Bachelor of Journalism (KJ32)

Year offered: 2013
Admissions: Yes
CRICOS code: 040293F
Course duration (full-time): 3 years
Domestic Fees (indicative): 2013: CSP $3,000 (indicative) per Semester (48 credit points)
Student Services and Amenities Fee
You’ll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-1-student-services-and-amenities-fee

Start month: February
QTAC code: 421222
Past rank cut-off: 92
Past OP cut-off: 5
OP Guarantee: Yes
Deferment allowed: Yes
Total credit points: 288
Standard credit points per full-time semester: 48
Course coordinator: Head of Studies, MECA
Discipline coordinator: Susan Hetherington
Campus: Kelvin Grove
Attendance: Full-time

Assumed knowledge: English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA). For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Study print, radio, TV and online journalism covering reporting, editing and production.
- Access industry-standard equipment and facilities, dedicated newsrooms, radio and TV studios, editing suites and production offices.
- Contribute to QUT News bulletins for television and radio and write online news that is incorporated into professional news outlets.

Details:
From print and broadcast media to online outlets and social media sites such as Twitter, the production and consumption of news has evolved and expanded. Today journalism is produced on more platforms than ever before, and consumed through mobile phones and laptops alongside newspapers, TV and radio. We have entered the era of ‘citizen journalism’ and user-generated content, in which non-professionals routinely contribute to and interact with the media.

Why choose this course?
QUT’s journalism degree will inspire your curiosity and prepare you to investigate, write and present news across platforms including online, print, radio and television. Hands-on production experience combined with knowledge of theory and context will provide you with a foundation for your journalism career in the 21st century. Throughout the course you will gain practical skills and have the opportunity to contribute industry-standard content to QUT News and other outlets.
You will have access to state-of-the-art equipment and facilities, including dedicated newsrooms, radio and TV studios, editing suites and production offices. Your teachers will include working professionals and internationally renowned scholars of journalism and media studies. Journalism students can pursue work experiences through industry internships and international exchanges.

Career outcomes
QUT graduates go on to successful careers in journalism, working for newspapers, magazines, television, radio and online media. Others choose careers in public relations, media management and corporate communications. QUT journalism graduates have achieved distinction in high-profile media positions. Our graduates include senior Australian journalists such as Karl Stefanovic, Leila McKinnon, Leigh Sales, Michael Crutcher and Kate Scanlan.

Professional recognition
The QUT journalism degree is recognised by the Australian Journalists’ Association section of the Media, Entertainment and Arts Alliance.

Structures and Units

Your course
Year 1
You will learn foundation writing, reporting and research skills and the basic concepts that are necessary for the more sophisticated writing and production options that are contained in the second year of the journalism program.

Year 2
You will explore more sophisticated writing styles in magazine and feature writing. You will be introduced to broadcast reporting, writing and production. You will undertake the study of journalism issues and ethics.
Year 3
In the final year of your journalism degree you will become senior reporters in print, broadcast and online. You will be involved in making current affairs reports for 4EB radio, QUT News or online publications. You will also undertake an advanced unit in writing and reporting and have the opportunity to undertake an internship with industry.

Course Structure: 2013 onwards

<table>
<thead>
<tr>
<th>Course Requirements</th>
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<tbody>
<tr>
<td>In addition to the mandatory units in this course (192 credit points), you must complete 96 credit points from the Complementary Studies options below:</td>
</tr>
<tr>
<td>- Advanced Journalism Minor (48cps); PLUS a Minor (48cps) OR 48 credit points of Unit Options</td>
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<tr>
<td>- A Second Major (96cps)</td>
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<tr>
<td>- Two Minors (2 x 48cps)</td>
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<tr>
<td>- A Minor (48cps) PLUS 48 credit points of Unit Options</td>
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<thead>
<tr>
<th>Notes</th>
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<tbody>
<tr>
<td>- A maximum of 48cps of the following units can be taken throughout your course: KCB310, KKB341, KKB342, KKB345, KKB346, KKB347, KKB350.</td>
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</table>

Year 1, Semester 1
- KJB101 Computational Journalism
- KJB102 Introduction to Journalism, Media and Communication
- KJB120 Newswriting
- KPB101 Introduction to Film, TV and New Media Production

Year 1, Semester 2
- KCB106 Media in a Globalised World
- KJB103 Media Design and Layout
- KJB121 Journalistic Inquiry
- LWS011 Journalism Law

Year 2, Semester 1
- KJB224 Feature Writing
- KJB239 Journalism Ethics and Issues
- KJB304 Sub-Editing
- SELECT A Complementary Studies unit

Year 2, Semester 2
- KJB222 Online Journalism 1
- KJB235 Radio and Television Journalism 1
- SELECT A Complementary Studies unit

Year 3, Semester 1
- KJB280 International Journalism
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

Complementary Studies Option
- Advanced Journalism Minor
- Antirequisite(s): Online and Print Journalism Practice Minor; Radio, Television and Print Journalism Practice Minor
- Select 48cp of the following units:

Year 3, Semester 2
- KJB337 Investigative Reporting
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

Creative Industries Second Majors

INSTRUCTIONS FOR SECOND MAJORS/CO-MAJORS
- Important Enrolment Information:
  - *Bachelor of Design students will not be
permitted to commence a second major or minor until they have completed a minimum of 72 cps.

*You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a second major.

*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.

*Not all second majors may be available in your course. Please check with your Study Area Coordinator for advice.

*Some units have been recoded, renamed or discontinued. These changes have been reflected in the lists of units available to continuing students.

Creative Industries Second Majors

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 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.

SELECT 48cp from the Introductory Animation Unit Options

KNB112 Drawing for Animation 1
KNB121 Animation History and Practices
KNB122 Drawing for Animation 2
KNB123 Animation and Motion Graphics
KNB124 3D Animation 1
SELECT 48cp from the Advanced Animation Unit Options

KNB211 3D Animation 2
KNB212 Real-time 3D Computer Graphics
KNB221 Animation: CG Toolkit
KNB222 Virtual Environments

KNB311 Advanced Concepts in Computer Animation 1
KNB312 Contemporary Issues in Animation

Architectural Studies

Not available to DE40 Bachelor of Design (Architectural Studies) students

SELECT 96cp from the Architectural Studies Unit Options

DAB110 Architectural Design 1
DAB210 Architectural Design 2
DAB220 Placemaking in Architecture
DAB310 Architectural Design 3
DAB325 Architecture in the 20th Century
DAB330 Integrated Technologies 1
DAB410 Architectural Design 4
DAB420 Architecture, Culture and Space
DAB435 Architectural Technology 1
DAB510 Architectural Design 5
DAB525 Architecture and the City
DAB530 Integrated Technologies 2
DAB610 Architectural Design 6
DAB635 Architectural Technology 2
DEB103 Visualisation 1
DEB202 Introducing Design History
DEB203 Visualisation 2

*You may select a maximum of two units from KKB345, KKB346 and KKB350 and only if projects or tours suitable for Design students are being offered.

KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2
KKB350 Creative Industries International Study Tour

DEB-coded units can only be selected by Non-DE40 students.

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.

SELECT 96cp from the Art and Design History Unit Options
DAB325 Architecture in the 20th Century
DAB420 Architecture, Culture and Space
DEB202 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.

SELECT 48cp from the Introductory Creative and Professional Writing Unit Options
KPB116 Introduction to Scriptwriting
KWB101 Introduction to Creative Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: the Short Story
KWB107 Creative Non-Fiction
KWB112 Youth and Children's Writing
SELECT 48cp from the Advanced Creative and Professional Writing Unit Options
KWB207 Great Books: Creative Writing Classics
KWB211 Stylistics
KWB213 Corporate Writing and Editing
KWB303 Writing and Publishing Industry
KWB313 Novel and Memoir

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.

SELECT 48cp from the Introductory Drama Unit Options
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
KDB120 Dance Practice 1
KDB121 Dance Practice 2
SELECT 48cp from the Advanced Dance Unit Options
KDB204 Australian Dance
KDB205 Teaching Dance
KDB225 Music Theatre Skills
KDB231 Latin Dance Party

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. For health and safety reasons, admission to this second major is dependent upon an appropriate level of physical fitness to prevent injury, and having no pre-existing injuries or structural/physical issues that would prevent your safe and full participation in all physical activities within its practical units. You may be required to confirm your fitness to attempt this second major. If so, you must obtain a physiotherapists report and have it approved by the Dance Study Area Coordinator before you will be permitted to enrol in this second major.

SELECT 48cp from the Introductory Dance Unit Options
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
KDB120 Dance Practice 1
KDB121 Dance Practice 2
SELECT 48cp from the Advanced Dance Unit Options
KDB204 Australian Dance
KDB205 Teaching Dance
KDB225 Music Theatre Skills
KDB231 Latin Dance Party
KTB101  Understanding Theatre
KTB102  Process Drama
KTB104  Performance Innovation
KSB106  Acting Fundamentals
SELECT  48cp from the Advanced Drama Unit Options
KDB225  Music Theatre Skills
KTB207  Staging Australia
KTB210  Creative Industries Management
KTB211  Creative Industries Events and Festivals
KTB213  Directing Theatre
KTB302  Postdramatic Theatre
KTB305  The Entrepreneurial Artist

Entertainment Industries

*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.

SELECT  48cp from the Advanced Entertainment Industries Unit Options

AMB207  Entertainment Marketing
KXB101  Introduction to Entertainment
KXB102  Global Entertainment
KXB201  Entertainment Practice: Balancing Creativity and Business
KXB301  Entertainment Industries Map
LWS008  Entertainment Law
LWS009  Introduction to Law

*Note: Students who have completed a LW unit or BSB111 as a core unit in their course will be permitted to undertake KPB101 instead of LWS009. Please contact ci@qut.edu.au to arrange this variation.

*Note: AMB200 or KCB301 will be permitted to count towards this study package if completed in 2011 or earlier.

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.

SELECT  48cp from the Introductory Film, Television and Screen Unit Options

KPB101  Introduction to Film, TV and New Media
Production
KPB105  Narrative Production
KPB109  Film and TV History
KPB110  The Movie, TV and New Media Business
KPB112  TV and Film Genres
KPB113  TV and Film Genres
SELECT  48cp from the Advanced Film, Television and Screen Unit Options

KPB205  Documentary Theory and Practice
KPB206  International Cinema
KPB210  Production Management for Film, TV and New Media
KPB303  Critical Thinking About Television and Film
KPB212  Australian Film and TV
KPB313  Producing for Film, TV and New Media
* Note: KPB202 and KPB203 are permitted to count towards this study package.

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.

NOTE: It is recommended that you review the requisite requirements for units to ensure your unit selection enables you to successfully complete the requirements of this major. KIB120 and KIB103 are highly recommended to be undertaken as first year units as they are requisites for many advanced units, but this is not compulsory.

SELECT  48cp from the Introductory Interactive and Visual Design Unit Options

DEB100  Design and Sustainability
DEB103  Visualisation 1
DEB202  Introducing Design History
DEB203  Visualisation 2
DNB101  Industrial Design 1
DNB201  Industrial Design 2
DNB202  Product Usability
DNB301  Industrial Design 3
DNB302  Computer Aided Industrial Design
DNB303  Manufacturing Technology
DNB401  Industrial Design 4
DNB402  Socio-cultural Studies
DNB501  Industrial Design 5
DNB502  Industrial Design History, Theory and Criticism
DNB601  Industrial Design 6
DNB602  New Product Development
*You may select a maximum of two units from KKB345, KKB346 and KKB350 and only if projects or tours suitable for Design students are being offered.

KBB345  Creative Industries Project 1
KBB346  Creative Industries Project 2
KBB350  Creative Industries International Study Tour

DEB-coded units can only be selected by Non-DE40 students.

Information for future students
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Interior Design Studies

| SELECT 96cp from the Interior Design Studies Unit Options |
| DEB103 Visualisation 1 |
| DEB202 Introducing Design History |
| DEB203 Visualisation 2 |
| DTB101 Interior Design 1 |
| DTB201 Interior Design 2 |
| DTB202 Design Technology |
| DTB301 Interior Design 3 |
| DTB302 Colour Studies |
| DTB303 Technical Design |
| DTB401 Interior Design 4 |
| DTB402 Interior Systems |
| DTB403 Human Environment |
| DTB501 Interior Design 5 |
| DTB502 Environments in Transition |
| DTB601 Interior Design 6 |
| DTB602 Design in Society |

*You may select a maximum of two units from KKB345, KKB346 and KKB350 and only if projects or tours suitable for Design students are being offered.

KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2
KKB350 Creative Industries International Study Tour

DEB-coded units can only be selected by Non-DE40 students.

Journalism

* Description: This second major offers you a range of options to develop an understanding of the parameters of the journalism field. The second major will introduce you to a range of journalism writing styles and offers an insight into some specialist areas of reporting.

