Bachelor of Media and Communication (KC30)

Year offered: 2010
Admissions: Yes
CRICOS code: 064644A
Course duration (full-time): 3 years
Domestic fees (indicative): 2010: CSP $2,800 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February and July
QTAC code: 421132
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp

Total credit points: 298 cp
Standard credit points per full-time semester: 48 cp
Course coordinator: Head, Undergraduate Studies
Discipline coordinator: Dr Stephen Harrington
Campus: Kelvin Grove

Overview
Have you ever wondered who decides what kind of content you can download to your mobile phone, or the style of Google ads that display on your friends’ blog sites? Are you interested in media technologies or exploring the many ways in which we communicate, both organisationally or individually?

This course is centred on the distribution of creative content, including television, radio, print, the Internet, mobile technologies, movies, advertising, public relations and music. It also encompasses media research and media policy, so you will understand how the media works, its impacts on society, and the issues which shape public debate about the media.

Why choose this course?
You will graduate with specialist skills in a growth area, and understand the practicalities and influence of the media industry. You will gain an appreciation of the many jobs which exist, including the transferability of your skills across a range of industries.

In your third year you will investigate and map the local media sector for the industry - acclaimed Brisbane Media Map project. You will interview key media people and build your professional networks. View Brisbane Media Map at www.bmm.qut.edu.au

You will also gain industry exposure through internships and work placements in government departments and agencies as well as media, advertising and public relations organisations.

In 2008, students completed placements with Network Ten, Brisbane Festival, Hyperplex Cinemas and BBSPR.

QUT boasts a genuine mix of real-world applications and an established academic reputation. Practical skills are taught within an informed theoretical context by staff who are actively engaged in leading-edge research.

Career outcomes
Graduates use their skills for a variety of professional functions across all industry sectors. Many work in marketing communications, public relations or corporate communications. Others apply their broad media knowledge in the media function of advertising, either as sales executives for media outlets or as media planners and buyers for advertising agencies.

Careers exist in audience and market research, collating and analysing audience data to help media outlets better understand who their audiences are and how they are interacting with their product. Graduates also find employment in media policy development in the public sector and private enterprise. Pathways exist to prepare you for further study including honours.

Course Structure
In order to complete this course, students must undertake two Creative Industries Foundation units, a maximum of 168 credit points of discipline or specified units and 96 credit points of Complementary Studies.

Other course options
Studies in Media and Communication are also available through:
* IX67 Bachelor of Business/Bachelor of Media and Communication
* IX66 Bachelor of Media and Communication/ Bachelor of Laws
* IX70 Bachelor of Health Science (Nutrition or Public Health)/Bachelor of Media and Communication
* KK33 Bachelor of Creative Industries with a journalism, media and communication major or digital media major

Deferment
Deferment
QUT allows current Year 12 school leavers to defer their
undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience.

Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.

Further information is available at Applying for deferment

Course structure for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 96 credit points from the Complementary Studies options below:

* A Second Major
* Two Minors
* A Minor PLUS 48 credit points of Unit Options

Notes

* A maximum of 48cps of the following units can be taken throughout your course: KKB341, KKB342, KKB343, KKB344, KKB345, KKB346, KKB347, KKB350.

Year 1, Semester 1

KCB101 Introduction to Media and Communication: Texts
KCB102 Media Myth Busting 1
KCB103 Strategic Speech Communication
KKB101 Creative Industries: People and Practices

Year 1, Semester 2

KCB104 Introduction to Media and Communications: Industries
KCB105 Media Myth Busting 2
KKB102 Creative Industries: Making Connections
SELECT A Complementary Studies unit

Year 2, Semester 1

KCB206 New Media: Internet, Self and Beyond
KCB205 Professional Communication
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 2, Semester 2

KCB207 Exploring New Media Worlds
KCB203 Consumption Matters: Consumer Cultures and Identity
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 1

KCB301 Media Audiences
KCB302 Political Communication
SELECT Either KCB304 or KWB103:
KCB304 Managing Communication Resources
KWB103 Persuasive Writing
SELECT A Complementary Studies unit

Year 3, Semester 2

KCB303 Brisbane Media Map
SELECT Either KKB341 or KKB345 (KKB343 may count if completed in 2010 or earlier):
KKB341 Workplace Learning 1
KKB345 Creative Industries Project 1
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Course structure for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 96 credit points from the Complementary Studies options below:

* A Second Major
* Two Minors
* A Minor PLUS 48 credit points of Unit Options

Notes

* A maximum of 48cps of the following units can be taken throughout your course: KKB341, KKB342, KKB343, KKB344, KKB345, KKB346, KKB347, KKB350.

Year 1, Semester 1

KCB101 Introduction to Media and Communication: Texts
KCB102 Media Myth Busting 1
KCB103 Strategic Speech Communication
KKB101 Creative Industries: People and Practices

Year 1, Semester 2

KCB104 Introduction to Media and Communications: Industries
KCB105 Media Myth Busting 2
KKB102 Creative Industries: Making Connections
SELECT A Complementary Studies unit

Year 2, Semester 1

KCB206 New Media: Internet, Self and Beyond
KCB205 Professional Communication
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 2, Semester 2

KCB207 Exploring New Media Worlds
KCB203 Consumption Matters: Consumer Cultures and Identity
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 1

KCB301 Media Audiences
KCB302 Political Communication
SELECT Either KCB304 or KWB103:
KCB304 Managing Communication Resources
KWB103 Persuasive Writing
SELECT A Complementary Studies unit

Year 3, Semester 2

KCB303 Brisbane Media Map
SELECT Either KKB341 or KKB345 (KKB343 may count if completed in 2010 or earlier):
KKB341 Workplace Learning 1
KKB345 Creative Industries Project 1
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit
<table>
<thead>
<tr>
<th>Code</th>
<th>Unit Name</th>
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<tbody>
<tr>
<td>KCB105</td>
<td>Media Myth Busting 2</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<tr>
<td><strong>Year 2, Semester 1</strong></td>
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<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
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<tr>
<td>KCB205</td>
<td>Professional Communication</td>
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<tr>
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<td>A Complementary Studies unit</td>
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<td>SELECT</td>
<td>A Complementary Studies unit</td>
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<tr>
<td><em>Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.</em></td>
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<tr>
<td><strong>Year 2, Semester 2</strong></td>
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<tr>
<td>KCB202</td>
<td>New Media 2: Applications and Implications</td>
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<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
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<td>SELECT</td>
<td>A Complementary Studies unit</td>
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<td>SELECT</td>
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<td><strong>Year 3, Semester 1</strong></td>
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<tr>
<td>KCB301</td>
<td>Media Audiences</td>
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<td>KCB302</td>
<td>Political Communication</td>
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<td>SELECT</td>
<td>Either KCB304 or KWB103:</td>
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<tr>
<td>KCB304</td>
<td>Managing Communication Resources</td>
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<td>KWB103</td>
<td>Persuasive Writing</td>
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<tr>
<td>SELECT</td>
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<tr>
<td><strong>Year 3, Semester 2</strong></td>
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<tr>
<td>KCB303</td>
<td>Brisbane Media Map</td>
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<tr>
<td>SELECT</td>
<td>Either KKB341, KKB343 or KKB345:</td>
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<tr>
<td>KKB341</td>
<td>Workplace Learning 1</td>
</tr>
<tr>
<td>KKB343</td>
<td>Service Learning 1</td>
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<td>KKB345</td>
<td>Creative Industries Project 1</td>
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<td>SELECT</td>
<td>A Complementary Studies unit</td>
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<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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**Creative Industries Second Major Options**

**INSTRUCTIONS FOR SECOND MAJORS/CO-MAJORS**

* The second majors for 2010 are subject to final approval.

Please refer to the following study sequences to plan your program. You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a second major, following semester of offer and unit requisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these second majors and are also mandatory elsewhere in your course can not contribute towards the completion of these second majors. Any unit(s) that appear in multiple second majors can only contribute towards the completion of one of these second majors.

**Advertising**

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

- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio
- BSB126 Marketing

Note: AMB221 and AMB339 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

**Animation**

Description: This second major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics, 3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.

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

- KIB105 Animation and Motion Graphics
- KIB108 Animation History and Practices
- KIB203 Introduction to 3D Computer Graphics
- KIB225 Character Development, Conceptual Design and Animation Layout
- KIB316 Virtual Environments
- KIB325 Real-Time 3D Computer Graphics
- KVB105 Drawing for Design
- KVB106 Drawing for Animation

**Art and Design History**
Description: This second major equips you with the educational base necessary for a career in the arts professions, such as curatorial work, art criticism and arts administration. It offers a coherent and sequential set of units that provide a platform for a research-based study of the visual arts, design and architecture. In conjunction with further study, this second major will assist in preparing you for work as a professional in these disciplines.

