Master of Journalism (KJ42)

You will gain practical skills in news writing and journalistic inquiry within a conceptual framework that includes ethics and legal issues. The Masters program provides opportunities to tailor your studies to include units in news production, broadcast journalism and specialist journalism topics.

Structures and Units

Course structure
All Masters students are required to undertake either Journalism Ethics and Issues or Creative Industries Legal Issues as an elective. Graduate Certificate students complete units such as Newswriting and Feature Writing.

Full time and Part time Course Structure

<table>
<thead>
<tr>
<th>Units to be completed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>February and July entry (For students who have advanced standing of 48 credit points, full time entry is only available in February)</td>
</tr>
<tr>
<td>*Part time students will complete two units per semester.</td>
</tr>
<tr>
<td>Students should enrol in Innovation in the Creative Industries: Major Project, at the end of the program; in some cases KKP004-1 might be taken before that, and the final units then will be KKP004-2-4, with a List A or List B Unit Option.</td>
</tr>
</tbody>
</table>

KJP400 Theories of Journalism
KKP003 Project Design in the Creative Industries
KJP401 Newswriting
SELECT One unit from the Postgraduate Unit Options (either KKP001 or KKP002):
KKP001 Entrepreneurship in the Creative Economy
KKP002 20:20 Vision: Imagining the Creative Future
KJP403 Feature Writing
SELECT One unit from the Journalism Unit Options (either KJB239 or LWS011):
KJB239 Journalism Ethics and Issues
LWS011 Journalism Law
KKP004-1 Innovation in the Creative Industries: Major Project
KKP004-2 Innovation in the Creative Industries: Major Project
KKP004-3 Innovation in the Creative Industries: Major Project
KKP004-4 Innovation in the Creative Industries: Major Project

Start month: February, July
Deferment allowed: No
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr John Banks
Discipline coordinator: Professor Terry Flew
Campus: Kelvin Grove
Attendance: Part-time, Full-time

A bachelor degree with an overall grade point average of 5.0 or above (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry. Please contact the Creative Industries Faculty for more information.

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

Course highlights
- Ideal for professionals who want a change in career or are seeking journalism skills.
- Gain practical skills in news writing, journalistic inquiry, news production, broadcast journalism and specialist journalism.
- Plan, implement and evaluate a major project such as an entrepreneurial business plan, research project or internship.

Details:
These programs suit those who have worked or studied in fields outside journalism and who now seek journalism skills or wish to change career paths into journalism. Those who currently work in journalism will benefit from this course by gaining skills to enhance their craft in a new media environment.
SELECT One unit from the List A - Journalism Unit Options

SELECT One unit from the Creative Industries Postgraduate Unit Options

Please note: Students who have completed KJP402 as a core unit in 2010 or earlier will not be required to complete KJP403 as a core unit.

List A - Journalism Unit Options

**Journalism Units**

KCP418 Fundamental Media Skills for the Workplace
KFB205 Fashion and Style Journalism
KJB103 Media Design and Layout
KJB222 Online Journalism 1
KJB280 International Journalism
KJB304 Sub-Editing
KJB323 Online Journalism 2
KJP402 Journalistic Inquiry
KJP404 Radio and Television Journalism 1

**NOTES:** * KKP410 has been recoded KCP418.

Creative Industries Postgraduate Unit Options

**Unit Options**

AMN400 Consumer Behaviour
AMN420 Advertising Management
KAP401 Advertising Creative: Introduction
KAP402 Advertising Creative: Copywriting and Art Direction
KAP403 Advertising Creative: Trends in New Media
KCB103 Strategic Speech Communication
KCP407 Applied Professional Communication
KCP415 Co-Creative Media: Digital Storytelling
KCP416 Global Media and Communication
KCP417 Creative Industries in Asia
KCP418 Fundamental Media Skills for the Workplace
KFB207 Contemporary Fashion
KIB109 Design for Interactive Media
KIB120 Graphic Design
KIP401 Critical Practices in Visual Design
KIP402 Designing Interactions
KIP403 User Experience Design

