Master of Advertising (Creative Advertising) (IX96)

Year offered: 2011  
Admissions: Yes  
CRICOS code: 048322G  
Course duration (full-time): 3 semesters  
Course duration (part-time): 6 semesters  
Domestic Fees (indicative): 2011: Full fee tuition $7,875 (indicative) per semester  
International Fees (indicative): 2011: $10,750 (indicative) per semester  
Domestic Entry: February/July  
International Entry: February/July  
Total credit points: 144  
Standard credit points per full-time semester: 48  
Standard credit points per part-time semester: 24  
Course coordinator: AsPro Helen Klaebe  
Discipline coordinator: Ms Louise Grayson  
Campus: Gardens Point and Kelvin Grove

Course Structure
To graduate with a Master of Advertising (Creative Advertising), students are required to successfully complete 144 credit points, as specified in the course structure below.

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.

Advanced Standing
Advanced standing of up to 48 credit points may be available to students who have completed an undergraduate degree in Creative Advertising and meet the GPA requirements.

English language requirement
In addition to the above academic entry requirements, standard English language requirements apply. See the details for ‘all degrees’ at: http://www.qut.edu.au/study/applying/english-language-requirements.jsp

Full time and Part time course structure

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<thead>
<tr>
<th>Semester 1</th>
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<tbody>
<tr>
<td><em>Part time students will complete two units per semester.</em></td>
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</tr>
<tr>
<td>AMN420</td>
<td>Advertising Management</td>
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<tr>
<td>KIP424</td>
<td>Advertising Creative: Introduction</td>
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<tr>
<td>SELECT</td>
<td>Either KIP401 or KWP401:</td>
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<tr>
<td>KIP401</td>
<td>Visual Communication</td>
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<td>KWP401</td>
<td>Media Writing</td>
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<td>SELECT</td>
<td>A List B Unit Option</td>
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<tr>
<th>Semester 2</th>
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<td>AMN421</td>
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<td>KIP426</td>
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<td>KIP429</td>
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<table>
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<th>Semester 3</th>
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<td>KKP004-2</td>
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<td>KKP004-3</td>
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<th>Semester 1</th>
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<tr>
<td>AMN420</td>
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<td>KIP424</td>
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<th>Semester 2</th>
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<td>AMN421</td>
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<td>KIP401</td>
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<td>KWP401</td>
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| Semester 3 |
KKP004-1 Innovation in the Creative Industries: Major Project
KKP004-2 Innovation in the Creative Industries: Major Project
KKP004-3 Innovation in the Creative Industries: Major Project
KKP004-4 Innovation in the Creative Industries: Major Project

NOTES:
* KIP424 will be recoded to KAP401 from July 2012. Please enrol in KIP424 if you wish to study this unit in the first half of 2012. Please enrol in KAP401 if you wish to study this unit in the second half of 2012.
* KIP426 will be recoded to KAP402 from July 2012. Please enrol in KIP426 if you wish to study this unit in the first half of 2012. Please enrol in KAP402 if you wish to study this unit in the second half of 2012.