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

DAB325 Architecture in the 20th Century
DAB420 Architecture, Culture and Space
DEB102 Introducing Design History
KVB102 Modernism
KVB103 Australian Art
KVB108 Contemporary Asian Visual Culture
KVB211 Post 1945 Art
KVB212 Australian Art, Architecture and Design
KVB304 Contemporary Art Issues
KVB306 Video Art and Culture

Creative and Professional Writing

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

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

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

Dance Studies

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

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

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

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

*Note: KDB205 not offered in 2010
*Please note that the Dance Studies major in the Bachelor of Creative Industries is NOT a pathway to secondary dance teaching

Digital Media

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

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

KCB101 Introduction to Media and Communication: Texts

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

*Note: KCB201 will no longer be offered after 2010.

Drama

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

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

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

Entrepreneurship

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

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

AMB207  Entertainment Marketing
BSB126  Marketing
KXB101  Introduction to Entertainment
KXB102  Global Entertainment
KXB201  Entertainment Practice: Balancing Creativity and Business
KXB301  Entertainment?Industries?Map
LWS008  Entertainment Law
SELECT  One of the following units:
AMB200  Consumer Behaviour
KCB301  Media Audiences
KPB101  Introduction to Film, TV and New Media Production
KWB102  Media Writing

Note: KXB301 will first be offered in 2012. LWS008 will first be offered in 2011.

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Skills

MGB310  Sustainability in A Changing Environment
Note: AMB230, EFB210, MGB207, MGB216, MGB222 and MGB335 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Fashion

Description: This second major has been designed to offer a mix of theoretical and practical units. The theory units will develop your knowledge and understanding of the history, industry and consumption of fashion and will introduce you to the critical legal issues surrounding the production and distribution of fashion. The practical units provide you with a variety of options to develop fashion related skills focusing on textile design, portfolio development and fashion journalism.

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

KCB203  Consumption Matters: Consumer Cultures and Identity
KFB103  Introduction to Fashion
KFB106  Unspeakable Beauty: A History of Fashion and Style
KFB107  Drawing For Fashion
KFB205  Fashion and Style Journalism
KFB206  Fashion and Modernity
KFB207  Contemporary Fashion
KFB208  Fashion Portfolio
KFB209  Ragtrade: Wholesaling Fashion
KFB304  Fashion, Law and the Real World
KVB213  Graphic Investigation

Film, Television and Screen

Description: The aim of this second major is to provide students with a range of understandings in the theory and practice of film, television and screen. This study area aims to enhance creative, technical and organisational abilities as well as building story telling and communication skills.

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

KPB101  Introduction to Film, TV and New Media Production
KPB104  Film and Television Production Resource Management
KPB105  Narrative Production
KPB109  Film and TV History

Game Design

Description: The aim of this second major is to provide you with a thorough and balanced education in the skills and knowledge required of a game or interactive media designer. You will gain an understanding of the design process associated with interactive environments and, through experience and analysis of the creative process, an understanding of how their work contributes to the computer games and interactive entertainment industry.

Assumed Knowledge: To be eligible to undertake INB272 you must have passed either INB103 or KIB101.

INB180  Computer Games Studies
INB181  Introduction to Games Production
INB280  Fundamentals of Game Design
INB272  Interaction Design
INB104  Building IT Systems
INB281  Advanced Game Design
KIB201  Concept Development for Game Design and Interactive Media
KIB202  Enabling Immersion

Note: KIB101 and KIB102 are permitted to count towards this major if they were completed in 2009 or earlier.

Integrated Marketing Communication

AM202  Integrated Marketing Communication
AM220  Advertising Theory and Practice
AM263  Introduction To Public Relations
AM331  Direct Marketing
AM350  Sales and Customer Relationship Management
BS126  Marketing
SELECT  Two units from AMB208, AMB230 or AMB261:
AMB208  Events Marketing
AMB230  Digital Promotions
AMB261  Media Relations and Publicity

Note: AMB240 and AMB260 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Interactive and Visual Design

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

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

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

Journalism, Media and Communication

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

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

SELECT Either KCB102 or KJB101:

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

SELECT Either KFB205 or KJB280:
KFB205  Fashion and Style Journalism
KJB280  International Journalism

SELECT Either KCB304 or KJB337:
KCB304  Managing Communication Resources
KJB337  Public Affairs Reporting

Literary Studies

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

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

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

Marketing

AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB202  Integrated Marketing Communication
AMB240  Marketing Planning and Management
AMB335  E-marketing Strategies
AMB336  International Marketing
AMB340  Services Marketing
BSB126  Marketing

Note: AMB359 is permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Mathematics

Description: This second major aims to provide you with powerful tools for the analysis of today's complex world and give an insight into many real-world problems of significant importance.

Assumed Knowledge: Sound Achievement in Senior Maths B

Instructions: Select 96 credit points from the following list:

MAB101  Statistical Data Analysis 1
MAB120  Algebra and Calculus
MAB121  Calculus and Differential Equations
MAB122  Algebra and Analytic Geometry
MAB210  Statistical Modelling 1
MAB220  Computational Mathematics 1
MAB281  Mathematics for Computer Graphics
MAB311  Advanced Calculus
MAB312  Linear Algebra
MAB313  Mathematics of Finance
MAB314  Statistical Modelling 2
MAB422  Mathematical Modelling
MAB480  Introduction to Scientific Computation

Music

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

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

Note: AMB261, AMB262, AMB379 are permitted to count towards the completion of

Online Environments

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

INB104  Building IT Systems
INB122  Organisational Databases
INB210  Databases
INB270  Programming
INB271  The Web
INB272  Interaction Design
INB273  Information Systems Consulting
INB274  Database Design
INB313  Electronic Commerce Site Development
INB322  Information Systems Consulting
INB340  Database Design
INB345  Mobile Devices
INB346  Enterprise 2.0
INB347  Web 2.0 Applications
INB370  Software Development
INB373  Web Application Development

Public Relations

AMB201  Marketing and Audience Research
AMB202  Integrated Marketing Communication
AMB263  Introduction To Public Relations
AMB264  Public Relations Techniques
AMB372  Public Relations Planning
AMB373  Corporate Communication
AMB374  Global Public Relations Cases
BSB126  Marketing

Note: AMB261, AMB262, AMB379 are permitted to count towards the completion of
Creative Industries Minor Options

INSTRUCTIONS FOR MINORS


Please refer to the following study sequences to plan your program. You must complete 48 credit points (normally four 12 credit point subjects) from the specified units to achieve a minor, following semester of offer and unit prerequisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors and are also mandatory elsewhere in your course can not contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors.

3D Visualisation

Description: The 3D Visualisation Minor offers you the opportunity to develop a fundamental understanding of current 3D computer graphics and visualisation. You will expand your 3D modelling skill set to include 3D character animation and real-time 3D followed by the creation of an interactive virtual environment.

KIB203 Introduction to 3D Computer Graphics
KIB221 Animation: CG Toolkit
KIB316 Virtual Environments
KIB325 Real-Time 3D Computer Graphics

Advanced Interactive Media

Description: This minor focuses on the design of interactive projects at the intersection of social and tangible media. Classes across the minor employ studio based approaches to teaching and learning, and as such provide students with space to develop their design practice through engaging project briefs.

KKB216 Graphical Development Environments for Media Interaction
KIB205 Programming for Visual Designers and Artists
KIB309 Embodied Interactions
KIB314 Tangible Media

Animation

Description: The aim of this minor is to provide you with a broad understanding of animation through the combination of units that encompass drawing for animation with a unit that addresses computer animation processes. This is then contextualized through Animation Practices, which covers the history of animation and considers the cultural significance of the form, and the diversity of practices.

Instructions: Choose any four (4) of the following six units

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB225 Character Development, Conceptual Design and Animation Layout
KVB105 Drawing for Design
KVB106 Drawing for Animation

Art History

Description: This minor presents an introduction to the Second major art movements and issues in twentieth- and twenty-first century art. It actively fosters skills of visual and textual literacy by combining both in a coherent package of study. It will supplement the study for those interested in the arts as well as cognate disciplines such as design, fashion, media and architecture.

KVB102 Modernism
KVB103 Australian Art
KVB211 Post 1945 Art
KVB304 Contemporary Art Issues

Art, Design and Architecture

Description: This minor introduces you to the cognate disciplines of art, design and architecture. Aspiring practitioners who wish to understand the historical and intellectual traditions of their fields will benefit from this minor, as will those who are considering future honours and postgraduate study in this field.

DAB325 Architecture in the 20th Century
DEB102 Introducing Design History
KVB212 Australian Art, Architecture and Design
KVB306 Video Art and Culture

Audience and User Research

Description: The value of much creative and
business activity is determined by its success with audiences and users and the ability to understand and research the people who engage with your outputs is vital. This minor provides you with a conceptual understanding of how audiences use media and cultural products and teaches practical skills in conducting qualitative and quantitative audience research.