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

| SELECT 96cp from the Journalism Unit Options |
| KJB101 Computational Journalism |
| KJB103 Media Design and Layout |
| KJB120 Newswriting |
| KJB121 Journalistic Inquiry |
| KFB205 Fashion and Style Journalism |

KJB222 Online Journalism 1
KJB224 Feature Writing
KJB239 Journalism Ethics and Issues
KJB280 International Journalism
KJB304 Sub-Editing

Landscape Architecture Studies

| SELECT 96cp from the Landscape Architecture Studies Unit Options |
| DEB103 Visualisation 1 |
| DEB202 Introducing Design History |
| DEB203 Visualisation 2 |
| DLB130 Landscape Design 1 |
| DLB210 Landscape Design 2 |
| DLB230 Landscape Horticulture |
| DLB310 Landscape Design 3 |
| DLB330 Landscape Ecology |
| DLB410 Landscape Design 4 |
| DLB430 Landscape Construction 1 |
| DLB510 Landscape Design 5 |
| DLB525 History and Criticism of Landscape Design |
| DLB530 Landscape Construction 2 |
| DLB630 Landscape Construction 3 |
| DLB645 Landscape Practice and Law |

*You may select a maximum of two units from KKB345, KKB346 and KKB350 and only if projects or tours suitable for Design students are being offered.

KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2
KKB350 Creative Industries International Study Tour

DEB-coded units can only be selected by Non-DE40 students.

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.

SELECT 96cp from the Literary Studies Unit Options
KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB112 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
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

Media and Communication

*Description: This second major offers you a range of options to develop an understanding of the parameters of the professional communication field. The second major enables 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 48cp from the Introductory Media and Communication Unit Options
KCB101 Media and Communication Texts
KCB102 Media Mythbusting
KCB103 Strategic Speech Communication
KCB104 Media and Communication: Industries
KCB105 Inquiry in Media and Communication
SELECT 48cp from the Advanced Media and Communication Unit Options
KCB203 Consumption Matters: Consumer Cultures and Identity
KCB205 Professional Communication
KCB206 Internet, Self and Beyond
KCB301 Media Audiences

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.

SELECT 48cp from the Advanced Music Unit Options
KDB225 Music Theatre Skills
KMB200 Music Scenes and Subcultures
KMB215 The Music Industry
KMB252 Multi-Platform Sound Design

Please note: KKB345 is permitted to count towards this study area if completed in 2010 or earlier.

Second Majors offered by other faculties

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 study area if completed in 2009 or earlier.

Entrepreneurship

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

AMB251 Innovation and Brand Management
BSB115 Management
**BSB126** Marketing  
**MGB200** Leading Organisations  
**MGB223** Entrepreneurship and Innovation  
**MGB324** Managing Business Growth  
**SELECT** Either the Marketing or Management Strand Option

- **Marketing Strand (AMB240 is mandatory and you choose one unit from the Marketing Strand Unit Options list):**
  - **AMB201** Marketing and Audience Research  
  - **AMB240** Marketing Planning and Management

- **Management Strand (MGB310 is mandatory and you choose one unit from the Management Strand Unit Options list):**
  - **MGB210** Managing Operations  
  - **MGB225** Intercultural Communication and Negotiation Skills  
  - **MGB310** Sustainability in A Changing Environment

**Games 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**

- **AMB202** Integrated Marketing Communication  
- **AMB220** Advertising Theory and Practice  
- **AMB263** Introduction To Public Relations  
- **AMB331** Direct Marketing  
- **AMB350** Sales and Customer Relationship Management  
- **BSB126** Marketing  
**SELECT** Two units (24 cp) from the IMC Unit Options

- **AMB208** Events Marketing  
- **AMB230** Digital Promotions

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

**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 study area if completed in 2009 or earlier.

**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  

Choose 3 of the following units (INB122 and INB210 cannot both be taken)

- **INB313** Electronic Commerce Site Development  
- **INB322** Information Systems Consulting  
- **INB340** Database Design  
- **INB345** Mobile and Ubiquitous Computing
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 this study area if completed in 2009 or earlier.

Creative Industries Minor options

INSTRUCTIONS FOR MINORS

Important Enrolment Information:

* Bachelor of Design students will not be permitted to commence a second major or minor until they have completed a minimum of 72cps.


* 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 cannot 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.

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.

SELECT 48cp from the Animation Unit Options
KNB112 Drawing for Animation 1
KNB121 Animation History and Practices
KNB122 Drawing for Animation 2
KNB123 Animation and Motion Graphics
KNB124 3D Animation 1
KNB211 3D Animation 2

Architectural Studies

Not available to DE40 Bachelor of Design (Architectural Studies) students

SELECT 48cp from the Architectural Studies Unit Options
DAB110 Architectural Design 1
DAB210 Architectural Design 2
DAB220 Placemaking in Architecture
DAB310 Architectural Design 3
DAB325 Architecture in the 20th Century
DAB330 Integrated Technologies 1
DAB410 Architectural Design 4
DAB420 Architecture, Culture and Space
DAB435 Architectural Technology 1
DEB103 Visualisation 1
DEB202 Introducing Design History
DEB203 Visualisation 2

* You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.

KKB345 Creative Industries Project 1
OR
KKB350 Creative Industries International Study Tour

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.

**SELECT 48cp from the Art, Design and Architecture Unit Options**

**DAB325** Architecture in the 20th Century

**DEB202** Introducing Design History

**KVB108** Contemporary Asian Visual Culture

**KVB212** Australian Art, Architecture and Design

**KVB306** Video Art and Culture

### 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.

**SELECT 48cp from the Art History Unit Options**

**KVB102** Modernism

**KVB103** Australian Art

**KVB108** Contemporary Asian Visual Culture

**KVB211** Post 1945 Art

**KVB304** Contemporary Art Issues

### 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.

**SELECT 48cp from the Audience and User Research Unit Options**

**KCB101** Media and Communication Texts

**KCB102** Media Mythbusting

**KCB105** Inquiry in Media and Communication

**KCB203** Consumption Matters: Consumer Cultures and Identity

**KCB301** Media Audiences

### Collaborative Digital Design

**SELECT 48cp from the Collaborative Digital Design Unit Options**

**BEB210** Introduction to Collaboration

**BEB211** Parametric Design Systems

**BEB212** Advanced Collaboration

**BEB213** Sustainable Design Systems

**KCB206** Internet, Self and Beyond

**KIB103** Introduction to Web Design and Development

### Communication for the Professions

**Description:** This minor provides you with opportunity to understand the parameters of the journalism and professional communication fields.

**SELECT 48cp from the Communication for the Professions Unit Options**

**KCB103** Strategic Speech Communication

**KCB302** Political Communication

**KJB103** Media Design and Layout

**KWB103** Persuasive Writing

**KWB213** Corporate Writing and Editing

### Creative Writing

**Description:** This minor aims to prepare you with skills and knowledge in the area of creative writing and to enhance your critical, analytical and peer-reviewing skills.

**SELECT 48cp from the Creative Writing Unit Options**

**KPB116** Introduction to Scriptwriting

**KWB101** Introduction to Creative Writing

**KWB104** Creative Writing: the Short Story

**KWB107** Creative Non-Fiction

**KWB207** Great Books: Creative Writing Classics

**KWB313** Novel and Memoir

* Please note: KWB204 is permitted to count towards this study area.

### Dance Studies

**Description:** This minor provides the opportunity to approach dance as a subject for critical, analytical and contextual study.

**Assumed Knowledge:** Previously acquired knowledge or skill IS required for you to undertake this minor. For health and safety reasons, admission to this minor is dependent upon an appropriate level of physical fitness to prevent injury, and having no pre-existing injuries or structural/physical issues that would prevent your safe and full participation in all physical activities within its practical units. You may be required to confirm your fitness to attempt this minor. If so, you must obtain a physiotherapists report and have it approved by the Dance Study Area Coordinator before...
you will be permitted to enrol in this minor.

**SELECT** 48cp from the Dance Studies Unit Options
KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills

**Design and People-Environment Interactions**
- Not available to DE40 Bachelor of Design (Interior Design) students

**SELECT** 48cp from the Design and People-Environment Interactions Unit Options
DAB220 Placemaking in Architecture
DAB420 Architecture, Culture and Space
DNB402 Socio-cultural Studies
DTB403 Human Environment
DTB502 Environments in Transition
DTB602 Design in Society

**Digital Media**
- Description: This minor provides you with the opportunity to understand the guiding principles behind new modes of communication and creative industries practice.

**SELECT** 48cp from the Digital Media Unit Options
KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KCB206 Internet, Self and Beyond
KVB306 Video Art and Culture
KCB203 Consumption Matters: Consumer Cultures and Identity

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

**SELECT** 48cp from the Drama Unit Options
KDB225 Music Theatre Skills
KTB102 Process Drama
KTB104 Performance Innovation
KSB106 Acting Fundamentals
KTB302 Postdramatic Theatre
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.

**SELECT** Either BSB126 or KPB116. BSB126 is mandatory unless you are already undertaking it as part of another study package.

BSB126 Marketing
KPB116 Introduction to Scriptwriting

**ENTERTAINMENT CORE UNITS:**
- KXB101 Introduction to Entertainment
- KXB102 Global Entertainment
- KXB201 Entertainment Practice: Balancing Creativity and Business

Note: KPB101 will be permitted to count towards this study package if completed in 2011 or earlier.

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

**SELECT** 48cp from the Fashion Unit Options
KFB103 Introduction to the Industry of Fashion
KFB104 Sustainability: The Materiality of Fashion
KFB108 Unspeakable Beauty 1: A History of Dress and Fashion
KFB109 Unspeakable Beauty 2: Fashion and Modernity
KFB207 Contemporary Fashion

Note: KFB106 and KFB206 will be permitted to count towards this study package if completed in 2011 or earlier.

**Graphic Design**
- Description: This minor aims to prepare you with skills and knowledge in the area of visual design and communication for a range of print and electronic media contexts. It will provide you with a foundation in the conceptual and theoretical aspects of visual communication, graphic design and print media, and the technical skills required to apply them in studio projects.

**SELECT** 48cp from the Graphic Design Unit Options
KIB101 Visual Communication
KIB120 Graphic Design
KIB207 Theories of Visual Communication
KIB231 Typography and Illustration
### Industrial Design Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB338</td>
<td>Print Media</td>
</tr>
<tr>
<td>KIB340</td>
<td>Visual Information Design</td>
</tr>
</tbody>
</table>

**Not available to DE40 Bachelor of Design (Industrial Design) students**

**SELECT** 48cp from the Industrial Design Studies Unit Options

- DEB100  Design and Sustainability
- DEB103  Visualisation 1
- DEB202  Introducing Design History
- DEB203  Visualisation 2
- DNB101  Industrial Design 1
- DNB201  Industrial Design 2
- DNB202  Product Usability
- DNB301  Industrial Design 3
- DNB302  Computer Aided Industrial Design
- DNB303  Manufacturing Technology
- DNB401  Industrial Design 4
- DNB402  Socio-cultural Studies
- DNB502  Industrial Design History, Theory and Criticism
- DNB602  New Product Development

*You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.*

- KKB345  Creative Industries Project 1
- KKB350  Creative Industries International Study Tour

**Note:** KIB104 will be permitted to count towards this study package if completed in 2011 or earlier.

### Interior Design Studies

**Not available to DE40 Bachelor of Design (Interior Design) students**

**SELECT** 48cp from the Interior Design Studies Unit Options

- DEB103  Visualisation 1
- DEB202  Introducing Design History
- DEB203  Visualisation 2
- DTB101  Interior Design 1
- DTB201  Interior Design 2
- DTB202  Design Technology
- DTB301  Interior Design 3
- DTB302  Colour Studies
- DTB303  Technical Design
- DTB401  Interior Design 4
- DTB402  Interior Systems
- DTB403  Human Environment
- DTB502  Environments in Transition
- DTB602  Design in Society

*You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.*

- KKB345  Creative Industries Project 1
- KKB350  Creative Industries International Study Tour

**DEB-coded units can only be selected by NON-DE40 students.**

### 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.

**SELECT** 48cp from the Interactive and Visual Design Unit Options

- KIB101  Visual Communication
- KIB102  Visual Interactions
- KIB103  Introduction to Web Design and Development
- KIB109  Design for Interactive Media
- KIB204  Web Interface Design

### Journalism

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

**SELECT** 48cp from the Journalism Unit Options

- KJB101  Computational Journalism
- KJB120  Newswriting
- KJB121  Journalistic Inquiry
- KJB224  Feature Writing
- KFB205  Fashion and Style Journalism

### Landscape Architecture Studies

**Not available to DE40 Bachelor of Design (Landscape Architecture) students**

- KJB101  Computational Journalism
- KJB120  Newswriting
- KJB121  Journalistic Inquiry
- KJB224  Feature Writing
- KFB205  Fashion and Style Journalism

**DEB-coded units can only be selected by NON-DE40 students.**
SELECT 48cp from the Landscape Architecture Studies Unit Options
DEB103 Visualisation 1
DEB202 Introducing Design History
DEB203 Visualisation 2
DLB130 Landscape Design 1
DLB210 Landscape Design 2
DLB230 Landscape Horticulture
DLB310 Landscape Design 3
DLB330 Landscape Ecology
DLB410 Landscape Design 4
DLB430 Landscape Construction 1
DLB510 Landscape Design 5
DLB525 History and Criticism of Landscape Design
DLB530 Landscape Construction 2
DLB630 Landscape Construction 3
DLB645 Landscape Practice and Law
*You may select either KKB345 or KKB350 but only if a project or tour suitable for Design students is being offered.
KKB345 Creative Industries Project 1
OR
KKB350 Creative Industries International Study Tour
DEB-coded units can only be selected by NON-DE40 students.

