Master of Advertising (Creative Advertising) (IX96)

Year offered: 2013
Admissions: Yes
CRICOS code: 048322G
Course duration (full-time): 1.5 years
Course duration (part-time): 3 years
Domestic Fees (indicative): 2013: $8,400 (indicative) per Semester
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-finances/study-costs/fee-schedule/table-1-student-services-and-amenities-fee

Start month: February, July
Deferment allowed: No
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Associate Professor Cheryl Stock
Discipline coordinator: Dr Linda Pollard
Campus: Gardens Point and Kelvin Grove
Attendance: Part-time, Full-time

Additional Requirements:
A bachelor degree with an overall grade point average of 5.0 or above (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry. Previous tertiary study, grade point average and relevant professional experience at an advanced level will be considered.

Course highlights
- Learn the practical skills required to create original and thought-provoking communications involving strategy, planning and creativity.
- Develop skills in copywriting, art direction and creative campaign production.
- Devise campaigns for real products in a wide range of media, leaving you with a complete and professional portfolio.

Details:
Creative advertising is all about ideas.
Join our intensive creative advertising postgraduate program to learn the practical skills required to derive and execute your own great advertising ideas.
A unique suite of units offered by the Creative Industries and Business faculties provides you with the skills to create stunning, original and thought-provoking communications involving strategy, planning and creativity.

Throughout this challenging hands-on course, taught by industry professionals, you will learn to unleash your creativity from week one. You will develop your skills in copywriting, art direction and creative campaign production all within a theoretical perspective. From idea conception to delivery, you will learn how to work to a client's brief and how to present your ideas effectively.

If you are looking to freshen up your skills or make a career move into the exciting world of creative advertising, this is the ideal place to develop your skills to industry standard. You will devise campaigns for real products in a wide range of media, resulting in a thorough and professional portfolio.

Full time and Part time course structure

February Entry

| Semester 1 *Part time students will complete two units per semester. |
|-------------|----------------|
| AMN420 Advertising Management |
| KAP401 Advertising Creative: Introduction |
| SELECT Either KIP401 or KWP401: |
| KIP401 Critical Practices in Visual Design |
| KWP401 Media Writing |
| SELECT Creative Industries Postgraduate Unit Option |

Semester 2

| AMN421 Contemporary Issues in Advertising |
| KKP003 Project Design in the Creative Industries |
| KAP402 Advertising Creative: Copywriting and Art Direction |
| KAP403 Advertising Creative: Trends in New Media |

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 |

July Entry

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<th>Semester 1</th>
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<td>AMN420 Advertising Management</td>
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**KAP401** Advertising Creative: Introduction  
**KAP402** Advertising Creative: Copywriting and Art Direction  
**KAP403** Advertising Creative: Trends in New Media

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| **AMN421** Contemporary Issues in Advertising  
**KKP003** Project Design in the Creative Industries  
**SELECT** Either KIP401 or KWP401:  
**KIP401** Critical Practices in Visual Design  
**KWP401** Media Writing  
**SELECT** Creative Industries Postgraduate Unit Option |

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<th>Semester 3</th>
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| **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 has been recoded KAP401.  
* KIP426 has been recoded KAP402.  
* KIP429 has been recoded KAP403.  
* KIP424, KIP426, and KIP429 may count towards this study area if completed by mid 2012 or earlier. |

**Creative Industries Postgraduate Unit Options**

**Unit Options**

| AMN400 | Consumer Behaviour |
| AMN420 | Advertising Management |
| KAP401 | Advertising Creative: Introduction |
| KAP402 | Advertising Creative: Copywriting and Art Direction |
| KAP403 | Advertising Creative: Trends in New Media |
| KCB103 | Strategic Speech Communication |
| KCP407 | Applied Professional Communication |
| KCP415 | Co-Creative Media: Digital Storytelling |
| KCP416 | Global Media and Communication |
| KCP417 | Creative Industries in Asia |
| KCP418 | Fundamental Media Skills for the Workplace |
| KFB207 | Contemporary Fashion |
| KIB109 | Design for Interactive Media |
| KIB120 | Graphic Design |
| KIP401 | Critical Practices in Visual Design |
| KIP402 | Designing Interactions |
| KIP403 | User Experience Design |
| KJP401 | Newswriting |
| KJP402 | Journalistic Inquiry |
| KJP403 | Feature Writing |
| KJP420 | Photojournalism |
| KKN320 | Postgraduate Workplace Learning |
| KMB107 | Sound, Image, Text |
| KMB119 | Music and Sound Production 1 |
| KMB129 | Music and Sound Production 2 |
| KMB215 | The Music Industry |
| KNB112 | Drawing for Animation 1 |
| KNB122 | Drawing for Animation 2 |
| KNB211 | 3D Animation 2 |
| KNP421 | Animation Practices |
| KNP423 | Animation and Motion Graphics |
| KPB207 | Film and Television Scriptwriting |
| KTP401 | Contemporary Performance |
| KTP408 | Marketing Arts and Culture |
| KTP413 | Managing Money in the Arts |
| KTP414 | Arts and Cultural Policy |
| KVP402 | Photomedia and Creative Practice |
| KVP404 | Digital Media |
| KWB101 | Introduction to Creative Writing |
| KWB210 | Imagining the Americas: Contemporary American Literature and Culture |
| KWB211 | Stylistics |
| KWB302 | Novel and Genre |
| KWB313 | Novel and Memoir |
| KWP401 | Media Writing |
| KWP402 | Persuasive Writing |
| KWP403 | Creative Writing: the Short Story |
| KWP404 | Editing and Developing the Manuscript |
| KWP405 | Corporate Writing and Editing |
| KWP407 | Great Books: the Literary Classics |
| KWP420 | Transmedia Storytelling: From Interviewing to Multi-Platform |
| LWS011 | Journalism Law |