KJP401 Newswriting
KJP402 Journalistic Inquiry
KJP403 Feature Writing
KJP420 Photojournalism
KKN320 Postgraduate Workplace Learning
KMB107 Sound, Image, Text
KMB119 Music and Sound Production 1
KMB129 Music and Sound Production 2
KMB215 The Music Industry
KNB112 Drawing for Animation 1
KNB122 Drawing for Animation 2
KNB211 3D Animation 2
KNP421 Animation Practices
KNP423 Animation and Motion Graphics
KPB207 Film and Television Scriptwriting
KTP401 Contemporary Performance
KTP408 Marketing Arts and Culture
KTP413 Managing Money in the Arts
KTP414 Arts and Cultural Policy
KVP402 Photomedia and Creative Practice
KVP404 Digital Media
KWB101 Introduction to Creative Writing
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB211 Stylistics
KWB302 Novel and Genre
KWB313 Novel and Memoir
KWP401 Media Writing
KWP402 Persuasive Writing
KWP403 Creative Writing: the Short Story
KWP404 Editing and Developing the Manuscript
KWP405 Corporate Writing and Editing
KWP407 Great Books: the Literary Classics
KWP420 Transmedia Storytelling: From Interviewing to Multi-Platform

LWS011 Journalism Law

**NOTES:** * KIP424 has been recoded KAP401.
* KIP426 has been recoded KAP402.
* KKP405 has been recoded KCP415.
* KKP406 has been recoded KCP416.
* KKP410 has been recoded KCP418.
* KCB302, KCB304, KFB106, KFB205,
KFB208, KIB108, KIB203, KIB205, KJB221, KJB222, KJB239, KJB260, KJB304, KKB350, KMB003, KMB004, KTB207, KTB241, KWB107 and KWB206 may count as Creative Industries Postgraduate Unit Options if they were completed in 2011 or prior.
* KKP420 has been recoded KJP420.
* KVB106 has been recoded KNB122.
* KVP15 has been recoded KNB112.
* KIP408 has been recoded KNP421.
* KIP405 has been recoded KNP423.

Potential Careers:
Art Writer, Journalist, Media Industry Specialist.

UNIT SYNOPSES

AMN400 CONSUMER BEHAVIOUR
This unit provides an introduction to the area of consumer behaviour and a forum for discussion of theory and research in the field. The current state of consumer behaviour research will be reviewed and some of the emerging trends in the area are explored through several avenues of assessment. The unit provides the environment for students to conduct their own research in areas that are relevant, of interest to them and reflect the interdisciplinary nature of consumer behaviour.

Antirequisites: MIN419  
Equivalents: AMX400  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and External  
Teaching period: 2013 SEM-1 and 2013 SEM-2

AMN420 ADVERTISING MANAGEMENT
This unit empowers students to make effective management decisions within the advertising process. It examines the setting of advertising objectives, and the need for coordination of these with marketing, communication and organisational objectives. It develops a sound understanding of advertising regulations and ethics, budgeting, research and campaign coordination. It further examines management's participation in the creative, media and production processes, and the contribution of advertising management to the cohesion and creativity of the agency.

Antirequisites: CON417  
Equivalents: AMX420  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2

KAP401 ADVERTISING CREATIVE: INTRODUCTION
This unit provides an introduction to the creative side of advertising, involving the analysis of advertising creative content, the development of creative strategies, creative concepts, and the crafting of persuasive ideas. The unit is the foundation for further work in creative advertising, and provides you with a thorough grounding in creative advertising history, industry practices, strategies and concept development.

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

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

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

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

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

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.
KCP418 FUNDAMENTAL MEDIA SKILLS FOR THE WORKPLACE
This unit introduces an array of media products that are often used in the workplace and allows students hands on experience of making media products. To discover principles of communication underlying practice, classes will discuss the use of a variety of media platforms, channels and tools.
Equivalents: KKP410  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2 and 2013 SUM

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

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

KJB120 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

KIP401 CRITICAL PRACTICES IN VISUAL DESIGN
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.

Prerequisites: KIB101, KIB801  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KIP402 DESIGNING INTERACTIONS
This unit further develops interface design skills for communications technologies including design priorities, visual systems, refinement of concepts, project analysis and problem solving through presentation models.

Prerequisites: KIB102, KIB802  Credit points: 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KIP403 USER EXPERIENCE DESIGN
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.

Prerequisites: KIB103, KIB807  Credit points: 12  Contact hours: 3 per week  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.

Prerequisites: KCB304, KJB211  Credit points: 12  Campus: Kelvin Grove  Teaching period: 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 online, 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

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

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

### 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

### KJP400 THEORIES OF JOURNALISM

This unit includes the following: a summary of the body of literature pertaining to the theories of journalism; identification of individual research interests; attention to the empirical traditions; summary of issues at an advanced level from journalists' perspectives through close reading of core texts.

