prerequisites:** INB210  
**Antirequisites:** INN343  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**INB344 SEARCH ENGINE TECHNOLOGY**  
**Prerequisites:** INB371  
**Assumed knowledge:** Intermediate programming experience with intermediate-level knowledge of data structures and algorithms  
**Credit points:** 12  
**Teaching period:** 2011 SEM-1

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

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

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

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

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

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

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

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

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

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

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

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

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

Prerequisites: INB251 or ITB006  Antirequisites: ITN723  Assumed knowledge: Networks or equivalent networking knowledge is assumed knowledge  Equivalents: ITB723  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB355 CRYPTOLOGY AND PROTOCOLS
Cryptographic techniques are widely used to implement computer and network security. As an IT security professional you may be required either to evaluate or implement information systems using cryptographic algorithms and protocols. This elective unit covers the main cryptographic technical concepts including encryption, digital signatures and cryptographic protocols.

Antirequisites: ITB646, ITB548, ITB566  Assumed knowledge: Maths B or equivalent is assumed knowledge.  Equivalents: ITB732  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB365 SYSTEMS PROGRAMMING
Systems programming is an essential part of any computer-science education. This unit uses operating system concepts to teach the foundations of systems programming and advanced concepts for producing softwares that provide services to computer hardware. Through this study, you will be able to demonstrate knowledge of the principles and techniques of process management, memory and file management, protection & security, and distributed systems.

Prerequisites: INB270 or ITB003 or INB371  Antirequisites: ITB745, ITB706, INN365  Assumed knowledge: Fundamentals of computer architecture; high level programming languages (such as C, C++, Java Python) is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB370 SOFTWARE DEVELOPMENT
Understanding software development is an integral part of the IT industry for software engineers.? Software development relies on object technologies, programming techniques and numerous code libraries provided by language developers and third party vendors.? Integrated Development Environments, unit testing frameworks,
automated and continuous build tools and versioning systems are all becoming part of the tool set modern software developers must be familiar with. This unit is designed to introduce these technologies and techniques to show how software can be rapidly developed.

**Prerequisites:** INB270 or ITB003    **Credit points:** 12
**Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2011 SEM-1

**INB371 DATA STRUCTURES AND ALGORITHMS**
The purpose of this unit is to ensure that you have a sound knowledge of modern programming techniques and their use in providing medium-scale software solutions. This unit will teach you to decompose a problem and produce a modular solution to a programming task. The principles to analyse algorithms for efficiency will also be introduced. In addition, you will acquire the necessary skills for you to use the tools available in common development environments, such as Microsoft Visual Studio.

**Prerequisites:** INB270 or ITB003    **Antirequisites:** ITB711, ITB702, INN371
**Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2011 SEM-1

**INB372 AGILE SOFTWARE DEVELOPMENT**
This unit introduces you to the software development process. You will look at each of the major activities involved in developing a software system. You will also learn how to manage and control the software development process for a large project when a number of team members are involved in the development. This unit develops the professional practice of working on large software systems.

**Prerequisites:** INB370    **Antirequisites:** INN372, ITB612, ITB712
**Assumed knowledge:** Good programming, debugging, testing and software development skills.
**Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2011 SEM-2

**INB373 WEB APPLICATION DEVELOPMENT**
This unit will provide you with an understanding of the issues, structure and technologies used for developing web-based systems. The unit will provide you with the theoretical and practical skills needed to develop enterprise critical applications designed with an n-tier architecture using state of the art technologies. A comparative technology approach is taken, including an analysis of how web technologies have evolved to date, in order to identify common themes and to better enable you to comprehend and critically evaluate future web technology offerings.

**Prerequisites:** INB271 or ITB007    **Antirequisites:**

**INB374 ENTERPRISE SOFTWARE ARCHITECTURE**
This unit aims to introduce you to the field of enterprise architecture. It attempts to give you a grounding in the basic knowledge and skills required by an enterprise architect. This includes a solid understanding of the IT challenges currently facing medium to large size organizations, the theory and technologies currently used to address them and an appreciation of the business imperative for which they are utilized.