List B - Creative Industries Unit Options

<table>
<thead>
<tr>
<th>Unit Options</th>
<th>Description</th>
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<tbody>
<tr>
<td>AMN400</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMN420</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<tr>
<td>KCB302</td>
<td>Political Communication</td>
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<tr>
<td>KCB304</td>
<td>Designing Communication Resources</td>
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<tr>
<td>KCP407</td>
<td>Applied Professional Communication</td>
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<tr>
<td>KCP408</td>
<td>Exploring New Media Worlds</td>
</tr>
<tr>
<td>KFB106</td>
<td>Unspokeable Beauty: A History of Fashion and Style</td>
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<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
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<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
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<tr>
<td>KFB208</td>
<td>Fashion Portfolio</td>
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<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
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<tr>
<td>KIB203</td>
<td>Introduction to 3D Computer Graphics</td>
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<tr>
<td>KIB205</td>
<td>Programming for Visual Designers and Artists</td>
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<tr>
<td>KIB214</td>
<td>Design for Interactive Media</td>
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<tr>
<td>KIB225</td>
<td>Character Development, Conceptual Design and Animation Layout</td>
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<tr>
<td>KIP401</td>
<td>Visual Communication</td>
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<td>KIP402</td>
<td>Visual Interactions</td>
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<td>KIP403</td>
<td>Introduction to Web Design and Development</td>
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<td>KIP404</td>
<td>Digital Media</td>
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<tr>
<td>KIP405</td>
<td>Animation and Motion Graphics</td>
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<td>KIP424</td>
<td>Advertising Creative: Introduction</td>
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<tr>
<td>KIP426</td>
<td>Advertising Creative: Copywriting and Art Direction</td>
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<td>KJB211</td>
<td>Layout and Design</td>
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<td>KJB222</td>
<td>Online Journalism 1</td>
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<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
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<td>KJB280</td>
<td>International Journalism</td>
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<td>KJB304</td>
<td>Sub-Editing</td>
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<td>KJP401</td>
<td>Newswriting</td>
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<td>KJP402</td>
<td>Journalistic Inquiry</td>
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<td>KJP403</td>
<td>Feature Writing</td>
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<td>KKB175</td>
<td>Creative Industries Legal Issues</td>
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<td>KKB350</td>
<td>Creative Industries International Study Tour</td>
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<tr>
<td>KKN320</td>
<td>Postgraduate Workplace Learning</td>
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<tr>
<td>KKP402</td>
<td>Business and Corporate Development in the Creative Industries</td>
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<tr>
<td>KKP403</td>
<td>Transmedia Storytelling: From Interviewing to Multi-Platform</td>
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<td>KKP404</td>
<td>Policy Development in Creative and Cultural Industries</td>
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<td>KKP405</td>
<td>Co-Creative Media: Digital Storytelling</td>
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<td>KKP406</td>
<td>Global Media and Communication</td>
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<td>KKP407</td>
<td>Creative Industries in Asia</td>
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<td>KKP408</td>
<td>Marketing Arts and Culture</td>
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<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
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<td>KKP410</td>
<td>Fundamental Media Skills for the Workplace</td>
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<td>KMB107</td>
<td>Sound, Image, Text</td>
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<td>KMB301</td>
<td>The Music Industry</td>
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<td>KMB004</td>
<td>World Music</td>
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<td>KMB119</td>
<td>Music and Sound Production 1</td>
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<td>KMB129</td>
<td>Music and Sound Production 2</td>
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<td>KPB207</td>
<td>Film and Television Scriptwriting</td>
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<td>KTB207</td>
<td>Staging Australia</td>
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<td>KTB210</td>
<td>Creative Industries Management</td>
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<td>KTB211</td>
<td>Creative Industries Events and Festivals</td>
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<td>KTP401</td>
<td>Contemporary Performance</td>
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<td>KVB105</td>
<td>Drawing for Design</td>
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<td>Drawing for Animation</td>
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<td>KVB204</td>
<td>Graphic Design</td>
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<td>KVP402</td>
<td>Photomedia and Creative Practice</td>
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<td>KWB101</td>
<td>Introduction to Creative Writing</td>
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<td>KWP401</td>
<td>Media Writing</td>
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<tr>
<td>KWP403</td>
<td>Creative Writing: the Short Story</td>
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<tr>
<td>KWB107</td>
<td>Creative Non-Fiction</td>
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</table>
KWB206 Youth and Children's Writing
KWP407 Great Books: the Literary Classics
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB211 Stylistics and Poetics
KWB302 Novel and Genre
KWP404 Editing and Developing the Manuscript
KWB313 Novel and Memoir
KWP402 Persuasive Writing
KWP405 Corporate Writing and Editing

NOTE: * KKB345, KJP404, KMB105, KMB108 and KVB104 may count as List B Unit Options if they were completed in 2009 or prior.
* KMB205, KB102, KVB104, KWB207 and KWB304 may count as List B Unit Options if they were completed in 2010 or prior.
* KWB210 will be offered for the first time in semester 1 2012.

Potential Careers:
Advertising Professional, Art Project Manager, Media Industry Specialist.

