Bachelor of Fine Arts (Creative Writing Production) (KK34)

Year offered: 2011
Admissions: No
CRICOS code: 060810B
Course duration (full-time): 3 years or 4 years with GDipEd (3-year BFA Dance, Drama or Visual Arts study areas only + 1 year GDipEd)
Domestic Fees (indicative): 2011: CSP $2,821 per semester (indicative)
International Fees (indicative): 2011: $9,625 (indicative) per semester
Domestic Entry: February
International Entry: February; July
QTAC code: 421432
Past rank cut-off: 77
Past OP cut-off: 12
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 288 cp
Standard credit points per full-time semester: 48 cp
Course coordinator: Head, Undergraduate Studies
Discipline coordinator: Professor Philip Neilson
Campus: Kelvin Grove

Discontinuation
This major is available to continuing students only. It has been replaced by KK33 Bachelor of Fine Arts (Creative and Professional Writing) for students commencing in 2009 or later.

Career Outcomes
Graduates can work as creative or professional writers and editors in corporate, community and freelance capacities. Opportunities exist as fiction writers, corporate writers, script writers, reviewers, travel writers, feature writers, editors, journalists and publishers. Pathways exist to prepare you for further study including honours, research, or creative practice and analysis.

Course Design
In order to complete this course, students must undertake two Creative Industries Foundation units, a maximum of 168 credit points of discipline or specified units relating to the chosen major and 96 credit points of Complementary Studies made up of either Advanced Writing Practice, Creative Writing and Literary Studies Research, a Second Major, Minors or Unit Options units.

Other Course Options
Studies in Creative and Professional Writing are also available in:

* IX35 Bachelor of Business/Bachelor of Fine Arts (Creative and Professional Writing)
* IX68 Bachelor of Fine Arts (Creative and Professional Writing)/Bachelor of Laws
* KK33 Bachelor of Creative Industries with a creative and professional writing major or literary studies major

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website.

Course structure for students who commenced in 2008

**Course Requirements**
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor plus two Unit Options
* 72 credit points of Unit Options

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB101 Creative Industries: People and Practices</td>
</tr>
<tr>
<td>KWB101 Introduction to Creative Writing</td>
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<tr>
<td>KWB107 Creative Non-Fiction</td>
</tr>
<tr>
<td>SELECT Either KWB102 or KWB103:</td>
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<tr>
<td>KWB103 Persuasive Writing</td>
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<tr>
<td>KWB102 Media Writing</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB102 Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KWB104 Creative Writing: the Short Story</td>
</tr>
<tr>
<td>SELECT A Complementary Studies unit</td>
</tr>
<tr>
<td>SELECT Either KPB207 or KWB106:</td>
</tr>
<tr>
<td>KPB207 Film and Television Scriptwriting</td>
</tr>
<tr>
<td>KWB106 Corporate Writing and Editing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB211 Stylistics and Poetics</td>
</tr>
</tbody>
</table>
Course structure for students who commenced in 2007 or earlier

**Important Notice**

Students who commenced this course in 2007 or earlier should contact their faculty (using the Discipline Contact email address above) for relevant course enrolment advice.

Creative Industries Minor Options

**INSTRUCTIONS FOR MINORS**


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

### Advanced Interactive Media

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

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

### Animation

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

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

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

### Art History

**Description:** This minor presents an introduction to the Second major art movements and issues in twentieth- and twenty-first century art. It actively fosters skills of visual and textual literacy by combining both in a coherent package of study. It will supplement the study for those interested in the arts as well as cognate disciplines such as design, fashion, media and architecture.
KVB102 Modernism
KVB103 Australian Art
KVB211 Post 1945 Art
KVB304 Contemporary Art Issues

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

DAB325 Architecture in the 20th Century
DEB202 Introducing Design History
KVB212 Australian Art, Architecture and Design
KVB306 Video Art and Culture

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

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

Communication for the Professions
Description: This minor provides you with opportunity to understand the parameters of the journalism and professional communication fields.
Instructions: Choose any four (4) of the following five units:

KCB103 Strategic Speech Communication
KCB302 Political Communication
KCB304 Designing Communication Resources
KWB103 Persuasive Writing
KWB106 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.
Instructions: Choose any four (4) of the following six units:

KWB101 Introduction to Creative Writing
KWB102 Media 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 unit set.