**Prerequisites:** INB270 or ITB003    **Equivalents:** ITB717
**Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2011 SEM-2

**INB381 MODELLING AND ANIMATION TECHNIQUES**
The development of computer graphics tools is a significant application within the IT, Games and related industries, relying heavily on software engineering methodologies. These tools, such as CAD systems, 3D modelling systems and games engines, are used in such industries as advertising, engineering, manufacturing, simulation for education and training, computer games, film special effects, etc. Modelling techniques are intrinsic to a 3D graphics system, especially one used for real time animation. With increased CPU and GPU power, the ability to animate in real time is allowing more sophisticated interaction and the merger of games/simulation and film. The unit will provide you with the knowledge and skills to use an industry standard graphics API to implement graphics applications and to develop a basic real time animation system using an industry standard language.

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

**INB382 REAL TIME RENDERING TECHNIQUES**
This unit will provide you with knowledge and skills in basic to advanced techniques in real-time rendering using shading languages. You will be able to implement a high-quality real-time rendering system in an industry standard API.

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

**INB385 MULTIMEDIA SYSTEMS**
This unit will explore the concepts underpinning multimedia systems and the role played by these technologies in the overall knowledge of a computer professional. You will learn to: design and develop different kinds of interactive multimedia applications; understand the bank of knowledge in cultural developments surrounding the emergence of multimedia technologies; analyse design and processes that contribute to the production of a creative work, using contemporary hardware and software technologies; develop the creative potential of temporal media forms and their placement and use within new media works; understand principles and conventions associated with the interpretation and production of meaning through interactive visual representation.

**Prerequisites:** INB103 or ITB002    **Antirequisites:** ITB257
**Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Kelvin Grove    **Teaching period:** 2011 SEM-1

**INB386 ADVANCED MULTIMEDIA SYSTEMS**
This advanced level unit will give you high level design and development skills in some of the current and emerging areas of the new media. Web delivered applications, stand-alone systems and installations will be included. It will endeavour to give you an in-depth understanding of interactive Multimedia Systems. You will be given the theoretical basis and practical skills to motivate you in the design and creation of a state-of-the-art system in this discipline. In the process it will encourage a professional team approach appropriate to the industry environment.

**Prerequisites:** INB385 (Special considerations may apply)    **Equivalents:** ITB259, ITN259    **Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point    **Teaching period:** 2011 SEM-2

**INB860 COMPUTATIONAL INTELLIGENCE FOR CONTROL AND EMBEDDED SYSTEMS**
This is a specialisation unit in the area of Infomechatronics that introduces five methods from the field of computational intelligence and relates them to applications on real time control and embedded systems. The methods are: Knowledge Base Systems, Fuzzy Control, Neural Networks, Reinforcement Learning and Evolutionary Computation. The unit is also intended to teach the specific design and programming skills that will enable you to solve problems using computational intelligence methods in real-time embedded systems. It is assumed that you already have knowledge of programming.

**Assumed knowledge:** Knowledge of a programming language like Python, Java or C is assumed.
**Equivalents:** ITB847    **Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point    **Teaching period:** 2011 SEM-1

**KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS**
This unit introduces you to foundational ideas in the study of communication. It covers key questions of textual analysis, practice, and context. Drawing extensively on examples of popular communication practice from contemporary society, the unit aims to impart an understanding of communication ecologies, processes, systems, and modes within the wider frame of radical changes occurring to the way texts are produced, read and circulated within our culture.

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

**KCB102 MEDIA MYTH BUSTING 1**
This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' arguments regarding how different kinds of media have or have not affected the way our society functions.