Lighting
PCB121 Vision, Colour and Photometry
PCB122 Lighting Design
PCB123 Sustainability and Human Factors
PCB124 Lamps and Luminaires

Literature
Description: This minor will provide you with a thorough grounding in a range of texts, literary, cultural and popular.
SELECT 48cp from the Literature Unit Options
KWB108 Introduction To Literary Studies
KWB207 Great Books: Creative Writing Classics
KWB209 Shakespeare, Then and Now
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture
* Please note: KWB307 is permitted to count towards this study area. KWB109, KWB206 and KWB208 are permitted to count towards this study area if completed in 2010 or earlier.

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.
SELECT 48cp from the Modern and Popular Literature and Culture Unit Options
KWB109 Writing Australia
KWB112 Youth and Children's Writing
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture
* Please note: KWB108 is permitted to count towards this study area if completed in 2010 or earlier.

Music Studies
Description: This minor provides you with understandings of new directions in music across styles, genres, cultures, disciplines and beliefs.
SELECT 48cp from the Music Studies Unit Options
KDB225 Music Theatre Skills
KMB003 Sex Drugs Rock 'N' Roll
KMB004 World Music
KMB107 Sound, Image, Text
KMB200 Music Scenes and Subcultures
KMB215 The Music Industry
* Please note: KMB002 is permitted to count towards this study area.

Performance Events and Festivals
Description: This minor provides you with understandings and skills in creative industries performance and management.
SELECT 36cp from the Performance Events and Festivals Unit Options
KTB101 Understanding Theatre
KTB207 Staging Australia
KTB210 Creative Industries Management
KTB211 Creative Industries Events and Festivals
KTB213 Directing Theatre

* Please note: KWB307 is permitted to count towards this study area.
SELECT One unit from the Performance Events and Festivals Additional Unit Options
BSB126 Marketing
KCB103 Strategic Speech Communication
KWB213 Corporate Writing and Editing
KTB101 Understanding Theatre
KTB207 Staging Australia
KTB210 Creative Industries Management
KTB211 Creative Industries Events and Festivals
KTB213 Directing Theatre

Professional Writing, Publishing and Editing

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.

SELECT 48cp from the Professional Writing, Publishing and Editing Unit Options
KPB116 Introduction to Scriptwriting
KWB103 Persuasive Writing
KWB213 Corporate Writing and Editing
KWB303 Writing and Publishing Industry
KWB304 Editing and Developing the Manuscript

Scenography

Description: This minor will provide you with the practical and theoretical skills associated with the scenographic arts. It has been designed to deliver a learning model that imparts broad design related skills for live performance. The focus will be on the traditional arts of model making, text analysis and drafting, incorporating contemporary approaches to current scenographic demands in the industry. These include the creation and control of time based media content and the display of the moving image.

Note: This minor is only available to Creative Industries Faculty single degree and IF27 students.

KRB120 Scenography and the Art of Technical Theatre
KRB121 Visual Theatre
KRB220 The Scenographic Divide
KRB221 Intermedial Applications for the Theatre

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.

SELECT 48cp from the Screen Studies Unit Options
KPB109 Film and TV History
KPB112 TV and Film Genres
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV

* Please note: KPB203 is permitted to count towards this study area.

Sound Design

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

SELECT 48cp from the Sound Design Unit Options
KMB107 Sound, Image, Text
KMB119 Music and Sound Production 1
KMB129 Music and Sound Production 2
KMB216 Audio / Visual Interaction
KMB252 Multi-Platform Sound Design

* Please note: Units completed as part of the Sound Studies minor (KKB004, KMB106, and KMB301) are permitted to towards this study area 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.

SELECT 48cp from the Television Unit Options
KPB110 The Movie, TV and New Media Business
KPB112 TV and Film Genres
KPB210 Production Management for Film, TV and New Media
KPB303 Critical Thinking About Television and Film
KPB313 Producing for Film, TV and New Media

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.

SELECT 48cp from the Visual Arts Practice Unit Options
KVB104 Photomedia and Artistic Practice
KVB110 2D Media and Processes
KVB111 3D Media and Processes
KVB200  Exhibition and Display in the Visual Arts
KVB213  Graphic Investigation

Work Integrated Learning (WIL)

Note: This minor is only available to DE40 Bachelor of Design students

Description: This minor will allow you to undertake a series of industry-based units that involve structured work experiences via internships, professional projects or study tours. These units are designed to encourage you to learn within your chosen profession at an industry standard and offers professional experience, guided by academic objectives, for academic credit.

KKB341  Work Integrated Learning 1
KKB342  Work Integrated Learning 2
KKB351  Work Integrated Learning 3
SELECT One unit from the Work Integrated Learning Unit Options

*You may select either KKB345, KKB346 or KKB350 provided there is a design-focused project or tour available in the relevant semester.

KKB352  Work Integrated Learning 4
KKB345  Creative Industries Project 1
KKB346  Creative Industries Project 2
KKB350  Creative Industries International Study Tour

Discontinued Study Area(s)

The Advanced Interactive Media Minor was discontinued at the end 2011. Students who commenced this minor prior to the end of 2011 will be permitted to complete it.

Creative Industries Faculty Undergraduate University Wide Unit Options

Creative Industries Faculty Undergraduate University Wide Units

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

* KC30, KK33, KK34, KK35, KJ32, KM32 and IF27 students ONLY are permitted to select Unit Options from outside of the Creative Industries Faculty

Animation

KNB121  Animation History and Practices
KNB122  Drawing for Animation 2
KNB123  Animation and Motion Graphics
KNB124  3D Animation 1
KVB114  Digital Media

Creative Writing & Literary Studies

KWB101  Introduction to Creative Writing
KWB103  Persuasive Writing
KWB104  Creative Writing: the Short Story
KWB107  Creative Non-Fiction
KWB108  Introduction To Literary Studies
KWB109  Writing Australia
KWB112  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
KWB210  Imagining the Americas: Contemporary American Literature and Culture
KWB211  Stylistics
KWB212  Writing Poetry
KWB213  Corporate Writing and Editing
KWB308  Wonderlands: Literature and Culture in the 19th Century
KWB309  Popular Fictions, Popular Culture
KWB303  Writing and Publishing Industry
KWB304  Editing and Developing the Manuscript
KWB313  Novel and Memoir

* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.

Dance

KDB105  Architecture of the Body
KDB106  Dance Analysis
KDB108  World Dance
KDB109  Funk, Tap and all that Jazz
KDB110  Deconstructing Dance in History
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>KDB204</td>
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<td>KDB225</td>
<td>Music Theatre Skills</td>
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<td>KDB231</td>
<td>Latin Dance Party</td>
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<td><strong>Entertainment</strong></td>
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<td>Introduction to Entertainment</td>
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<td>KDB250</td>
<td>Global Entertainment</td>
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<tr>
<td>KDB265</td>
<td>Entertainment Practice: Balancing Creativity and Business</td>
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<td>KDB285</td>
<td>Entertainment Industries Map</td>
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<td>Creative Industries Project 2</td>
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<td>* Please note: KKB101 and KKB102 are permitted to count as Unit Options if completed in 2011 or earlier.</td>
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<td>KFB207</td>
<td>Contemporary Fashion</td>
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<td>KFB209</td>
<td>Ragtrade: The Business of Fashion</td>
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<td>KFB210</td>
<td>Fashion and Costume in Film</td>
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<td>* Please note: KFB205 is permitted to count as a Unit Option if completed in 2011 or earlier.</td>
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<td><strong>Film &amp; Television</strong></td>
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<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
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<td>Film and TV History</td>
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<td>The Movie, TV and New Media Business</td>
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<td>TV and Film Genres</td>
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<td>TV and Film Text Analysis</td>
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<td>Documentary Theory and Practice</td>
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<td>International Cinema</td>
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<td>Australian Film and TV</td>
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<td>Critical Thinking About Television and Film</td>
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<td>*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.</td>
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<td>*KPB104 is permitted to count as a Unit Option if completed in 2011 or earlier.</td>
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<td>*KPB207 is permitted to count as a Unit Option if completed in 2011 or earlier.</td>
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<td><strong>Interactive &amp; Visual Design</strong></td>
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<td>KIB101</td>
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<td>Visual Interactions</td>
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<td>Introduction to Web Design and Development</td>
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<td>Design for Interactive Media</td>
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<td>Graphic Design</td>
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<td>Concept Development for Game Design and Interactive Media</td>
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<td>Enabling Immersion</td>
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<td>KIB205</td>
<td>Programming for Visual Designers and Artists</td>
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<td>Embodied Interactions</td>
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<td>Tangible Media</td>
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<td>Print Media</td>
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<td><strong>Journalism</strong></td>
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<td>Feature Writing</td>
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<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
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<td>KJB280</td>
<td>International Journalism</td>
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<td>KJB337</td>
<td>Investigative Reporting</td>
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<td><strong>Media &amp; Communication</strong></td>
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<td>Media and Communication Texts</td>
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<tr>
<td>KCB102</td>
<td>Media Mythbusting</td>
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<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<td>KCB104</td>
<td>Media and Communication: Industries</td>
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<td>Internet, Self and Beyond</td>
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<td>Political Communication</td>
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<td><strong>Music &amp; Sound</strong></td>
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<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
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<tr>
<td>KMB004</td>
<td>World Music</td>
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</tbody>
</table>
Marketing communication requires a 'total' approach to communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to marketing communication which integrates these different separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing, personal selling and sales promotion with separate plans for their advertising, public relations, direct corporate and marketing messages. They developed forms of marketing communication that convey their management of client briefings.

### Potential Careers:
Information Officer, Journalist, Media Industry Specialist, Public Relations Officer/Consultant, Publishing Professional.

### UNIT SYNOPSISES

#### 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 or CTB126 or BSB116 or BSB117  
**Antirequisites:** MIB204  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

#### 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 or CTB126 or BSB116 or BSB117  
**Antirequisites:** COB207, MIB309  
**Equivalents:** AMX202  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

### AMB208 EVENTS MARKETING

Events have become significant strategic marketing tools for positioning products/services, industries, destinations and community interests at the local, national and global levels. The unit initially explores various types, roles and objectives of events and the profile and motives of event markets and stakeholders. Key topics include: processes of attracting or developing the event experience including bidding processes; partnership creation with sponsors, media and community; venue selection and design relative to market/stakeholder needs; ticketing/pricing or access management and imaging the event from an integrated marketing communication perspective. Local and international cases are used.  

**Prerequisites:** BSB126 or CTB126  
**Antirequisites:** MIB319  
**Equivalents:** AMB354  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 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  
**Antirequisites:** COB308  
**Equivalents:** AMX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB230 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  
**Equivalents:** AMX230  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

### AMB240 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  
**Antirequisites:** AMX240, CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB251 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:** 2013 SEM-2

### AMB263 INTRODUCTION TO PUBLIC RELATIONS

This subject 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  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2
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:** AMB202, AMB220, AMB240, CTB240, or 
**Equivalents:** AMB260, AMX263 **Credit points:** 12  
**Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB264 PUBLIC RELATIONS TECHNIQUES

This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students in other disciplines.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Equivalents:** AMX264  
**Credit points:** 12  
**Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB318 ADVERTISING COPYWRITING

There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB319 MEDIA PLANNING

This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

**Prerequisites:** AMB220  
**Equivalents:** AMB222, AMX319  
**Credit points:** 12  
**Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB320 ADVERTISING MANAGEMENT

Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, "This is what happens in advertising", it challenges students by raising important contemporary issues in advertising management practice and asking, "What should be done?". Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB330 ADVERTISING PLANNING PORTFOLIO

This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly students apply their understanding to develop a digital portfolio in their chosen vocational area.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 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 Equivalents: AMX331 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 SEM-2

AMB335 E-MARKETING STRATEGIES
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201 Equivalents: AMB241, AMX335 Credit points: 12 Campus: Gardens Point and Caboolture Teaching period: 2013 SEM-1 and 2013 SEM-2

AMB336 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.

Prerequisites: AMB240, CTB240, AMB210, or IBB210 Equivalents: AMX336, IBB213 Credit points: 12 Campus: Gardens Point and Caboolture Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: AMX340, CTB340 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture

Teaching period: 2013 SEM-1 and 2013 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 Equivalents: AMX350 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 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) Equivalents: AMX372 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 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, AMX373 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 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

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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, AMX374 
**Credit points:** 12 
**Campus:** Gardens Point 
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**BEB210 INTRODUCTION TO COLLABORATION**
This unit introduces students to the foundational aspects of collaboration within the design and documentation of artefacts, using Building Information Modelling (BIM) approach. Focusing on multidisciplinary collaboration during the complete life cycle of a built environment facility. This unit is an approach to the theory and practice of BIM software, exploring the translation from Computer Aided Design (CAD) to BIM. This unit is also the foundation for BEB212 Advanced Collaboration. 

**Assumed knowledge:** DE40/ UD40 students completion of Yr 1 units; EN40 students completion of Yr 1 & 2 units. Additionally, for all students, working knowledge of 3D CAD software for your discipline, demonstrated by completion of one unit utilising 3D CAD or equivalent. 
**Credit points:** 12 
**Contact hours:** 3 per week 
**Campus:** Gardens Point 
**Teaching period:** 2013 SEM-1

**BEB211 PARAMETRIC DESIGN SYSTEMS**
This subject introduces students to the use of parametric geometry systems that are used in early stages of design. These are the systems used by major design firms such as Zaha Hadid and Frank Gehry (architecture), SOM (architecture/engineering) and Arup (engineering). 