KCB102 Media Myth Busting 1
KCB105 Media Myth Busting 2
KCB203 Consumption Matters: Consumer Cultures and Identity
KCB301 Media Audiences

Communication for the Professions
Description: This minor provides you with the opportunity to understand the guiding principles behind new modes of communication and creative industries practice.

KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KCB201 New Media 1: Information and Knowledge
KCB202 New Media 2: Applications and Implications
KVB306 Video Art and Culture

Drama
Description: This minor provides you with introductory concepts and practices underpinning contemporary performance-making.

KDB225 Music Theatre Skills
KTB103 Performing Skills 1: Character and Scene
KTB104 Performance Innovation
KTB106 Performing Skills 2: Style and Form
KTB204 Understanding Performance
KTB305 The Entrepreneurial Artist

Entertainment
Description: This minor provides you with an understanding of the characteristics of mainstream commercial culture that appeal to large audiences and an understanding both of business and creative processes.

BSB126 Marketing
KWB102 Media Writing
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business

Fashion
Description: This minor will provide you with an in depth knowledge and understanding of the history, theory and context of international fashion.

KFB103 Introduction to Fashion
KFB106 Unspeakable Beauty: A History of Fashion and Style
KFB206 Fashion and Modernity
KFB207 Contemporary Fashion

Graphic Design

Published on: 16 May 2011
Page 10/41
**Interactive and Visual Design**

Description: This minor aims to provide you with a foundational understanding of the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media, including an introduction to visual communication, print media, web and interactive media and temporal digital media formats.

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB230</td>
<td>Interface and Information Design</td>
</tr>
<tr>
<td>KIB335</td>
<td>Typography and Illustration</td>
</tr>
<tr>
<td>KIB338</td>
<td>Print Media</td>
</tr>
<tr>
<td>KVB204</td>
<td>Graphic Design</td>
</tr>
</tbody>
</table>

**Journalism**

Description: This minor will introduce you to a range of key journalistic principles, approaches and writing styles.

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
</tbody>
</table>

**Literature**

Description: This minor will provide you with a thorough grounding in a range of texts, literary, cultural and popular.

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
</tr>
<tr>
<td>KWB206</td>
<td>Youth and Children's Writing</td>
</tr>
<tr>
<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
</tr>
<tr>
<td>KWB208</td>
<td>Modern Times (Literature and Culture in the 20th Century)</td>
</tr>
<tr>
<td>KWB209</td>
<td>Shakespeare, Then and Now</td>
</tr>
</tbody>
</table>

**Music Studies**

Description: This minor provides you with understandings of new directions in music across styles, genres, cultures, disciplines and beliefs.

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
</tr>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'n' roll</td>
</tr>
<tr>
<td>KMB004</td>
<td>World Music</td>
</tr>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
</tr>
<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
</tr>
</tbody>
</table>

* Please note: KMB002 is permitted to count towards this unit set.

* KMB200 will be offered from 2011.

**Performance Events and Festivals**

Description: This minor provides you with understandings and skills in creative industries performance and management.

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTB101</td>
<td>20th Century Performance</td>
</tr>
<tr>
<td>KTB207</td>
<td>Staging Australia</td>
</tr>
<tr>
<td>KTB210</td>
<td>Creative Industries Management</td>
</tr>
<tr>
<td>KTB211</td>
<td>Creative Industries Events and Festivals</td>
</tr>
<tr>
<td>KTB306</td>
<td>Directing for Performance Events and Festivals</td>
</tr>
</tbody>
</table>

**Professional Writing**

SELECT One unit from either BSB126, KCB103 or KWB106:

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
</tr>
</tbody>
</table>

**Modern and Popular Literature and Culture**

Description: This minor will provide you with a thorough grounding in a range of modern, cultural and popular texts.

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB108</td>
<td>Introduction To Literary Studies</td>
</tr>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
</tr>
<tr>
<td>KWB206</td>
<td>Youth and Children's Writing</td>
</tr>
<tr>
<td>KWB208</td>
<td>Modern Times (Literature and Culture in the 20th Century)</td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
</tr>
</tbody>
</table>

* Please note: KWB307 is permitted to count towards this unit set.
Description: The aim of this minor is to provide you with skills and knowledge in a variety of genres in the area of professional writing and to understand the demands of the writing and publishing industry.

KWB102 Media Writing
KWB103 Persuasive Writing
KWB106 Corporate Writing and Editing
KWB303 Writing and Publishing Industry

Screen Studies
Description: The aim of this minor is to provide students with an understanding of film and media, and their influence in social and cultural contexts.

KPB109 Film and TV History
KPB112 TV and Film Genres
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV

*Note: KPB203 is permitted to count towards this major if completed in 2010 or earlier.

Sound Studies
Description: This minor introduces you to the practical world of sound production tools and techniques together with a secure theoretical underpinning.

KKB216 Graphical Development Environments for Media Interaction
KMB119 Music and Sound Production 1
KMB129 Music and Sound Production 2
KMB252 Multi-Platform Sound Design
KMB301 The Music Industry

* Please note: KMB004 is permitted to count towards this unit set. KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

*KMB106 is permitted to count towards this minor if completed in 2010 or earlier.

Television
Description: The aim of this minor is to provide students with theoretical and practical understandings of television production, distribution and reception.

KPB104 Film and Television Production Resource Management
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres

Creative Writing & Literary Studies
KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: The Short Story
KWB106 Corporate Writing and Editing
KWB107 Creative Non-Fiction

Visual Arts Practice
Description: This minor introduces you to the essential principles of visual literacy. You will develop the fundamental skills of working with 2D and 3D media and understand the frameworks of display and audience engagement in the visual arts.

KVB110 2D Media and Processes
KVB111 3D Media and Processes
KVB200 Exhibition and Display in the Visual Arts
KVB213 Graphic Investigation

Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

Creative Industries Faculty Undergraduate University Wide Units

Please note: From 2010 elective units have been re-named Unit Options.

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting Unit Options:
* you must obey any Unit Option rules as set out in your course requirements
* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.
* you must have successfully completed any pre/co-requisite units applicable
* the offering of these units is subject to sufficient student enrolment numbers and staff availability
* some units are subject to quota restrictions
* KK33, KK34, KJ32, KM32, IX07, IX16 and IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

Please note: From 2010 elective units have been re-named Unit Options.

These unit offerings are current at the time of publication but are subject to change.

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</tr>
<tr>
<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
</tr>
<tr>
<td>* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.</td>
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</tbody>
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### Dance

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KDB105</td>
<td>Architecture of the Body</td>
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<td>KDB106</td>
<td>Dance Analysis</td>
</tr>
<tr>
<td>KDB108</td>
<td>World Dance</td>
</tr>
<tr>
<td>KDB109</td>
<td>Funk, Tap and all that Jazz</td>
</tr>
<tr>
<td>KDB110</td>
<td>Deconstructing Dance in History</td>
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<tr>
<td>KDB204</td>
<td>Australian Dance</td>
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<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
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### Entertainment

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
</tr>
<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
</tr>
<tr>
<td>KXB201</td>
<td>*Entertainment Practice: Balancing Creativity and Business</td>
</tr>
<tr>
<td>* Note: This unit will be offered from 2011.</td>
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### Faculty

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KKB004</td>
<td>Indigenous Creative Industries</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KKB216</td>
<td>Graphical Development Environments for Media Interaction</td>
</tr>
<tr>
<td>KKB345</td>
<td>Creative Industries Project 1</td>
</tr>
<tr>
<td>KKB346</td>
<td>Creative Industries Project 2</td>
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### Fashion

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>KFB103</td>
<td>Introduction to Fashion</td>
</tr>
<tr>
<td>KFB106</td>
<td>Unspeakable Beauty: A History of Fashion and Style</td>
</tr>
<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
</tr>
<tr>
<td>KFB206</td>
<td>Fashion and Modernity</td>
</tr>
<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
</tr>
<tr>
<td>KFB208</td>
<td>Fashion Portfolio</td>
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<tr>
<td>KFB209</td>
<td>Ragtrade: Wholesaling Fashion</td>
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### Film & Television

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
</tr>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
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<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
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<tr>
<td>KPB113</td>
<td>TV and Film Text Analysis</td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
</tr>
<tr>
<td>KPB206</td>
<td>International Cinema</td>
</tr>
<tr>
<td>KPB207</td>
<td>Film and Television Scriptwriting</td>
</tr>
<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
</tr>
<tr>
<td>* Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.</td>
<td></td>
</tr>
<tr>
<td>*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.</td>
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### Interactive & Visual Design

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
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<td>KIB102</td>
<td>Visual Interactions</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB104</td>
<td>Digital Media</td>
</tr>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
</tr>
<tr>
<td>KIB201</td>
<td>Concept Development for Game Design and Interactive Media</td>
</tr>
<tr>
<td>KIB202</td>
<td>Enabling Immersion</td>
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### Journalism

