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

Year offered: 2010
Admissions: Yes
CRICOS code: 059227E
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,300 (indicative) per semester
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409872
Past rank cut-off: 84
Past OP cut-off: 9
OP Guarantee: Yes
Assumed knowledge: English (4,SA), Maths A, B or C (4,SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); IT: Mr Richard Thomas (enquiry.scitech@qut.edu.au)
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.

International Students

English language requirements
In addition to the above academic entry requirements, international students must meet the University’s English language requirements of IELTS of 6.5 (with no lower than 6.0 for any one band).

Cooperative Education

The School of IT’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 2010

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>INB101 Impact of IT</td>
<td></td>
</tr>
<tr>
<td>INB102 Emerging Technology</td>
<td></td>
</tr>
<tr>
<td>KKB101 Creative Industries: People and Practices</td>
<td></td>
</tr>
<tr>
<td>SELECT Either KPB101 or KVB104:</td>
<td></td>
</tr>
<tr>
<td>KPB101 Introduction to Film, TV and New Media Production</td>
<td></td>
</tr>
<tr>
<td>KVB104 Photomedia and Artistic Practice</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>INB103 Industry Insights</td>
<td></td>
</tr>
<tr>
<td>INB104 Building IT Systems</td>
<td></td>
</tr>
<tr>
<td>KCB103 Strategic Speech Communication</td>
<td></td>
</tr>
<tr>
<td>KKB102 Creative Industries: Making Connections</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Breadth Option Unit</td>
<td></td>
</tr>
<tr>
<td>KKB221 Approaching Interdisciplinarity</td>
<td></td>
</tr>
<tr>
<td>SELECT Creative Industries Major: First Unit</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Breadth Option Unit</td>
<td></td>
</tr>
<tr>
<td>KKB222 Interdisciplinarity in Practice</td>
<td></td>
</tr>
<tr>
<td>SELECT Creative Industries Major: Second Unit</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>INB201 Scalable Systems Development</td>
<td></td>
</tr>
<tr>
<td>SELECT Creative Industries Major: Third Unit</td>
<td></td>
</tr>
<tr>
<td>SELECT Creative Industries Major: Fourth Unit</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>INB300 Professional Practice in IT</td>
<td></td>
</tr>
</tbody>
</table>
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 or minors.

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.

Creative and Professional Writing

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

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

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

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

**Dance Studies**

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

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

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

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

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

*KDB205 will not be offered in 2010.

**Digital Media**

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

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

- KCB101 Introduction to Media and Communication: Texts
- SELECT Either KCB102 or KJB101:
- KCB102 Media Myth Busting 1
- KJB101 Digital Journalism
- SELECT Either KCB104 or KPB110:
- KCB104 Introduction to Media and Communications: Industries
- KPB110 The Movie, TV & New Media Business
- KCB201 New Media 1: Information and Knowledge
- KCB202 New Media 2: Applications and Implications
- KCB203 Consumption Matters: Consumer Cultures and Identity
- KIB101 Visual Communication
- KIB103 Introduction to Web Design and Development
- KVB306 Video Art and Culture

**Drama**

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

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

- KDB225 Music Theatre Skills
- KTB101 20th Century Performance
- KTB103 Performing Skills 1: Character and Scene
- KTB104 Performance Innovation
- KTB106 Performing Skills 2: Style and Form
- KTB204 Understanding Performance
- KTB207 Staging Australia
KTB210 Creative Industries Management
KTB211 Creative Industries Events and Festivals
KTB305 The Entrepreneurial Artist
KTB306 Directing for Performance Events and Festivals

Entertainment Industries

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

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

AMB207 Entertainment Marketing
BSB126 Marketing
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB301 Entertainment?Industries?Map
LWS008 Entertainment Law
SELECT One of the following units:
AMB200 Consumer Behaviour
KCB301 Media Audiences
KPB101 Introduction to Film, TV and New Media Production
KWB102 Media Writing
Note: KXB301 will first be offered in 2012. LWS008 will first be offered in 2011.