UNIT SYNOPSES

AMN400 CONSUMER BEHAVIOUR
This unit provides an introduction to the area of consumer behaviour and a forum for discussion of theory and research in the field. The current state of consumer behaviour research will be reviewed and some of the emerging trends in the area are explored through several avenues of assessment. The unit provides the environment for students to conduct their own research in areas that are relevant, of interest to them and reflect the interdisciplinary nature of consumer behaviour.
Antirequisites: MIN419 Equivalents: AMX400 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 SEM-2

AMN420 ADVERTISING MANAGEMENT
This unit empowers students to make effective management decisions within the advertising process. It examines the setting of advertising objectives, and the need for coordination of these with marketing, communication and organisational objectives. It develops a sound understanding of advertising regulations and ethics, budgeting, research and campaign coordination. It further examines management's participation in the creative, media and production processes, and the contribution of advertising management to the cohesion and creativity of the agency.
Antirequisites: CON417 Equivalents: AMX420 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

AMN421 CONTEMPORARY ISSUES IN ADVERTISING
This unit surveys the intellectual foundations of a number of contemporary issues emerging within the advertising discipline and provides sophisticated, systematic explanations of their societal implications and consequences. It also explores how these issues are addressed by business, government and organisation.
Prerequisites: AMN420 Antirequisites: CON412 Equivalents: AMX421 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.
Equivalents: KCB213 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.
Equivalents: KCB311 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

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

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

**Equivalents:** KCB335  Credit points: 12  Contact hours: 5.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

**KCP407 APPLIED PROFESSIONAL COMMUNICATION**

This unit honours your skills in professional communication and integrates the important skills of writing and presenting under a strategic planning framework. It includes a focus on leadership, teamwork, audience analysis, evaluation, and ethics.

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

**KCP408 EXPLORING NEW MEDIA WORLDS**

This unit focuses on the relationships between individuals and communities that are afforded, extended, amplified and intensified as well as attenuated by new media technologies and practices. You will explore the contemporary worlds of connections, play, commerce and politics through the lenses of new media. In the process, you will examine, confront and challenge the notion of the boundaries surrounding new media such as the limits of embodiment, nation-state sovereignty and their infrastructures of laws and economics.

**Antirequisites:** KCB207  **Equivalents:** KCP402, KCP336  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

**KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE**

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

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

**KFB205 FASHION AND STYLE JOURNALISM**

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

**Prerequisites:** KFB103 or KJB224  (KJB224 can be enrolled in the same teaching period)  **Assumed knowledge:** It is strongly recommended that prior to undertaking this unit students complete both KFB103 and KJB224.  **Equivalents:** KJB339  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

**KFB207 CONTEMPORARY FASHION**

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

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

**KFB208 FASHION PORTFOLIO**

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

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

**KIB108 ANIMATION HISTORY AND PRACTICES**

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

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

**KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS**

The field of 3D computer graphics has grown from being a highly specialist field, supported by large film studios, into a vast and growing industry. Throughout film and television, scientific visualization, industrial and architectural design, physical modelling, animation and gaming; 3D visualisation has become a significant contributor to the construction of virtual worlds and the simulation of physical environments. This unit provides an introduction to the world of 3D graphics, paying particular attention to pre-production techniques, project management, 3D modelling techniques, and designing virtual environments. It establishes a
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.

**KIP401 VISUAL COMMUNICATION**

**Antirequisites:** KIB101, KIB801  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KIP402 VISUAL INTERACTIONS**

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

**Antirequisites:** KIB102, KIB802  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIP403 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:** KIB103, KIB807  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KIP404 DIGITAL MEDIA**

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

**Antirequisites:** KIB104, KIB808  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KIP405 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.

**Antirequisites:** KIB105, KIB804  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIP424 ADVERTISING CREATIVE: INTRODUCTION**

This unit provides an introduction to the creative side of advertising, involving the analysis of advertising creative content, the development of creative strategies, creative concepts, and the crafting of persuasive ideas. The unit is the foundation for further work in creative advertising, and provides you with a thorough grounding in creative advertising history, industry practices, strategies and
concepts development.  

**KJB222 ONLINE JOURNALISM 1**  
As increasing volumes of news and other factual material are processed through online media, practitioners and also intending citizen journalists stand to get a secure understanding from studying the social and economic underpinnings of the format, and also from acquiring skills for using it.