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

**KCB103 STRATEGIC SPEECH COMMUNICATION**
This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.

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

**KCB104 MEDIA AND COMMUNICATIONS: INDUSTRIES**
A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates.

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

KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY
A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit requires you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit focuses on developing in you a broader understanding of media, communication, and production through the lens of consumer cultures. The knowledge that you gain in this unit will inform your future professional, academic, and creative practices.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KCB206 NEW MEDIA: INTERNET, SELF AND BEYOND
The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain their identities is on the rise. From social networking sites like Facebook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media.
Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB207 EXPLORING NEW MEDIA WORLDS
This unit expands and builds on the connections made between new media and everyday life for the individual in KCB206 to include the relationships between individuals and communities that are afforded, extended, amplified and intensified as well as attenuated by new media technologies and practices. It accomplishes this through an exploration of contemporary worlds—the world of connections; the world of play; the world of commerce and the world of politics—with new media lenses.

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

Antirequisites: KCP408  Assumed knowledge: KCB206
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB301 MEDIA AUDIENCES
This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for undertaking both postgraduate research in Media & Communication and those seeking employment in media industries.
Assumed knowledge: Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB304 DESIGNING COMMUNICATION RESOURCES
Controlled media resources (such as brochures, booklets, information kits, promotional materials, and web sites) are common tools used during communication campaigns. This unit develops your abilities to devise effective resources for clients. You will develop critical and practical skills in evaluating resources, managing projects, researching the audience, writing and designing resources, testing your work, and seeing the product through to final production. The unit involves desktop publishing training, and offers you the opportunity to develop a print or electronic resource for a client.

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

KDB103 DANCE TECHNIQUE STUDIES 1
This unit involves practical dance classes as on-going action research.
Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.
Equivalents: KDB180  Credit points: 12  Contact hours: BCI: 9 per week; BFA: 13.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KDB104 DANCE TECHNIQUE STUDIES 2
This unit involves practical dance classes as on-going action research.
Prerequisites: KDB103 or KDB180  Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  Equivalents: KDB181  Credit points: 12  Contact hours: BCI: 8 per week; BFA: 13.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

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

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

KDB107 CHOREOGRAPHIC STUDIES 1
This unit introduces crafting skills and choreographic devices used in process of making dance work. It includes the presentation of group work.
Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.
Equivalents: KDX143  Credit points: 12  Contact hours: BCI: 4 per week; BFA: 2 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

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

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

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

KDB204 AUSTRALIAN DANCE
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.
Equivalents: KDB114  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KDB205 DANCE IN EDUCATION
This unit includes a practical introduction to philosophies and practices in dance education. The areas of choreography, performance and appreciation are explored as students develop basic teaching and reflective practice skills. This unit is appropriate for students planning to teach dance in the primary, secondary, community or studio context.
Antirequisites: KDP205  Equivalents: KDB117  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

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

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

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

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

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

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

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

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

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

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

Prerequisites: KFB103 or KJB224  (KJB224 can be enrolled in the same teaching period)  Assumed knowledge: It is strongly recommended that prior to undertaking this unit students complete both KFB103 and KJB224.

Equivalents: KJB339  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KFB206 FASHION AND MODERNITY
In this unit students will examine the development of fashion as a major, sub-major or minor.

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

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

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

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

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

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.

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

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

**KFB304 FASHION, LAW AND THE REAL WORLD**  
This unit prepares you for the transition into the real world, by equipping you with an understanding of law as a regulator of business. In order to flourish as an entrepreneurial creative practitioner, it is essential that you understand the legal implications of your decisions and actions and those of others with whom you work or trade. This unit forms part of the final year of study so that you can apply the knowledge acquired within your workplace learning experiences and incorporate the learning from this unit into their planning and preparation for graduation.

**Equivalents:** KFB056  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KFB101 VISUAL COMMUNICATION**  
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

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

**KFB102 VISUAL INTERACTIONS**  
This unit further develops interface design skills for communications technologies including design priorities, interaction, visual systems, refinement of concepts, project analysis and problem solving through presentation models.

**Prerequisites:** KIB101 or KIB801 or KPB101 or KPB150 or KPB155  
**Equivalents:** KIB802  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KFB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT**  
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.