**NOTES:**   
* KIP424 has been recoded KAP401.
KIP426 has been recoded KAP402.
* KKP405 has been recoded KCP415.
* KKP406 has been recoded KCP416.
* KKP410 has been recoded KCP418.
* KCB302, KCB304, KFB106, KFB205, KFB208, KIB108, KIB203, KIB205, KJB221, KJB222, KJB239, KJB280, KJB304, KKB350, KMB003, KMB004, KTB207, KTB210, KTB211, KWB107 and KWB206 may count as Creative Industries Postgraduate Unit Options if they were completed in 2011 or prior.
* KKP420 has been recoded KJP420.
* KVB106 has been recoded KNB122.
* KVB105 has been recoded KNB112.
* KIP408 has been recoded KNP421.
* KIP405 has been recoded KNP423.

**Potential Careers:**
Account Manager, Advertising and New Media Professional, Advertising Professional, Art Director, Art Project Manager, Copywriter, Creative Director, Digital Strategist, Media Industry Specialist.

**UNIT SYNOPSIS**

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

**KAP401 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 concept development.

**Equivalents:** KIP424, KCP404, KCP360  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KAP402 ADVERTISING CREATIVE: COPYWRITING AND ART DIRECTION**
Copywriting and art direction are fundamental to creative advertising practice. Both tasks exist at the front end of advertising: copywriters and art directors help to bring advertising campaigns to life through creative concept development, writing, and liaising with both clients and artists. This unit builds on the introductory creative advertising units. It examines contemporary advertising theory and practice and develops practical skills in writing and art directing. Case studies examine a wide range of advertising campaigns, including campaigns to sell products, corporate reputations, and not-for-profit organisations.

**Prerequisites:** KAP401 or KIP424 or KCP404 or KCP360 (can be enrolled in the same teaching period)  **Equivalents:** KIP426, KCP406, KCP362  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KAP403 ADVERTISING CREATIVE: TRENDS IN NEW MEDIA**
This unit develops core skills in the creative production of advertising for key electronic and print media: TV, radio,
cinema, paper, print, magazine, and outdoors; with a strong emphasis on interactive and new media trends. It examines how creative advertisers use these media principles for creating effective ads; the media influence in the creative process; how to present concepts for each medium; and the roles, steps and components of creative advertising production. Through this process, you will expand your understanding of and skills in developing ads for the key electronic, print and new mediums. 

**Equivalents:** KIP429  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KCP103 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:** 2013 SEM-1 and 2013 SEM-2

**KCP407 APPLIED PROFESSIONAL COMMUNICATION**  
This unit hones 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:** 2013 SEM-1

**KCP415 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:** KKP405, KCP403, KCP353  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 5TP3 and 2013 SUM

**KCP416 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.  

**Equivalents:** KKP406  
**Credit points:** 12  
**Campus:** Kelvin Grove

**KCP417 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:** KKP407, KTP407, KCP354  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KCP418 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.  

**Equivalents:** KKP410  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2 and 2013 SUM-1

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

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**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

Equivalent: KIB214, KIB210

Credit points: 12

Campus: Kelvin Grove

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

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.

Equivalent: KJP120

Credit points: 12

Contact hours: 3 per week, plus several seminars during semester

Campus: Kelvin Grove

Teaching period: 2013 SEM-1 and 2013 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.

Equivalent: KVP402

Credit points: 12

Campus: Kelvin Grove

Teaching period: 2013 SEM-1 and 2013 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.

This unit also introduces you to the principles, production and presentation of visual design and communication.

Equivalent: KVP403

Credit points: 12

Campus: Kelvin Grove

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

KJP420 PHOTOJOURNALISM

Digital media increase the communication opportunities and challenges confronting creative professionals. This unit provides both an understanding of this changing communication environment and the application of digital photography principles and digital photography skills to enhance communication practice with visual design elements.

In this unit students develop and apply digital photographic skills to explore this rapidly changing communication environment. Students enrolling in this unit should have a fundamental working knowledge of an SLR digital camera.

Classes will explore technical approaches to digital photography, including press photography, photojournalism, documentary photography, landscape and portrait photography.

* KKP420 has been recoded KJP420 from 2013.

Equivalent: KKP420

Credit points: 12

Campus: Kelvin Grove
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. 

Equivalent: KKN330, KKN340-1, KKN340-2  
Credit points: 12  
Contact hours: Between 90 and 100 hours  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 SEM-1 and 2013 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.