Fashion

Description: This major has been designed to offer a mix of theoretical and practical units. 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
KPB203 Australian Film
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV
KPB303 Critical Thinking About Television
KPB313 How to be a Producer

Interactive and Visual Design

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

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

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

### Journalism, Media and Communication

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

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

- **SELECT Either KCB102 or KJB101:**
- **KCB102** Media Myth Busting 1
- **KJB101** Digital Journalism
- **KJB120** Newswriting
- **KCB104** Introduction to Media and Communications: Industries
- **KJB121** Journalistic Inquiry
- **KCB103** Strategic Speech Communication
- **KJB224** Feature Writing
- **KJB239** Journalism Ethics and Issues
- **SELECT Either KFB205 or KJB280:**

### Literary Studies

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

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

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

### Music

Description: This major aims to impart a broad understanding of music practice in contemporary social, cultural and economic contexts. It aims to provide students with a combination of practical and theoretical skills to support a career in music within administrative, business, or organisational areas.

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

- **KDB225** Music Theatre Skills
- **KKB345** Creative Industries Project 1
- **KMB003** Sex Drugs Rock 'n' roll
- **KMB004** World Music
KMB107  Sound, Image, Text
KMB119  Music and Sound Production 1
KMB122  Music and Sound Concepts 1
KMB129  Music and Sound Production 2
KMB132  Music and Sound Concepts 2
KMB200  Music Scenes and Subcultures
KMB301  The Music Industry

Creative Industries Transitions to New Professional Environments Unit Options

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

KKB341  Workplace Learning 1
KKB342  Workplace Learning 2
KKB343  Service Learning 1
KKB344  Service Learning 2
KKB345  Creative Industries Project 1
KKB346  Creative Industries Project 2
KKB347  Becoming A Researcher: Understandings, Skills and Practices
KKB350  Creative Industries International Study Tour

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  Systems Architecture
INB251  Networks
INB255  Security
INB270  Programming
INB271  The Web
INB272  Interaction Design

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
   - INB343  Advanced Data Mining and Data Warehousing
   - Please note: INB343 not offered in 2010

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  Computer Network Administration
   - INB352  Network Planning and Deployment
   - 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
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  
Teaching period: 2010 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  
Equivalents: CTB126  
Credit points: 12  
Contact hours: 4 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

Assumed knowledge: DAB220 is assumed knowledge.  
Equivalents: ADB011  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

DAB420 ARCHITECTURE, CULTURE AND SPACE
Architecture is, arguably, a measure of a community's cultural mores; it reflects the attitudes, values and beliefs of its period. In this unit students are introduced to the diverse architectural traditions of Australasia, and an appreciation of architecture through the understanding of Asian cultures, as well as the development of architectural culture through the processes of historical colonial expansion into the region. It will give students an overview of both the history and current trends of Australian architecture and locate it within the context of the larger Asia-Pacific region. Teaching and learning is conducted through problem-based learning with supporting lectures and tutorials.

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

UNIT SYNOPSES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: MIB204  
Equivalents: CTB200  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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...
DEB102 INTRODUCING DESIGN HISTORY
This unit encompasses a broad survey of the history of design from the civilizations of antiquity to the opening of the 20th century – including architecture, industrial design, interior design and landscape architecture. It is a first year foundation unit and serves as preparation for more detailed and specialized studies in history and theory in subsequent years. Key designs, ideas and artefacts and the aesthetic, environmental, technological, socio-cultural and political factors that related to their production will be analysed.

Equivalents: ADB931  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

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: ITB361, INN101  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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.

Antirequisites: ITB005  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

INB103 INDUSTRY INSIGHTS

Antirequisites: ITB002  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

INB104 BUILDING IT SYSTEMS
This team-based unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

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

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: 2010 SEM-1

INB123 PROJECT MANAGEMENT PRACTICE
Successful businesses use Project Management (PM) processes to structure the implementation, upgrades and process improvement activities undertaken within organisations. This unit investigates project management processes and analyses, combines and applies the basic elements and tools of successful projects to ICT cases. With a focus on contemporary organisations, the unit covers activities such as communication and risk management, change management, recording keeping and project reporting. The unit covers practical, relevant and topical PM
issues delivered as a complex project activity.