**Assumed knowledge:** DE40/ UD40 students completion of Yr 1 units; EN40 students completion of Yr 1 & 2 units. Additionally, for all students, working knowledge of 3D CAD software for your discipline, demonstrated by completion of one unit utilising 3D CAD or equivalent. 
**Credit points:** 12 
**Contact hours:** 3 per week 
**Campus:** Gardens Point 
**Teaching period:** 2013 SEM-1

**BEB212 ADVANCED COLLABORATION**
In a real environment designers need to collaborate with others using a range of design tools provided by different software vendors. In this unit you will develop an understanding of interoperability and methods of maximising the benefits of information exchange across a range of design tools. 

**Prerequisites:** BEB210 
**Credit points:** 12 
**Contact hours:** 3 per week 
**Campus:** Gardens Point 
**Teaching period:** 2013 SEM-2

**BEB213 SUSTAINABLE DESIGN SYSTEMS**
A range of sustainability tools will be covered that support environmental impact analysis, economic analysis and social impact assessment, within a holistic approach to design. The capabilities of the tools will be discussed and then used to build up appropriate workflows that support integrated assessment for sustainability. These will be applied to a comprehensive design problem to reinforce the students understanding. 

**Assumed knowledge:** DE40/ UD40 students completion of Yr 1 units; EN40 students completion of Yr 1 & 2 units. Additionally, for all students, working knowledge of 3D CAD software for your discipline, demonstrated by completion of one unit utilising 3D CAD or equivalent. 
**Credit points:** 12 
**Contact hours:** 3 per week 
**Campus:** Gardens Point 
**Teaching period:** 2013 SEM-2

**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:** BSX115, CTB115 
**Credit points:** 12 
**Contact hours:** 3 per week 
**Campus:** Gardens Point and Caboolture 
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM-1

**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, BSD126 
**Equivalents:** BSX126, CTB126 
**Credit points:** 12 
**Contact hours:** 3 per week 
**Campus:** Gardens Point and Caboolture 
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**DAB110 ARCHITECTURAL DESIGN 1**
This unit offers a broad introduction to the field of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Analysis of the constructed environment leads to a number of design projects that engage with issues of context, tectonics, planning, form, and spatial quality. Orthogonal drawing exercises, freehand sketching, presentation graphics and model making all form part of the unit content. Teaching and
learning activities are spread across lectures, tutorials, and studio based activities.

Prerequisites: DEB103 or DLB130 or DNB101 or DTB101. DEB103 can be studied in the same teaching period as DAB110.
Equivalents: ADB001
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1

DAB210 ARCHITECTURAL DESIGN 2
This unit offers a focused introduction to the field of design through engagement with the explicit process of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Architectural design as a manageable process in explored through a number of exercises and design projects. Discrete steps in the process of architectural design are made explicit through staged activities that build to a complete design project. Orthogonal drawing exercises, freehand sketching, presentation graphics, and model making all form part of the unit content. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.

Prerequisites: DAB110 and (DEB203 or DLB210 or DNB201 or DTB201). DEB203 can be studied in the same teaching period as DAB210.
Equivalents: ADB002
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-2

DAB220 PLACEMAKING IN ARCHITECTURE
The unit aims to promote students' awareness of concepts of environmental psychology such as territory, community, privacy, personal space and spatial perception from a variety of cultural perspectives. It also includes an introduction to the ways in which architecture is practiced and the concept of professionalism as it pertains to architectural practice. Further the unit explores social and cultural relationships between people and the institutions of society through the study of introductory sociology, cultural analysis and political economy. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.

Assumed knowledge: DAB103 is assumed knowledge
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-2

DAB310 ARCHITECTURAL DESIGN 3
This intermediate level unit in architectural design uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Design problems of increased complexity are tackled through a process of abstraction, experimentation, representation, imagination, and testing. Advanced orthogonal drawing, freehand sketching, presentation graphics, documentation techniques, and model making all form part of the unit content. Teaching and learning activities are spread across lectures, tutorials, workshops and studio based activities.

Prerequisites: DAB210
Equivalents: ADB003
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1

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: 2013 SEM-1

DAB330 INTEGRATED TECHNOLOGIES 1
This is the first discipline-based unit in the Technology and Science design stream, through the introduction and application of the architectural principles for Environmental Design (including sustainability, lighting, and acoustics), Construction, and Structures. It introduces students to the basic technologies and sciences associated with architectural practice and in particular technical skills required for simple design projects.

Thermal characteristics of building materials, bioclimatic chart analysis, climate and climatic elements as environmental factors influencing architectural design, basic climatic regions and climate responsive building design, solar heating and cooling of buildings, thermal performance analysis, environmentally sustainable building materials, colour, natural and artificial lighting, ventilation, and condensation will be forming the Environmental Design topics.

Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1

DAB410 ARCHITECTURAL DESIGN 4
This unit offers an intermediate level investigation into the field of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Complex design problems deal with issues of social context, ethics, values, as well as the physical constraints of site, materials, climate, and technology. Design projects require the management of conflicting constraints to achieve optimal design proposals. Precedence, typologies, research and analysis, and representation techniques all form part of the unit content. Teaching and learning activities are spread across lectures,
tutorials, and studio based activities. **Prerequisites:** DAB310  **Equivalents:** ADB004  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**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 place, time and makers. This unit aims to promote awareness of how architecture is both a product and an emblem of socio-cultural conditions. In particular it explores the interdependency between how architecture is conceived and made, and the way people structure their worldview and organise their institutions in a range of cultural contexts and settings.  
**Assumed knowledge:** DAB220 is assumed knowledge.  
**Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**DAB435 ARCHITECTURAL TECHNOLOGY 1**

The unit will explore various forms of domestic construction with particular reference to general properties of building materials, common construction practices used in dwellings, single storey and class 10 buildings. Comparison of building systems and their effect on domestic building design will be explored in detail. Students will be introduced to the construction aspects of the BCA including its housing provisions and associated codes for all types of buildings to assist to achieve the requirements for building approvals.  
**Assumed knowledge:** DAB330 is assumed knowledge.  
**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**DAB510 ARCHITECTURAL DESIGN 5**

This unit offers a focused intermediate level investigation into the field of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. A particular emphasis is placed on the introduction of knowledge and skills to design a technologically enhanced architectural space with the aid of digitally mediated tools and methods while design theory, sustainability, sociology, history and critique, as they all apply to architectural design, all form part of the unit content. Design projects require synthesis of a range of abstract issues to achieve focused architectural proposals. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.  
**Prerequisites:** DAB410  **Equivalents:** ADB005  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**DAB525 ARCHITECTURE AND THE CITY**

This unit aims to give a comprehensive overview of issues and techniques relevant to architectural design at an urban scale. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.  
**Assumed knowledge:** DAB325 and DAB420 are assumed knowledge.  
**Equivalents:** ADB013  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**DAB530 INTEGRATED TECHNOLOGIES 2**

The aim of the structure segment of the unit is to familiarize students with the qualitative influences of structural systems on the design development of buildings. In particular the possibilities and limits of building structure are explored in relation to architectural intention through the use of exemplar. The aim of the construction segment is to familiarize students with various construction systems used in medium-rise commercial buildings. Here the emphasis is on the criteria to be used for the selection of appropriate systems and their associated materials.  
**Assumed knowledge:** DAB330 and DAB435 are assumed knowledge.  
**Equivalents:** ADB024  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**DAB610 ARCHITECTURAL DESIGN 6**

This unit will develop greater complexity in architectural design skills in an urban context with a focus on ethical and sustainable design solutions and practice. This requires the synthesis of issues, ideas, knowledge and techniques of architectural design as a holistic practice.  
**Prerequisites:** DAB510  **Equivalents:** ADB006  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**DAB635 ARCHITECTURAL TECHNOLOGY 2**

It is a fundamental task of architectural design to achieve the comfort requirements of the users. This unit aims to promote students’ understanding and awareness of the control of indoor conditions through the effective design and integration of building services. Students will participate in a simulated office practice, producing Building Code of Australia compliant construction documentation for low-rise buildings.  
**Assumed knowledge:** DAB435 is assumed knowledge.  
**Equivalents:** ADB025  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**DEB100 DESIGN AND SUSTAINABILITY**

This unit, with its special focus on the role and impact of designers to shift society toward a more environmentally sustainable way of living, introduces you to essential academic and professional skills and practices for learning to become a designer.  
**Antirequisites:** ENB100  **Equivalents:** BEB100 and UDB100  **Credit points:** 12  **Contact hours:** 3 per week
Designers work in three dimensions and thus employ a variety of tools to think about and communicate three-dimensional ideas. This unit introduces you to the skills and techniques you'll need to support this design visualisation with a focus on analogue media, drawing skills and simple model making. Some of them are common to all the disciplines in the course while others are specific to one or more disciplines of architecture, industrial design, interior design and landscape architecture.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DEB202 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:** AD9931, DEB102  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**DEB203 VISUALISATION 2**

DEB103 Visualisation 1 introduced you to the skills and techniques needed to support design visualisation with a focus on analogue media and drawing skills. This unit continues that process and integrates digital and analogue approaches. Content will be divided between common and discipline specific techniques and traditions.

**Prerequisites:** DEB103  
**Equivalents:** DEB201  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**DLB130 LANDSCAPE DESIGN 1**

This unit is the first landscape design studio. It will begin your skill building in design processes and theory on which subsequent studios will build. It will focus on applying the representational techniques covered in the allied unit DEB103 Visualisation 1.

**Prerequisites:** DEB103 or DAB110 or DNB101 or DTB101.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DLB210 LANDSCAPE DESIGN 2**

This design studio introduces landscape design within the context of the urban environment. Basic design concepts such as space, effects and qualities are explored. It also introduces the use of plants as a design material. There is a concentration on communication and graphic skills in the development of a personal design process. These preliminary explorations provide a foundation for later design studios.

**Prerequisites:** DLB130 and (DEB203 or DAB210 or DNB201 or DTB201). DEB203 can be studied in the same teaching period as DLB210  
**Equivalents:** PSB421  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DLB230 LANDSCAPE HORTICULTURE**

This unit introduces the fundamentals of plant science, ecology and horticulture, especially within a local southeast Queensland context. This theoretical knowledge will be applied to a simple planting design project.

**Equivalents:** PSB442  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**DLB310 LANDSCAPE DESIGN 3**

This unit introduces you to the theory behind spatial design and place-making. It also introduces design research and inquiry methods. In particular, it encourages you to examine the ways that people use, perceive and value places and environments. The unit teaches you to explore design research methodologies, and apply design skills to place-making.

**Prerequisites:** DLB210  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DLB330 LANDSCAPE ECOLOGY**

An understanding of physical geography, geomorphology and the theoretical concepts of landscape ecology as a spatial analysis and design tool underpin this unit. It concentrates on understanding spatial and functional heterogeneity in all landscapes from the 'natural' to the 'developed' by recognising that they share a similar structural and functional model. The unit comprises three content strands: (a) Landscape Structures; (b) Landscape Systems and Processes; and (c) Landscape Development. These theoretical concepts studied in each of these strands are applied in the analysis and redesign of a dynamic real world landscape.

**Equivalents:** PSP263  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DLB410 LANDSCAPE DESIGN 4**

In this unit, students will investigate an urban landscape in order to explore, understand and apply the principles and processes of site planning. These include: the development of a project brief, the understanding and articulation of site user needs, the undertaking of a site appraisal, the
development and analysis of design concept options, and the final development of a site plan.

**Prerequisites:** DLB310  
**Equivalents:** PSB441  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**DLB430 LANDSCAPE CONSTRUCTION 1**
This studio is complementary to DLB410 Landscape Design 4. The core of landscape architecture is the design of controlled change to landscapes. Design implementation requires the re-construction of the existing landscape into new forms. Landscape Construction 1 continues the landscape design process at a finer scale of detail and precision to resolve site regrading, management of surface water and preparing sites for planting new landscapes. It is inextricably linked to the processes of maintenance and management and is therefore one of the core skills landscape architects apply in order to meet sustainability objectives. This unit will develop technical graphic skills associated with manual and digital design communication.

**Equivalents:** PSB434  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**DLB510 LANDSCAPE DESIGN 5**
This design unit builds on Landscape Design 4 and extends the theoretical and applied understanding of site analysis, planning and design processes. It develops skills in the artful, orderly, efficient, aesthetic, and ecologically sensitive arrangement of constructed objects and spaces on a site and their integration with the site’s features, systems, spirit of place and satisfying the needs and values of its intended users. Emphasis will be on the development of site specific design outcomes. Application of appropriate graphic communication in all forms will be integrated into the program. The unit will be block taught in the first part of the semester.

**Prerequisites:** DLB410  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DLB525 HISTORY AND CRITICISM OF LANDSCAPE DESIGN**
This unit examines landscape design throughout the ages, providing an historical context for exploring contemporary design approaches. The origins of the landscape architectural profession are also investigated. Incorporated into this landscape design focus will be an examination of past and contemporary design criticism and the role that landscape architects play in this regard.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DLB530 LANDSCAPE CONSTRUCTION 2**
This studio will build on the work of DLB510 Landscape Design 5. The unit introduces the properties and use of materials encountered in landscape construction and the processes of resolving and communicating design decisions as construction documentation. It includes principles of applied science and mechanics relating to the stability of site elements; graphic (manual and digital) skills required to explore construction problems and communicate required outcomes. It will require students to undertake effective research and evaluation of technical data and techniques available to the construction industry in seeking valid solutions to construction problems. The unit will be block taught in the second half of the semester.