Dance Studies
Description: This minor provides the opportunity to approach dance as a subject for critical, analytical and contextual study.
Instructions: Choose any four (4) of the following five units:

KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills

Digital Media
Description: This minor provides you with the opportunity to understand the guiding principles behind new modes of communication and creative industries practice.
Instructions: Choose any four (4) of the following five units:

KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KCB206 New Media: Internet, Self and Beyond
KCB207 Exploring New Media Worlds
KVB306 Video Art and Culture

Drama
Description: This minor provides you with introductory concepts and practices underpinning contemporary performance-making.
Instructions: Choose any four (4) of the following six units:

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

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

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

Note: KWB102 will be permitted to count towards this study package if completed in 2010 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.

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

**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.

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

KIB101  Visual Communication
KIB230  Interface and Information Design
KIB335  Typography and Illustration
KIB338  Print Media
KVB204  Graphic Design

**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.

KIB101  Visual Communication
KIB102  Visual Interactions
KIB103  Introduction to Web Design and Development
KIB104  Digital Media

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

KJB101  Digital Journalism
KJB120  Newswriting
KJB121  Journalistic Inquiry
KJB224  Feature Writing

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

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

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 unit set. KWB109, KWB206 and KWB208 are permitted to count towards this unit set if completed in 2010 or earlier.

* KWB210 will be offered for the first time in semester 1 2012.

**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.

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

KWB109  Writing Australia
KWB206  Youth and Children's Writing
KWB208  Modern Times (Literature and Culture in the
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>KWB210</td>
<td>Imagining the Americas: Contemporary American Literature and Culture</td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
</tr>
<tr>
<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
</tr>
<tr>
<td></td>
<td>* Please note: KWB108 is permitted to count towards this unit set if completed in 2010 or earlier.</td>
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<tr>
<td></td>
<td>* KWB210 will be offered for the first time in semester 1 2012.</td>
</tr>
</tbody>
</table>

**Music Studies**

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
</tr>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'N' Roll</td>
</tr>
<tr>
<td>KMB004</td>
<td>World Music</td>
</tr>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
</tr>
<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
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<td>* Please note: KMB002 is permitted to count towards this unit set.</td>
</tr>
</tbody>
</table>

**Performance Events and Festivals**

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

Instructions: Choose any four (4) of the following units. Only one unit may be selected from BSB126, KCB103 or KWB106:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTB101</td>
<td>20th Century Performance</td>
</tr>
<tr>
<td>KTB207</td>
<td>Staging Australia</td>
</tr>
<tr>
<td>KTB210</td>
<td>Creative Industries Management</td>
</tr>
<tr>
<td>KTB211</td>
<td>Creative Industries Events and Festivals</td>
</tr>
<tr>
<td>KTB306</td>
<td>Directing for Performance Events and Festivals</td>
</tr>
<tr>
<td>SELECT</td>
<td>One unit from either BSB126, KCB103 or KWB106:</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
</tr>
</tbody>
</table>

**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.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
</tr>
<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
</tr>
<tr>
<td>KWB303</td>
<td>Writing and Publishing Industry</td>
</tr>
<tr>
<td>KWB304</td>
<td>Editing and Developing the Manuscript</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>KRB120</td>
<td>Scenography and the Art of Technical Theatre</td>
</tr>
<tr>
<td>KRB121</td>
<td>Visual Theatre</td>
</tr>
<tr>
<td>KRB220</td>
<td>The Scenographic Divide</td>
</tr>
<tr>
<td>KRB221</td>
<td>Intermedial Applications for the Theatre</td>
</tr>
<tr>
<td></td>
<td>Please note: KRB220 and KRB221 will be offered for the first time in 2012.</td>
</tr>
</tbody>
</table>