This unit explores the background to practice in online journalism, such as the place of the medium in contemporary mass communication; it promotes the principles of best practice in journalism, and enables students to publish reports online, giving them instruction in a wide range of production skills.

**Prerequisites:** KJB121 or KJP402  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 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:** 2011 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 KJP401  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KJB304 SUB-EDITING**  
This unit builds on KJB211 (Layout and Design) and is aimed at teaching students how to assess text for publication in the journalism industry which is a highly sought skill for employment both within Australia and
overseas. Students will assess the text for news’ values, quality, photographs, supporting stories, applying style guides (both generic and in-house), grammar, spelling, accuracy, verification, its legality (including defamation, contempt and sub-judice), ethics, sources and balance. Students, individually and in small teams, will be given a range of copy-text from very poor to reasonable on a variety of topics which will be made publishable (i.e. production-ready) by them working with their tutor using the above processes.

**Prerequisites:** KJB120 or KJP400  **Equivalents:** KJB322  
**Credit points:** 12  **Contact hours:** 3 per week  
**Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KJP401 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; the evolution and theories of reporting.

**Equivalents:** KJP120  **Credit points:** 12  **Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KJP402 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 will have opportunities to write stories related to different news rounds throughout the semester.

**Antirequisites:** KVP402  **Equivalents:** KJP121  
**Credit points:** 12  **Contact hours:** 3 per week  
**Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KJP403 FEATURE WRITING**
In this unit you will conduct interviews and other research that you use to write Internet, newspaper and magazine articles that profile personalities or that treat processes, events and places to exploit their human-interest value.

**Equivalents:** KJP224  **Credit points:** 12  **Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KKB175 CREATIVE INDUSTRIES LEGAL ISSUES**
This unit introduces Creative Industries students to the law which applies to their professional practice and theoretical study. The unit provides a foundational approach to general aspects of law as well as particular topics for students in these fields. The unit is based on a core set of lectures and tutorials which are offered in two strands: Strand 1 for Journalism and Media Communication; Strand 2 for other

**Creative practices.**

**Antirequisites:** LWS009  **Equivalents:** KKB275  
**Credit points:** 12  **Contact hours:** 3 per week  
**Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR**
This unit is designed for students who have completed at least one year full time study of a QUT Creative Industries Faculty course and are ready to expand their horizons by gaining experience of international creative industries practice in creative cities. Creative cities contain tourist districts, art museums, galleries, fashion houses, creative precincts, production houses and the like, managed by internationally recognised cultural producers, designers and professionals. The unit addresses the issues that pertain to the culture that is produced and exhibited in the city or cities selected for the tour and provides the opportunity for students to interact with internationally recognised creative artists and cultural professionals.

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

**Prerequisites:** Completion of 72 credit points of study (K% units)  
**Credit points:** 12  **Contact hours:** 2-3 week tour and several lectures during semester  
**Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KKN320 POSTGRADUATE WORKPLACE LEARNING**
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 elective unit is offered during postgraduate courses so that students are able to apply appropriate, transferable skills to a workplace or professional context.

**Equivalents:** KKN330, KKN340-1, KKN340-2  
**Credit points:** 12  **Contact hours:** Between 90 and 100 hours  
**Duration Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2 and 2011 SUM

**KKP003 PROJECT DESIGN IN THE CREATIVE INDUSTRIES**
The cohesive and reflexive nature of creative producers permits their successful skill transfer to a variety of employment. Understanding the importance of collaboration and professional networking in the Creative Industries is therefore essential. The unit aims to critique the relevance of collaboration and professional networking to the creative practitioner/manager and combines these with relevant project management skills.

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

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KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT
This major project is the final and culminating activity of the Master of Creative Industries. It serves to focus each candidate’s learning through a specifically designed and substantial project that seeks to realise innovations in the candidate’s practice or workplace. Each project will be designed to ‘fit’ the scale, scope and focus of 48 credit points.