**Prerequisites:** DLB430  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**DLB630 LANDSCAPE CONSTRUCTION 3**
This unit will build on the work of previous design resolution units to take the student into the realm of construction of larger scale landscape elements. Topics include: the principles and practice of water sensitive urban design; design and construction of golf courses, swimming pools; and artificial lakes and earth dams; scope of contract documents; defining extent of works; set-out of works – horizontal and vertical; site clearing, demolition and environmental protection and noise control. The unit will also advance the principles and practice of contract documentation including writing contract and construction specifications.

**Prerequisites:** DLB530  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**DLB645 LANDSCAPE PRACTICE AND LAW**
This unit develops understanding of government and non-government institutions that affect land and building development together with a more detailed understanding of specific legal and quasi-legal frameworks having influence on professional practice. Topics include: property with special reference to land ownership; land development applications under the Integrated Planning Act, tort, duty of care and the basis for professional liability; introduction to intellectual property; construction statutes, regulations, codes including the Building Code of Australia, standards and protocols, consultancy and construction contracts, and practice guides and law relating to practice.

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

**DNB101 INDUSTRIAL DESIGN 1**
Industrial design revolves around the creation of products that satisfy human needs within the constraints of industrial and commercial production. This involves the manipulation of form with an understanding of structure, function, and
beauty. Through projects students will be exposed to: basic design elements and principles; introduction to product visualisation techniques including concept sketching and marker rendering; design process and concept development; basic model making techniques; design presentation.

Prerequisites: DEB103 or DAB110 or DLB130 or DTB101. DEB103 can be studied in the same teaching period as DNB101. Equivalents: ADB201. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1

DNB201 INDUSTRIAL DESIGN 2
This unit continues with the development of visual and creative thinking within the context of industrial design with special emphasis on the development of product form. Through projects students will be exposed to: aesthetic aspects of products; design process and concept development; product visualisation techniques including concept sketching and marker rendering; model making and basic photographic documentation skills; design presentation.

Prerequisites: DNB101 and (DEB203 or DAB210 or DLB210 or DTB201). DEB203 can be studied in the same teaching period as DNB201. Equivalents: ADB202 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-2

DNB202 PRODUCT USABILITY
The professional designer designs principally for others and not primarily by personal preference. Therefore an understanding of the breadth of physical and cognitive needs and capabilities of people is vital to the development of useable products. This unit provides the basis for a user-centred design philosophy built upon an understanding of people and their capabilities and knowledge and experience to integrate advanced human factors and usability concepts into the industrial design process. The content covered in this unit includes: anthropometrics; principles of physical and cognitive ergonomic requirements of special needs groups; human error; usability principles; usability evaluation methods and user testing techniques.

Prerequisites: DNB101. Equivalents: ADB212. Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-2

DNB301 INDUSTRIAL DESIGN 3
This unit offers creative opportunities to design and develop new and innovative products in the field of industrial design. It uses design research and methodologies to inspire innovative and sustainable practices both in the built and natural environments. Thorough user and context research, design development, brief development and existing market research lead to design projects that engage with issues of context, biomimicry, technology and design principle transfers from nature. Learning and teaching activities are spread across lectures, tutorials, workshops and studio based practices.

Prerequisites: DNB101. Equivalents: ADB203 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1

DNB302 COMPUTER AIDED INDUSTRIAL DESIGN
Once an Industrial Designer has completed the conceptual design stage of a project the details required for manufacture need to be resolved and prototypes made. It is at this stage that Computer Aided Design (CAD) is used. 3D CAD allows the details of the design to be resolved. Rapid prototypes can be made directly from the CAD data for design testing and verification. Modifications to the CAD data can be made quickly. Once the design is satisfactory, the 3D CAD models can then be used to generate photorealistic images and engineering drawings so that the new product can be manufactured.

Equivalents: ADB245. Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1

DNB303 MANUFACTURING TECHNOLOGY
Manufacturing technology is integral to industrial design and is a basic knowledge requirement to build upon throughout the course. Design for manufacturing allows both the analysis and application of manufacturing principles to product design and development. The knowledge gained in this unit allows the designer to develop a sound awareness of the relationship between design and manufacturing. The content covered in this unit includes: electronics; plastics; production techniques in relation to different materials; forming; finishing operations; production costs; technical documentation and communication.

Equivalents: ADB233. Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1

DNB401 INDUSTRIAL DESIGN 4
Industrial design advances design knowledge gained in DNB201 Industrial design 2. The unit introduces how various design processes interact, in complex problems such as sustainable transportation systems. Through collaborative projects students will be exposed to: design research; design innovation; communication skills; integration of design processes, manufacturing technologies and application transfer of design principle mechanisms to solve real world problems.

Prerequisites: DNB201. Equivalents: ADB204 Credit points: 12 Contact hours: 4 Campus: Gardens Point Teaching period: 2013 SEM-2
DNB402 SOCIO-CULTURAL STUDIES
An understanding of people and their cognitive and emotive relationship with the world is essential for designing responsive products and environments. This unit encourages a diversity of knowledge to gain a broader perspective of culture, understand how issues of culture influence product design and the designer's interaction with society and diverse cultures. The content covered includes: theoretical perspectives of culture, psychological implications of everyday human-artefact interactivity, environmental and cultural perception, changing socio-cultural landscapes, ageing population, sustainability and globalisation, potential for design to advance social changes and quality of life, and psychological implications and attitudes imbedded in product semantics and symbols.

Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2013 SEM-2

DNB501 INDUSTRIAL DESIGN 5
Experience design (or design for experience) is a design approach that aims to create appropriate experiences before, during and after product interaction. This unit introduces methods for enhancing the user experience. Through projects students will be exposed to:
- design process and creative thinking
- user-product interaction
- user research and context study
- design narratives
- design ethics and culture

Prerequisites: DNB301  Equivalents: ADB205  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

DNB502 INDUSTRIAL DESIGN HISTORY, THEORY AND CRITICISM
This unit provides students with the opportunity to become aware of theoretical and historical discourse in industrial design and to debate innovative and advanced ideas and critical thinking in the field internationally. It provides a framework in which students can locate their individual design activities. The content covered in this unit includes:
- contemporary history of industrial design
- relationship between social and technological change and industrial design
- contemporary design theory and discourse
- criticism methodology
- writing about design
- learning to critique design

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

DNB601 INDUSTRIAL DESIGN 6
Design for experience focuses design intent not on products as an end in themselves but in the experiences of the people who use them. Going beyond this involves focusing on the emotional aspects of experience. Through projects students will be exposed to:
- design process and creative thinking
- interaction design
- socio-cultural trend analysis
- design narratives
- creativity and product innovation
- interdisciplinary teamwork
- design ethics and culture

Prerequisites: DNB401  Equivalents: ADB206  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DNB602 NEW PRODUCT DEVELOPMENT
The unit will focus on the introduction of new products into the market. It will provide the students with an overview of the relationship between product design and commercialisation. It will provide an overview of strategy development where the aim is to meet consumer expectations, whilst achieving corporate objectives. The major topics covered in this unit include:
- new product development process
- idea generation
- strategic planning
- introduction to marketing
- product screening and evaluation
- commercialisation and post launch review

Equivalents: ADB235  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

DTB101 INTERIOR DESIGN 1
This unit provides foundational material for the study of interior design. Students will be introduced to design theory, methodology and aesthetics. Design will be explored as an interpretive process. Topics covered in the context of projects for the unit include: The studio as a way of learning; Introductory design exercises exploring two and three dimensional elements as they relate to the interior design context; Freehand sketching, principles of perspective; Mechanical drawing, principles of scaled drawing; Presentation and visual communication skills; Environmental issues and sustainability.

Prerequisites: DEB103 or DAB110 or DLB130 or DNB101. DEB103 can be studied in the same teaching period as DTB101  Equivalents: ADB101  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

DTB201 INTERIOR DESIGN 2
This unit introduces the student to design in three dimensional spaces of relevance to the practice of interior design and with a particular emphasis on the socio-cultural relations between people and the environment. The unit
aims to foster an understanding of design not only as a language of exploration and communication but also as an activity addressing person-environment interaction in a certain way. Topics covered in the context of projects for the unit include: Introduction to characteristics of design problems; Methods to generate and test design proposals; Creativity and innovation relative to contextuality; Presentation methods, techniques and materials used to generate and communicate design ideas; Relevant design history.

**Prerequisites:** DTB101 and (DEB203 or DAB210 or DLB210 or DN201). DEB203 can be studied in the same teaching period as DTB201.

**Equivalents:** ADB102

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

### DTB202 DESIGN TECHNOLOGY

In this unit students will acquire an understanding of the interconnection between technological changes, inventiveness, social context and interior design. Topics covered in this unit include: Interior design in relation to structural systems, materials, technologies and relevant legislation with specific emphasis on domestic building construction; Skills associated with observation, research, and communication; Ergonomic principles, site measure, tracking examples of construction, identification of types of structures; Measurement and recording of building environments and documentation incorporating 2D CAD.

**Equivalents:** ADB122  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

### DTB301 INTERIOR DESIGN 3

The aim of this unit is to facilitate students to develop an applied understanding of transition, interiority and building character in relation to interior design. This will be achieved through the integration of technological, psychosocial and experiential knowledge and theory with applied design approaches. Student learning will be facilitated in an holistic approach to the design issues. Topics covered in the context of projects for the unit include: Design methodology, skills, strategies, alternative processes; Documentation ranging from the conceptual to design development; Finishes, fittings and furnishings; Relevant design history; Relevant technological, psycho-social and experiential theory; Environmental issues and sustainability.

**Prerequisites:** DTB201  
**Equivalents:** ADB103  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

### DTB302 COLOUR STUDIES

This unit includes studies of the interdependence of light and colour, the physical properties of colour, the psychological and cultural dimensions of colour, and colour and its relationship with expression and aesthetics as it applies to the interior design context. Topics covered in this unit include: Colour properties, harmony and contrast; Mixing and application of colour; Qualitative effects of colour and light on interior form and space; Symbolic, physiological and psychological aspects of colour within historical and contemporary contexts.

**Equivalents:** ADB152  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

### DTB303 TECHNICAL DESIGN

In this unit students will acquire an understanding of the wide variety of commercial building interior systems related to the interior design industry. Topics covered in this unit include: Materials and tectonics, drafting conventions, technical site analysis and recording methods, introduction to ergonomics, codes and standards, introduction to commercial joinery and documentation techniques, and graphics and presentation approaches for communication. In addition 2D CAD skills will be introduced within this unit.

**Prerequisites:** DTB202  
**Equivalents:** ADB123  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

### DTB401 INTERIOR DESIGN 4

The aim of this unit is to facilitate students to develop a deep understanding of dual function relationships in interior design in relation to person-environment interactions. This will be achieved through the integration of technological, psycho-social and experiential knowledge and theory specific to those contexts. Learning will be facilitated in order that a holistic approach is implemented. Students will be encouraged to define tasks, research possibilities, integrate theory and explore resolutions in a self-directed manner. Topics covered in the context of projects for the unit include: Design methodology skills; strategies; alternative processes; Documentation ranging from the conceptual to design development; Schedules and specification; Finishes, fittings and furnishings; Relevant design history; Relevant technological, psycho-social and experiential theory; Environmental issues and sustainability.

**Prerequisites:** DTB301  
**Equivalents:** ADB104  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

### DTB402 INTERIOR SYSTEMS

The aim of this unit is to promote the understanding and awareness of the use and application of materials relevant to the interior design industry. Topics covered in this unit include: Textile manufacture and application; Interior decorative finishes, properties and techniques; Building codes and standards and specification relevant to material quality, performance and maintenance; Documentation and
The aim of this unit is to facilitate students to develop a deep understanding of specialised interior design in relation to person-environment interactions. This unit specifically addresses issues relevant to the interior designer in practice. Students are provided with an opportunity to apply their developing skills and knowledge in an informed and critical manner. Topics covered in the context of projects for the unit include:

- Consideration away from mainstream interior design application e.g., interior design for transportation systems
- Development of the characteristics to tackle ambiguous, ill-defined, ‘real-life’ simulated interior design problems
- Relevant design history
- Environmental issues and sustainability
- Relevant technological, psycho-social and experiential theory

**Prerequisites:** DTB501  
**Equivalents:** ADB106

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

### DTB602 DESIGN IN SOCIETY

This unit adopts a social science viewpoint in addressing social and cultural aspects of significance to interior designers. Some of these aspects include action and interaction, socialisation, ethnicity and race, control, and socio-cultural and indigenous issues of relevance to interior designers. Other topics covered in this unit include:

- Australia and the contemporary world
- Bureaucracy and organisations
- Mass media
- Technology
- Globalisation and regionalism

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

### INB104 BUILDING IT SYSTEMS

Today’s modern integrated technology is built on IT systems which run in a range of contexts (e.g., mobile computing, robotics, and web-based systems) using a range of technological solutions such as programming and scripting, databases, web development and network programming. This 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 play 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.