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<tbody>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
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<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
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<tr>
<td>KJB280</td>
<td>International Journalism</td>
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<td>KJB337</td>
<td>Public Affairs Reporting</td>
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### Media & Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
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<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<td>Code</td>
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<tr>
<td>KCB104</td>
<td>Introduction to Media and Communications: Industries</td>
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<tr>
<td>KCB105</td>
<td>Media Myth Busting 2</td>
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<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
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<td>KCB202</td>
<td>New Media 2: Applications and Implications</td>
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<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
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<td>KCB302</td>
<td>Political Communication</td>
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<td>KCB108</td>
<td>Contemporary Asian Visual Culture</td>
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<tr>
<td>KCB110</td>
<td>2D Media and Processes</td>
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<tr>
<td>KCB111</td>
<td>3D Media and Processes</td>
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<tr>
<td>KCB211</td>
<td>Post 1945 Art</td>
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<tr>
<td>KCB212</td>
<td>Australian Art, Architecture and Design</td>
</tr>
<tr>
<td>KCB213</td>
<td>Graphic Investigation</td>
</tr>
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<td>KCB304</td>
<td>Contemporary Art Issues</td>
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<tr>
<td>KCB306</td>
<td>Video Art and Culture</td>
</tr>
<tr>
<td>KCB307</td>
<td>Theories of Spatial Culture</td>
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</table>

**Music & Sound**

<table>
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<th>Code</th>
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<tbody>
<tr>
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<td>KMB107</td>
<td>Sound, Image, Text</td>
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<tr>
<td>KMB119</td>
<td>Music and Sound Production 1</td>
</tr>
<tr>
<td>KMB122</td>
<td>Music and Sound Concepts 1</td>
</tr>
<tr>
<td>KMB129</td>
<td>Music and Sound Production 2</td>
</tr>
<tr>
<td>KMB132</td>
<td>Music and Sound Concepts 2</td>
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<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
</tr>
<tr>
<td>KMB252</td>
<td>Multi-Platform Sound Design</td>
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</tbody>
</table>

* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.
* KMB106 will be discontinued at the end of 2010 and replaced by KMB252.
* KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.
* KMB200 will be offered from 2011.

**Performance Studies**

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>KSB215</td>
<td>Visual Theatre Design</td>
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<tr>
<td>KTB010</td>
<td>20th Century Performance</td>
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<tr>
<td>KTB103</td>
<td>Performing Skills 1: Character and Scene</td>
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<tr>
<td>KTB104</td>
<td>Performance Innovation</td>
</tr>
<tr>
<td>KTB106</td>
<td>Performing Skills 2: Style and Form</td>
</tr>
<tr>
<td>KTB204</td>
<td>Understanding Performance</td>
</tr>
<tr>
<td>KTB207</td>
<td>Staging Australia</td>
</tr>
<tr>
<td>KTB210</td>
<td>Creative Industries Management</td>
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</table>

**Visual Arts**

<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>KVB102</td>
<td>Modernism</td>
</tr>
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<td>KVB103</td>
<td>Australian Art</td>
</tr>
<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
<tr>
<td>KVB105</td>
<td>Drawing for Design</td>
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<tr>
<td>KVB106</td>
<td>Drawing for Animation</td>
</tr>
<tr>
<td>KVB108</td>
<td>Contemporary Asian Visual Culture</td>
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<td>KVB306</td>
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</tr>
<tr>
<td>KVB307</td>
<td>Theories of Spatial Culture</td>
</tr>
</tbody>
</table>

**Potential Careers:**

Academic, Advertising Professional, Educator, Government Officer, Information Officer, Internet Professional, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Servant, Publishing Professional, Teacher, Web Designer.

**UNIT SYNOPSES**

**AMB200 CONSUMER BEHAVIOUR**

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Antirequisites:** MIB204

**Equivalents:** CTB200

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB201 MARKETING AND AUDIENCE RESEARCH**

This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Antirequisites:** MIB204, MGB220, COB334

**Equivalents:** CTB201

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture
AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB207 ENTERTAINMENT MARKETING
The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.
Prerequisites: BSB126 or CTB126 Credit points: 12
Teaching period: 2010 SEM-2

AMB208 EVENTS MARKETING
Prerequisites: BSB126 or CTB126 Antirequisites: MIB319 Equivalents: AMB354 Credit points: 12
Teaching period: 2010 SEM-1

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117

AMT230 DIGITAL PROMOTIONS
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.
Prerequisites: BSB126, CTB126, or BSB112
Antirequisites: COB218 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMT240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.
Prerequisites: BSB126 or CTB126 Equivalents: CTB240 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMT251 INNOVATION AND BRAND MANAGEMENT
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.
Prerequisites: BSB126, BSB116, or CTB126
Antirequisites: MIB227 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-2

AMT261 MEDIA RELATIONS AND PUBLICITY
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce
students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.

**Prerequisite(s):** AMB260  **Contact hours:** 3 per week  
**Campus:** Gardens Point  **Incompatible with:** COB329

### AMB263 INTRODUCTION TO PUBLIC RELATIONS

This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Equivalents:** AMB260  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMB264 PUBLIC RELATIONS TECHNIQUES

This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMB318 ADVERTISING COPYWRITING

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMB319 MEDIA PLANNING

**Prerequisites:** AMB220  
**Equivalents:** AMB222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMB320 ADVERTISING MANAGEMENT

This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMB330 ADVERTISING PLANNING PORTFOLIO

This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMB331 DIRECT MARKETING

The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative, media, testing, and evaluation of direct marketing campaigns.

**Prerequisites:** AMB202, AMB220, AMB240, CTB240, or AMB249  
**Antirequisites:** COB315  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point
**Teaching period:** 2010 SEM-2

**AMB335 E-MARKETING STRATEGIES**

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Equivalents:** AMB241  
**Credit points:** 12  

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

**AMB336 INTERNATIONAL MARKETING**

**Prerequisites:** AMB240, CTB240, AMB210, or IBB210  
**Equivalents:** IBB213  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB340 SERVICES MARKETING**

This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.  
**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Antirequisites:** MIB311  
**Equivalents:** CTB340  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT**

Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted. A discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and motivation and evaluation of sales performance.  
**Prerequisites:** AMB240, CTB240, AMB202, COB207, MIB217, or AMB249  
**Antirequisites:** MIB230  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**AMB372 PUBLIC RELATIONS PLANNING**

This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.  
**Prerequisites:** (AMB263 or AMB260) and AMB264) or (AMB261 and AMB262)  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB373 CORPORATE COMMUNICATION**

Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.  
**Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  
**Equivalents:** AMB360  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.  
**Prerequisites:** AMB372, AMB261, or AMB262  
**Equivalents:** AMB370  
**Credit points:** 12  

**BSB115 MANAGEMENT**

The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.  
**Antirequisites:** BSD115  
**Equivalents:** CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**BSB126 MARKETING**

This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market
segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

Antirequisites: BSB116  Equivalents: CTB126  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

DAB325 ARCHITECTURE IN THE 20TH CENTURY
Designers in any discipline should possess the ability to appreciate the history of art, design and architecture. In addition, they should be able to analyse developments in design history from multiple perspectives. This unit is a survey course of the history and theory of architecture from the beginning of the 20th century to the present. Teaching and learning takes place through three forms of structured activity: lectures, tutorials, and online.
Assumed knowledge: DAB220 is assumed knowledge.
Equivalents: ADB011  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

DAB420 ARCHITECTURE, CULTURE AND SPACE
Architecture is, arguably, a measure of a community's cultural mores; it reflects the attitudes, values and beliefs of its period. In this unit students are introduced to the diverse architectural traditions of Australasia, and an appreciation of architecture through the understanding of Asian cultures, as well as the development of architectural culture through the processes of historical colonial expansion into the region. It will give students an overview of both the history and current trends of Australian architecture and locate it within the context of the larger Asia-Pacific region. Teaching and learning is conducted through problem-based learning with supporting lectures and tutorials.
Assumed knowledge: DAB220 is assumed knowledge.
Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

DEB102 INTRODUCING DESIGN HISTORY
This unit encompasses a broad survey of the history of design from the civilizations of antiquity to the opening of the 20th century – including architecture, industrial design, interior design and landscape architecture. It is a first year foundation unit and serves as preparation for more detailed and specialized studies in history and theory in subsequent years. Key designs, ideas and artefacts and the aesthetic, environmental, technological, socio-cultural and political factors that related to their production will be analysed.
Equivalents: ADB931  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB104 BUILDING IT SYSTEMS
This team-based unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.
Antirequisites: ITB001  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

INB122 ORGANISATIONAL DATABASES
Databases are a key feature in modern organisational systems. Stores of data are the prerequisite for organisational knowledge and are the substance of technology applications. Databases underpin all technologies, platforms and application areas such as online transactions (e.g. shopping), health information systems, web services, e-government, banking and geographical information systems. Corporate Systems Managers understand how databases are used in business domains and the benefits gained from capturing, storing and retrieving quality data to assist organisational planning and decision making. Professionals who understand the privacy and legislative requirements as they pertain to database security and management are increasingly in demand.
Antirequisites: INN122  Equivalents: ITB362  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB180 COMPUTER GAMES STUDIES
This unit is designed to give you a clear understanding of the socio-cultural issues that affect the computer game industry. Through critical review of games and games industry literature, playing games and actively participating in classroom discussion you will develop your capacity to join in the discourse about the design, impact and future direction of computer games in our society.
Antirequisites: INN180, ITB750  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB181 INTRODUCTION TO GAMES PRODUCTION
This subject will provide you with knowledge and skills in games production. By gaining an overview of the production process, you will learn how the technology and the people involved integrate into a coherent and efficient...
manufacturing process. By the end of this subject you will have the knowledge to conceive, create, integrate and optimise tools and personnel into a complete games production system.

