Master of Advertising (Creative Advertising) (IX96)

Year offered: 2010
Admissions: Yes
CRICOS code: 048322G
Course duration (full-time): 3 semesters
Course duration (part-time): 6 semesters
Domestic fees (indicative): 2010: Full fee tuition $7,750 (indicative) per semester
International Fees (indicative): 2010: $10,500 (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: Dr Helen Klaebe
Discipline coordinator: Ms Louise Grayson
Campus: Gardens Point and Kelvin Grove

Overview
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.

Entry 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 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.

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.

Full time and Part time course structure

February Entry

Semester 1

*Part time students will complete two units per semester.

AMN420 Advertising Management
KIP424 Advertising Creative: Introduction
SELECT Either KIP401 or KWP401:
KIP401 Visual Communication
KWP401 Media Writing
SELECT A List B Unit Option

Semester 2

AMN421 Contemporary Issues in Advertising
KKP003 Project Design in the Creative Industries
KIP426 Advertising Creative: Copywriting and Art Direction
KIP429 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

Semester 1

AMN420 Advertising Management
**KIP424** Advertising Creative: Introduction  
**KIP426** Advertising Creative: Copywriting and Art Direction  
**KIP429** Advertising Creative: Trends in New Media

**Semester 2**

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<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>AMN421</td>
<td>Contemporary Issues in Advertising</td>
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<td>KKP003</td>
<td>Project Design in the Creative Industries</td>
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<td>KIP401</td>
<td>Visual Communication</td>
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<td>KWP401</td>
<td>Media Writing</td>
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**Semester 3**

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<th>Code</th>
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<tr>
<td>KKP004-1</td>
<td>Innovation in the Creative Industries: Major Project</td>
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<td>KKP004-2</td>
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**List B - Creative Industries Unit Options**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMN400</td>
<td>Consumer Behaviour</td>
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<td>AMN420</td>
<td>Advertising Management</td>
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<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<td>KCB302</td>
<td>Political Communication</td>
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<td>KCB304</td>
<td>Managing Communication Resources</td>
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<td>KCP402</td>
<td>New Media Studies</td>
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<td>KCP407</td>
<td>Applied Professional Communication</td>
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<td>KFB106</td>
<td>Unspeakable Beauty: A History of Fashion and Style</td>
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<td>KFB205</td>
<td>Fashion and Style Journalism</td>
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<td>KFB207</td>
<td>Contemporary Fashion</td>
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<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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<td>KIB203</td>
<td>Introduction to 3D Computer Graphics</td>
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<td>KIB205</td>
<td>Programming for Visual Designers and Artists</td>
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<td>KIB214</td>
<td>Design for Interactive Media</td>
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<td>KIB225</td>
<td>Character Development, Conceptual Design and Animation Layout</td>
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<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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<td>KIP405</td>
<td>Animation and Motion Graphics</td>
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<td>KIP406</td>
<td>Creative Industries in Asia</td>
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<td>KIP407</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>KMB107</td>
<td>Sound, Image, Text</td>
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<td>KMB205</td>
<td>Sound Media Musicianship</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>KMB019</td>
<td>Music and Sound Production</td>
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<td>KMB129</td>
<td>Music and Sound Production</td>
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<td>KPB007</td>
<td>Film and Television Scriptwriting</td>
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<td>KTB207</td>
<td>Staging Australia</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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<tr>
<td>KVB106</td>
<td>Drawing for Animation</td>
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UNIT SYNOPSISES

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

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

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

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

KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and practice of political communication and the role of discursive strategies in the social construction of meaning, with particular reference to media and communications industries. The unit examines political campaigns in Australia and internationally, through a critical examination of theories of media influence, as well as notions of crisis management, rhetorical models, persuasion theory, and the use of images as a power resource to succeed in political campaigns. The unit explores how survey research helps the planning and development of political strategies through an analysis of their application in recent political campaigns.

