Master of Arts (Research) (KK51)

Year offered: 2011
Admissions: Yes
CRICOS code: 046055E

Course duration (full-time): Entry with 3 year qualification 1.5 years full-time; Entry with 4 year qualification (Honours) 1 year full-time
Course duration (part-time): Entry with 3 year qualification 3 years part-time; Entry with 4 year qualification (Honours) 2 years part-time

Domestic Fees (indicative): Aust citizens or PRs will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the max time, you will be charged - 2011: $8,625 per semester (indicative)
International Fees (indicative): 2011: $11,000 (indicative) per semester

International Entry: February and July
Total credit points: 3-year qualified entry: 144; 4 year qualified entry: 96
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Susan Carson
Campus: Kelvin Grove

Course Structure

* ENTRY WITH 3 YEAR QUALIFICATION: (Bachelors degree or equivalent)
  Students normally will undertake 48 credit points of coursework and a 96 credit point research project.

* ENTRY WITH APPROVED 4 YEAR QUALIFICATION: (Bachelors degree plus Honours/Graduate Diploma or equivalent)
  Students will not normally undertake coursework units, unless otherwise recommended by the Discipline Coordinator. They will be required to undertake a 96 credit point research project or thesis.

With approval from the relevant Discipline Coordinator, instead of undertaking 96 credit points of research, students may enrol in 12 or 24 credit points of course work, and reduce the weighting of their research project to 84 or 72 credit points.

Research Component

Depending on the discipline, the research component may be undertaken either as a research thesis of 30,000 words, or as a creative practice-based project with an exegesis or written component (7000 - 10 000 words).

Students can undertake:
  * a significant creative work such as a live performance or musical composition
  * a work of fiction or non-fiction
  * a script or production for film, television or live performance
  * a multimedia script or production
  * projects commissioned by industry, government and community organisations
  * workplace-related projects.

Any project likely to involve University resources must be approved by the Creative Industries Faculty Research Office. Details of how to apply are available on request on acceptance of offer of a place in the course.

All Disciplines - full-time with 4-year qualified entry

Semester 1

Please contact the Creative Industries Faculty Research Office for advice on unit enrolment.

All Disciplines - part-time with 4-year qualified entry

Semester 1

Please contact the Creative Industries Faculty Research Office for advice on unit enrolment.

Full-time with 3-year qualified entry

Semester 1

KKP601 Approaches to Enquiry in the Creative Industries
KKP614-1 Research Project
KKP614-2 Research Project

Choose one from the following list of units:
KJP400 Theories of Journalism
KKP406 Global Media and Communication
KKP620 Introduction To Reflective Practice
KTP401 Contemporary Performance
KVP400 Contemporary Aesthetic Debates
KWB302 Novel and Genre

Semester 2

KKP614-3 Research Project
KKP614-4 Research Project
KKP614-5 Research Project
SELECT A Post Graduate Unit Option

Note: A Unit Option of 12 credit points is chosen by students, in consultation with their
Creative Industries Faculty Postgraduate Open Unit Options

**Creative Industries Postgraduate - University Wide Units**

These unit offerings are current at the time of publication but are subject to change. Creative Industries students may choose Unit Options from the following list or from outside the Faculty area subject to the following guidelines:

- * you must obey any Unit Option rules as set out in your course requirements
- * you cannot select a unit that forms part of the compulsory units of your course.
- * you must have successfully completed any pre/co-requisite units applicable
- * the offering of Unit Options is subject to sufficient student enrolment numbers and staff availability
- * some units are subject to quota restrictions

**Media and Communication Discipline**

- KCP408 Exploring New Media Worlds

**Interactive and Visual Design Discipline**

- KIP401 Visual Communication
- KIP403 Introduction to Web Design and Development
- KIP405 Animation and Motion Graphics
- KIP408 Animation Practices
- KIP424 Advertising Creative: Introduction

**Journalism Discipline**

- KJP401 Newswriting
- KJP403 Feature Writing

**Faculty**

- KKP402 Business and Corporate Development in the Creative Industries
- KKP403 Transmedia Storytelling: From Interviewing to Multi-Platform
- KKP404 Policy Development in Creative and Cultural Industries
- KKP405 Co-Creative Media: Digital Storytelling
- KKP407 Creative Industries in Asia
- KKP410 Fundamental Media Skills for the Workplace

**Performance Studies Discipline**

- KTP401 Contemporary Performance

**Visual Arts Discipline**

- KVP400 Contemporary Aesthetic Debates
- KVP401 Contemporary Performance
- KVP405 Animation and Motion Graphics
- KVP424 Advertising Creative: Introduction

Principal Supervisor from university wide offerings.

**Semester 3**

- KKP614-6 Research Project
- KKP614-7 Research Project
- KKP614-8 Research Project
- KKP615 Graduate Seminar

Part-time with 3-year qualified entry

**Semester 1**

- KKP601 Approaches to Enquiry in the Creative Industries
  Choose one from the following list of units:
- KJP400 Theories of Journalism
- KKP406 Global Media and Communication
- KKP620 Introduction To Reflective Practice
- KTP401 Contemporary Performance
- KVP400 Contemporary Aesthetic Debates
- KWB302 Novel and Genre

**Semester 2**

- KKP614-1 Research Project
- SELECT A Post Graduate Unit Option
  Note: that a Unit Option of 12 credit points is chosen by students, in consultation with their Principal Supervisor from university wide offerings.