**Equivalents:** KJP105  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### KJP401 NEWSWRITING

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

**Equivalents:** KJP120  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### KJP402 JOURNALISTIC INQUIRY

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

**Antirequisites:** KVP402  
**Equivalents:** KJP121  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### KJP403 FEATURE WRITING

In this unit you will conduct interviews and other research that you use to write Internet, newspaper and magazine articles that profile personalities or that treat processes, events and places to exploit their human-interest value.

**Equivalents:** KJP224  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### KJP404 RADIO AND TELEVISION JOURNALISM 1

In this unit the practical and theoretical aspects of radio and television media are studied and applied through production of broadcast news programs. You learn styles and use, and the evaluation of television and radio products. Strong emphasis is placed on current affairs knowledge.

**Prerequisites:** KJP401 or KJP120 or KJP402 or KJP121  
**Antirequisites:** KJB235  
**Equivalents:** KJP232  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### KJP420 PHOTOJOURNALISM

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

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

Classes will explore technical approaches to digital photography, including press photography, photojournalism, documentary photography, landscape and portrait
KKP420 has been recoded KJP420 from 2013.

**Equivalents:** KKP420  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

### KKN320 POSTGRADUATE WORKPLACE LEARNING
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This elective unit is offered during postgraduate courses so that students are able to apply appropriate, transferable skills to a workplace or professional context.

**Equivalents:** KKN330, KKN340-1, KKN340-2  Credit points: 12  Contact hours: Between 90 and 100 hours duration  Campus: Kelvin Grove  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### KKP001 ENTREPRENEURSHIP IN THE CREATIVE ECONOMY
Entrepreneurial skills are valuable assets to both the creative practitioner and creative industries management. This unit outlines the effectiveness of an entrepreneurial education in the creative economy. This unit aims to provide the creative industries practitioner/manager with an understanding of the theory and practice of entrepreneurship by integrating the concepts, definitions, skills and techniques required for an entrepreneurial approach to creative industries.

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

### KKP002 20:20 VISION: IMAGINING THE CREATIVE FUTURE
One condition of late modernity is rapid change and an increasing rate of change. This unit will address the drivers of change, the impact change has now and is likely to have in the mid term and how the creative industries formulation responds to these larger societal forces. Understanding of the dynamics of these forces is crucial for creative industries practitioners and professional in order to shape a future characterised by the creation of innovative action, forms and thought.

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

### KKP003 PROJECT DESIGN IN THE CREATIVE INDUSTRIES
The cohesive and reflexive nature of creative producers permits their successful skill transfer to a variety of employment. Understanding the importance of collaboration and professional networking in the Creative Industries is therefore essential. The unit aims to critique the relevance of collaboration and professional networking to the creative practitioner/manager and combines these with relevant project management skills.

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

### KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT
This major project is the final and culminating activity of the Master of Creative Industries. It serves to focus each candidate’s learning through a specifically designed and substantial project that seeks to realise innovations in the candidate’s practice or workplace. Each project will be designed to ‘fit’ the scale, scope and focus of 48 credit points.

This unit aims to provide the creative industries worker with an opportunity to plan, implement and evaluate a major project professional project in the Creative Industries. Such a project may be located in the candidate’s workplace, constructed as an internship with a innovative firm or company or a piece of scholarly enquiry which addresses the challenges of innovation within one of the creative industries.

**Prerequisites:** KKP003  Credit points: 12  Contact hours: Expected contact hours will average approximately 10-12 hours per week over the course of the semester  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

### KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT
This major project is the final and culminating activity of the Master of Creative Industries. It serves to focus each candidate’s learning through a specifically designed and substantial project that seeks to realise innovations in the candidate’s practice or workplace. Each project will be designed to ‘fit’ the scale, scope and focus of 48 credit points.

This unit aims to provide the creative industries worker with an opportunity to plan, implement and evaluate a major project professional project in the Creative Industries. Such a project may be located in the candidate’s workplace, constructed as an internship with a innovative firm or company or a piece of scholarly enquiry which addresses the challenges of innovation within one of the creative industries.

**Prerequisites:** KKP004-3 (can be enrolled in the same teaching period)  Credit points: 12  Contact hours: Expected contact hours will average approximately 10-12
Constructing and presenting effective visual communication is an important foundation for existing and evolving modes of prototyping and storyboarding. This will provide an understanding of its application for concept development, and techniques of drawing, as well as core skills, and an introduction to form. This unit will provide knowledge of the history and development of visual form. This unit aims to provide the creative industries worker with an opportunity to plan, implement and evaluate a major project professional project in the Creative Industries. Such a project may be located in the candidate’s workplace, constructed as an internship with an innovative firm or company or a piece of scholarly enquiry which addresses the challenges of innovation within one of the creative industries.