**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.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
</tr>
<tr>
<td>KPB206</td>
<td>International Cinema</td>
</tr>
<tr>
<td>KPB212</td>
<td>Australian Film and TV</td>
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<td></td>
<td>* Please note: KPB203 is permitted to count towards this unit set.</td>
</tr>
</tbody>
</table>

**Sound Design**

Description: This minor introduces you to the practical world of sound production tools and techniques together with a secure theoretical underpinning.
Instructions: Choose any four (4) of the following five units:

- KKB216 Graphical Development Environments for Media Interaction
- KMB107 Sound, Image, Text
- KMB119 Music and Sound Production 1
- KMB129 Music and Sound Production 2
- 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 unit set 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.

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

- KPB104 Film and Television Production Resource Management
- KPB110 The Movie, TV & New Media Business
- KPB112 TV and Film Genres
- KPB202 Film and Television Business Skills: Entrepreneurship and Investment
- KPB303 Critical Thinking About Television
- KPB313 How to be a Producer*
  * This unit will be offered from 2012

Creative Writing & Literary Studies

- KWB101 Introduction to Creative Writing
- KWB102 Media Writing
- KWB103 Persuasive Writing
- KWB104 Creative Writing: the Short Story
- KWB106 Corporate Writing and Editing
- KWB107 Creative Non-Fiction
- KWB108 Introduction To Literary Studies
- KWB109 Writing Australia
- KWB205 Youth and Children's Writing
- KWB206 Great Books: Creative Writing Classics
- KWB207 Modern Times (Literature and Culture in the 20th Century)
- KWB208 Shakespeare, Then and Now
- KWB209 Imagining the Americas: Contemporary American Literature and Culture
- KWB210 Wonderlands: Literature and Culture in the 19th Century
- KWB307 Popular Fictions, Popular Culture

* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.
* KWB210 will be offered for the first time in semester 1 2012.

Dance

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

### Entertainment

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
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<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
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<tr>
<td>KXB201</td>
<td>Entertainment Practice: Balancing Creativity and Business</td>
</tr>
</tbody>
</table>

### Faculty

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

### Fashion

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

### Film & Television

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
</tr>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
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<tr>
<td>KPB113</td>
<td>TV and Film Text Analysis</td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
</tr>
<tr>
<td>KPB206</td>
<td>International Cinema</td>
</tr>
<tr>
<td>KPB207</td>
<td>Film and Television Scriptwriting</td>
</tr>
<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
</tr>
</tbody>
</table>

Please note the following unit changes:

- *KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.
- *KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.
- *KPB104 is permitted to count as a Unit Option if completed in 2011 or earlier.

### Interactive & Visual Design

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

### Journalism

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
</tr>
<tr>
<td>KJB280</td>
<td>International Journalism</td>
</tr>
<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
</tr>
</tbody>
</table>

### Media & Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KCB104</td>
<td>Media and Communications: Industries</td>
</tr>
<tr>
<td>KCB105</td>
<td>Media Myth Busting 2</td>
</tr>
<tr>
<td>KCB206</td>
<td>New Media: Internet, Self and Beyond</td>
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<tr>
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### Music & Sound

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KMB129  Music and Sound Production 2
KMB132  Music and Sound Concepts 2
KMB200  Music Scenes and Subcultures
KMB252  Multi-Platform Sound Design

* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier. KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.

Performance Studies
KRB120  Scenography and the Art of Technical Theatre
KRB220  The Scenographic Divide
KTB101  20th Century Performance
KTB103  Performing Skills 1: Character and Scene
KTB104  Performance Innovation
KTB106  Performing Skills 2: Style and Form
KTB204  Understanding Performance
KTB207  Staging Australia
KTB210  Creative Industries Management
KTB211  Creative Industries Events and Festivals

* Please note: KSB215 is permitted to count as Unit Options if completed in 2010 or earlier.

* KRB220 will be offered for the first time in 2012.