**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:** 2010 SEM-2

**INB201 SCALABLE SYSTEMS DEVELOPMENT**  
**TBA**

**Prerequisites:** (INB102 or ITB005) and (INB104 or ITB001)  
**Assumed knowledge:** Completion of 36cp of Breadth units is assumed knowledge  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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

**INB205 SPECIAL TOPIC 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.

**Prerequisites:** INB255, INB351 and INB365  
**Assumed knowledge:** Basic computer security knowledge, a good understanding of the use of Unix operating systems, computer networking and Programming experience (such as Python, C#, C, Java).  
**Other requisites:** Students must have completed 192 credit points towards their bachelor degree. Students must have a GPA of 5.5  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**INB210 DATABASES**  
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.

**Assumed knowledge:** Students are expected to have solid IT background knowledge (e.g., completion of at least 192 credit points)  
**Equivalents:** ITB004, ITB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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).

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

**INB250 SYSTEMS ARCHITECTURE**  
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. Such techniques are especially important in the context of safety-, security- or mission-critical systems.

**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:** 2010 SEM-2

**INB251 NETWORKS**

Computer systems and communications networks are essential to the activities of modern organisations. When you graduate from a course in Information Technology, employers expect you to have a sound understanding of the terminology and concepts of computer systems, communications networks, and network services. This unit provides you with an introductory study of communications network technologies and network applications. The unit serves as an entry point to further specialised studies in the field of computer network systems.

**Antirequisites:** ITB006 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 SEM-2

**INB255 SECURITY**

This unit aims to give you an understanding of the major issues in information security. You will be able to identify critical information security concepts and determine the information security implications of interactions between entities. You will have knowledge of a range of techniques for protecting information, and understand the limitations of these techniques. You will be aware of international information security management standards.

**Antirequisites:** ITB161, ITB523, ITB623 and ITN161 **Equivalents:** ITB730 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 SEM-1

**INB270 PROGRAMMING**

This unit aims to give you a positive introduction to the skills required in solving computational problems and implementing solutions in a programming or scripting language. Although some theoretical aspects of computer programming are introduced briefly, the overall emphasis of the unit is programming practice. The unit emphasises generic programming concepts and related problem-solving strategies. The skills you learn in this unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.

**Prerequisites:** INB104 or ENB246 **Antirequisites:** ITB003, ITB112, ITB411, INN270 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 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:** 2010 SEM-1

**INB272 INTERACTION DESIGN**

The aim of this unit is to provide you with an understanding of the major issues in interaction design and human computer interaction.

**Prerequisites:** INB103 or INB181 **Equivalents:** ITB254 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2010 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
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: 2010 SEM-1 and 2010 SEM-2

INB302 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: 2010 SEM-1, 2010 SEM-2 and 2010 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.

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

INB305 SPECIAL TOPIC 4
INB305 BGIE 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: 2010 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
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: ITB271  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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 IT units  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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.

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 S&D) 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: 2010 SEM-2

INB313 ELECTRONIC COMMERCE SITE DEVELOPMENT
This unit will enable you to specify, design, implement and maintain effective e-commerce applications. You will obtain a broad understanding of the potential of e-commerce and how it can be employed to benefit an organisation. You will get direct experience of creating an e-commerce storefront following a business to business (B to B) or business to consumer (B to C) model. You will also have an understanding of the computer systems that underpin e-commerce including payment systems and secure transactions.

Equivalents: ITB260  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

INB320 BUSINESS PROCESS MODELLING
This unit gives you the opportunity to apply, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional context. 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.

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: 2010 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: 2010 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.

Equivalents: ITB322  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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: 2010 SEM-1

INB341 SOFTWARE DEVELOPMENT WITH ORACLE
Oracle Corporation is the leading supplier of database software. 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: 2010 SEM-2

INB342 ENTERPRISE DATA MINING
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: INN342  Equivalents: ITB239  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**INB345 MOBILE DEVICES**

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

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

**INB346 ENTERPRISE 2.0**

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

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

**INB347 WEB 2.0 APPLICATIONS**

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

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

**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:** ITB264, ITB629, ITB720, ITN525, ITN667, ITN720  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**INB351 COMPUTER 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:** 2010 SEM-2

**INB352 NETWORK PLANNING AND DEPLOYMENT**

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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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:** 2010 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.
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    Antirequisites: INN365, ITB745, ITB706    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: 2010 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 or INN270    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2010 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: 2010 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: 2010 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: INN373    Equivalents: ITB716 and ITN716
Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2010 SEM-1

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: 2010 SEM-2

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: 2010 SEM-1

KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE

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: 2010 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.