**Prerequisites:** ITB001  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2
INB122 ORGANISATIONAL DATABASES
The aim of this unit is to teach students how databases and database-driven websites are used in organisational environments, their role in information technology, the importance of the information architecture behind the external representation of a database, issues of security, privacy, accessibility, and the social and ethical implications around databases.
Antirequisites: INN122  Equivalents: ITB362  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 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  Equivalents: ITB750  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 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: 2013 SEM-2

INB210 DATABASES
Databases and database systems are essential items that support many aspects of everyday life in modern society. All graduates from a course in Information Technology will be expected by employers to understand the concepts and terminology of databases. The aim of this unit is to introduce you to the structure and role of databases in modern organisations.
Antirequisites: INN210  Equivalents: ITB004  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 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: INN270  Equivalents: ITB003  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1

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: 2013 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:** 2013 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:** 2013 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:** 2013 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:** 2013 SEM-1

**INB340 DATABASE DESIGN**  
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ERM/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:** 2013 SEM-1

**INB345 MOBILE AND UBIQUITOUS COMPUTING**  
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:** 2013 SEM-1

**INB346 ENTERPRISE 2.0**  
Web technologies and applications are reshaping contemporary organisations. By 2009 it has been predicted that more than 80% of organisations will have blogs and more than 50% of organisations will have wikis as part of their business solutions and strategies. Furthermore, with the advent of Cloud Computing, many companies are outsourcing key business functions to external web applications. The successful contemporary organisation requires expertise in not just business and management practice but in the critical design, use and consequences of new and emerging technologies. This unit will explore the ways in which IT has impacted on how organisations design and deliver activities and services internally and externally. The aim of this unit is to provide you with an understanding of how web 2.0 is changing the way contemporary organisations function.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1
Gardens Point  Teaching period: 2013 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: 2013 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 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: INN271, INN373  Equivalents: ITB716 and ITN716  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

KCB101 MEDIA AND COMMUNICATION TEXTS
This unit introduces you to foundational ideas in the study of communication. It covers key questions of textual analysis, practice, and context. Drawing extensively on examples of popular communication practice from contemporary society, the unit aims to impart an understanding of communication ecologies, processes, systems, and modes within the wider frame of radical changes occurring to the way texts are produced, read and circulated within our culture.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB102 MEDIA MYTHBUSTING
This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' arguments regarding how different kinds of media have or have not affected the way our society functions.

Equivalents: KCB140  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.

Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB104 MEDIA AND COMMUNICATION: INDUSTRIES
A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates.

Equivalents: KCB150  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KCB105 INQUIRY IN MEDIA AND COMMUNICATION
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 will involve qualitative and quantitative research methods including content analysis, focus groups, ethnography, interviews and survey research which are 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 your conclusions and recommendations. **Equivalents:** KCB334  **Credit points:** 12  **Contact hours:** 3 per week, plus several lectures during semester  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KCB106 MEDIA IN A GLOBALISED WORLD**

Media organisations in Australia operate in a global context. Australian media content represents an important export for the country’s economy, while Australian audiences consume large quantities of content produced overseas, or adapted from formats originated in other media markets. There is great value, therefore, in students of journalism, media and communication learning how the global media market functions, and the implications of cultural globalisation for professional practice. This foundation unit will introduce you to the global nature of media production, and to your role as a future practitioner in a globalised media system.

**Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 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 requires you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit focuses on developing in you a broader understanding of media, communication, and production through the lens of consumer cultures. The knowledge that you gain in this unit will inform your future professional, academic, and creative practices.

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

**KCB205 PROFESSIONAL COMMUNICATION**

Professional Communication aims to enhance your career prospects by developing a better understanding of communication dynamics between individuals and groups in organisational settings. The unit will sharpen your practical and critical skills in situation analysis, project proposal development, formal document production, sponsor and client presentations, and workplace communication practices. Although the main focus of the unit is on the creative and cultural industries, the content and skills covered are applicable to a range of professions and career options.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KCB206 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.

**Equivalents:** KCB201, KCB295  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KCB301 MEDIA AUDIENCES**

This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. 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 undertaking both postgraduate research in Media & Communication and those seeking employment in media industries.

**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  **Equivalents:** KCB349  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KCB302 POLITICAL COMMUNICATION**

This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.

**Equivalents:** KCB311  **Credit points:** 12  **Contact
hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB310 CONTEMPORARY INVESTIGATION IN JOURNALISM, MEDIA AND COMMUNICATION
Research skills are an important element of graduate capabilities, applicable to scholarly work at Honours and higher degree level, and also to professional practice. This unit makes available at the Bachelor level the internationally recognised expertise of world-leading research active staff within the creative industries faculty. It will enable you to explore the possibilities of academic research, design a project, and acquire data gathering, analysis and presentation skills of value to subsequent study and employment.
Credit points: 12    Campus: Kelvin Grove    Teaching period: 2013 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.
Equivalent: KDX104    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2013 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: 2013 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.
Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.
Equivalent: KDX143    Credit points: 12    Contact hours: BCI: 4 per week; BFA: 2 per week    Campus: Kelvin Grove    Teaching period: 2013 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.
Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.
Equivalent: KDB103, KDB180    Credit points: 12    Campus: Kelvin Grove    Teaching period: 2013 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: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.
Credit points: 12    Contact hours: 5 per week    Campus: Kelvin Grove    Teaching period: 2013 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.
Equivalent: KDB125    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2013 SEM-1

KDB120 DANCE PRACTICE 1
All professionals in the field of dance need a comprehensive grounding in the practice of dance. This unit provides the opportunity to hone skills and deepen understanding in contemporary dance and a second dance genre. As an introductory unit in a suite of Dance Practice units, you will develop approaches to learning and reflective practice to enable you to become an effective self-directed practitioner.
Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.
Equivalent: KDB103, KDB180    Credit points: 12    Campus: Kelvin Grove    Teaching period: 2013 SEM-1

KDB121 DANCE PRACTICE 2
All professionals in the field of dance need a comprehensive grounding in the practice of dance. This unit provides further opportunities to hone skills and deepen understanding in contemporary dance and a second dance genre.
As a second unit in a suite of Dance Practice units, you will continue to develop skills in learning and reflective practice to enable you to become an effective self-directed practitioner.

**Prerequisites:** KDB120 or KDB103  
**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KDB104, KDB181  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**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:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KDB205 TEACHING DANCE**  
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  
**Teaching period:** 2013 SEM-2

**KDB225 MUSIC THEATRE SKILLS**  
This unit provides students with an introduction to practical skills development in acting, dance and singing for music theatre.  
**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KSB225, KSB011  
**Credit points:** 12  
**Contact hours:** 2 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KDB231 LATIN DANCE PARTY**  
Latin American Dance styles make an important contribution to a Dance practitioner’s skills portfolio. Further, as an enjoyable and healthy form of social interaction, knowing how to dance these styles is a broadly applicable life skill.  
**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KFB407-2, KFB104-2  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KFB103 INTRODUCTION TO THE INDUSTRY OF 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:** 2013 SEM-1

**KFB104 SUSTAINABILITY: THE MATERIALITY OF FASHION**  
Detailed knowledge of the materials, skills and processes available to the garment and textile industries is essential in the first year of study for the fashion designer.  
**Equivalents:** KFB407-2, KFB104-2  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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 and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KFB108 UNSPEAKABLE BEAUTY 1: A HISTORY OF DRESS AND FASHION**  
Unspeakable Beauty One introduces you to the history of western fashion from the 14th century up until the mid-19th Century. You will be provided with a guide to understanding changes in fashion and style in especially in regards to issues of gender and class. This knowledge will assist you in understanding the pivotal role that fashion has played throughout history in defining social and cultural identity. This unit is the first of the suite of Fashion Studies Units offered by the fashion discipline and will provide you with an introduction to the key concepts essential to the study of the history and theory of fashion.  
**Equivalents:** KFB106  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KFB109 UNSPEAKABLE BEAUTY 2: FASHION AND MODERNITY**  
Unspeakable Beauty 2 introduces you to the history of western fashion from the mid nineteenth century up until the mid twentieth century. You will be provided with a guide to understanding changes
in fashion and style especially in regard to theories of modern consumption and production. This unit is the second in the suite of Fashion Studies Units offered by the Fashion Discipline and will provide you with an introduction to key concepts essential in the study of the history of modern fashion.

**Equivalents:** KFB206, KFB105, KFB408  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KFB205 FASHION AND STYLE JOURNALISM**

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

**Prerequisites:** KFB103 or KJB224 (KJB224 can be enrolled in the same teaching period)  **Assumed knowledge:** It is strongly recommended that prior to undertaking this unit students complete both KFB103 and KJB224.  **Equivalents:** KJB339  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KFB207 CONTEMPORARY FASHION**

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

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

**KFB209 RAGTRADE: THE BUSINESS OF 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.

**Prerequisites:** KFB103  **Assumed knowledge:** 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:** 2013 SEM-1

**KFB210 FASHION AND COSTUME IN FILM**

This unit studies the relationship between fashion and its dissemination through visual culture. Magazines, film, photography, television and new media have been fundamental to the dissemination of fashion information, the construction of stardom and femininity, and to the development of the fashion industry.

This unit examines two creative media, film and the internet. It examines how historically the cross-pollination between the Hollywood Studios, the cosmetic and the clothing industries first, and, more recently, contemporary blogs and internet images have contributed to the formation of discourses of consumer fashion and feminine aesthetic.

By examining internet blogs and images, the unit also studies how fashion media have expanded exponentially, with the advent of the stylist, the pr and the dissemination of fashion images as new global phenomena.

**Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KFB211 PRODUCT DESIGN AND DEVELOPMENT IN THE FASHION INDUSTRY**

While many would see the role of the designer as an integral part of any fashion brand, many of the largest fashion businesses in the industry are built on a process of product development instead of traditional ideas of design. Rather than working from a blank canvas, the product developer creatively evolves unique and commercial garments from existing ideas and samples to create ranges that are both profitable and easy to outsource for manufacture. Product development requires diverse skills and knowledge in trend analysis, range building, textile selection and sourcing, garment finishing, specification sheets, global operations, marketing, and business to ensure successful project outcomes. By developing a foundation of knowledge in product development this unit aims to prepare students for work in commercial fashion or to assist them with the skills for creating their own product developed fashion brand.

**Prerequisites:** KFB103  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KFB305 CRITICAL FASHION STUDIES**

Critical Fashion Studies is the final undergraduate unit in the suite of Fashion Studies units. It consolidates and extends material covered in fashion units such as Unspeakable
Beauty (1 & 2) and Contemporary Fashion. In order to develop a critical understanding of fashion it is important that you are introduced to theoretical models and critical debates in the area of fashion scholarship. Embracing an interdisciplinary approach characteristic of current fashion scholarship this unit provides a basis for you to research specific areas of interest in the field of fashion studies. It provides a critical academic context for students interested in pursuing an Honours or Post-Graduate pathway in the Fashion Discipline.

**Prerequisites:** Completion of 48cp of Fashion discipline units (KFB% units)  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**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 and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 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:** 2013 SEM-1

**KIB109 DESIGN FOR INTERACTIVE MEDIA**

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

**Prerequisites:** KIB101 or KIB103 or KIB801 or KIB807 or KKB007 or KKB818 or KIP401 or KIB201 or KIB202  
**Equivalents:** KIB214, KIB210  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KIB120 GRAPHIC DESIGN**

An ability to create and promote attractive and effective messages is the aim of graphic design. In this unit, you will build upon the knowledge and skills you have gained in visual communication to consolidate an advanced understanding of how graphic design works in our contemporary society. This unit is focused on the design process and projects (publications, corporate identity, digital media and advertising), therefore, there is an emphasis on skills and concepts that contribute to interpreting and responding to design briefs, and to developing creativity and design innovation.

**Prerequisites:** KIB101 or KIB801 or KIP401  
**Antirequisites:** KVP401  
**Equivalents:** KVB204  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**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:** 2013 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:** Gardens Point  
**Teaching period:** 2013 SEM-2
KIB204 WEB INTERFACE DESIGN
Effective interface design is an essential aspect of contemporary communication. In the production of digital media forms, such as web sites or mobile applications, you will need to have an in-depth understanding of how visual design and communication principles apply to the creation of visual interfaces. You will also need to understand the effective and integral relationship between interface and interaction design. This unit provides the knowledge and skills in interface design that will be required to design effective interactive media, which you will apply in future studies in Interactive and Visual Design.

Prerequisites: (KIB103 or KIB807 or KKB007 or KKB818) and (KIB102 or KIB120 or KIB802 or KVB204) Assumed knowledge: It is assumed that students are familiar with the QUT computing environment, and digital design applications including Adobe Photoshop, Illustrator, Flash and Dreamweaver. Students are expected to read and write HTML and CSS in a text editor. Equivalents: KIB230, KIB211 Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 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.

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: 2013 SEM-2

KIB207 THEORIES OF VISUAL COMMUNICATION
Contemporary visual designers need to have a thorough and sophisticated understanding of the principles, theories, and history of visual communication as well as how it shapes and changes the way that we understand meaning, persuasion, society and culture. This unit builds on knowledge gained in KIB101 Visual Communication and KIB120 Graphic Design to provide an in-depth knowledge of the field of visual communication.

Prerequisites: (KIB120 or KVB204) and completion of 96cp of study Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-2

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: KIB204 or KIB230 Equivalents: KIB211, KIB817 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2013 SEM-2

KIB231 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 typogaphy. 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: KIB120 or KVB204 Equivalents: KIB335 Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 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: KIB216 or KIB205 or INB385 Equivalents: KIB311 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2013 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: 2013 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 168cp of study    Equivalents: KIB813    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2013 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: KIB120 or KVB204    Antirequisites: KCP361, KCP405    Credit points: 12    Contact hours: 3 per week, plus several workshops during semester    Campus: Kelvin Grove    Teaching period: 2013 SEM-2

KIB340 VISUAL INFORMATION DESIGN
We encounter information design every day. It has become an essential aspect of contemporary communication. The field of information design has grown rapidly in the past decade and is now routinely employed across many fields where the visual display of complex data, events, and phenomena provide concise explanations, new insights and even discoveries. Information Design is used in many fields, including product information, way-finding, mapping, biology, transport, news and journalism, interaction and interface design, and systems diagrams. The demand for visual communicators with expertise in information design continues to grow. In the interpretation and production of information design you will extend your understanding of visual design and communication principles to include principles for effective information design. This unit provides advanced knowledge and skills in visual information design, which will be applied in design outcomes for a range of contexts.