Visual Arts
KVB102  Modernism
KVB103  Australian Art
KVB104  Photomedia and Artistic Practice
KVB105  Drawing for Design
KVB106  Drawing for Animation
KVB108  Contemporary Asian Visual Culture
KVB110  2D Media and Processes
KVB111  3D Media and Processes
KVB211  Post 1945 Art
KVB212  Australian Art, Architecture and Design
KVB213  Graphic Investigation
KVB304  Contemporary Art Issues
KVB306  Video Art and Culture
KVB307  Theories of Spatial Culture

Creative Industries Transitions to New Professional Environments Unit Options

A maximum of 48 credit points may be taken from the following units:

KKB341  Creative Industries Internship 1
KKB342  Creative Industries Internship 2
KKB345  Creative Industries Project 1
KKB346  Creative Industries Project 2
KKB347  Becoming A Researcher: Understandings, Skills and Practices
KKB350  Creative Industries International Study Tour

* Please note: KKB343 and KKB344 are permitted to count as Transitions to New Professional Environments Unit Options if completed in 2010 or earlier.

Potential Careers:
Academic, Advertising Professional, Art Writer, Creative Writer, English Teacher, Government Officer, Information Officer, Internet Professional, Journalist, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Servant, Publishing Professional, Teacher.

UNIT SYNOPSES

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: 4 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

DAB325 ARCHITECTURE IN THE 20TH CENTURY
Designers in any discipline should possess the ability to appreciate the history of art, design and architecture. In addition, they should be able to analyse developments in design history from multiple perspectives. This unit is a survey course of the history and theory of architecture from the beginning of the 20th century to the present. Teaching and learning takes place through three forms of structured activity: lectures, tutorials, and online.

Assumed knowledge: DAB220 is assumed knowledge.
Equivalents: ADB011
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 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.

Equivalent: ADB931, DEB102  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KCB101 INTRODUCTION TO 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: 2011 SEM-1 and 2011 SEM-2

KCB102 MEDIA MYTH BUSTING 1
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.

Equivalent: KCB140  Credit points: 12  
Contact hours: 2.5 per week  Campus: Kelvin Grove  
Teaching period: 2011 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.

Equivalent: KCB213  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

KCB104 MEDIA AND COMMUNICATIONS: 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.

Equivalent: KCB150  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KCB105 MEDIA MYTH BUSTING 2
The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit 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.

Equivalent: KCB334  Credit points: 12  
Contact hours: 3 per week, plus several lectures during semester  Campus: Kelvin Grove  
Teaching period: 2011 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: 2011 SEM-2

KCB206 NEW MEDIA: INTERNET, SELF AND BEYOND
The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain
their identities is on the rise. From social networking sites like FaceBook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media.

**Assumed knowledge:** KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. **Equivalents:** KCB201, KCB295

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

### KCB207 EXPLORING NEW MEDIA WORLDS

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

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

**Antirequisites:** KCP408  **Assumed knowledge:** KCB206 is assumed knowledge. **Equivalents:** KCB202, KCB336

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

### KCB301 MEDIA AUDIENCES

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:** 2011 SEM-2

### 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:** 2011 SEM-1

### KCB304 DESIGNING COMMUNICATION RESOURCES

Controlled media resources (such as brochures, booklets, information kits, promotional materials, and web sites) are common tools used during communication campaigns. This unit develops your abilities to devise effective resources for clients. You will develop critical and practical skills in evaluating resources, managing projects, researching the audience, writing and designing resources, testing your work, and seeing the product through to final production. The unit involves desktop publishing training, and offers you the opportunity to develop a print or electronic resource for a client.

**Prerequisites:** Completion of 72 credit points of study  
**Equivalents:** KCB335  **Credit points:** 12  **Contact hours:** 5.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

### KDB105 ARCHITECTURE OF THE BODY

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

**Equivalents:** KDX104  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 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:** 2011 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.

**Equivalents:** KDB172  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 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: 2011 SEM-1

**KDB110 DECONSTRUCTING DANCE IN HISTORY**

This unit includes a study of various international historical and contemporary contexts of dance as art. It focuses on romanticism, classicism, modernism and postmodernism.

**Equivalents:** KDB125  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

**KDB204 AUSTRALIAN DANCE**

This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.