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

KCB304 MANAGING COMMUNICATION RESOURCES
An understanding of controlled media (ie media in which the communicator, rather than a gatekeeper, controls the final content), in both print and electronic forms, is critical for professional communicators. Controlled media resources
remain the most common tools developed during communication campaigns. This unit develops your ability to devise effective resources for clients. You will develop practical skills in managing projects, researching the audience, writing and designing resources, testing their work, and seeing the product through to final production. This unit involves desktop publishing training and offers you an opportunity to develop a print or electronic resource for a client.

Prerequisites: Completion of 72 credit points of study
Equivalents: KCB335  Credit points: 12  Contact hours: 5.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KCP402 NEW MEDIA STUDIES
This unit considers the social, cultural, economic and political implications of development of new media technologies, such as the Internet and World Wide Web, broadband cable and satellite technologies. This unit considers the following: the historical development of technologies; different understandings of digital culture; the impact of new media forms upon cultural practices and modes of social interaction; the impact of new media in traditional media industries (print, broadcast) and areas such as entertainment and education; the legal, regulatory and policy issues arising from the development of new media technologies.

Equivalents: KCP336  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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: 2010 SEM-1

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

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

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

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

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

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: 2010 SEM-2

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

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

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

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

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

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

### KIB205 PROGRAMMING FOR VISUAL DESIGNERS AND ARTISTS

As part of a contemporary art and design production, practitioners often need to understand aspects of computer programming. This unit provides artists and designers with an introduction to computer programming. It demonstrates how artists and designers use programming within their practices and introduces the principles of programming that will allow you to use computing as a tool for art and design innovation. The unit is presented in a manner that is suited to the learning styles of visual designers and artists, and requires no previous computer programming experience. These skills will developed and applied to the development of art and design outcomes in a studio setting.

**Antirequisites:** INB270  
**Assumed knowledge:** Fluency in the use of typical multimedia software applications is assumed knowledge.  
**Equivalents:** KIB210  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KIB214 DESIGN FOR INTERACTIVE MEDIA

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

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

### KIB225 CHARACTER DEVELOPMENT, CONCEPTUAL DESIGN AND ANIMATION LAYOUT

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

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

### KIP401 VISUAL COMMUNICATION

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

**Antirequisites:** KIB101, KIB801  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 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:** 2010 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:** 2010 SEM-1 and 2010 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:** 2010 SEM-1 and 2010 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:** 2010 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
concept development.

**Equivalents:** KCP404, KCP360  **Credit points:** 12
**Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KIP426 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:** KIP424, KCP404, or KCP360 (can be enrolled in the same teaching period)  **Equivalents:** KCP406, KCP362  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KIP429 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 media.

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

**KJB211 LAYOUT AND DESIGN**

In this unit, students will learn how to use visual mediums
(e.g. words, pictures, headlines, fact boxes etc) to best
communicate to a variety of journalism audiences.

Using the latest computer design package, students will be
taught to apply design theory to publish journalistic copy,
incorporating photographs, images, graphics, tables,
headlines and captions. They will learn the importance of
print size, spacing, columns, captions and other visual
communication devices in capturing the attention of an
increasingly visual literate society.

**Prerequisites:** KJB120 or KJP400  **Equivalents:** KJB322
**Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**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 on line, 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:** 2010 SEM-2

**KJB239 JOURNALISM ETHICS AND ISSUES**

QUT Journalism supports the development of socially
responsible, ethical journalists. KJB239 is a core journalism
unit. It begins with an overview of western and eastern
moral philosophical traditions and moves on to examine
current journalistic practice in the context of Australian and
international news media operations, regulatory bodies and
the stance of professional journalism organisations.

Students generate ethical dilemmas and work through them
individually, making difficult decisions about issues such as
invasion of privacy, protection of sources and conflict of
interest. The impact of developing information and
communication technologies is also addressed.

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

**KJB280 INTERNATIONAL JOURNALISM**

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

**Prerequisites:** KJB120 or KJP400  **Credit points:** 12
**Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2
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: 2010 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: 2010 SEM-1 and 2010 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.

Equivalents: KJP121  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1 and 2010 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: 2010 SEM-1 and 2010 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.