**Antirequisites:** INN181  
**Equivalents:** ITB751, ITN751  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB210 DATABASES**

The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

**Assumed knowledge:** Students are expected to have solid IT background knowledge (e.g., completion of at least 192 credit points)  
**Equivalents:** ITB004, ITB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB270 PROGRAMMING**

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

**Prerequisites:** INB104 or ENB246  
**Antirequisites:** ITB003, ITB112, ITB411, INN270  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB271 THE WEB**

The aims of the unit are to give you a thorough understanding of what the web is, how it works and what it has to offer. Additionally, the unit aims to give you a general understanding and basic skills in developing dynamic web applications, including an appreciation of the variety of implementation technologies available. Through an understanding of how web technologies have evolved to date, you will appreciate the necessity for lifelong learning and become an insightful predictor of future developments in this area. You will learn to critically analyse technological alternatives in order to adapt to and innovate with technologies that presently do not exist. You will appreciate the business or organizational context within which web applications exist and be skilled in communicating within that environment. You will appreciate the social and ethical issues relating to web based systems including accessibility, globalization, privacy, and piracy.

**Prerequisites:** INB104  
**Antirequisites:** INB373 and INN373 and ITB007 and ITB227 and ITN007 and ITN227  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB272 INTERACTION DESIGN**

The aim of this unit is to provide you with an understanding of the theory, practices and challenges associated with the development of creative interactive design and human computer interaction.

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

**INB280 FUNDAMENTALS OF GAME DESIGN**

Modern games production is a complex process involving various businesses and organisations, working with budgets in the tens of millions. One of the roles within a game production team is that of the game designer. It is crucial that a game designer understands how to create a game world, the rules that govern game play and other high level design tasks. This subject provides an introduction to game design, by starting with high level conceptual design tasks before moving to more concrete tasks.

**Prerequisites:** INB180  
**Equivalents:** ITB016, ITN016  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB281 ADVANCED GAME DESIGN**

This unit will provide you with theoretical and practical knowledge of advanced games design concepts; that is, specific activities undertaken by game designers and their purpose. By the end of this unit you will have the knowledge to identify problems and suggest solutions for innovative game designs, as well as understand how to carry out the process of designing a game yourself. You will possess practical and theoretical knowledge of game design issues such as: how to design a game level, how to design a task and reward a player for completing it, how to ensure that the player knows how to progress through the game and how to design characters whose behaviour and dialogue provide clues and prompts to the player.

**Prerequisites:** INB280  
**Equivalents:** ITB017  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

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

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

**INB322 INFORMATION SYSTEMS CONSULTING**
The aim of the unit is to develop your skills in the consulting engagement process. This unit will give you an appreciation of the management of consulting practices and an understanding of the consulting sector generally. This unit presents the tactical and strategic issues involved in management consulting, and in particular: client engagement. In the unit there is an emphasis on Information Systems (IS) related work. IS constitutes a substantial portion of consulting activity and cuts across all areas of business expertise. The unit examines the dynamics of IS consulting within the context of large consulting firms and familiarises students with the consulting engagement lifecycle.

**Antirequisites:** ITB264, ITN264  **Assumed knowledge:** Completion of 96 credit points of an Undergraduate study is assumed knowledge  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**INB340 DATABASE DESIGN**
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

**Prerequisites:** INB210 or ITB004  **Antirequisites:** ITB229  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**INB345 MOBILE DEVICES**
This unit provides the opportunity for exploring new and emerging mobile devices and wireless technology including iPhone, Netbook, 3G, WiMax, and RFID. Students will critically review and understand how they can be used for current contexts such as government, business, education and social community, as well as emerging ‘wilderness’ environments with no power and wired communication.

Students will appreciate the impacts of these devices and be inspired for the current and future opportunities in ICT usage trends.

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

**INB346 ENTERPRISE 2.0**
This unit will help you to acquire the skills and knowledge required to critically explore and utilise applications within diverse contexts and organisations.

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

**INB347 WEB 2.0 APPLICATIONS**
Web 2.0 applications enable the user to be control. The unit will provide the opportunity for students to explore web 2.0 applications including blogs, wikis, social networking, social tagging, podcasts, gaming, storytelling and virtual worlds such as second life. Students will critically consider the many and varied web applications and how they can be used in different contexts such as government, small and medium size businesses, non-profit organisations, educational institutions and community groups.

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

**INB370 SOFTWARE DEVELOPMENT**
Understanding software development is an integral part of the IT industry for software engineers. Software development relies on object technologies, programming techniques and numerous code libraries provided by language developers and third party vendors. Integrated Development Environments, unit testing frameworks, automated and continuous build tools and versioning systems are all becoming part of the tool set modern software developers must be familiar with. This unit is designed to introduce these technologies and techniques to show how software can be rapidly developed.

**Prerequisites:** INB270 or ITB003 or INN270  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**INB373 WEB APPLICATION DEVELOPMENT**
This unit will provide you with an understanding of the issues, structure and technologies used for developing web-based systems. The unit will provide you with the theoretical and practical skills needed to develop enterprise critical applications designed with an n-tier architecture using state of the art technologies. A comparative technology approach is taken, including an analysis of how web technologies have evolved to date, in order to identify common themes and to better enable you to comprehend and critically
evaluate future web technology offerings.

**Prerequisites:** INB271 or ITB007  
**Antirequisites:** INN373  
**Equivalents:** ITB716 and ITN716  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS**

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

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

**KCB102 MEDIA MYTH BUSTING 1**

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

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

**KCB103 STRATEGIC SPEECH COMMUNICATION**

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

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

**KCB104 INTRODUCTION TO MEDIA AND COMMUNICATIONS: INDUSTRIES**

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

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

**KCB105 MEDIA MYTH BUSTING 2**

The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit involves qualitative and quantitative research methods including observation, focus groups, case studies, survey research and experiments studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present their conclusions and recommendations.

**Equivalents:** KCB334  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several lectures during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE**

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

**Assumed knowledge:**

* advanced academic writing skills  
* advanced research and referencing skills in offline and online contexts  
* good working knowledge of the Web and other new media technologies  
* some practical experience using blogs, wikis, and/or social networking websites as a reader and/or contributor  
* ability to conduct academic work independently and in groups

**Assumed knowledge:** KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. **Equivalents:** KCB295
KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS

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

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

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

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

KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY

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

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

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

KCB205 PROFESSIONAL COMMUNICATION

Professional Communication focuses on knowledge and skills required for effective communication with colleagues, sponsors and clients in professional organisational settings. Unit activities will develop practical and critical skills in situation analysis, project proposal development, proposal document production, sponsor and client presentations and workplace communication practices. The unit will integrate the central skills of writing and speaking across a range of problem-based tasks, team projects and presentations. Over the semester, students may use class activities to compile professional folios of their work for potential employers and clients.

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

KCB206 NEW MEDIA: INTERNET, SELF AND BEYOND

The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain their identities is on the rise. From social networking sites like FaceBook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media.

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts.

Equivalents: KCB201, KCB205  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB207 EXPLORING NEW MEDIA WORLDS

This unit expands and builds on the connections made between new media and everyday life for the individual in KCB206 to include the relationships between individuals and communities that are afforded, extended, amplified and intensified as well as attenuated by new media technologies and practices. It accomplishes this through an exploration of contemporary worlds—the world of connections; the world of play; the world of commerce and the world of politics—with new media lenses.

Alongside the concepts underlying these explorations, you will also examine, confront and challenge the notion of the boundaries surrounding new media such as the limits of embodiment, nation-states and their infrastructures of laws and economics. The knowledge you gain and processes you learn in this unit will add to your professional, academic and creative development.

Antirequisites: KCP408  Assumed knowledge: KCB206 is assumed knowledge.

Equivalents: KCB202, KCB336  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KCB301 MEDIA AUDIENCES
A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for students undertaking research in Media Communication and those seeking employment in media industries.