**Equivalents:** KDB114  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 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: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

**KFB103 INTRODUCTION TO FASHION**

This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.

**Credit points:** 12  Contact hours: 2.5 per week  Campus: Kelvin Grove

**KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE**

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

**Credit points:** 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 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: 2011 SEM-2

**KFB206 FASHION AND MODERNITY**

In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.

**Equivalents:** KFB105, KFB408  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

**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: 2011 SEM-2

KFB208 FASHION PORTFOLIO
In the fashion design and associated industries digital illustration/graphic and presentation skills are increasingly necessary to present creative and professional work. Through the use of technology, fashion and textile designers, illustrators and photographers can present and enhance their applied creativity by augmenting traditional hand skills with a range of digital processes. This unit introduces the learner to this knowledge and to the processes and practices that will enable the student to develop a concept driven fashion portfolio.
Equivalent: KFB202, KFB201 Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-1 and 2011 SEM-2

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focusses 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: KIB103  Assumed knowledge: Completion of 72 credit points of study is assumed knowledge  Equivalent: KFB201  Credit points: 12
Contact hours: 3.5 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KIB101 VISUAL COMMUNICATION
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.
Equivalent: KIB801  Credit points: 12
Contact hours: 4 per week  Campus: Kelvin Grove and Caboolture
Teaching period: 2011 SEM-1 and 2011 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
Equivalent: KIB802  Credit points: 12
Contact hours: 3.5 per week  Campus: Kelvin Grove
Teaching period: 2011 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.
Equivalent: INB271, KIP403
Equivalent: KIB807, KKB007, KKB818  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KIB104 DIGITAL MEDIA
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.
Equivalent: KIB808  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-1 and 2011 SEM-2

KIB105 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion
Equivalent: KIB804  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KIB108 ANIMATION HISTORY AND PRACTICES
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophical, social and political comment.
Equivalent: KIB825  Credit points: 12
Contact hours: 3 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA
This unit addresses theoretical issues associated with nonlinear 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:** 2011 SEM-1

**KIB202 ENABLING IMMERSION**

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

**Prerequisites:** KIB201  **Equivalents:** KIB814  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS**

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

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KIB205 PROGRAMMING FOR VISUAL DESIGNERS AND ARTISTS**

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

**Antirequisites:** INB270  **Assumed knowledge:** Fluency in the use of typical multimedia software applications is assumed knowledge.  **Equivalents:** KIB210  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

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

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

**Prerequisites:** KIB111 or KIB203 or KIB107 or (KIB105 and KIB108 and KIB203)  **Equivalents:** KIB106, KIB807  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KIB230 INTERFACE AND INFORMATION DESIGN**

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

**Prerequisites:** KIB101 or KIB801  **Equivalents:** KIB211  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 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**: 2011 SEM-1

### KJB101 DIGITAL JOURNALISM

This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1 and 2011 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.  
**Prerequisites**: KJP401  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1 and 2011 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 about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.  
**Prerequisites**: KJB120  
**Antirequisites**: KJP402  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove  
**Teaching period**: 2011 SEM-1 and 2011 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**: 2011 SEM-1 and 2011 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:** 2011 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:** 2011 SEM-2

### KJB337 PUBLIC AFFAIRS REPORTING

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

**Prerequisites:** KJB120  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

### KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES

The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.

**Equivalents:** KKB009, KKB618  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-1

### KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS

The ability to work collaboratively and to communicate effectively is essential for all Creative Industries professionals. In this unit you will have the opportunity to acquire and apply research, collaborative practices and project management skills through the collaborative development of a Creative Industries project proposal. This unit is a complement to KKB101 Creative Industries: People and Practices and examines the practical requirements of contributing to cultures and establishing connections with communities.