Antirequisites: ITB847  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

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

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

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

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

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

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

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

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

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

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

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

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

**KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS**

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

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

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

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

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

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

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

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

**KCB301 MEDIA AUDIENCES**

A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for students undertaking research in Media Communication and those seeking employment in media industries.

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

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

**KCB302 POLITICAL COMMUNICATION**

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

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

---

**KCB304 MANAGING COMMUNICATION RESOURCES**

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

**Prerequisites:** Completion of 72 credit points of study

**Equivalents:** KCB335  **Credit points:** 12  **Contact hours:** 5.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

---

**KDB103 DANCE TECHNIQUE STUDIES 1**

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

**Assumed knowledge:** KDB105 is assumed knowledge.

**Equivalents:** KDB180  **Credit points:** 12  **Contact hours:** BCI: 9 per week; BFA: 13.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

---

**KDB104 DANCE TECHNIQUE STUDIES 2**

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

**Prerequisites:** KDB103 or KDB180

**Equivalents:** KDB181  **Credit points:** 12  **Contact hours:** BCI: 8 per week; BFA: 13.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

---

**KDB105 ARCHITECTURE OF THE BODY**

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

**Equivalents:** KDX104  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

---

**KDB106 DANCE ANALYSIS**

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

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

---

**KDB107 CHOREOGRAPHIC STUDIES 1**

This unit introduces crafting skills and choreographic devices used in process of making dance work. It includes the presentation of group work.

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

---

**KDB108 WORLD DANCE**

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

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

---

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

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

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

---

**KDB110 DECONSTRUCTING DANCE IN HISTORY**

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

**Equivalents:** KDB125  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

---

**KDB204 AUSTRALIAN DANCE**

This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.
Equivalents: KDB114    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

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, dance and singing for music theatre.

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

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

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

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

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

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

Equivalents: KVB107, KVB107-2, KVB757-2    Credit points: 12    Contact hours: 5 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

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

Assumed knowledge: KFB103 plus completion of 72 credit points of study; or enrolment in a Creative Industries Postgraduate course is assumed knowledge

Equivalents: KJB339    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

KFB206 FASHION AND MODERNITY
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.

Equivalents: KFB105, KFB408    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

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

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

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

Equivalents: KFB202, KFB201    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1 and 2010 SEM-2

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.
The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.

Assumed knowledge: KIB103, KIB208 plus completion of 72 credit points of study is assumed knowledge.

Equivalents: KFB201 Credit points: 12 Contact hours: 3.5 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KIB304 Fashion, Law and the Real World
This unit prepares you for the transition into the real world, by equipping you with an understanding of law as a regulator of business. In order to flourish as an entrepreneurial creative practitioner, it is essential that you understand the legal implications of your decisions and actions and those of others with whom you work or trade. This unit forms part of the final year of study so that you can apply the knowledge acquired within your workplace learning experiences and incorporate the learning from this unit into their planning and preparation for graduation.

Equivalents: KFB056 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KIB101 Visual Communication
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

Equivalents: KIB801 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1 and 2010 SEM-2

KIB102 Visual Interactions
This unit further develops interface design skills for communications technologies including design priorities, interaction, visual systems, refinement of concepts, project analysis and problem solving through presentation models.

Prerequisites: KIB101 or KIB801 or KPB101 or KPB150 or KPB155

Equivalents: KIB802 Credit points: 12 Contact hours: 3.5 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KIB103 Introduction to Web Design and Development
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.

Prerequisites: INB271, KIP403

Equivalents: KIB807, KKB007, KKB818

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

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

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

KIB105 Animation and Motion Graphics
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion.

