Bachelor of Fine Arts (Interactive and Visual Design)/Bachelor of Information Technology (IX69)

Year offered: 2013
Admissions: Yes
CRICOS code: 064812A
Course duration (full-time): 4 years
Domestic Fees (indicative): 2013: CSP $4200 (indicative) per Semester (48 credit points)

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-fines/study-costs/fee-schedule/table-I-student-services-and-amenities-fee

Start month: February
QTAC code: 409612
Past rank cut-off: 80
Past OP cut-off: 10
OP Guarantee: Yes
Deferment allowed: Yes
Total credit points: 384

Course coordinator: Head of Studies, MECA (Creative Industries); Mr Mike Roggenkamp (Information Technology)
Discipline coordinator: Dr Gavin Sade (Interactive and Visual Design)
Campus: Gardens Point and Kelvin Grove
Attendance: Full-time

Assumed knowledge: English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA) of English and one of the following: Maths A, Maths B or Maths C.
For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Combine your creative, interactive and visual design skills with a theoretical and practical grounding in information technology.
- Complete 2 degrees in 4 years full-time.
- Study digital and graphic design, advertising, web design, interface design, usability and information architecture.
- Specialise in business process management, data warehousing, digital environments, enterprise systems, network systems, software engineering, or web technologies.

Details:
Interactive and visual design is at the cutting edge of technological applications of creativity. You will complement your information technology degree with a fine arts major (16 specialist units).
This degree equips you to build and apply creative, innovative IT solutions across diverse industries. A hands-on, real-world-based curriculum gives you the opportunity to explore a wide range of areas within the two strands of this degree, and gain deep understanding within your specialty area.
You will be able to gain entrepreneurial skills if you wish to learn how to develop an idea into a commercial opportunity. You learn to harness your creativity and people skills to maximise the impact of your technical know-how in the booming IT marketplace.

Career outcomes
This double degree will set you up for a career in the rapidly expanding fields of contemporary communication and the application of new media technologies.

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

Structures and Units

Course Structure
This course is made up of 384 credit points. Each component (i.e. Information Technology, and Interactive and Visual Design) comprises 192 credit points.

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 Environments
- Enterprise Systems
- Information Management
- Network Systems
- Software Engineering
- Web Technologies
Course structure - Commencing 2012 onwards

**Year 1, Semester 1**
- INB101 Impact of IT
- INB102 Emerging Technology
- KIB100 Design and Creative Thinking
- KIB101 Visual Communication

**Year 1, Semester 2**
- INB103 Industry Insights
- INB104 Building IT Systems
- KIB109 Design for Interactive Media
- KIB120 Graphic Design

**Year 2, Semester 1**
- IT Breadth Option Unit
- KIB103 Introduction to Web Design and Development
- KNB112 Drawing for Animation 1
- INB103 Industry Insights
- KIB102 Visual Interactions
- KIB120 Graphic Design

**Year 2, Semester 2**
- IT Breadth Option Unit
- KIB109 Design for Interactive Media
- KIB120 Graphic Design
- INB103 Industry Insights
- KIB102 Visual Interactions
- KIB120 Graphic Design

**Year 3, Semester 1**
- INB201 Scalable Systems Development
- KIB204 Web Interface Design
- KIB231 Typography and Illustration
- KIB204 Web Interface Design
- KIB231 Typography and Illustration
- KIB231 Typography and Illustration

**Year 3, Semester 2**
- INB300 Professional Practice in IT
- KIB207 Theories of Visual Communication
- KIB216 Advanced Web Design
- KIB300 Professional Practice in IT
- KIB207 Theories of Visual Communication
- KIB216 Advanced Web Design

**Year 4, Semester 1**
- INB301 The Business of IT
- KIB315 Contemporary Issues in Digital Media
- KIB300 Professional Practice in IT
- KIB207 Theories of Visual Communication
- KIB216 Advanced Web Design

**Course structure - Commencing 2012 onwards**

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**Year 4, Semester 2**
- INB302 IT Capstone Project
- KIB322 Professional Practice for Designers

**INTERACTIVE AND VISUAL DESIGN SEMESTER 2 UNIT OPTIONS:**
- SELECT One unit (12cp) from the Interactive and Visual Design Semester 2 Unit Options (KIB314 or KIB338)

- KIB314 Tangible Media
- KIB338 Print Media

**Potential Careers:**

**UNIT SYNOPSES**

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

**Antirequisites:** INN101

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**INB102 EMERGING TECHNOLOGY**
The aim of this unit is to provide you with a conceptual framework to understand the technologies that enable IT. This will be a fun exploration of a wide spectrum of ideas where we will examine some currently popular technologies, their history and their future. 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 produced recent technological advances in IT. Concepts leading to existing technologies are introduced during lectures, which are followed by laboratory sessions where you will be encouraged to discuss social change, future information tools and explore the concepts required for constructing these technologies.