This unit aims to provide the creative industries worker with an opportunity to plan, implement and evaluate a major project professional project in the Creative Industries. Such a project may be located in the candidate’s workplace, constructed as an internship with a innovative firm or company or a piece of scholarly enquiry which addresses the challenges of innovation within one of the creative industries.
Prerequisites: KKP004-2 (can be enrolled in the same teaching period)  Credit points: 12  Contact hours: Expected contact hours will average approximately 10-12 hours per week over the course of the semester.  
Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT
This major project is the final and culminating activity of the Master of Creative Industries. It serves to focus each candidate’s learning through a specifically designed and substantial project that seeks to realise innovations in the candidate’s practice or workplace. Each project will be designed to ‘fit’ the scale, scope and focus of 48 credit points.

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Prerequisites: KKP004-1 (can be enrolled in the same teaching period)  Credit points: 12  Contact hours: Expected contact hours will average approximately 10-12 hours per week over the course of the semester.  
Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT
This major project is the final and culminating activity of the Master of Creative Industries. It serves to focus each
components of a business model for your selected creative concept and write a formal business plan for that concept/product. You examine and critique the business models of a variety of existing businesses in the creative industries during the semester.

**Equivalents:** GSN225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KKP403 TRANSMEDIA STORYTELLING: FROM INTERVIEWING TO MULTI-PLATFORM**

Advanced level research and creative practice in the Creative Industries frequently draws upon the expertise of leading national and international researchers who visit the Creative Industries Faculty, as well as innovative creative projects. Through a Special Topic unit, Masters, PhD and Professional Doctorate students at the postgraduate level can systematically engage with these initiatives through a structured program of attendance at key events, reading and investigation, and working in creative teams to develop project deliverables.

**Prerequisites:** Completion of 48cp of study  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KKP404 POLICY DEVELOPMENT IN CREATIVE AND CULTURAL INDUSTRIES**

In this unit, you will undertake an overview of the creative industries as a major element of the global knowledge economy. You will critically analyse key creative industries concepts such as: the knowledge-based economy; networks and clusters; economic aspects of culture and creativity; creative cities; organisation of creative work; creativity and management; social entrepreneurship.

**Equivalents:** KCP018, KCP401  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KKP405 CO-CREATIVE MEDIA: DIGITAL STORYTELLING**

In this unit, you will learn about the breadth of achievements of research in the Creative Industries (for example, in making visible the creative economy. This knowledge is essential for arts and creative industries managers. You will also have the option to experience deep learning in the theory and practice of one particular creative human capital development technique and qualitative research platform, known as Digital Storytelling.

**Equivalents:** KCP403, KCP353  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KKP406 GLOBAL MEDIA AND COMMUNICATION**

This unit provides an advanced-level overview of key developments in 21st century global media and communications. It considers the theoretical underpinnings of global media from perspectives including political economy, cultural studies and professional practice. It will examine major international developments in journalism, advertising, film and television and new media, through a grounded case study approach into global media organisations, production processes and cultural factors, with particular emphasis on developments in Australia, the Pacific and Asia.

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

**KKP407 CREATIVE INDUSTRIES IN ASIA**

Forces associated with the rise of creative industries, such as globalisation, the knowledge-based economy, and media and communications networks are significantly shifting both public policy and creative practice in the Asia-Pacific region, and raising new challenges, tensions and contradictions in politics, economics and culture. This unit will provide you with an understanding of how developments in the creative industries will affect the economics, politics and cultural development of nations and people in the Asian region.

**Equivalents:** KTP407, KCP354  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KKP408 MARKETING ARTS AND CULTURE**

This unit examines and applies theories of arts marketing for arts cultural organisations. The focus is on audience development, but product and service development models in the mission driven arts environment provide the context for you to develop marketing strategies, marketing plans and campaigns for arts and cultural management.

**Equivalents:** KTP408, GSN228  
**Credit points:** 12  
**Contact hours:** 2 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KKP410 FUNDAMENTAL MEDIA SKILLS FOR THE WORKPLACE**

This unit introduces an array of media products that are often used in the workplace and allows students hands on experience of making media products. To discover principles of communication underlying practice, classes will discuss the use of a variety of media platforms, channels and tools.

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

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

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

**Equivalents:** KMB640  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and
Caboolture  Teaching period: 2011 SEM-1

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

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.  **Equivalents:** KMB631  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KMB107 SOUND, IMAGE, TEXT**
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.