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

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

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

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.
KIB214 DESIGN FOR INTERACTIVE MEDIA
Designing for contemporary media requires a sophisticated understanding of how we effectively interact with new technologies, software applications, displays and environments. This unit focuses on the field of interaction design and user experience design. It develops an understanding of the theories, methods, and processes employed by Interaction Designers through a series of lectures and tutorials. These principles are then applied to authentic design briefs within design studios.

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

KIB216 ADVANCED WEB DESIGN
Web Design has extended significantly from the concept of information delivery into social networking and other expanded modes of engagement. Web applications now appear in a range of delivery platforms from the desktop to personal and mobile technologies, such as media players and mobile phones. This unit will extend upon the knowledge and skills acquired in Introduction to Web Design, Interaction Design and Interface Design. It will introduce you to dynamic Web publishing employing contemporary open source content management systems. Theoretical understandings gained in lectures will be complemented by technical skills and applied to the development of authentic projects within design studios.

**Prerequisites:** KIB103 or KIB807  
**Equivalents:** KIB211, KIB817  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

KIB225 CHARACTER DEVELOPMENT, CONCEPTUAL DESIGN AND ANIMATION LAYOUT
This unit emphasizes production in practice. By considering type and generic attributes within a technological context, you will be guided through the key concepts involved in the development of working drawings and final artworks.

**Prerequisites:** KIB203 or KIB107  
**Equivalents:** KIB106, KIB807  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

KIB230 INTERFACE AND INFORMATION DESIGN
With the advent of new technologies for communication, graphical user interfaces have become fundamental to the design of effective communication, and a key factor in the uptake, ease of use and experience of technology systems. This unit builds upon knowledge and skills acquired in units on visual communication and Web design to establish the knowledge and skills required to design and produce effective visual interfaces for technology applications such as Web, small screens in mobile media, and interactive displays. It will cover theories and principles of visual communication, information architecture and user experience design, which will be applied in the production of interfaces for interactive media and digital projects. The unit will be taught through a combination of lectures, tutorials and practical classes, in which skills and knowledge will be applied.

**Prerequisites:** KIB101 or KIB801  
**Equivalents:** KIB211  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

KIB315 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 72 credit points of study  
**Equivalents:** KIB813  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** 2010 SEM-2

KIB325 REAL-TIME 3D COMPUTER GRAPHICS
This unit provides the opportunity for extending the principles 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:** 2010 SEM-1

**KJB101 DIGITAL JOURNALISM**

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

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

**KJB120 NEWSWRITING**

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

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

**KJB121 JOURNALISTIC INQUIRY**

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

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

**KJB224 FEATURE WRITING**

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

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

**KJB239 JOURNALISM ETHICS AND ISSUES**

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

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

**KJB280 INTERNATIONAL JOURNALISM**

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

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

**KJB337 PUBLIC AFFAIRS REPORTING**

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

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

**KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES**

This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.
Equivalents: KKB009, KKB618  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-1

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.  
Assumed knowledge: KKB101 is assumed knowledge.  
Equivalents: KKB007, KKB818  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-2

KKB221 APPROACHING INTERDISCIPLINARITY
In order to be competitive in the global community, innovative practice becomes a commodity that is highly attractive. It is widely recognised that a sound knowledge in at least one discipline is a prerequisite for effective collaborative practice. This is the first of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. This first unit offers you the opportunity to practice multi-disciplinary processes in teams and explores the psychology behind preferences for role choices within these teams.  
Prerequisites: KKB102 or KKB007 or KKB818  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KKB222 INTERDISCIPLINARITY IN PRACTICE
Being able to function effectively in collaborative teams often necessitates the cross-fertilisation of ideas and practices in the creative process. Coupled with the thinking that the constraints of working in a single discipline may prevent its progression in the field, the practice of cross and inter-disciplinarity offers fresh entry points to the investigation, creation and production of product. This is the second of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. The unit introduces you to cross and 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: 2010 SEM-2

KKB341 WORKPLACE LEARNING 1
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.  
Prerequisites: Completion of 168 credit points of study  
Credit points: 12  Contact hours: Between 90 and 100 hours duration  Campus: Kelvin Grove  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB342 WORKPLACE LEARNING 2
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.  
Prerequisites: KKB341 (can be enrolled in the same teaching period)  
Credit points: 12  Contact hours: Between 90 and 100 hours duration  Campus: Kelvin Grove  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

**Prerequisites:** KKB343 (can be enrolled in the same teaching period) **Credit points:** 12 **Contact hours:** Between 90 and 100 hours duration **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB345 CREATIVE INDUSTRIES PROJECT 1**

The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students' increased self-knowledge and confidence as practitioners in the Creative Industries.