**Assumed knowledge:** KKB101 is assumed knowledge.  **Equivalents:** KKB007, KKB818  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-2

### KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION

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

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

### KKB341 CREATIVE INDUSTRIES INTERNSHIP 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 168 credit points of study  **Antirequisites:** KKB343, KKB344  **Credit points:** 12  **Contact hours:** Varies according to discipline-specific internship requirements  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### KKB342 CREATIVE INDUSTRIES INTERNSHIP 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 (can be enrolled in the same teaching period) or KKB343  
**Antirequisites:** KKB344  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### KKB345 CREATIVE INDUSTRIES PROJECT 1

The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty. 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 2.

**Prerequisites:** Completion of 72 credit points of Creative Industries units (K%B% units)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester.  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### KKB347 BECOMING A RESEARCHER: UNDERSTANDINGS, SKILLS AND PRACTICES

This is the first of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.

**Prerequisites:** Completion of 192cp of study  
**Assumed knowledge:** Students are expected to have a GPA of 5 or above.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

## KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR

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

**IMPORTANT NOTE:** The cost of the 2-3 week tour is estimated at between four and five thousand dollars.  
**Prerequisites:** Completion of 72 credit points of study (K% units)  
**Credit points:** 12  
**Contact hours:** 2-3 week tour and several lectures during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 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:** 2011 SEM-1

### KMB004 WORLD MUSIC

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

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.  
**Equivalents:** KMB631  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 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.
Equivalent: KMB638  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 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.
Equivalent: KMB108, KMB621  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 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.
Equivalent: KMB130, KMB632  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 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.
Equivalent: KMB105, KMB619  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 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  Equivalent: KMB131, KMB633  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 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: 2011 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  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 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.
Equivalent: KPB150, KPB155  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT
This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.
Equivalent: KPB314  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

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.
Equivalent: KPB102, KPB359 Credit points: 12
Contact hours: 4 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS
The movie, TV and new media businesses are key parts of
the entertainment industry, which is one of the biggest in the
world. For anyone interested in working in these media an
understanding of how they function as businesses is vital.
This unit provides an introduction to producing, writing and
theoretical aspects of the movie, TV and new media
businesses.
Equivalent: KPB106, KPB209 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2011 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.
Equivalent: KPB103, KPB107, KPB372-2 Credit
points: 12 Contact hours: 4 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KPB113 TV AND FILM TEXT ANALYSIS
In an era when film and television texts are being
transformed by digital media formats, media practioners
(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.
Equivalent: KPB108, KPB130 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KPB202 FILM AND TELEVISION BUSINESS SKILLS:
ENTREPRENEURSHIP AND INVESTMENT
The business of television is all about spotting proposals at
the concept stage with the potential to be made into
successful programs, and about their creative management.
This involves a number of personal skills, revolving around
leadership, communication and encouragement of key
creative personnel on one side, with presentation of ideas
and team skills on the other. This unit builds from students’
knowledge of management of the process and resources of
production to the overarching skills of managing the creative
process and maintaining a balance between risk taking and
commercial prudence.
Prerequisites: KPB104 or KPB314 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KPB205 DOCUMENTARY THEORY AND PRACTICE
The documentary filmmaking tradition has involved many
crucial aesthetic, technical and ethical concerns throughout
history. This unit introduces this significant tradition of
documentary production. For KP25/KK34 (Film &
Television) students, the unit is a preparation for the
documentary practical production unit, through learning to
assimilate the principles outlined in the unit into their own
documentary screenplays. For non-KP25/KK34 (Film &
Television) students, the unit provides an opportunity to
address the theoretical underpinnings of the documentary
form, and the processes of documentary production.
Equivalent: KPB358 Credit points: 12 Contact
hours: 4 per week Campus: Kelvin Grove Teaching
period: 2011 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.
Equivalent: KPB344 Credit points: 12 Contact
hours: 5 per week Campus: Kelvin Grove Teaching
period: 2011 SEM-1

KPB207 FILM AND TELEVISION SCRIPTWRITING
This unit focuses on the production of a sustained script for
film or television.
Equivalent: KWB229, KWB105 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-1 and 2011 SEM-2

KPB212 AUSTRALIAN FILM AND TV
This unit includes the following: study of Australian film and
television productions within their cultural and institutional
contexts; issues facing the film and television industry
today; the construction and circulation of cultural discourses
such as national identity, nationalism, gender, ethnicity and
class; experimental film and television; indigenous
productions; new technological and global challenges.
Equivalent: KPB203, KPB343, KPB106 Credit points:
12 Contact hours: 4 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-2
KPB303 CRITICAL THINKING ABOUT TELEVISION

Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.