Prerequisites: KKP004-1 (can be enrolled in the same teaching period)  Credit points: 12  Contact hours: Expected contact hours will average approximately 10-12 hours per week over the course of the semester.

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

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

This major project is the final and culminating activity of the Master of Creative Industries. It serves to focus each candidate’s learning through a specifically designed and substantial project that seeks to realise innovations in the candidate’s practice or workplace. Each project will be designed to ‘fit’ the scale, scope and focus of 48 credit points.

This unit aims to provide the creative industries worker with an opportunity to plan, implement and evaluate a major project professional project in the Creative Industries. Such a project may be located in the candidate’s workplace, constructed as an internship with an innovative firm or company or a piece of scholarly enquiry which addresses the challenges of innovation within one of the creative industries.

Prerequisites: KKP004-2 (can be enrolled in the same teaching period)  Credit points: 12  Contact hours: Expected contact hours will average approximately 10-12 hours per week over the course of the semester.

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

### KMB107 SOUND, IMAGE, TEXT

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

Equivalents: KMB638  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2013 SEM-2

### KMB119 MUSIC AND SOUND PRODUCTION 1

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

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

### KMB129 MUSIC AND SOUND PRODUCTION 2

This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.

Equivalents: KMB105, KMB619  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

### KMB215 THE MUSIC INDUSTRY

This unit gives a working knowledge of the structural, legal and business aspects of the Australian music industry by engaging with real world music industry professionals and formulating a number of strategies to reflect this.

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

### KMB112 DRAWING FOR ANIMATION 1

There are many design principles and elements to consider in the conceptual development and presentation of an idea or visual message. The ability to apply drawing to such a task promotes the development of varied capabilities and technical skills: observation, description, meaning-making, recording, synthesis, interpretation and presentation in visual form. This unit will provide knowledge of the history and techniques of drawing, as well as core skills, and an understanding of its application for concept development, prototyping, and storyboarding. This will provide an important foundation for existing and evolving modes of constructing and presenting effective visual communication.

Equivalents: KVB105, KVB755  Credit points: 12
Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB122 DRAWING FOR ANIMATION 2
Animation incorporates conventions and interpretations of dynamic structure in space and time. Core skills and knowledge of drawing provide an essential foundation for existing and evolving modes for construction and presenting animated kinetic images. The discipline of animation requires a diverse range of traditional drawing skills that have been introduced in the prerequisite unit and are now translated into moving images. The emphasis of this unit focuses on the conventions of dynamic animated images in kinetic applications.

Equivalents: KVB106, KVB756  Credit points: 12
Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KNB211 3D ANIMATION 2
When creating animated content for production, it is important to develop a solid methodology that allows an animator to work quickly and creatively while maintaining an acceptable level of quality. Being able to take direction and creatively respond to a brief while finding the best way to communicate an idea to an audience is a core skill that takes time to develop. The core communication skills of illustration, motion, blocking and layout follow industry standards in pre-production, and are required for the generation and presentation of ideas, as well as the exploration of form and character.

Prerequisites: KNB124 or KIB111 or KIB107 or KIB203
Equivalents: KIB225, KIB106, KIB807  Credit points: 12
Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KPN421 ANIMATION PRACTICES
This unit explores the creative potential offered by the study of the history and practice of animation. You will be introduced to the cultures and theoretical approaches of past and present animators and the contribution they have made to the development of the language of animation. You will be encouraged to critically analyse, engage with, and respond to their works and reflect on diverse approaches to the use of the medium. A critical approach, developed by this content, provides a context for developing your own personal style and ongoing practice.

Equivalents: KIP408, KIB108, KNB121, KIB825  Credit points: 12
Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KPN423 ANIMATION AND MOTION GRAPHICS
The field of motion graphics has expanded rapidly, with its application extending beyond the role of cinematic storytelling to applications for title sequences, music promotion, marketing, computer games and information design. This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on the principles of design in motion. This unit provides an introduction to the world of animated graphics, paying particular attention to pre-production techniques, design in motion, and idea generation. Through the development of screen-based works, you will apply traditional animation principles and techniques to communicate innovative temporal and spatial design solutions.

Equivalents: KIP405, KNB123, KIB105, KIB804  Credit points: 12
Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KPB207 FILM AND TELEVISION SCRIPTWRITING
This unit focuses on the production of a sustained script for film or television.

