Master of Creative Industries (Communication Design) (KI43)

Overview
These programs are offered to students from both cognate and non-cognate fields of study. The courses are targeted at mid-career professionals and those wishing to convert existing knowledge through engagement with new media theories and practices. The program has been developed to integrate knowledge in six main categories of learning, through an integrated studio-based teaching model. A studio-based approach to teaching and learning encourages a community of learners to interact cooperatively to solve problems. It is an immersive approach to learning where open problems are visited frequently. The studio units in this degree are designed to provide opportunities for the practical application of the knowledge and skills derived from the other core and Unit Options. These learning categories constitute the core knowledge of the field of communication design:

- situation of new media theories and practices in society
- new media technologies as skills-based knowledge
- information architecture
- new media design development processes
- interaction design
- web development.

This knowledge situates the graduate within the creative industries by providing opportunities to explore interdisciplinary practice through theory, practice and production.

Masters students can undertake units in computational arts which introduce students to the creative design of visual and sonic art works by implementing processes from which these works unfold on computers. Units include introductory computer programming and computational arts where these skills are combined and enhanced. Computational arts skills are applicable to work in the areas of interactive computer games, VJs, DJs, web art and interactive public sculptures.

Entry Requirements
A bachelor degree with an overall grade point average of 4.5 or above (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry. Please contact the Creative Industries Faculty for more information.

If requested, supply documentation of professional work experience as detailed in Completing the PG Form.

Advanced standing for prior study and/or professional experience is at the discretion of the postgraduate coursework degrees coordinator, in consultation with the relevant subject area coordinator. Advanced standing will normally only be granted for masters-level courses, and will constitute no more than 48 credit points. Students seeking articulation to the Masters must successfully complete the Graduate Certificate with a grade point average of 4.5 or above.

Course Structure
The Masters course is comprised of seven Communication Design subjects (including two design studio units) and three Postgraduate Unit Options.

The Graduate Certificate course is comprised of three Communication Design subjects and one Postgraduate Unit Option.

MCI (Communication Design) - full time structure

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<th>Visual Communication</th>
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<td>Introduction to Web Design and Development</td>
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<td>KIP408</td>
<td>Animation Practices</td>
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<tr>
<td>SELECT:</td>
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<td>Semester 2, Year 1</td>
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MCI (Communication Design) - part time structure

Semester 1, Year 1
- KIP401 Visual Communication
- KIP403 Introduction to Web Design and Development

Semester 2, Year 1
- KIP405 Animation and Motion Graphics
- SELECT: Postgraduate Open Unit Option

Semester 1, Year 2
- SELECT: Postgraduate Open Unit Option
- SELECT: Postgraduate Open Unit Option

Semester 2, Year 2
- KIP402 Visual Interactions
- KIP404 Digital Media

Semester 1, Year 3
- KIP411 Masters Design Studio: Virtual Environments

Semester 2, Year 3
- KIP410 Design for Interactive Media

Course structure for students who commenced in 2008 or earlier

Important Notice
Students who commenced this course in 2008 or earlier should contact their faculty (using the Discipline Contact email address above) for relevant course enrolment advice.

Potential Careers:

UNIT SYNOPSES

KIP401 VISUAL COMMUNICATION
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.
Antirequisites: KIB101, KIB801    Credit points: 12
Contact hours: 4 per week    Campus: Kelvin Grove
Teaching period: 2010 SEM-1 and 2010 SEM-2

KIP402 VISUAL INTERACTIONS
This unit further develops interface design skills for communications technologies including design priorities, visual systems, refinement of concepts, project analysis and problem solving through presentation models.
Antirequisites: KIB102, KIB802    Credit points: 12
Contact hours: 3.5 per week    Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KIP403 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.
Antirequisites: KIB103, KIB807    Credit points: 12
Contact hours: 3 per week    Campus: Kelvin Grove
Teaching period: 2010 SEM-1 and 2010 SEM-2

KIP404 DIGITAL MEDIA
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.
Antirequisites: KIB104, KIB808    Credit points: 12
Contact hours: 3 per week    Campus: Kelvin Grove
Teaching period: 2010 SEM-1 and 2010 SEM-2

KIP405 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion.
Antirequisites: KIB105, KIB804    Credit points: 12
Contact hours: 3 per week    Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KIP408 ANIMATION 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.
Antirequisites: KIB108, KIB825    Credit points: 12
Contact hours: 3 per week    Campus: Kelvin Grove
Teaching period: 2010 SEM-2
KIP410 DESIGN FOR INTERACTIVE MEDIA
Masters Design Studio 1; Interaction Design introduces you to the field of interaction design and the development of new, engaging systems of digital media, in particular web based interaction. Studio projects focus on the design of large and small scale interactive new media that rely on distributed systems such as the Internet.
Contact hours: 5 per week  Campus: Kelvin Grove

KIP411 MASTERS DESIGN STUDIO: VIRTUAL ENVIRONMENTS
Masters Design Studio: Virtual Environments explores interaction through the use of Virtual Environment and Tangible Media. Virtual Environments are spaces that can only be experienced through the existence of new media. Tangible Media is the design of augmented devices: stand alone devices whose function is enhanced or defined through the embedding of computational media within them.
Prerequisite(s): KIP410  Credit points: 24  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1