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

Assumed knowledge: Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods

**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

**KCB303 BRISBANE MEDIA MAP**
In this unit, you will explore ways in which your knowledge of media industries, audiences and texts finds application in employment contexts. You also develop and consolidate an applied understanding of databases in the process of maintaining and developing an online directory of media and related organisations serving the greater Brisbane area. Questions of professional practice in online and workplace environments are also discussed, with particular reference to matters of freedom of expression, accuracy and fairness, access and equity, cultural difference, privacy, security and intellectual property.

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

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

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

**KDB103 DANCE TECHNIQUE STUDIES 1**
This unit involves practical dance classes as on-going action research.

**Assumed knowledge:** KDB105 is assumed knowledge.
**Equivalents:** KDB180  Credit points: 12  Contact hours: 9 per week; BFA: 13.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KDB104 DANCE TECHNIQUE STUDIES 2**
This unit involves practical dance classes as on-going action research.

**Prerequisites:** KDB103 or KDB180  **Equivalents:** KDB181  Credit points: 12  Contact hours: 8 per week; BFA: 13.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KDB105 ARCHITECTURE OF THE BODY**
This unit focuses on experiential awareness of the body, including an introduction to a working knowledge of anatomy, kinesiology and the movement potential of the body, both in theory and practice.

**Equivalents:** KDX104  Credit points: 12  Contact hours: 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KDB106 DANCE ANALYSIS**
This unit includes a study of the analysis of dance through a concentration on the dance as text and a study of various international historical and contemporary works.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2
KDB107 CHOREOGRAPHIC STUDIES 1
This unit introduces crafting skills and choreographic devices used in process of making dance work. It includes the presentation of group work.
Equivalents: KDX143  Credit points: 12  Contact hours: BCI: 4 per week; BFA: 2 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KDB108 WORLD DANCE
This unit includes exposure to a range of culturally specific dance styles through practical workshops and a theory component providing contextual background to the styles taught.
Equivalents: KDB172  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KDB109 FUNK, TAP AND ALL THAT JAZZ
American and Western European popular and music theatre dances from the late 1900s to the present form the content base of this unit, drawing on three of the following styles: funk, tap, jazz and/or hip-hop. Dance technique and style pertinent to each dance form is taught in the practical classes, while in the theory component of the unit this content is interrogated through historical and cultural perspectives.
Assumed knowledge: For Health and Safety reasons, admission to this unit is dependent upon 1) an appropriate level of physical fitness to prevent injury (assessed in Orientation Week or Week One), and 2) having no pre-existing injuries.  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KDB110 DECONSTRUCTING DANCE IN HISTORY
This unit includes a study of various international historical and contemporary contexts of dance as art. It focuses on romanticism, classicism, modernism and postmodernism.
Equivalents: KDB125  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KDB204 AUSTRALIAN DANCE
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.
Equivalents: KDB114  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KDB205 DANCE IN EDUCATION
This unit includes a practical introduction to philosophies and practices in dance education. The areas of choreography, performance and appreciation are explored as students develop basic teaching and reflective practice skills. This unit is appropriate for students planning to teach dance in the primary, secondary, community or studio context.
Antirequisites: KDP205  Equivalents: KDB117  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KDB225 MUSIC THEATRE SKILLS
This unit provides students with an introduction to practical skills development in acting, dance and singing for music theatre.
Equivalents: KSB225, KSB011  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KFB103 INTRODUCTION TO FASHION
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.
Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE
Fashion has been a defining feature of Western culture for over 500 years. Contemporary fashion regularly revisits earlier approaches to dressing the body. This unit studies key figures in the history of fashionable dress who defined the standards of beauty for their time. It provides students with a basis for understanding fashion as a significant form of visual culture as well as providing a vital sense of history.
Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KFB107 DRAWING FOR FASHION
This unit concentrates on developing core skills and knowledge of drawing to provide an important foundation for existing and evolving modes for constructing and presenting fashion proposals.
Equivalents: KVB107, KVB107-2, KVB757-2  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KFB205 FASHION AND STYLE JOURNALISM
This unit maps the scope and practice of fashion and style journalism in Australia and internationally. It will allow you to develop the skills necessary to conceptualise and produce fashion and style editorial content in a variety of styles and contexts.
Assumed knowledge: KFB103 plus completion of 72 credit points of study; or enrolment in a Creative Industries Postgraduate course is assumed knowledge  Equivalents: KJB339  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2
KFB206 FASHION AND MODERNITY
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.

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

KFB207 CONTEMPORARY FASHION
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its purest 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-1

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-2

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.

The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.

Assumed knowledge: KFB103, KFB208 plus completion of 72 credit points of study is assumed knowledge.

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

KFB304 FASHION, LAW AND THE REAL WORLD
This unit prepares you for the transition into the real world, by equipping you with an understanding of law as a regulator of business. In order to flourish as an entrepreneurial creative practitioner, it is essential that you understand the legal implications of your decisions and actions and those of others with whom you work or trade. This unit forms part of the final year of study so that you can apply the knowledge acquired within your workplace learning experiences and incorporate the learning from this unit into their planning and preparation for graduation.

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

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

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

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

Prerequisites: KIB101 or KIB801 or KPB101 or KPB150 or KPB155
Equivalents: KIB802
Credit points: 12
Contact hours: 3.5 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.

Antirequisites: INB271, KIP403
Equivalents: KIB807, KKB007, KKB818
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1
KIB104 DIGITAL MEDIA
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.

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

KIB105 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion.

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

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

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

KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA
This unit addresses theoretical issues associated with non-linear story structures and interactive narratives through the analysis of game structures, the creation of original game ideas and the application of techniques of information design to the structuring of non-narrative content. Addressing the creative and analytical roles of writers, conceptual designers and information designers in the context of interactive digital media and the Creative Industries.

Equivalents: KIB816  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB202 ENABLING IMMERSION
As creative practitioners within a highly networked technological society, it is important to develop a critical understanding of how the application of technology influences modes of communication, production processes and creative practices, particularly within the Creative Industries. This unit provides an introductory overview of the philosophies underlying applications of technology, and critically examines current applications in order to explore creative visions of future technology.

Prerequisites: KIB201  Equivalents: KIB814  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

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

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

KIB221 ANIMATION: CG TOOLKIT
CG Toolkit offers an in-depth look at the tools of animated production from within a studio setting. Continuing from Animation Studio 1: Preproduction, this unit looks at the tools and the processes involved in creating high level successful 3d computer animations for game development, film or television production, web or emergent media.

Prerequisites: (KIB203 or KIB107) and KIB220  Equivalents: KIB213  Credit points: 12  Contact hours: Up to 6 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

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

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

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

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

Prerequisites: KIB205 or INB385  Equivalents: KIB311  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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

Prerequisites: KIB309  Equivalents: KIB311  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KIB315 CONTEMPORARY ISSUES IN DIGITAL MEDIA
The ubiquitous uptake of new technologies in communication, social interaction, and artistic expression has changed the way that we conceptualize art and design. Designing within a contemporary context requires a sophisticated understanding of new design practices, methods, and theoretical models. This theory unit is designed to create an awareness of contemporary design.
practices, theories, and historical and philosophical contexts; and to develop the critical, creative and analytical thinking that is required for design innovation. The unit will be taught through a combination of lectures, seminars and presentations.

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

**Equivalents:** KIB813  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

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**KIB316 VIRTUAL ENVIRONMENTS**

The field of 3D virtual environments, simulation, and visualization are used to produce sophisticated approaches to interaction design, social networking and game-play. This unit is designed to cater for both creative and technical practitioners. Extending the knowledge and skills developed in 3D Computer Graphics and Real-time environments, this unit develops an advanced understanding of virtual environments and 3D spaces. You will apply and extend principals of real-time modeling, texture acquisition for real-time environments, and interaction design in the 3D context. Students enrolled in this unit will work in project teams to produce a significant 3D interactive environment within the context of a design studio.

**Prerequisites:** KIB325  
**Equivalents:** KIB310, KIB821  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

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**KIB325 REAL-TIME 3D COMPUTER GRAPHICS**

This unit provides the opportunity for extending the principles of 3D computer graphics into the emerging field of virtual environments that respond to interaction in real time. In this unit you will cover the principals of real-time modeling; texture acquisition for real-time environments and interaction design in the 3D context. This unit provides an opportunity where students studying 3D computer graphics can apply animation and interactive design principles to real-time spaces. These principles can be applied to the fields of game design and interactive 3D environments.

**Prerequisites:** KIB225  
**Equivalents:** KIB310, KIB821  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

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**KIB335 TYPOGRAPHY AND ILLUSTRATION**

Typography and illustration are essential components of graphic design for both print and electronic media. This unit will focus on techniques of type design, appropriate use of type forms, the design and incorporation of lettering, and the expressive and communication uses of typography. It will also cover the history, uses, and processes of illustration and its application within visual design and communication. Lectures will introduce design history, techniques and approaches, which will be applied in design studios.