**Prerequisites:** Completion of 72 credit points of Creative Industries units (K%B% units) **Credit points:** 12 **Contact hours:** About 150 hours across the semester. **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB346 CREATIVE INDUSTRIES PROJECT 2**

The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students' increased self-knowledge and confidence as practitioners in the Creative Industries.

**Prerequisites:** KKB345 (can be enrolled in the same teaching period) **Credit points:** 12 **Contact hours:** About 150 hours across the semester. However when the project is combined with KKB345, then between 230-270 hours in duration across both projects. **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB347 BECOMING A RESEARCHER: UNDERSTANDINGS, SKILLS AND PRACTICES**

This is the first of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.

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

**KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR**

This unit is designed for students who have completed at least one year full time study of a QUT Creative Industries Faculty course and are ready to expand their horizons by gaining experience of international creative industries practice in creative cities. Creative cities contain tourist districts, art museums, galleries, fashion houses, creative precincts, production houses and the like, managed by internationally recognised cultural producers, designers and professionals. The unit addresses the issues that pertain to the culture that is produced and exhibited in the city or cities selected for the tour and provides the opportunity for students to interact with internationally recognised creative artists and cultural professionals.

**IMPORTANT NOTE:** The cost of the 2-3 week tour is estimated at between four and five thousand dollars.

**Prerequisites:** Completion of 72 credit points of study (K% units) **Credit points:** 12 **Contact hours:** 2-3 week tour and several lectures during semester **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-2

**KMB003 SEX DRUGS ROCK 'N' ROLL**

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

**Equivalents:** KMB640 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove and Caboolture **Teaching period:** 2010 SEM-1

**KMB004 WORLD MUSIC**

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

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge. **Equivalents:** KMB631 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-1

**KMB107 SOUND, IMAGE, TEXT**

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

**Equivalents:** KMB638 **Credit points:** 12 **Contact hours:** 2.5 per week **Campus:** Kelvin Grove and Caboolture **Teaching period:** 2010 SEM-2
KMB119 MUSIC AND SOUND PRODUCTION 1
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.
Equivalents: KMB108, KMB621  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2010 SEM-1

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

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

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

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

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

KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.
Equivalents: KPB150, KPB155  Credit points: 12
Contact hours: 4 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT
This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.
Equivalents: KPB314  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KPB105 NARRATIVE PRODUCTION
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.
Prerequisites: KPB101 or KPB155 or KPB150
Equivalents: KPB185, KPB260  Credit points: 12
Contact hours: Average of 4 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

**Equivalents:** KPB102, KPB359  Credit points: 12

**Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

### KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS

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

**Equivalents:** KPB106, KPB209  Credit points: 12

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

### KPB112 TV AND FILM GENRES

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

**Equivalents:** KPB103, KPB107, KPB372-2  Credit points: 12

**Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

### KPB113 TV AND FILM TEXT ANALYSIS

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

**Equivalents:** KPB108, KPB130  Credit points: 12

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

### KPB202 FILM AND TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT

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

**Prerequisites:** KPB104 or KPB314  Credit points: 12

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

### KPB203 AUSTRALIAN FILM

This unit includes the following: study of New Wave Australian films within their cultural and institutional contexts; issues facing the film industry today; the filmic construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; the Australian landscape in film; experimental and Avant-Garde films; indigenous films; new technological and global challenges.