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

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

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

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

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

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

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

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

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1
KIB214 DESIGN FOR INTERACTIVE MEDIA
Designing for contemporary media requires a sophisticated understanding of how we effectively interact with new technologies, software applications, displays and environments. This unit focuses on the field of interaction design and user experience design. It develops an understanding of the theories, methods, and processes employed by Interaction Designers through a series of lectures and tutorials. These principles are then applied to authentic design briefs within design studios.
Prerequisites: KIB102 or KIB202 or KIB802 or KIP402
Equivalents: KIB210
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KIB216 ADVANCED WEB DESIGN
Web Design has extended significantly from the concept of information delivery into social networking and other expanded modes of engagement. Web applications now appear in a range of delivery platforms from the desktop to personal and mobile technologies, such as media players and mobile phones. This unit will extend upon the knowledge and skills acquired in Introduction to Web Design, Interaction Design and Interface Design. It will introduce you to dynamic Web publishing employing contemporary open source content management systems. Theoretical understandings gained in lectures will be complemented by technical skills and applied to the development of authentic projects within design studios.
Prerequisites: KIB204 or KIB230
Equivalents: KIB211, KIB817
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KIB220 ANIMATION PRODUCTION
Animation employs a studio-based production process that introduces you to workflows, practice-based investigations, critical thinking and problem-based learning. Animation: Studio Production will support you to build animation studio production skills by introducing design briefs, networking, teamwork and collaboration This unit will focus particular attention on image-based solutions for the production of animated work. It will allow you to advance your skills and techniques in matte painting, image-based modeling, terrain and environment modeling, particle systems for environments, and 3D object creation and shading, as you develop an area of specialisation through personal investigation and self-directed inquiry.
Prerequisites: KIB105 and KVB106
Credit points: 12
Contact hours: 6 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KIB221 ANIMATION: CG TOOLKIT
CG Toolkit offers an in-depth look at the tools of animated production from within a studio setting. Continuing from Animation Studio 1: Preproduction, this unit looks at the tools and the processes involved in creating high level successful 3d computer animations for game development, film or television production, web or emergent media.
Prerequisites: KIB105 or KIB804
Equivalents: KIB213
Credit points: 12
Contact hours: Up to 6 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KIB225 CHARACTER DEVELOPMENT, CONCEPTUAL DESIGN AND ANIMATION LAYOUT
This unit emphasizes production in practice. By considering type and generic attributes within a technological context, you will be guided through the key concepts involved in the development of working drawings and final artworks.
Prerequisites: KIB111 or KIB203 or KIB107 or (KIB105 and KIB108 and KVB106)
Equivalents: KIB106, KIB807
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KIB230 INTERFACE AND INFORMATION DESIGN
With the advent of new technologies for communication, graphical user interfaces have become fundamental to the design of effective communication, and a key factor in the uptake, ease of use and experience of technology systems. This unit builds upon knowledge and skills acquired in units on visual communication and Web design to establish the knowledge and skills required to design and produce effective visual interfaces for technology applications such as Web, small screens in mobile media, and interactive displays. It will cover theories and principles of visual communication, information architecture and user experience design, which will be applied in the production of interfaces for interactive media and digital projects. The unit will be taught through a combination of lectures, tutorials and practical classes, in which skills and knowledge will be applied.
Prerequisites: KIB101 or KIB801
Equivalents: KIB211
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KIB335 CONTEMPORARY ISSUES IN DIGITAL MEDIA
The ubiquitous uptake of new technologies in communication, social interaction, and artistic expression has changed the way that we conceptualize art and design. Designing within a contemporary context requires a sophisticated understanding of new design practices, methods, and theoretical models. This theory unit is designed to create an awareness of contemporary design practices, theories, and historical and philosophical contexts; and to develop the critical, creative and analytical thinking that is required for design innovation. The unit will be taught through a combination of lectures, seminars and presentations.
Prerequisites: Completion of 168cp of study
Equivalents: KIB813  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

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

Prerequisites: KIB325  Equivalents: KIB310, KIB821
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KIB325 REAL-TIME 3D COMPUTER GRAPHICS
This unit provides the opportunity for extending the principals of 3D computer graphics into the emerging field of virtual environments that respond to interaction in real time. In this unit you will cover the principals of real-time modeling; texture acquisition for real-time environments and interaction design in the 3D context. This unit provides an opportunity where students studying 3D computer graphics can apply animation and interactive design principles to real-time spaces. These principles can be applied to the fields of game design and interactive 3D environments.