Prerequisites: KIB120 or KVB204    Equivalents: KIB211    Credit points: 12    Campus: Kelvin Grove    Teaching period: 2013 SEM-1

KJB101 COMPUTATIONAL 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: 2013 SEM-1 and 2013 SEM-2

KJB102 INTRODUCTION TO JOURNALISM, MEDIA AND COMMUNICATION
This unit introduces you to core concepts and key knowledge essential for subsequent study in Journalism, and Media & Communication. It combines teaching about media organisations with communication theory and practitioner perspectives drawn from a range of relevant industry sectors. The unit creates a foundation on which you will build in subsequent semesters.

Credit points: 12    Campus: Kelvin Grove    Teaching period: 2013 SEM-1

KJB103 MEDIA DESIGN AND LAYOUT
Visual communication techniques are essential in capturing the attention of an increasingly visual literate society. Understanding how to design well is growing in importance in a society that is time poor and overloaded with competing sources of media. You will learn how to apply design theory in a variety of visual communication contexts relevant to the journalism, media and communication industries.

Antirequisites: KCB304, KJB211    Credit points: 12    Campus: Kelvin Grove    Teaching period: 2013 SEM-2
KJB104 PHOTOJOURNALISM
Changing digital technologies have resulted in increased demands and expectations for journalism, media and communications professionals to have appropriate digital visual skills. They are increasingly expected to understand and apply digital visual principles and possess the ability to employ and include visual elements in their work such as photo-essays, and photojournalism projects. In this unit students will advance their fundamental digital photography proficiency and analyse styles of visual communication and the photographic medium.

Antirequisites: KKP420, KVB104, KVP402, KJP420
Equivalents: KKB020
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

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: 2013 SEM-1 and 2013 SEM-2

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 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: 2013 SEM-1 and 2013 SEM-2

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

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

Prerequisites: KJB121 or KJP402
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2013 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: 2013 SEM-1 and 2013 SEM-2

KJB235 RADIO AND TELEVISION JOURNALISM 1
The unit aims to provide means to learn about broadcast media from a production-based perspective, and to begin advanced, practical preparation for working professionally in news media. The practical and theoretical aspects of radio and television media are studied and applied through the production of broadcast news programs. Students will gather, script and produce a number of news items for radio and television bulletins for broadcasting through community sector outlets. This process is facilitated through the learning and usage of broadcast style and through the evaluation of television and radio products. Strong emphasis is placed on current affairs knowledge.

Prerequisites: KJB121
Antirequisites: KJP404, KJB232
Credit points: 24
Contact hours: 5 per week
Campus: Kelvin Grove
Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1

KJB280 INTERNATIONAL JOURNALISM
This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different
countries and cultural environments.  
**Prerequisites:** KJB120 or KJP401  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

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**KJB304 SUB-EDITING**

This unit builds on KJB211 (Layout and Design) and is aimed at teaching students how to assess text for publication in the journalism industry which is a highly sought skill for employment both within Australia and overseas. Students will assess the text for news' values, quality, photographs, supporting stories, applying style guides (both generic and in-house), grammar, spelling, accuracy, verification, its legality (including defamation, contempt and sub-judice), ethics, sources and balance. Students, individually and in small teams, will be given a range of copy-text from very poor to reasonable on a variety of topics which will be made publishable (i.e. production-ready) by them working with their tutor using the above processes.  
**Prerequisites:** KJB120 or KJP400  
**Equivalents:** KJB322  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

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**KJB323 ONLINE JOURNALISM 2**

All media outlets now have a visible and increasing online news presence. This unit builds on the foundations established in Online Journalism 1 to equip students with the skills and theory needed to compete in this multimedia news world. Students will receive practical hands-on training allowing them to incorporate text, audio, video and still images into timely online news and feature reports. They will be required to consider the application other online communication tools (Blogs, wikis, Myspace, YouTube etc) in a modern journalistic environment. The praxis-based unit will see students work in rostered teams to create journalistic copy to be published online. They will also work independently to develop individual news or feature story highlighting the innovative possibilities of the online journalism medium.  
**Prerequisites:** KJB222  
**Credit points:** 12  
**Contact hours:** 1 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

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**KJB336 RADIO AND TELEVISION JOURNALISM 2**

This unit includes the philosophy and formulation of radio and television news and current affairs, anchor techniques, and radio and television news production using computers.  
**Equivalents:** KJB338  
**Other requisites:** Successful completion (grade of 4 or higher) in KJB235 Radio and Television Journalism 1 PLUS an overall course GPA of 5 or higher  
**Credit points:** 24  
**Contact hours:** 2 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

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**KJB337 INVESTIGATIVE 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:** 2013 SEM-2

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**KKB341 WORK INTEGRATED LEARNING 1**

It is important that Creative Industries students gain real work industry-based 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 advanced-level (capstone) 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 188 credit points of study  
**Antirequisites:** KKB343, KKB344, BEB701, BEB702  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**KKB342 WORK INTEGRATED LEARNING 2**

It is important that Creative Industries professionals gain real work industry-based 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 advanced-level capstone unit is offered during the final year of an undergraduate degree, that builds upon and strengthens knowledge and skills acquired in KKB341 Internship 1.  
**Prerequisites:** (KKB341 or KKB343). KKB341 can be enrolled in the same teaching period as KKB342  
**Antirequisites:** KKB344  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**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. Normally projects are advertised in the preceding semester through the Ci Transitions Hub (log on to BB > Community top tab > Creative Industries > Ci_Transitions). For some students this unit will be taken as the first of two ‘project’ units related to the same project, in such cases this unit may be a prerequisite or corequisite to the second unit, KKB346 Creative Industries Project 1.

**Prerequisites:** Completion of 72 credit points of Creative Industries units (K%B% or D%B% units)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester.  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 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. Normally projects are advertised in the preceding semester through the Ci Transitions Hub (log on to BB > Community top tab > Creative Industries > Ci_Transitions). For some students this unit will be taken as the second of two ‘project’ units related to the same project, in such cases the first unit (KKB345) may be a prerequisite or corequisite to the second unit (KKB346).

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

**KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR**

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

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

**Prerequisites:** Completion of 72 credit points of study (K% or D% units)  
**Credit points:** 12  
**Contact hours:** 2-3 week tour and several lectures during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SUM

**KKB351 WORK INTEGRATED LEARNING 3**

**Prerequisites:** Completion of 72 credit points of study (K% or D% units)  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KKB352 WORK INTEGRATED LEARNING 4**

**Prerequisites:** Completion of 72 credit points of study (K% or D% units)  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KMB003 SEX DRUGS ROCK ‘N’ ROLL**

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

**Equivalents:** KMB640  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SUM

**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:** 2013 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:** 2013 SEM-2

**KMB119 MUSIC AND SOUND PRODUCTION 1**

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

**Equivalents:** KMB108, KMB621  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove
Teaching period: 2013 SEM-1

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: 2013 SEM-1

KMB129 MUSIC AND SOUND PRODUCTION 2
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production. Equivalents: KMB105, KMB619 Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2013 SEM-2

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: 2013 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  Teaching period: 2013 SEM-1

KMB215 THE MUSIC INDUSTRY
This unit gives a working knowledge of the structural, legal and business aspects of the Australian music industry by engaging with real world music industry professionals and formulating a number of strategies to reflect this. Equivalents: KMB301, KMB056 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KMB216 AUDIO / VISUAL INTERACTION
The ability to build custom audio/video performance and composition systems enables digital media artists to create unique interactive works. Graphical development environments are an ideal entry point for creating these systems as they enable rapid prototyping of ideas and do not require in depth knowledge of computer coding. This unit gives you a grounding in the concepts required to build interactive media works. Equivalents: KKB216 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

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. Prerequisites: KMB129  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB112 DRAWING FOR ANIMATION 1
There are many design principles and elements to consider in the conceptual development and presentation of an idea or visual message. The ability to apply drawing to such a task promotes the development of varied capabilities and technical skills: observation, description, meaning-making, recording, synthesis, interpretation and presentation in visual form. This unit will provide knowledge of the history and techniques of drawing, as well as core skills, and an understanding of its application for concept development, prototyping, and storyboarding. This will provide an important foundation for existing and evolving modes of constructing and presenting effective visual communication. Equivalents: KVB105, KVB755  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB121 ANIMATION HISTORY AND PRACTICES
The discipline of animation has a long history and varied applications. It appears to us now in many forms. This unit is directed at exploring the creative potential involved in the study of the history and practice of animation. You will be introduced to the life-worlds and regional concerns of past animators and the contribution of their practice to the development of the language of animation. You will be encouraged to engage with and respond to the works, cultures and theories of pioneers of the medium. An awareness of the history and broad application of animation practice will inform the development of critical and reflective frameworks for the contextualisation of your animation and artistic practice.
The field of motion graphics has expanded rapidly, with its application extending beyond the role of cinematic storytelling to applications for title sequences, music promotion, marketing, computer games and information design. This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on the principles of design in motion. This unit provides an introduction to the world of animated graphics, paying particular attention to pre-production techniques, design in motion, and idea generation. Through the development of screen-based works, you will apply traditional animation principles and techniques to communicate innovative temporal and spatial design solutions.

**KNB123 ANIMATION AND MOTION GRAPHICS**

2013 SEM-2

**Equivalents:** KVB106, KVB756 **Credit points:** 12

**Campus:** Kelvin Grove **Teaching period:** 2013 SEM-2

When creating animated content for production, it is important to develop a solid methodology that allows an animator to work quickly and creatively while maintaining an acceptable level of quality. Being able to take direction and creatively respond to a brief while finding the best way to communicate an idea to an audience is a core skill that takes time to develop. The core communication skills of illustration, motion, blocking and layout follow industry standards in pre-production, and are required for the generation and presentation of ideas, as well as the exploration of form and character.

**KNB124 3D ANIMATION 1**

In the evolving fields of animation, games and graphical visualisation, you will require new literacies and skills to participate fully in the 3D Computer Graphics production process. By introducing you to principles, processes, methods and theories of modelling; the architecture of 3D graphics; and node based applications, you will gain a foundational understanding of 3D graphics production.

**Equivalents:** KIB111, KIB203 **Credit points:** 12

**Campus:** Kelvin Grove **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KNB211 3D ANIMATION 2**

When creating animated content for production, it is important to develop a solid methodology that allows an animator to work quickly and creatively while maintaining an acceptable level of quality. Being able to take direction and creatively respond to a brief while finding the best way to communicate an idea to an audience is a core skill that takes time to develop. The core communication skills of illustration, motion, blocking and layout follow industry standards in pre-production, and are required for the generation and presentation of ideas, as well as the exploration of form and character.

**Prerequisites:** KNB124 or KIB111 or KIB107 or KIB203

**Equivalents:** KIB225, KIB106, KIB807 **Credit points:** 12

**Campus:** Kelvin Grove **Teaching period:** 2013 SEM-1

**KNB212 DRAWING FOR ANIMATION 2**

Animation incorporates conventions and interpretations of dynamic structure in space and time. Core skills and knowledge of drawing provide an essential foundation for existing and evolving modes for construction and presenting animated kinetic images. The discipline of animation requires a diverse range of traditional drawing skills that have been introduced in the prerequisite unit and are now translated into moving images. The emphasis of this unit focuses on the conventions of dynamic animated images in kinetic applications.

**Equivalents:** KIB108, KIB825 **Credit points:** 12

**Campus:** Kelvin Grove **Teaching period:** 2013 SEM-2

The rapid improvements of rendering 3D graphics in real-time has seen this field expand beyond its early application to virtual environments and games. The use of real-time 3D technologies to enable virtual cinematography is quickly becoming commonplace. Real-time 3D engines allow directors and cinematographers to interactively direct a virtual camera with the same freedom as a live shoot. This unit provides students with a firm grounding in the practices, concepts and skills associated with asset creation for use in a real-time 3D engine. The content presented lays the critical groundwork for more advanced practices in KIB226 Virtual Environments.

**KNB212 REAL-TIME 3D COMPUTER GRAPHICS**

**Prerequisites:** KNB124 or KIB111 or KIB107 or KIB203

**Equivalents:** KIB215, KIB325, KIB310, KIB821 **Credit points:** 12

**Campus:** Kelvin Grove **Teaching period:** 2013 SEM-1

**KNB221 ANIMATION: CG TOOLKIT**

Every artist needs to understand their toolkit. For a successful animation career, one must be familiar and competent in the tools and software used in the creation of animated works. In addition, it is important to understand the processes of production in which these tools are employed. Animation CG Toolkit allows you to familiarise yourself with the tools and techniques of production within a studio environment.

**Prerequisites:** (KNB123 or KIB105) and (KNB124 or KIB111 or KIB203)

**Equivalents:** KIB213, KIB221

**Credit points:** 12

**Campus:** Kelvin Grove **Teaching period:** 2013 SEM-2

**KNB222 VIRTUAL ENVIRONMENTS**

3D Virtual Environments are continuing to be adopted by a wide range of industries providing artists with many more creative outlets and employment opportunities. By learning how to apply their 3D skills to the development of a virtual environment, students are making themselves more versatile as future animators, designers and creative practitioners. This unit builds on the fundamental skills developed in the prerequisite unit (Real-Time 3D Computer Graphics) allowing students to develop a major work for public exhibition.