**Prerequisites:** KVB204  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

**KIB338 PRINT MEDIA**

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

**Prerequisites:** KVB204  
**Antirequisites:** KCP361, KCP405  
Credit points: 12  
Contact hours: 3 per week, plus several workshops during semester  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

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**KJB101 DIGITAL JOURNALISM**

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

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

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**KJB120 NEWSWRITING**

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

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

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**KJB121 JOURNALISTIC INQUIRY**

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

**Prerequisites:** KJB120  
**Antirequisites:** KJP402  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1 and 2010 SEM-2
KJB224 FEATURE WRITING
Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.

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

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

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

KJB280 INTERNATIONAL JOURNALISM
This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different countries and cultural environments.

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

KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.

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

KKB004 INDIGENOUS CREATIVE INDUSTRIES
Every culture contains, within its approach to arts practice, the business of creativity. Learning and teaching in the Indigenous Creative Enterprise Unit, develops a sphere of shared knowledge designed to inspire sustainable arts praxis and production

Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-2
Incompatible with: KKB704

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.

Equivalents: KKB009, KKB618
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2010 SEM-1

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.

Equivalents: KKB007, KKB818
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2010 SEM-2

KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION
You will build interactive software systems for sampling, synthesising and manipulating media in real-time using graphical programming environments (also known as “patcher languages”). This will enable you to design and implement custom audio/video software for live performances and/or installations.

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

KKB341 WORKPLACE LEARNING 1
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This
unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.

**Prerequisites:** Completion of 168 credit points of study

**Credit points:** 12

**Contact hours:** Between 90 and 100 hours duration

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

KKB343 SERVICE LEARNING 1

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

**Prerequisites:** Completion of 168 credit points of study

**Credit points:** 12

**Contact hours:** Between 90 and 100 hours duration

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

KKB345 CREATIVE INDUSTRIES PROJECT 1

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

**Prerequisites:** Completion of 72 credit points of Creative Industries units (K%B% units)  
**Credit points:** 12

**Contact hours:** About 150 hours across the semester.

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

KKB346 CREATIVE INDUSTRIES PROJECT 2

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

**Prerequisites:** KKB345 (can be enrolled in the same teaching period)  
**Credit points:** 12

**Contact hours:** About 150 hours across the semester. However when the project is combined with KKB345, then between 230-270 hours in duration across both projects.

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

KMB003 SEX DRUGS ROCK 'N' ROLL

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

**Equivalents:** KMB640  
**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1

KMB004 WORLD MUSIC

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

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.

**Equivalents:** KMB631  
**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

KMB107 SOUND, IMAGE, TEXT

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

**Equivalents:** KMB638  
**Credit points:** 12

**Contact hours:** 2.5 per week

**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-2

KMB119 MUSIC AND SOUND PRODUCTION 1

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

**Equivalents:** KMB108, KMB621  
**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

KMB122 MUSIC AND SOUND CONCEPTS 1

This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.

**Equivalents:** KMB130, KMB632  
**Credit points:** 12

**Contact hours:** 4 per week

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

**Equivalents:** KMB105, KMB619  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

KMB132 MUSIC AND SOUND CONCEPTS 2
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.

**Prerequisites:** KMB122  
**Equivalents:** KMB131, KMB633  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

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

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

KMB252 MULTI-PLATFORM SOUND DESIGN
This unit builds on previous sound design knowledge and uses a range of tools to design and develop sound content for multi platform television, mobile phones, web, games, virtual worlds and social networks. Students gain an understanding of a variety of working methods and delivery formats and develop practical skills essential to successful collaboration and creation.

**Assumed knowledge:** Knowledge of sound editing software is assumed.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

**Equivalents:** KPB150, KPB155  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT
This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Equivalents:** KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

KPB105 NARRATIVE PRODUCTION
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.

**Prerequisites:** KPB101 or KPB155 or KPB150  
**Equivalents:** KPB185, KPB260  
**Credit points:** 12  
**Contact hours:** Average of 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Equivalents:** KPB102, KPB359  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove
Teaching period: 2010 SEM-1

KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS
The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital. This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses.
Equivalents: KPB106, KPB209    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

KPB112 TV AND FILM GENRES
Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres unique to television.
Equivalents: KPB103, KPB107, KPB372-2    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

KPB113 TV AND FILM TEXT ANALYSIS
In an era when film and television texts are being transformed by digital media formats, media practitioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.
Equivalents: KPB108, KPB130    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

KPB202 FILM AND TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT
The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students' knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.
Prerequisites: KPB104 or KPB314    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove

Teaching period: 2010 SEM-1

KPB205 DOCUMENTARY THEORY AND PRACTICE
The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.
Equivalents: KPB358    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

KPB206 INTERNATIONAL CINEMA
This unit examines a range of national cinemas from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideological issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.
Equivalents: KPB344    Credit points: 12    Contact hours: 5 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

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: 2010 SEM-1 and 2010 SEM-2

KPB212 AUSTRALIAN FILM AND TV
This unit includes the following: study of Australian film and television productions within their cultural and institutional contexts; issues facing the film and television industry today; the construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; experimental film and television; indigenous productions; new technological and global challenges.
Equivalents: KPB203, KPB343, KPB106    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove

KPB303 CRITICAL THINKING ABOUT TELEVISION
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.
Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1
Producers are key figures in the production of television, film and new media. This unit will take you through the key skills you need to work as a producer, including how to source funding for projects, putting together a creative team, and organising distribution and marketing.

**Prerequisites:** KPB104 or KPB314  
**Equivalents:** KPB202  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

### KSB215 VISUAL THEATRE DESIGN

This unit considers the following: the role of visual expression in theatrical events; elements of space; approaches to researching design elements; bearing of text and resources on events; western and eastern influences.

**Prerequisites:** KSB105 or KSB274  
**Assumed knowledge:** Concurrent enrolment in KSB211 and KSB217 is strongly recommended.  
**Equivalents:** KSB276  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KTB101 20TH CENTURY PERFORMANCE

In this unit you will investigate the major artistic movements of the 20th century; fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.

**Equivalents:** KTB251  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE

This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.

**Equivalents:** KTB257  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KTB104 PERFORMANCE INNOVATION

The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.

**Equivalents:** KTB271  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KTB106 PERFORMING SKILLS 2: STYLE AND FORM

This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell’arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.

**Equivalents:** KTB258  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KTB204 UNDERSTANDING PERFORMANCE

In this unit you will investigate the nature of the performance event; performance in everyday life; theatricality and performance; trans-disciplinary performance theory and practice; the body in performance; site and performance; live and mediated performance; spectator and audience.

**Equivalents:** KTB275  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KTB207 STAGING AUSTRALIA

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

**Equivalents:** KTB253  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KTB210 CREATIVE INDUSTRIES MANAGEMENT

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

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  
**Equivalents:** KTB061  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS

Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  
**Antirequisites:** KTP406  
**Equivalents:** KTB062  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KTB305 THE ENTREPRENEURIAL ARTIST

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

**Prerequisites:** Completion of 168 credit points of study

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

**KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS**

This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.

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

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

**KVB102 MODERNISM**

This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to inter-disciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.

**Equivalents:** KVB701  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB103 AUSTRALIAN ART**

This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.

**Equivalents:** KVB702  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE**

This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.

**Equivalents:** KVB509  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KVB105 DRAWING FOR DESIGN**

This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and associated imagery for use in animated media. The development of critical/reflective frameworks of traditional and contemporary practice underpins studio development.

**Equivalents:** KVB755  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB106 DRAWING FOR ANIMATION**

This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.

**Equivalents:** KVB756  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB108 CONTEMPORARY ASIAN VISUAL CULTURE**

This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.

**Equivalents:** KVB444  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB110 2D MEDIA AND PROCESSES**

This introductory unit is a studio course enabling you to explore, construct, analyse and interpret visual data through the 2D graphic modes of drawing, painting and printmaking.

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

**KVB111 3D MEDIA AND PROCESSES**

This first year unit introduces you to current contemporary art practices and concepts to assist you in making, analyzing and critiquing three dimensional artworks. As a second semester unit, this unit will develop foundational skills in 3D media and processes to complement and augment understandings and knowledge of 2D media and processes.

**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB200 EXHIBITION AND DISPLAY IN THE VISUAL ARTS**
This unit addresses the development of the Museum in Western cultures and how that tradition manifests in current arts practices, such as in contemporary exhibitions, the display of collections, installation and site-specificity, audience interaction, curatorial activities such as didactic panels and virtual galleries. This unit will assist you in displaying objects and images from your own arts practice and/or the artwork of others in effective and appropriate ways.

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

**KVB204 GRAPHIC DESIGN**

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

**Prerequisites:** KIB101 or KIB801 or KIP401  
**Antirequisites:** KVP401  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB211 POST 1945 ART**

This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art¿s engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1950 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students' awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.

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

**KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN**

This unit aims to examine the impact of modernism upon the fields of visual art, architecture and design in Australia during the period between 1917 and 1967. It will also examine debates about modernism and provide a detailed historical background to the development of these three fields in Australia in response to the idea of modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.