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

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

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

KJB120 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.
KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.
Prerequisites: KJB120  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.
Equivalents: KKB009, KKB618  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The ability to work collaboratively and to communicate effectively is essential for all Creative Industries professionals. In this unit you will have the opportunity to acquire and apply research, collaborative practices and project management skills through the collaborative development of a Creative Industries project proposal. This unit is a complement to KKB101 Creative Industries: People and Practices and examines the practical requirements of contributing to cultures and establishing connections with communities.
Assumed knowledge: KKB101 is assumed knowledge.
Equivalents: KKB007, KKB818  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-2

KKB221 APPROACHING INTERDISCIPLINARITY
In order to be competitive in the global community, innovative practice becomes a commodity that is highly attractive. It is widely recognised that a sound knowledge in at least one discipline is a prerequisite for effective collaborative practice. This is the first of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. This first unit offers you the opportunity to practice multi-disciplinary processes in teams and explores the psychology behind preferences for role choices within these teams.
Prerequisites: KKB102 or KKB007 or KKB818  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KKB222 INTERDISCIPLINARITY IN PRACTICE
Being able to function effectively in collaborative teams often necessitates the cross-fertilisation of ideas and practices in the creative process. Coupled with the thinking that the constraints of working in a single discipline may prevent its progression in the field, the practice of cross and inter-disciplinarity offers fresh entry points to the investigation, creation and production of product. This is the second of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. The unit introduces you to cross and inter-disciplinary collaborative processes in the development of a site specific product for a festival to be held in the CI precinct.
Prerequisites: KKB221  Credit points: 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KKB341 CREATIVE INDUSTRIES INTERNSHIP 1
It is important that Creative Industries students gain real work industry-based experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This advanced-level (capstone) unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.
Prerequisites: Completion of 168 credit points of study
Antirequisites: KKB343, KKB344  Credit points: 12  Contact hours: Varies according to discipline-specific internship requirements  Campus: Kelvin Grove  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM
KKB342 CREATIVE INDUSTRIES INTERNSHIP 2
It is important that Creative Industries professionals gain real work industry-based experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This advanced-level capstone unit is offered during the final year of an undergraduate degree, that builds upon and strengthens knowledge and skills acquired in KKB341 Internship 1.
Prerequisites: KKB341 (can be enrolled in the same teaching period) or KKB343 Antirequisites: KKB344 Credit points: 12 Contact hours: Varies according to discipline-specific internship requirements Campus: Kelvin Grove Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

KKB345 CREATIVE INDUSTRIES PROJECT 1
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty. Normally projects are advertised in the preceding semester through the CI Transitions Hub (log on to BB > Community top tab > Creative Industries > CI_Transitions). For some students this unit will be taken as the first of two 'project' units related to the same project, in such cases this unit may be a prerequisite or corequisite to the second unit, KKB346 Creative Industries Project 2.
Prerequisites: Completion of 72 credit points of Creative Industries units (K%B units) Credit points: 12 Contact hours: About 150 hours across the semester. Campus: Kelvin Grove Teaching period: 2011 SEM-1, 2011 SUM 2011 SEM-2 and 2011 SUM