**Prerequisites:** KNB212 or KIB215 or KIB325

**Equivalents:** KIB226, KIB316, KIB310, KIB821 **Credit points:** 12

**Campus:** Kelvin Grove **Teaching period:** 2013 SEM-2
KNB311 ADVANCED CONCEPTS IN COMPUTER ANIMATION 1
This unit consolidates your studio working practices, while supporting you to develop advanced skills and concepts in computer animation, character development, cinematic narrative and storytelling and directing. An important part of Advanced Concepts in Computer Animation is to encourage you to pitch, direct and project-manage animated works. This will bring a depth and breadth to your practice and provide you with the production management and direction skills required of an emergent animation professional.
Prerequisites: (KPB221 or KIB221 or KIB213) and (KPB222 or KIB226 or KIB316 or KIB310 or KIB821)
Equivalents: KIB330, KIB312 Credit points: 12
Campus: Kelvin Grove Teaching period: 2013 SEM-1

KNB312 CONTEMPORARY ISSUES IN ANIMATION
Since the arrival of digital technologies, animation has become increasingly pervasive and is now embedded in many disciplines. Contemporary Issues in Animation recognises the diversity of animation practice and explores theoretical and critical debates about its role and place within the context of media globalisation. It examines animation practice across a range of contemporary media; investigates the relationship between evolving digital technologies and existing media; and considers the effect of new animated image forms on the experience of visual culture.
Prerequisites: KNB121 or KIB108 or KIB825
Equivalents: KIB302 Credit points: 12
Campus: Kelvin Grove Teaching period: 2013 SEM-1

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: 2013 SEM-1 and 2013 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.

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: 2013 SEM-1

KPB110 THE MOVIE, TV AND 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: 2013 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: 2013 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
KPB116 INTRODUCTION TO SCRIPTWRITING
Writing scripts for a range of media formats is a learned craft and requires discipline, perseverance and an understanding of industry practice. Possessing this key knowledge will give you abilities to develop concepts through to script stage across various film, television, and new media genres.

Antirequisites: KWP401 Equivalents: KWB102, KWB111 Credit points: 12 Campus: Kelvin Grove and Caboolture Teaching period: 2013 SEM-1 and 2013 SEM-2

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: 2013 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: 2013 SEM-1

KPB210 PRODUCTION MANAGEMENT FOR FILM, TV AND NEW MEDIA
*SUBJECT TO FINAL APPROVAL
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: KPB104, KPB314 Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-1

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 Teaching period: 2013 SEM-2

KPB303 CRITICAL THINKING ABOUT TELEVISION AND FILM
Students who have an interest in the social function of television, film and new media should be encouraged to think critically about social, cultural and aesthetic issues regarding the media. In this unit you will look at these issues, and learn the skills you need in order to research them and think about them critically. Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2013 SEM-1

KPB313 PRODUCING FOR FILM, TV AND NEW MEDIA
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: Completion of 96cp of study Equivalents: KPB202 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2013 SEM-2

KRB120 SCENOGRAPHY AND THE ART OF TECHNICAL THEATRE
This unit introduces students to theoretical concepts and principles associated with scenography, historical trends in technical theatre and the background associated with the broad vocabulary of technical theatre terminology. Credit points: 12 Contact hours: 2 per week Campus: Kelvin Grove Teaching period: 2013 SEM-2

KRB121 VISUAL THEATRE
This unit introduces students to the concepts and principles associated with traditional visual theatre design. It is a studio-based unit comprised predominantly of ongoing practical work that students complete under the close guidance and instruction of QUT academic staff and external industry professionals. Prerequisites: KRB120 (can be enrolled in the same teaching period) Equivalents: KSB215, KSB276 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove
KTB220 THE SCENOGRAPHIC DIVIDE
This unit challenges students to undertake a detailed interrogation of the tensions between the practice of traditional stage design and the theoretical concepts and principles associated with scenography.

Prerequisites: KRB120  Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KRB221 INTERMEDIATIONAL APPLICATIONS FOR THE THEATRE
This unit introduces students to the concepts and principles associated with intermedial applications in the theatre. It is a studio-based unit comprised predominantly of ongoing practical work that students complete under the close guidance and instruction of QUT academic staff and external industry professionals.

Prerequisites: KRB121 and KRB220  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KSB106 ACTING FUNDAMENTALS
Acting Fundamentals is a studio-based exploration of foundational acting principles for the development of character and story applicable to stage and film, involving warm-ups, physical and vocal awareness and expression, improvisation, scene study and performance process.

Prerequisites: KTB103, KTB106, KKFAMJR-ACTING, KKFAMJR-DRAMA  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

KTB101 UNDERSTANDING THEATRE
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.

Prerequisites: KTB251  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KTB102 PROCESS DRAMA
This unit examines the structural forms and dramatic conventions used in a specific genre of drama - process drama. It moves from examining effective drama workshop design to consider the artistic application of these workshop techniques.

Prerequisites: KTB214  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 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.

Prerequisites: KSB106  Equivalents: KTB257  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 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.

Prerequisites: KTB271  Equivalents: KTB258  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 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.

Prerequisites: KSB106  Equivalents: KTB258  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

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

Prerequisites: KTB253  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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

Prerequisites: KTB061  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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: 2013 SEM-2

KTB213 DIRECTING THEATRE  *SUBJECT TO FINAL APPROVAL
Directing text-based performance events, whether within a subscription season of 'traditional' theatre, or as a stand-alone event within the independent theatre sector, or within a festival context, requires highly developed creative skills and sound managerial and organisational abilities.

This third year undergraduate unit examining the artistic processes and project-management responsibilities that a drama director must fulfill, is essential for students wishing to further their practice as directors, or as performance-makers within educational settings or within the creative industries. It builds on skills and perspectives acquired in units such as Performing Skills 1&2, Performance Innovation, Production 1&2, Understanding Theatre and Staging Australia.

Prerequisites: Completion of 72cp of study (% units)  Equivalents: KTB306  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KTB302 POSTDRAMATIC THEATRE
The elements of drama and the conventions of various periods have provided the pivot around which genres and forms of theatre can be studied. However, in recent decades a fresh species of drama has emerged called postdramatic theatre that challenges many of the traditional terms we use to define and make theatre.

This unit examines postdramatic theatre that was heralded by the emergence of postmodernism. The unit will investigate the challenges postdramatic theatre makes to traditional notions of unitary art form, character, audience, site, time and narrative. The unit will investigate the postmodern aesthetics inherent in interdisciplinary, transdisciplinary and inter-media practices.

Equivalents: KTB204, KTB275  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

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: 2013 SEM-2

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: 2013 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: 2013 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.

Antirequisites: KKB020, KKP420, KVP402, KJP420  Equivalents: KVB509  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2013 SEM-1 and 2013 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.
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: 2013 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: 2013 SEM-2

KVB114 DIGITAL MEDIA
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.
Equivalents: KIB104, KIB808  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1

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, landscape architecture, fashion and music.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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: 2013 SEM-1

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: 2013 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 1990 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.
Equivalents: KVB712  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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: KVB703  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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.
Equivalents: KVB704  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.
Equivalents: KWB250  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KWB103 PERSUASIVE WRITING
Persuasive writing is an integral (if often unconscious) element of both professional and creative writing. Therefore, practitioners in these fields should be able to understand the principles of persuasion, use the vocabulary of persuasion, and evaluate the efficacy of different persuasive strategies. This unit introduces you to the theory and practice of writing persuasively across a number of genres to enhance your writing skills.
Antirequisites: KWP402  Equivalents: KWB315  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.
Antirequisites: KWP403  Equivalents: KWB350  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.
Equivalents: KWB381  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KWB108 INTRODUCTION TO LITERARY STUDIES
"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.
Equivalents: KWB001, KWB716  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB109 WRITING AUSTRALIA
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and critically interrogate texts pertinent to contemporary Australian society and culture.
Equivalents: KWB002, KWB710  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB112 YOUTH AND CHILDREN'S WRITING
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.
Equivalents: KWB206, KWB712  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.
Antirequisites: KWP407  Equivalents: KWB301  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 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 twenty 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: 2013 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: 2013 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE
Imagining Americas is a literature-based unit which will explore a selection of contemporary written texts from the North and South American continents. The unit will focus on issues of place, nationality, regional and ethnic identity and will encourage an examination of these and the variety of writing styles from intercultural and international perspectives.

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

KWB211 STYLISTICS
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylists, 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 asynchrononous on-line activities characterise the teaching and learning in this unit.

Equivalents: KWB370, KWB201  Credit points: 12
Contact hours: 3hr intensive workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.
Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KWB212 WRITING POETRY
*SUBJECT TO FINAL APPROVAL
The unit covers one of the major genres in creative writing, and is designed for those who are interested in language and the use of words in precise, innovative, concentrated and musical ways. It would also be useful to lyricists. The unit provides important creative and critical skills in writing verse and cultivating an understanding and appreciation of poetry and occurs at the mid-point of the creative writing major, building on KWB211 Stylistics and preparing students for the advanced work of third year.

Prerequisites: Completion of 96cp of Creative and Professional Writing discipline units (KWB% units)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB213 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).

Antirequisites: KWP405  Equivalents: KWB106, KWB314  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

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: 2013 SEM-2

KWB304 EDITING AND DEVELOPING THE MANUSCRIPT
This unit develops your understanding of the editing process - in particular, the developmental intervention required to bring a creative manuscript to a publishable standard. These skills are crucial to those of you intending to work in the publishing industry, and of great benefit to professional creative writers. You will receive the opportunity to learn to edit the work of others with insight, understanding and technical skill.

Antirequisites: KWP104, KWP404  Equivalents: KWB301  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

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:** 2013 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 which they can critique the operations of popular cultures.

**Equivalents:** KWB006, KWB725  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KWB313 NOVEL AND MEMOIR**

This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view on how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

**Credit points:** 12  **Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**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:** 2013 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:** 2012 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 balance creative and business skills.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KXB301 ENTERTAINMENT INDUSTRIES MAP**

Industry networks are of key importance in Entertainment. In this unit you will extend and apply your critical knowledge of entertainment industries to the ‘real-world’ task of creating and updating an online directory of entertainment industries. The online directory will be a public product.

**Prerequisites:** KXB101 and (36 credit points from AMB200, AMB207, BSB126, KPB101, KPB116, KXB102, KXB201, LWS008 and LWS009)  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**LWS008 ENTERTAINMENT LAW**

The entertainment industry involves a myriad of transactions and interactions that are governed by a wide range of laws. A basic of understanding of the laws most commonly encountered in the entertainment industry should assist those involved in the industry have a better understanding.
of the legal context in which they are operating. This in turn may assist them in avoiding problems, or to have a better appreciation of when they should seek professional legal assistance.

**Prerequisites:** LWS009 or BSB111  
**Antirequisites:**  
LWS011  
**Credit points:** 12  
**Contact hours:** 2  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

### LWS009 INTRODUCTION TO LAW

For students involved in a wide range of industries it is important to have a fundamental understanding of the nature of the Australian legal system. The unit introduces students to the sources of law (both cases and legislation) and will assist students in acquiring introductory knowledge about the Australian legal system and laws so that they will be equipped to complete other law units in their relevant course.

**Assumed knowledge:** Students who have studied any Australian Bachelor of Laws Unit are not permitted to do this unit.  
**Credit points:** 12  
**Contact hours:** 2hrs per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

### LWS011 JOURNALISM LAW

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

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

### 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  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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, MGX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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, MGX223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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  
**Equivalents:** IBB205, MGX225  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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  Equivalents: MGX310  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1 and 2013 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, MGX324  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1

PCB123 SUSTAINABILITY AND HUMAN FACTORS
In this unit you should develop an understanding of the performance issues of lamps and luminaires, both from an energy point of view and the human issues – does it meet the needs of the people working or at leisure in the space.
Credit points: 12  Contact hours: 40  Campus: Gardens Point  Teaching period: 2013 SEM-2

PCB124 LAMPS AND LUMINAIRES
This is an important unit in the lighting suite of courses because it describes the basic equipment that people working in any area of the lighting industry have to know and understand – the lights themselves. Understanding how a lamp works and how it performs helps people make informed decisions about the choices they have in choosing lamps for particular applications. All lectures in units that follow this will assume a good knowledge and understanding of the principles, properties and performances of light sources, including the emerging LED products.
Credit points: 12  Contact hours: 40  Campus: Gardens Point  Teaching period: 2013 SEM-1

PCB121 VISION, COLOUR AND PHOTOMETRY
This is the first unit in the lighting suite of courses and aims to prepare students with the necessary grounding for future units in the course. All lectures in units that follow this will assume a good knowledge and understanding of the concepts and principles presented in this unit.
Credit points: 12  Contact hours: 40  Campus: Gardens Point  Teaching period: 2013 SEM-1

PCB122 LIGHTING DESIGN
This unit aims to introduce students to the basics of lighting design, taking into account both the requirements for lighting a space, as well as the practical issues. Both indoor and outdoor spaces are included. The software packages used are easily understood, as the aim of the unit is to teach students about lighting design, not how to use a lighting package.
Credit points: 12  Contact hours: 40  Campus: Gardens Point  Teaching period: 2013 SEM-2