**Equivalents:** KMB638  **Credit points:** 12  **Contact hours:** 2.5 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-2

**KMB119 MUSIC AND SOUND PRODUCTION 1**
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.

**Equivalents:** KMB108, KMB621  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KMB129 MUSIC AND SOUND PRODUCTION 2**
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.

**Equivalents:** KMB105, KMB619  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KMB301 THE MUSIC INDUSTRY**
This unit gives a working knowledge of the structural, legal and business aspects of the Australian music industry by engaging with real world music industry professionals and formulating a number of strategies to reflect this.

**Equivalents:** KMB056  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KPB207 FILM AND TELEVISION SCRIPTWRITING**
This unit focuses on the production of a sustained script for film or television.

**Equivalents:** KWB229, KWB105  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KTB207 STAGING AUSTRALIA**
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twenty-first centuries. Theatre practices are explored in relation to broader social and political concerns.

**Equivalents:** KTB253  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KTB210 CREATIVE INDUSTRIES MANAGEMENT**
This unit introduces management techniques within the Australian creative industries environment including company structures, cultural policy, strategic management and leadership in the arts, legal, ethical, economical and social requirements of arts, boards, and entrepreneurial activity.

**Prerequisites:** Completion of 72 credit points of study  **Equivalents:** KTB061  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS**
Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  **Antirequisites:** KTP406  **Equivalents:** KTB062  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KTP401 CONTEMPORARY PERFORMANCE**
School curriculum documents present Drama as a stable field of study. The elements of Drama and the conventions of various periods have provided the pivot around which genres and forms of Theatre can be studied. However, in recent decades a fresh species of Drama has emerged called Performance to challenge many of the traditional terms we use to define Theatre.

**Antirequisites:** KTB204  **Equivalents:** KTN002  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 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.
development of critical/reflective frameworks of traditional and contemporary practice underpins studio development. **Equivalents:** KWB250  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KWB107 CREATIVE NON-FICTION**

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

**KWB206 YOUTH AND CHILDREN'S WRITING**

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

**K WB 2 1 0 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND culture**

This unit will be offered for the first time in semester 1 2012. Imagining Americas is a literature-based unit which will explore a selection of contemporary written texts from the North and South American continents. The unit will focus on issues of place, nationality, regional and ethnic identity and will encourage an examination of these and the variety of writing styles from intercultural and international perspectives.  
**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**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

**Prerequisites:** KIB101 or KIB801 or KIP401  
**Antirequisites:** KVP401  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KVP402 PHOTOMEDIA AND CREATIVE PRACTICE**

This unit provides you with an understanding of conceptual, technical and aesthetic perspectives as encountered in a number of contemporary photographic genres. The unit teaches you strategies for developing and applying advanced processes and concepts in Photomedia to the creation of your own personal work. It also encourages critical understanding of contexts that will contribute to your ability to work in a variety of creative and industry settings.  
**Antirequisites:** KVB104, KVB509, KKB020, KKP420, KJP420  **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KWB101 INTRODUCTION TO CREATIVE WRITING**

This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.  
**Equivalents:** KWB755  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KVB106 DRAWING FOR ANIMATION**

This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.  
**Equivalents:** KWB756  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KVB204 GRAPHIC DESIGN**

Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.

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an understanding of yourself and others. The course and short scripts. It will explore fundamental concepts protocols used in the preparation of proposal documents to develop your own critical and creative writing as well as

This unit introduces you to the formats, terminology and literary works. It will give you a better knowledge and

This unit deals with both the fundamentals of language analysis of the conventions of memoir writing. Lectures, novels and longer forms of life writing, with extended

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 on 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.

This unit examines processes of editing and manuscript development from the viewpoint of both editor and writer. You participate in the managed development of a manuscript or a range of manuscripts. Classes are taken in intimate seminar mode.

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.

This unit is a key advanced Creative Writing unit in the Advanced Writing Practice package. This unit enables you to develop a sustained and coherent piece of work, and develop the analytical, practical and professional skills needed to work within this unique form. The focus is on the longer narrative form and across various genres. The unit is also designed to enable you to begin to develop a critical understanding of your own and others approaches to the writing life. This unit includes face-to-face and electronic learning environments designed to facilitate the development of professional reading, editing and writing skills.

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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:** KWB207, KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1