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

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.

Antirequisites: KSB106  Equivalents: KTB257  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KTB120 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: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB210 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.

Antirequisites: KSB106  Equivalents: KTB258  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB104 PERFORMANCE INNOVATION

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

Equivalents: KTB271  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

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 (can be enrolled in the same teaching period)  Equivalents: KSB215, KSB276  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB221 INTERMEDIATE 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: KRB120  Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove

KTB204 UNDERSTANDING PERFORMANCE

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

Equivalents: KTB275  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

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.

Equivalents: KTB253  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KTB2100 20TH CENTURY PERFORMANCE

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

Equivalents: KTB251  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

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

**Equivalents:** KTB061  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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**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:** 2011 SEM-2

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**KTB305 THE ENTREPRENEURIAL ARTIST**

The unit 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:** 2011 SEM-2

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**KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS**

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

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

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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**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:** 2011 SEM-1

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**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:** 2011 SEM-2

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**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:** KK86, KPB420, KVP402, KJP420  
**Equivalents:** KVB509  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**KVB105 DRAWING FOR DESIGN**

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

**Equivalents:** KVB755  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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**KVB106 DRAWING FOR ANIMATION**

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

**Equivalents:** KVB756  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

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**KVB108 CONTEMPORARY ASIAN VISUAL CULTURE**

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

**Equivalents:** KVB444  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2
hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2011 SEM-2

KVB110 2D MEDIA AND PROCESSES
This introductory unit is a studio course enabling you to explore, construct, analyse and interpret visual data through the 2D graphic modes of drawing, painting and printmaking.
Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2011 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: 2011 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: 2011 SEM-1

KVB204 GRAPHIC DESIGN
Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.
Prerequisites: KIB101 or KIB801 or KIP401
Antirequisites: KVP401    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2011 SEM-2

KVB211 POST 1945 ART
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art's engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.
Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2011 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: 2011 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: 2011 SEM-2

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: 2011 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: 2011 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: 2011 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: 2011 SEM-1

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

Antirequisites: KWP401  Equivalents: KWB111  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

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: 2011 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: 2011 SEM-1 and 2011 SEM-2

KWB106 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: KWB314  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 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: 2011 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: 2011 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:** 2011 SEM-2

**KWB205 CREATIVE WRITING PROJECT 1**  
This unit provides the opportunity for you to write a sustained piece of creative work, within the genre of your choice, including short fiction, poetry, creative non-fiction and hypertext, under supervision. Such work will be written to a standard commensurate with being suitable to submit for publication to print or electronic journals. Your final submission is written after familiarisation with industry demands, niches and marketing possibilities.

**Equivalents:** KWB395  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KWB206 YOUTH AND CHILDREN’S WRITING**  
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.

**Equivalents:** KWB712  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 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:** 2011 SEM-1

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

**Equivalents:** KWB003, KWB321  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 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:** 2011 SEM-1

**KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE**  
This unit will be offered for the first time in semester 1 2012.

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

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

**Equivalents:** KWB370, KWB201  
**Credit points:** 12  
**Contact hours:** 3hr intensive workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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

**Equivalents:** KWB399  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1
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  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KWB305 CREATIVE WRITING PROJECT 2
As the capstone unit in the BFA Creative Writing, this unit gives the student the vital opportunity to concentrate on developing, writing and editing a sustained major piece of creative work, within the genre of their choice, including short fiction, poetry and non-fiction, under supervision.

Equivalents: KWB396  
Credit points: 36  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

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

Assumed knowledge: KWB108, KWB207, KWB208 and KWB209 is assumed knowledge.  
Equivalents: KWB005, KWB724  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 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 you can critique the operations of popular cultures.

Equivalents: KWB006, KWB725  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 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.

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: 2011 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

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
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