**Equivalents:** ITB005  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

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

**Equivalents:** ITB002  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

**INB104 BUILDING IT SYSTEMS**
Today's modern integrated technology is built on IT systems which run in a range of contexts (e.g. mobile computing, robotics, and web-based systems) using a range of technological solutions such as programming and scripting, databases, web development and network programming. This unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

**Equivalents:** ITB001  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

**INB201 SCALABLE SYSTEMS DEVELOPMENT**
Information technology is a key enabling tool in a rapidly evolving global economy. IT systems underpin innovation across a range of application areas including business, economics, science, engineering, education and the arts. In order to educate graduates in this climate, Scalable Systems Development adopts an integrated approach to provide broad hands-on experiences designed to orient students to the range of possibilities within the IT discipline.

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

**Prerequisites:** (INB102 or ITB005) and (INB104 or ITB001)  
**Assumed knowledge:** Completion of 36cp of Breadth units is assumed knowledge  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

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

**Prerequisites:** INB201  
**Antirequisites:** ITB101, INS010, INS011, INS012, INS020  
**Assumed knowledge:** To be taken in your final year of the BIT. You must have completed at least 132 CPs of IT units, including at least two specialisation units. Normally you should have completed at least 192 CPs in a single degree or 288 CPs in a double degree  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**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:** 2013 SEM-1 and 2013 SEM-2

**INB302 IT CAPSTONE PROJECT**

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

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

**Equivalents:** ITB010  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KIB100 DESIGN AND CREATIVE THINKING**

Design processes and creative thinking are at the core of interactive and visual design disciplines. This unit offers a broad foundational and generic introduction to the processes and methods designers employ when designing in a contemporary cross-discipline environment. It also introduces design history and theory. The unit is offered at beginning of the interactive and visual design course in order to provide you with a foundation in design and creative thinking.

**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KIB101 VISUAL COMMUNICATION**

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

**Equivalents:** KIB801  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-2

**KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT**

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

**Antirequisites:** INB271, KIP403  
**Equivalents:** KIB807, KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KIB109 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:** KIB101 or KIB103 or KIB801 or KIB807 or KKB007 or KKB818 or KIP401 or KIB201 or KIB202  
**Equivalents:** KIB214, KIB210  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KIB120 GRAPHIC DESIGN**

An ability to create and promote attractive and effective messages is the aim of graphic design. In this unit, you will build upon the knowledge and skills you have gained in visual communication to consolidate an advanced understanding of how graphic design works in our contemporary society. This unit is focused on the design process and projects (publications, corporate identity, digital media and advertising), therefore, there is an emphasis on skills and concepts that contribute to interpreting and responding to design briefs, and to developing creativity and design innovation.

**Prerequisites:** KIB101 or KIB801 or KIP401
Information for future students
Published on: 28 June 2013

KIB204 WEB INTERFACE DESIGN
Effective interface design is an essential aspect of contemporary communication. In the production of digital media forms, such as web sites or mobile applications, you will need to have an in-depth understanding of how visual design and communication principles apply to the creation of visual interfaces. You will also need to understand the effective and integral relationship between interface and interaction design. This unit provides the knowledge and skills in interface design that will be required to design effective interactive media, which you will apply in future studies in Interactive and Visual Design.

Prerequisites: (KIB103 or KIB807 or KKB007 or KKB818) and (KIB102 or KIB120 or KIB802 or KVB204)
Assumed knowledge: It is assumed that students are familiar with the QUT computing environment, and digital design applications including Adobe Photoshop, Illustrator, Flash and Dreamweaver. Students are expected to read and write HTML and CSS in a text editor.

Equivalents: KIB230, KIB211

Contact hours: 3 per week

Campus: Kelvin Grove

Teaching period: 2013 SEM-2

KIB207 THEORIES OF VISUAL COMMUNICATION
Contemporary visual designers need to have a thorough and sophisticated understanding of the principles, theories, and history of visual communication as well as how it shapes and changes the way that we understand meaning, persuasion, society and culture. This unit builds on knowledge gained in KIB101 Visual Communication and KIB120 Graphic Design to provide an in-depth knowledge of the field of visual communication.