Equivalents: KKB275  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

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

IMPORTANT NOTE: The cost of the 2-3 week tour is estimated at between four and five thousand dollars.  
Prerequisites: Completion of 72 credit points of study (K% units)  
Credit points: 12  
Contact hours: 2-3 week tour and several lectures during semester  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

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  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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.

**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:** 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:** 2010 SEM-1 and 2010 SEM-2

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:** 2010 SEM-1 and 2010 SEM-2

**KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT**

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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:** 2010 SEM-1 and 2010 SEM-2

**KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT**

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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:** KKP004-3 (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:** 2010 SEM-1 and 2010 SEM-2

**KKP402 BUSINESS AND CORPORATE DEVELOPMENT IN THE CREATIVE INDUSTRIES**

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:** 2010 SEM-1 and 2010 SEM-2
This unit introduces issues involved in selecting and refining a concept/idea/new product in the creative industries. Topics include: business opportunity recognition; screening for potential viability and sustainable competitive advantages; identifying and analysing strategic options; creating a marketing strategy and outlining the production and operations, human resources, and financial plans for a selected creative industries venture. You build the 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:** 2010 SEM-1

**KKP403 SPECIAL TOPIC IN THE CREATIVE INDUSTRIES**

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

**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:** 2010 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  
**Teaching period:** 2010 SUM-2, 2010 SEM-1, 2010 5TP3, 2010 5TP5 and 2010 6TP6

**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  
**Teaching period:** 2010 SEM-1

**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

**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:** 2010 SEM-2

**KMB003 SEX DRUGS ROCK ‘N’ ROLL**

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

**Equivalents:** KMB640  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1
KMB004 WORLD MUSIC
You will gain an awareness and better understanding of world music, its particular significance within Australia and its impact upon contemporary music through a series of lectures, demonstrations and tutorials.
Assumed knowledge: A knowledge of music fundamentals is assumed knowledge. Equivalents: KMB631 Contact hours: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KMB107 SOUND, IMAGE, TEXT
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.
Equivalents: KMB638 Credit points: 12 Contact hours: 2.5 per week Campus: Kelvin Grove and Caboolture Teaching period: 2010 SEM-2

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

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

KMB205 SOUND MEDIA MUsICIANSHIP
This unit offers an in-depth study of music as a sound phenomenon. It explores music through understanding the physics of sound, psycho-acoustics, spectro-morphology, and tools and techniques for sound manipulation. As a musicianship unit, this exploration involves analysis, research and composition.
Prerequisites: KMB131 or KMB633 or KMB104 or KMB649 Equivalents: KMB635 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

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

KP207 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: 2010 SEM-1 and 2010 SEM-2

KT207 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: KT253 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KT210 CREATIVE INDUSTRIES MANAGEMENT
This unit introduces management techniques within the Australian creative industries environment including company structures, cultural policy, strategic management and leadership in the arts, legal, ethical, economical and social requirements of arts, boards, and entrepreneurial activity.
Prerequisites: Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96 Equivalents: KT061 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KT211 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: KT082 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 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
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.

**Equivalents:** KWB250  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

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**KWB104 CREATIVE WRITING: THE SHORT STORY**

This unit covers the writing of the short story in detail.

**Antirequisites:** KWP403  **Equivalents:** KWB350  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**KWB107 CREATIVE NON-FICTION**

This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.

**Equivalents:** KWB381  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

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**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
KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.
**Antirequisites:** KWP407  
**Equivalents:** KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

KWB211 STYLISTICS AND POETICS
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylistics, students will work on unpacking, theorising and then replicating literary techniques used by a wide range of exemplary authors. This unit gives students a unique opportunity to consider and manipulate very specific aspects of their authorial voices, drawing on the field of literary stylistics, the OuLipo movement, reader response theorists, and other author-based literary theories and schools. Intensive studio-based work, self-directed creative practice, guided critical analysis and asynchronous on-line activities characterise the teaching and learning in this unit.
**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:** 2010 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 hour intensive workshop, plus self-directed creative practice and peer critiquing. Total hours per week – 10.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2
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: 2010 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: KWB106  Equivalents: KWP314  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2