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: KKP004-1 (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: 2013 SEM-1 and 2013 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: KKP004-2 (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: 2013 SEM-1 and 2013 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: KKP003  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: 2013 SEM-1 and 2013 SEM-2

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: 2013 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: 2013 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: 2013 SEM-2

KMB215 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: KMB301, KMB056  Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-2

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

KNB122 DRAWING FOR ANIMATION 2  
Animation incorporates conventions and interpretations of dynamic structure in space and time. Core skills and knowledge of drawing provide an essential foundation for existing and evolving modes for construction and presenting animated kinetic images. The discipline of animation requires a diverse range of traditional drawing skills that have been introduced in the prerequisite unit and are now translated into moving images. The emphasis of this unit focuses on the conventions of dynamic animated images in kinetic applications.  
Equivalents: KVB106, KVB756  Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-2

KNB211 3D ANIMATION 2  
When creating animated content for production, it is important to develop a solid methodology that allows an animator to work quickly and creatively while maintaining an acceptable level of quality. Being able to take direction and creatively respond to a brief while finding the best way to communicate an idea to an audience is a core skill that takes time to develop. The core communication skills of illustration, motion, blocking and layout follow industry standards in pre-production, and are required for the generation and presentation of ideas, as well as the exploration of form and character.  
Prerequisites: KNB124 or KIB111 or KIB107 or KIB203  
Equivalents: KIB225, KIB106, KIB807  Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-1

KNP421 ANIMATION PRACTICES
This unit explores the creative potential offered by the study of the history and practice of animation. You will be introduced to the cultures and theoretical approaches of past and present animators and the contribution they have made to the development of the language of animation. You will be encouraged to critically analyse, engage with, and respond to their works and reflect on diverse approaches to the use of the medium. A critical approach, developed by this content, provides a context for developing your own personal style and ongoing practice.

**Equivalents:** KIP408, KIB108, KIB121, KIB825  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### KNP423 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:** KIP405, KNB123, KIB105, KIB804  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1

### KTP408 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:** GSN228, KKP408  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

### KTP413 MANAGING MONEY IN THE ARTS

Arts managers, event managers and creative producers play a critical role in taking great ideas to market. In this unit, you will examine the entrepreneurial strategies arts leaders use to implement their ideas in the current policy and economic climate. You will consider the role of corporate development, fundraising, grants, sponsorship and philanthropy.

**Equivalents:** KKP402, GSN225  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### KTP414 ARTS AND CULTURAL POLICY

In this unit, you will consider arts and creative industries policy initiatives in Australia, at Federal, state and local government levels, and internationally, with particular reference to the Asia-Pacific region. You will examine the way in which policy impacts on the work of creative producers, artists managers, and members of arts boards, and the role the arts manager plays in issues of governance, planning, advocacy, and accountability.

**Equivalents:** KCP018, KKP401, KKP404  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### 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.

**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### KVP404 DIGITAL MEDIA

Creating digital media requires an advanced understanding of audio-visual codes and conventions. It requires the ability to recognise various forms of screen-based media in the creative industries and understand how they construct meaning through technical, formal, symbolic and conceptual devices. Creating digital media also requires the ability to combine this knowledge with a range of specialised technical skills. In this unit, you will be introduced to the key formal devices and techniques operating across a broad range of digital media and moving image works. You will
also learn how to acquire, manipulate and format digital media to create your own moving image works.

Equivalents: KIP404, KIB104, KVB114, KIB808  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE
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  Teaching period: 2013 SEM-1

KWB211 STYLISTICS
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.

Equivalents: 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: 2013 SEM-1

KWB302 NOVEL AND GENRE
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.

Antirequisites: KWP103, KWP400  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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: 2013 SEM-1

KWP401 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: KPB116, KWB102  Equivalents: KWP111  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KWP402 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.
Equivalents: KWP315  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KWP403 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.

Equivalents: KWP350  Credit points: 12  Contact hours: Up to 3 per week  Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KWP404 EDITING AND DEVELOPING THE MANUSCRIPT
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.

Antirequisites: KWB304  Equivalents: KWP104  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2013 SEM-1

KWP405 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: KWB213, KWB106, KWB314  Equivalents: KWP314  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KWP407 GREAT BOOKS: THE LITERARY 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: KWB207, KWB301  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2013 SEM-1

KWP420 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  Equivalents: KKP403  Credit points: 12  Campus: Kelvin Grove
Teaching period: 2013 SEM-2

LWS011 JOURNALISM LAW
It is important that all professionals have a sound working knowledge of the legal considerations that apply to their professional practice. This is especially true for journalists who provide information and commentary for the public good and in the public interest. As such, the study of law is important for you for two reasons. First, the important role journalists play in a democratic society mean that journalists are endowed with a public responsibility to engage in sound legal and ethical in practice. Second, the public role journalists play in society mean that there is a high level of scrutiny on their actions. Legal transgressions by journalists can prove costly and painful for journalists, their families, friends, colleagues and employers.

Antirequisites: LWS008  Equivalents: KKB175, KKB275  Credit points: 12  Campus: Gardens Point and External
Teaching period: 2013 SEM-2