Prerequisites: (KIB120 or KVB204) and completion of 96cp of study

Equivalents: KIB230

Contact hours: 3 per week

Campus: Kelvin Grove

Teaching period: 2013 SEM-2

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

Prerequisites: KIB204 or KIB230

Equivalents: KIB211, KIB817

Contact hours: 3 per week

Campus: Kelvin Grove

Teaching period: 2013 SEM-2

KIB309 EMBODIED INTERACTIONS
Interaction with technology has advanced beyond the desktop paradigm of mouse and keyboard to embodied interfaces that incorporate video tracking, audio input, and gestural interaction techniques. Applications range from wearable technology to tangible media installations. This unit introduces an experimental field of interactive media design the practical application of the processes and techniques of tangible media applications. Lectures, which provide the theoretical grounding of the study area, methodologies and examples of the application of tangible media are complemented by practical classes which extend the technical skills acquired in Programming for Designers and Artists and support the development of tangible media outcomes within design studios.

Prerequisites: KIB216 or KIB205 or INB385

Equivalents: KIB311

Contact hours: 3 per week

Campus: Kelvin Grove

Teaching period: 2013 SEM-1

KIB314 TANGIBLE MEDIA
This unit extends the understandings of tangible media interfaces and applications gained in the embodied media unit. In this unit students will develop a tangible media project from concept through to design, production, evaluation, and exhibition. Theoretical understandings on tangible media object design, interaction and installation gained through lectures will be supplemented with production skills in workshops, and applied to the development of tangible media works in design studios. Finished works will be displayed in a final exhibition where members of the public will interact with them.

Prerequisites: KIB309

Equivalents: KIB311

Contact hours: 3 per week

Campus: Kelvin Grove

Teaching period: 2013 SEM-2
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 168cp of study
Equivalents: KIB813 Credit points: 12 Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KIB322 PROFESSIONAL PRACTICE FOR DESIGNERS
Design Project is an advanced studio unit for interactive and visual designers. The second of two capstone units, it supports students to develop a final project which brings together the creative approaches, specialist design knowledge, and organizational skills that have been acquired through the Interactive and Visual Design course. In this unit, you will develop a design project based on proposals and prototypes produced in Design Project 1. The unit will be taught through presentations and seminars, critical reviews and design studio processes. The outcomes of this unit will contribute to a design portfolio and a graduate exhibition.

Prerequisites: Completion of 168 credit points of study
Equivalents: KIB806 Credit points: 12 Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KIB338 PRINT MEDIA
This unit builds on the visual communication and graphic design units to develop specialist skills in design layout and the creative production of print media. It will introduce the theory and principles involved in combining text, image and design elements into a coherent design layout and will extend this theory into practice through the development of advanced design publishing techniques. Theoretical understandings gained through lectures will be augmented with technical skills in workshops, and applied to the production of team-based, professional quality print projects in design studios.

Prerequisites: KIB120 or KVB204  Antirequisites: KCP361, KCP405 Credit points: 12 Contact hours: 3 per week, plus several workshops during semester  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KIB340 VISUAL INFORMATION DESIGN
We encounter information design every day. It has become an essential aspect of contemporary communication. The field of information design has grown rapidly in the past decade and is now routinely employed across many fields where the visual display of complex data, events, and phenomena provide concise explanations, new insights and even discoveries. Information Design is used in many fields, including product information, way-finding, mapping, biology, transport, news and journalism, interaction and interface design, and systems diagrams. The demand for visual communicators with expertise in information design continues to grow. In the interpretation and production of information design you will extend your understanding of visual design and communication principles to include principles for effective information design. This unit provides advanced knowledge and skills in visual information design, which will be applied in design outcomes for a range of contexts.

Prerequisites: KIB120 or KVB204  Equivalents: KIB211 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB112 DRAWING FOR ANIMATION 1
There are many design principles and elements to consider in the conceptual development and presentation of an idea or visual message. The ability to apply drawing to such a task promotes the development of varied capabilities and technical skills: observation, description, meaning-making, recording, synthesis, interpretation and presentation in visual form. This unit will provide knowledge of the history and techniques of drawing, as well as core skills, and an understanding of its application for concept development, prototyping, and storyboarding. This will provide an important foundation for existing and evolving modes of constructing and presenting effective visual communication.

Equivalents: KVB105, KVB755 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB123 ANIMATION AND MOTION GRAPHICS
The field of motion graphics has expanded rapidly, with its application extending beyond the role of cinematic storytelling to applications for title sequences, music promotion, marketing, computer games and information design. This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on the principles of design in motion. This unit provides an introduction to the world of animated graphics, paying particular attention to pre-production techniques, design in motion, and idea generation. Through the development of screen-based works, you will apply traditional animation principles and techniques to communicate innovative temporal and spatial design solutions.

Equivalents: KIB105 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2