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

**KVB213 GRAPHIC INVESTIGATION**

The interface between the graphic design, print and art environments is dynamic and pervasive. An awareness of contemporary practices through conceptual and cross-media investigations will allow you to interpret, create and engage in these environments.

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

**KVB304 CONTEMPORARY ART ISSUES**

This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1950 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students' awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.

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

**KVB306 VIDEO ART AND CULTURE**

Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.

**Equivalents:** KVB712  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB307 THEORIES OF SPATIAL CULTURE**

This unit provides the necessary critical evaluation of issues and practices that relate to considerations of space in modern and contemporary art, new media and culture in general. It provides a historical overview of key art practices that have focused their critical attention to the issue of space and the built environment. In order to function as an informed practitioner in the environment of public space you must acquire such knowledge because it will form the critical-analytical background to current debates and
theories in the field of spatial culture and public art.

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops 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.

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

KWB103 PERSUASIVE WRITING
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.

KWB105 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).

KWB106 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as
an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.

**Antirequisites:** KWP407  
**Equivalents:** KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)**
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society.

**Equivalents:** KWB003, KWB321  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB209 SHAKESPEARE, THEN AND NOW**
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material.

**Equivalents:** KWB004, KWB729  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB211 STYLISTICS AND POETICS**
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylistics, students will work on unpacking, theorising and then replicating literary techniques used by a wide range of exemplary authors. This unit gives students a unique opportunity to consider and manipulate very specific aspects of their authorial voices, drawing on the field of literary stylistics, the Oulipo movement, reader response theorists, and other author-based literary theories and schools. Intensive studio-based work, self-directed creative practice, guided critical analysis and asynchronous on-line activities characterise the teaching and learning in this unit.

**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

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

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

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

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

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

**Equivalents:** KWB006, KWB725  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**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 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.

**Credit points:** 12  
**Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2
period: 2010 SEM-1

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

• The history of entertainment.
• Key characteristics of entertainment.
• The relationship between entertainment and the wider creative industries.
• Changes in entertainment over the period of modernity.
• The size and nature of entertainment industries.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KXB102 GLOBAL ENTERTAINMENT
Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS
In this unit you will learn how creativity and business can work together to complement each other in the entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to combine creative and business skills.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

MAB101 STATISTICAL DATA ANALYSIS 1
Experiments, observational studies, sampling, and polls; data and variables; framework for describing and manipulating probability; independence; Binomial and Normal distributions; population parameters and sample statistics; concepts of estimation and inference; standard error; confidence intervals for means and proportions; tests of hypotheses on means and proportions (one sample and two independent samples); inference using tables of counts; modelling relationships using regression analysis; model diagnosis; use of statistical software.
Antirequisites: BSB123, EFB101, MAB141, MAN101
Assumed knowledge: Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge. Credit points: 12
Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SUM-2, 2010 SEM-1 and 2010 SEM-2

MAB120 ALGEBRA AND CALCULUS
This unit introduces and reviews the elementary concepts of function, calculus, matrices and vectors with special reference to applications in science, technology and business where appropriate. Topics covered include the algebra of complex numbers, elementary functions (polynomial, trigonometric, exponential and logarithmic) and their properties, differentiation and integration methods and principles, geometric and algebraic applications of vectors and the solution of linear systems using matrices.
Assumed knowledge: Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge. Equivalents: MAB100, MAB125, MAB180
Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MAB121 CALCULUS AND DIFFERENTIAL EQUATIONS
This unit extends the areas of function and calculus introduced in MAB120 by introducing series representations for functions and more advanced methods of differentiation and integration for functions of one variable. A strong connection to real world problems is made by introducing the use of differential equations in modelling, and exploring appropriate methods of solution. Practical calculations of volumes and surface areas of solids of revolution extend your interpretations of the definite integral. Taylor and Fourier series are introduced as a means of approximating functions by sums of polynomials and periodic functions. Some more advanced methods for indefinite integrals, such as partial fraction decomposition, are also introduced.
Assumed knowledge: Grade of at least Sound Achievement in Senior Mathematics C (or equivalent) or MAB125 or MAB180 or MAB120 is assumed knowledge. Equivalents: MAB111, MAB126
Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MAB122 ALGEBRA AND ANALYTIC GEOMETRY
This unit extends your knowledge in the areas of functions, calculus, matrices and vectors introduced in MAB120 by introducing functions of more than one variable, partial derivatives and multiple integrals, vector valued functions, and matrix methods for the solution of large systems of linear equations.

**Equivalents:** MAB112, MAB127, MAB132  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB210 STATISTICAL MODELLING 1**
This unit includes: probability; independence; system reliability; using conditional probability in modelling; Bayes; introductory Markov chains; random variables and distributions; special distributional models; Bernoulli process; Poisson process; exponential; introductory queuing processes; expected values and moments; goodness-of-fit tests; measures of dependence; introductory bivariate and correlation properties; conditioning arguments.

**Assumed knowledge:** Grade of Sound Achievement in Senior Mathematics C (or equivalent) or MAB120 is assumed knowledge. Students are advised to enrol in either MAB121 or MAB122 in the same semester if not previously completed.  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MAB220 COMPUTATIONAL MATHEMATICS 1**
This unit includes: sources of error; computer arithmetic; solution of nonlinear equations in one variable; solution of systems of linear equations; interpolation; finite differences; numerical differentiation and integration; solution of first order linear differential equations; MATLAB programming. Students without an exit level of Sound Achievement in four semesters of Senior Mathematics C need to be concurrently enrolled in MAB100 if not completed earlier.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 and corequisite MAB120 or MAB125 or MAB100 or MAB180 if you don't have Senior Mathematics C is assumed knowledge  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MAB281 MATHEMATICS FOR COMPUTER GRAPHICS**
This unit introduces students to the mathematics involved in computer graphics, computer games and virtual reality. It is heavily reliant on analytic, Euclidean and projective geometries in 2D and 3D, elementary trigonometry, elementary linear algebra and elementary calculus. The unit will develop the mathematical concepts and where practicable show how these concepts are then applied in the field of computer graphics. Students must have completed four semesters of Senior Mathematics B with an exit level of Sound Achievement, or have passed MAB105 (or equivalent).

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge.  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**MAB311 ADVANCED CALCULUS**
This unit includes the following: polar coordinates; parametric equations; conic sections; quadric surfaces; vector-valued functions; Fourier series; functions of several variables; graphs; partial derivatives; total derivatives; extrema; Lagrange multipliers; Taylor series for multivariable functions; double and triple integrals; Green's theorems; line and surface integrals; divergence theorem; Stoke's theorem; applications.

**Prerequisites:** (MAB111 or MAB121) and (MAB112 or MAB122)  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**MAB312 LINEAR ALGEBRA**
This unit covers the following broad topics from linear algebra: matrix analysis; eigenvalues and eigenvectors; vector spaces; inner product spaces.

**Prerequisites:** (MAB111 or MAB121) and (MAB112 or MAB122)  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**MAB313 MATHEMATICS OF FINANCE**
This unit includes: interest rates; solution of problems in compound interest; applications of annuities; valuation of securities; quantitative techniques in business and finance. Students need to concurrently enrol in MAB111 unless already completed.

**Prerequisites:** MAB111 or MAB121  **Antirequisites:** MAN313  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**MAB314 STATISTICAL MODELLING 2**
This unit includes: models for stochastic processes and statistical methods, which have applications in engineering, information technology, finance, and physical and life sciences. Markov chains; random walks; branching processes; queueing processes; long-term behaviour of processes; use of generating functions; bivariate and conditional distributions; transformations of random variables; beta and gamma distributions; mixture distributions; order statistics, minimum and maximum.

**Prerequisites:** MAB112 and MAB210  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**MAB422 MATHEMATICAL MODELLING**
This unit includes models developed with the "real world" description. These models are taken from the areas of cancer research, population growth and engineering. Emphasis is on mathematical modelling and not on the development of new mathematical content.

**Prerequisites:** MAB121  
**Antirequisites:** MAN422  
**Assumed knowledge:** MAB220 is recommended for prior/concurrent study for exposure to MATLAB  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**MAB480 INTRODUCTION TO SCIENTIFIC COMPUTATION**

This unit teaches students how to implement a mathematical algorithm in a modern scientific computing environment (eg Matlab). A case-study approach is used with an emphasis on writing efficient code. Also an overview of other software packages used in mathematics will be given.

**Prerequisite(s):** MAB112 or MAB132 or MAB182  
(Recommended: MAB210 or MAB220)  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** MAB380, ITB849

**MGB200 LEADING ORGANISATIONS**

This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MGB210 MANAGING OPERATIONS**

This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB234  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB223 ENTREPRENEURSHIP AND INNOVATION**

This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**

The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-2
MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

Prerequisites: MGB223    Equivalents: MGB218    Credit points: 12    Contact hours: 3    Teaching period: 2010 SEM-1