**Equivalents:** KPB343  Credit points: 12

**Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

### KPB205 DOCUMENTARY THEORY AND PRACTICE

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

**Equivalents:** KPB358  Credit points: 12

**Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

### KPB206 INTERNATIONAL CINEMA

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

**Equivalents:** KPB344  Credit points: 12

**Contact hours:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

### 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. **Equivalents:** KPB203, KPB343, KPB106  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove

**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 theatrical issues and the medium.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**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:** KPB104 or KPB314  **Equivalents:** KPB202  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KTB101 20TH CENTURY PERFORMANCE**

In this unit you will investigate the major artistic movements of the 20th century; fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.  **Equivalents:** KTB251  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

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

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

**KTB104 PERFORMANCE INNOVATION**

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

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

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

**KTB204 UNDERSTANDING PERFORMANCE**

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

**KTB207 STAGING AUSTRALIA**

This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twentieth-first centuries. Theatre practices are explored in relation to broader social and political concerns.  **Equivalents:** KTB253  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KTB210 CREATIVE INDUSTRIES MANAGEMENT**

This unit introduces management techniques within the Australian creative industries environment including company structures, cultural policy, strategic management and leadership in the arts, legal, ethical, economical and social requirements of arts, boards, and entrepreneurial activity.  **Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  **Equivalents:** KTB061  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS**

Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.  **Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  **Antirequisites:** KTP406  **Equivalents:** KTB062  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

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

Prerequisites: Completion of 168 credit points of study
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS
This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.
Prerequisites: Completion of 72 credit points of study
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KVB102 MODERNISM
This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to inter-disciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.
Equivalents: KVB701  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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

KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist’s repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.
Equivalents: KVB509  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2 and 2010 SEM-1

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

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

KVB108 CONTEMPORARY ASIAN VISUAL CULTURE
This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.
Equivalents: KVB444  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KVB204 GRAPHIC DESIGN
Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.
Prerequisites: KIB101 or KIB801 or KIP401
Antirequisites: KVP401
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KVB211 POST 1945 ART
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art\textsuperscript{\&}\textsubscript{s} engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

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

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

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

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

KVB306 VIDEO ART AND CULTURE
Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.
Equivalents: KVB703
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.
Equivalents: KWB250
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.
Antirequisites: KWP401
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1 and 2010 SEM-2

KWB103 PERSUASIVE WRITING
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.
Antirequisites: KWP402
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail. **Antirequisites:** KWP403  **Equivalents:** KWB350  
**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KWB106 CORPORATE WRITING AND EDITING**

This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures). **Antirequisites:** KWP405  **Equivalents:** KWB314  
**Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KWB107 CREATIVE NON-FICTION**

This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored. **Equivalents:** KWB381  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KWB108 INTRODUCTION TO LITERARY STUDIES**

"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world. **Equivalents:** KWB001, KWB716  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KWB109 WRITING AUSTRALIA**

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

**KWB206 YOUTH AND CHILDREN'S WRITING**

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

**KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS**

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

**KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)**

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

**KWB209 SHAKESPEARE, THEN AND NOW**

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

**KWB211 STYLISTICS AND POETICS**

This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylistics, students will work on unpacking, theorising and then replicating literary techniques used by a wide range of exemplary authors. This unit gives students a unique opportunity to consider and manipulate very specific aspects of their authorial voices, drawing on the field of...
literary stylistics, the Oulipo movement, reader response theorists, and other author-based literary theories and schools. Intensive studio-based work, self-directed creative practice, guided critical analysis and asynchronous on-line activities characterise the teaching and learning in this unit.

**Equivallents:** KWB370, KWB201  **Credit points:** 12  
**Contact hours:** 3hr intensive workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KWB303 WRITING AND PUBLISHING INDUSTRY**  
This unit provides an introduction to the function and structure of the writing and publishing industry.

**Equivallents:** KWB399  **Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

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

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

**KWB309 POPULAR FICTIONS, POPULAR CULTURE**  
The unit is designed to provide you with skills in understanding popular culture/s. It addresses the production of popular culture via a range of texts and mediums, and provides you with a framework by which you can critique the operations of popular cultures.

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

**KWB313 NOVEL AND MEMOIR**  
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

**Credit points:** 12  
**Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KXB101 INTRODUCTION TO ENTERTAINMENT**  
The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:

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

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

**KXB102 GLOBAL ENTERTAINMENT**  
Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.

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