Equivalents: KWB229, KWB105  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KTP401 CONTEMPORARY PERFORMANCE
School curriculum documents present Drama as a stable field of study. The elements of Drama and the conventions of various periods have provided the pivot around which genres and forms of Theatre can be studied. However, in recent decades a fresh species of Drama has emerged called Performance to challenge many of the traditional terms we use to define Theatre.

Antirequisites: KTB204  Equivalents: KTN002  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KTP408 MARKETING ARTS AND CULTURE
This unit examines and applies theories of arts marketing for arts cultural organisations. The focus is on audience development, but product and service development models in the mission driven arts environment provide the context for you to develop marketing strategies, marketing plans and campaigns for arts and cultural management.

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

KTP413 MANAGING MONEY IN THE ARTS
Arts managers, event managers and creative producers play a critical role in taking great ideas to market. In this unit, you will examine the entrepreneurial strategies arts leaders use to implement their ideas in the current policy and economic climate. You will consider the role of corporate development, fundraising, grants, sponsorship and philanthropy.

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

KTP414 ARTS AND CULTURAL POLICY
In this unit, you will consider arts and creative industries policy initiatives in Australia, at Federal, state and local government levels, and internationally, with particular
reference to the Asia-Pacific region. You will examine the way in which policy impacts on the work of creative producers, arts managers, and members of arts boards, and the role the arts manager plays in issues of governance, planning, advocacy, and accountability.

Equivalents: KCP018, KCP401, KKP404  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KVP402 PHOTOMEDIA AND CREATIVE PRACTICE
This unit provides you with an understanding of conceptual, technical and aesthetic perspectives as encountered in a number of contemporary photographic genres. The unit teaches you strategies for developing and applying advanced processes and concepts in Photomedia to the creation of your own personal work. It also encourages critical understanding of contexts that will contribute to your ability to work in a variety of creative and industry settings.

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

KVP404 DIGITAL MEDIA
Creating digital media requires an advanced understanding of audio-visual codes and conventions. It requires the ability to recognise various forms of screen-based media in the creative industries and understand how they construct meaning through technical, formal, symbolic and conceptual devices. Creating digital media also requires the ability to combine this knowledge with a range of specialised technical skills. In this unit, you will be introduced to the key formal devices and techniques operating across a broad range of digital media and moving image works. You will also learn how to acquire, manipulate and format digital media to create your own moving image works.

Equivalents: KIP404, KIB104, KVB114, KIB808  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.

Equivalents: KWB250  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

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

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

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

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

KWB302 NOVEL AND GENRE
This unit is a key advanced Creative Writing unit in the Advanced Writing Practice package. This unit enables you to develop a sustained and coherent piece of work, and develop the analytical, practical and professional skills needed to work within this unique form. The focus is on the longer narrative form and across various genres. The unit is also designed to enable you to begin to develop a critical understanding of your own and others approaches to the writing life. This unit includes face-to-face and electronic learning environments designed to facilitate the development of professional reading, editing and writing skills.

Antirequisites: KWP103, KWP400  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KWB313 NOVEL AND MEMOIR
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer's point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing
novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

**KWP401 MEDIA WRITING**

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

**Antirequisites:** KPB116, KWB102  
**Equivalents:** KWP111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KWP402 PERSUASIVE WRITING**

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

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

**KWP403 CREATIVE WRITING: THE SHORT STORY**

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

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

**KWP404 EDITING AND DEVELOPING THE MANUSCRIPT**

This unit examines processes of editing and manuscript development from the viewpoint of both editor and writer. You participate in the managed development of a manuscript or a range of manuscripts. Classes are taken in intimate seminar mode.

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

**KWP405 CORPORATE WRITING AND EDITING**

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

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

**KWP407 GREAT BOOKS: THE LITERARY CLASSICS**

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

**Antirequisites:** KWB207, KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KWP420 TRANSMEDIA STORYTELLING: FROM INTERVIEWING TO MULTI-PLATFORM**

Advanced level research and creative practice in the Creative Industries frequently draws upon the expertise of leading national and international researchers who visit the Creative Industries Faculty, as well as innovative creative projects. Through a Special Topic unit, Masters, PhD and Professional Doctorate students at the postgraduate level can systematically engage with these initiatives through a structured program of attendance at key events, reading and investigation, and working in creative teams to develop project deliverables.

**Prerequisites:** Completion of 48cp of study  
**Equivalents:** KKP403  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**LWS011 JOURNALISM LAW**

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

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