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

KKB347 BECOMING A RESEARCHER: UNDERSTANDINGS, SKILLS AND PRACTICES
This is the first of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.
Prerequisites: Completion of 192cp of study Assumed knowledge: Students are expected to have a GPA of 5 or above. Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR
This unit is designed for students who have completed at least one year full time study of a QUT Creative Industries Faculty course and are ready to expand their horizons by gaining experience of international creative industries practice in creative cities. Creative cities contain tourist districts, art museums, galleries, fashion houses, creative precincts, production houses and the like, managed by internationally recognised cultural producers, designers and professionals. The unit addresses the issues that pertain to the culture that is produced and exhibited in the city or cities selected for the tour and provides the opportunity for students to interact with internationally recognised creative artists and cultural professionals.
IMPORTANT NOTE: The cost of the 2-3 week tour is estimated at between four and five thousand dollars. Prerequisites: Completion of 72 credit points of study (K% units) Credit points: 12 Contact hours: 2-3 week tour and several lectures during semester Campus: Kelvin Grove Teaching period: 2011 SEM-1 and 2011 SEM-2

KMB003 SEX DRUGS ROCK 'N' ROLL
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.
Equivalents: KMB640 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-1

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

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

**Equivalents:** KMB631

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-1

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**KMB107 SOUND, IMAGE, TEXT**

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

**Equivalents:** KMB638

**Credit points:** 12

**Contact hours:** 2.5 per week

**Campus:** Kelvin Grove and Caboolture

**Teaching period:** 2011 SEM-2

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**KMB119 MUSIC AND SOUND PRODUCTION 1**

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

**Equivalents:** KMB108, KMB621

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-1

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**KMB122 MUSIC AND SOUND CONCEPTS 1**

This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.

**Equivalents:** KMB130, KMB632

**Credit points:** 12

**Contact hours:** 4 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-1

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**KMB129 MUSIC AND SOUND PRODUCTION 2**

This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.

**Equivalents:** KMB105, KMB619

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-2

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**KMB132 MUSIC AND SOUND CONCEPTS 2**

This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.

**Prerequisites:** KMB122

**Equivalents:** KMB131, KMB633

**Credit points:** 12

**Contact hours:** 4 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-2

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**KMB200 MUSIC SCENES AND SUBCULTURES**

This unit will explore many of the major musical subcultural movements of the last sixty years through an interdisciplinary approach. To understand how music operates as a form of social, cultural and political communication this unit explores the various contexts in which music circulates and is made meaningful.

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-2

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**KMB301 THE MUSIC INDUSTRY**

This unit gives a working knowledge of the structural, legal and business aspects of the Australian music industry by engaging with real world music industry professionals and formulating a number of strategies to reflect this.

**Equivalents:** KMB056

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-2

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**KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION**

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

**Equivalents:** KPB150, KPB155

**Credit points:** 12

**Contact hours:** 4 per week

**Campus:** Kelvin Grove and Caboolture

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

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**KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT**

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

**Equivalents:** KPB314

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2011 SEM-1

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**KPB105 NARRATIVE PRODUCTION**
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.

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

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

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

**KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS**  
The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital. This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses.

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

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

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

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

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

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

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

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

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

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

**Equivalents:** KPB344  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1
KPB212 AUSTRALIAN FILM AND TV
This unit includes the following: study of Australian film and television productions within their cultural and institutional contexts; issues facing the film and television industry today; the construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; experimental film and television; indigenous productions; new technological and global challenges.
Equivalent: KPB203, KPB343, KPB106 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KPB303 CRITICAL THINKING ABOUT TELEVISION
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove

KPB313 HOW TO BE A PRODUCER
Producers are key figures in the production of television, film and new media. This unit will take you through the key skills you need to work as a producer, including how to source funding for projects, putting together a creative team, and organising distribution and marketing.
Prerequisites: Completion of 96cp of study Equivalent: KPB202 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove

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

KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE
This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.
Antirequisites: KSB106 Equivalent: KTB257 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KTB104 PERFORMANCE INNOVATION
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.
Equivalent: KTB271 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KTB106 PERFORMING SKILLS 2: STYLE AND FORM
This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell’arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.
Antirequisites: KSB106 Equivalent: KTB258 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KTB204 UNDERSTANDING PERFORMANCE
In this unit you will investigate the nature of the performance event; performance in everyday life; theatricality and performance; trans-disciplinary performance theory and practice; the body in performance; site and performance; live and mediated performance; spectator and audience.
Equivalent: KTB275 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KTB207 STAGING AUSTRALIA
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twentieth-first centuries. Theatre practices are explored in relation to broader social and political concerns.
Equivalent: KTB253 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KTB210 CREATIVE INDUSTRIES MANAGEMENT
This unit introduces management techniques within the Australian creative industries environment including company structures, cultural policy, strategic management and leadership in the arts, legal, ethical, economical and social requirements of arts, boards, and entrepreneurial activity.
Prerequisites: Completion of 72 credit points of study Equivalent: KTB061 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS
Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.
Prerequisites: Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96 Antirequisites: KTP406 Equivalent: KTB062 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2
KTB305 THE ENTREPRENEURIAL ARTIST
The unit is designed to cover a range of artistic and economic areas, including: aesthetics, creativity, regulatory, administrative, legal and ethical issues related to the practice and business of the creative industries.
Prerequisites: Completion of 168 credit points of study
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS
This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.
Prerequisites: Completion of 72 credit points of study
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

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

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

KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.
Equivalents: KVB105  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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

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

KVB204 GRAPHIC DESIGN
Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.
Prerequisites: KIB101 or KIB801 or KIP401
Antirequisites: KVP401
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KVB211 POST 1945 ART
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art's engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN
This unit aims to examine the impact of modernism upon the fields of visual art, architecture and design in Australia during the period between 1917 and 1967. It will also examine debates about modernism and provide a detailed historical background to the development of these three fields in Australia in response to the idea of modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KVB213 GRAPHIC INVESTIGATION
The interface between the graphic design, print and art environments is dynamic and pervasive. An awareness of contemporary practices through conceptual and cross-media investigations will allow you to interpret, create and engage in these environments.
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KVB304 CONTEMPORARY ART ISSUES
This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students' awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.
Equivalents: KVB712
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KVB306 VIDEO ART AND CULTURE
Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.
Equivalents: KVB703
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.
Equivalents: KWB250
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.
Antirequisites: KWP401
Equivalents: KWB111
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

KWB103 PERSUASIVE WRITING
Persuasive writing is an integral (if often unconscious) element of both professional and creative writing. Therefore, practitioners in these fields should be able to understand the principles of persuasion, use the vocabulary of persuasion, and evaluate the efficacy of different persuasive strategies. This unit introduces you to the theory and practice of writing persuasively across a number of genres to enhance your writing skills.
Antirequisites: KWP402
Equivalents: KWB315
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1
KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.
Antirequisites: KWP403  Equivalents: KWB350
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KWB106 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).
Antirequisites: KWP405  Equivalents: KWB314
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.
Equivalents: KWB381  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB108 INTRODUCTION TO LITERARY STUDIES
"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.
Equivalents: KWB001, KWB716  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB109 WRITING AUSTRALIA
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and critically interrogate texts pertinent to contemporary Australian society and culture.
Equivalents: KWB002, KWB710  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB206 YOUTH AND CHILDREN'S WRITING
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.
Equivalents: KWB712  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.
Antirequisites: KWP407  Equivalents: KWB301
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society.
Equivalents: KWB003, KWB321  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB209 SHAKESPEARE, THEN AND NOW
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material.
Equivalents: KWB004, KWB729  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE
This unit will be offered for the first time in semester 1 2012. Imagining Americas is a literature-based unit which will explore a selection of contemporary written texts from the North and South American continents. The unit will focus on issues of place, nationality, regional and ethnic identity and
The unit is designed to provide you with skills in understanding popular culture/s. It addresses the production of popular culture via a range of texts and mediums, and provides you with a framework by which you can critique the operations of popular cultures.

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

**KWB313 NOVEL AND MEMOIR**

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

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

**KXB101 INTRODUCTION TO ENTERTAINMENT**

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

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

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

**KXB102 GLOBAL ENTERTAINMENT**

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

**KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS**
In this unit you will learn how creativity and business can work together to complement each other in the entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to balance creative and business skills. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

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