**Semester 3**

- KKP614-2 Research Project
- KKP614-3 Research Project

**Semester 4**

- KKP614-4 Research Project
- KKP614-5 Research Project

**Semester 5**

- KKP614-6 Research Project
- KKP614-7 Research Project

**Semester 6**

- KKP614-8 Research Project
- KKP615 Graduate Seminar
KVP402 Photomedia and Creative Practice

Creative Writing and Literary Studies Discipline
KWP401 Media Writing
KWP402 Persuasive Writing
KWP403 Creative Writing: the Short Story
KWP405 Corporate Writing and Editing
KWP407 Great Books: the Literary Classics

Potential Careers:
Actor, Animator, Art Project Manager, Art Writer, Artist, Arts Administrator, Band Leader, Choreographer, Composer, Computer Game Programmer, Computer Games Developer, Conductor, Creative Writer, Curator, D.J. Dance Teacher, Dancer, Digital Composer, Fashion Designer, Fashion Professional, Film Composer, Film/Television Producer, Internet Professional, Journalist, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Technologist, Musical Director, Musician, Publishing Professional, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Stage Manager, Theatre Professionals, Visual Artist, Web Designer.

UNIT SYNOPSIS

KIP403 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.
Antirequisites: KIB103, KIB807 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-1 and 2011 SEM-2

KIP405 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion.
Antirequisites: KIB105, KIB804 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KIP408 ANIMATION PRACTICES
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophial, social and political comment.
Antirequisites: KIB108, KIB825 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove

KIP424 ADVERTISING CREATIVE: INTRODUCTION
This unit provides an introduction to the creative side of advertising, involving the analysis of advertising creative content, the development of creative strategies, creative concepts, and the crafting of persuasive ideas. The unit is the foundation for further work in creative advertising, and provides you with a thorough grounding in creative advertising history, industry practices, strategies and concept development.
Equivalents: KCP404, KCP360 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove

KJP400 THEORIES OF JOURNALISM
This unit includes the following: a summary of the body of literature pertaining to the theories of journalism; identification of individual research interests; attention to the empirical traditions; summary of issues at an advanced level from journalists' perspectives through close reading of core texts.
Equivalents: KJP105 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KJP401 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories; the evolution and theories of reporting.

**Equivalents:** KJP120  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KJP403 FEATURE WRITING**
In this unit you will conduct interviews and other research that you use to write Internet, newspaper and magazine articles that profile personalities or that treat processes, events and places to exploit their human-interest value.

**Equivalents:** KJP224  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KKP402 BUSINESS AND CORPORATE DEVELOPMENT IN THE CREATIVE INDUSTRIES**
This unit introduces issues involved in selecting and refining a concept/idea/new product in the creative industries. Topics include: business opportunity recognition; screening for potential viability and sustainable competitive advantages; identifying and analysing strategic options; creating a marketing strategy and outlining the production and operations, human resources, and financial plans for a selected creative industries venture. You build the components of a business model for your selected creative concept and write a formal business plan for that concept/product. You examine and critique the business models of a variety of existing businesses in the creative industries during the semester.

**Equivalents:** GSN225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KKP403 TRANSMEDIA STORYTELLING: FROM INTERVIEWING TO MULTI-PLATFORM**
Advanced level research and creative practice in the Creative Industries frequently draws upon the expertise of leading national and international researchers who visit the Creative Industries Faculty, as well as innovative creative projects. Through a Special Topic unit, Masters, PhD and Professional Doctorate students at the postgraduate level can systematically engage with these initiatives through a structured program of attendance at key events, reading and investigation, and working in creative teams to develop project deliverables.

**Prerequisites:** Completion of 48cp of study  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KKP404 POLICY DEVELOPMENT IN CREATIVE AND CULTURAL INDUSTRIES**
In this unit, you will undertake an overview of the creative industries as a major element of the global knowledge economy. You will critically analyse key creative industries concepts such as: the knowledge-based economy; networks and clusters; economic aspects of culture and creativity; creative cities; organisation of creative work; creativity and management; social entrepreneurship.

**Equivalents:** KCP018, KCP401  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KKP405 CO-CREATIVE MEDIA: DIGITAL STORYTELLING**
In this unit you will learn about the breadth of achievements of research in the Creative Industries (for example, in making visible the creative economy. This knowledge is essential for arts and creative industries managers. You will also have the option to experience deep learning in the theory and practice of one particular creative human capital development technique and qualitative research platform, known as Digital Storytelling.

**Equivalents:** KCP003, KCP353  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KKP406 GLOBAL MEDIA AND COMMUNICATION**
This unit provides an advanced-level overview of key developments in 21st century global media and communications. It considers the theoretical underpinnings of global media from perspectives including political economy, cultural studies and professional practice. It will examine major international developments in journalism, advertising, film and television and new media, through a grounded case study approach into global media organisations, production processes and cultural factors, with particular emphasis on developments in Australia, the Pacific and Asia.

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

**KKP407 CREATIVE INDUSTRIES IN ASIA**
Forces associated with the rise of creative industries, such as globalisation, the knowledge-based economy, and media and communications networks are significantly shifting both public policy and creative practice in the Asia-Pacific region, and raising new challenges, tensions and contradictions in politics, economics and culture. This unit will provide you with an understanding of how developments in the creative industries will affect the economics, politics and cultural development of nations and people in the Asian region.

**Equivalents:** KTP407, KCP354  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2
KKP410 FUNDAMENTAL MEDIA SKILLS FOR THE WORKPLACE
This unit introduces an array of media products that are often used in the workplace and allows students hands on experience of making media products. To discover principles of communication underlying practice, classes will discuss the use of a variety of media platforms, channels and tools.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KKP601 APPROACHES TO ENQUIRY IN THE CREATIVE INDUSTRIES
There are many forms of enquiry suited to the diverse range of disciplines which make up the Creative Industries. These forms of enquiry typically fall within qualitative research traditions, creative practice as research and applied commercial research.

This unit plays a key role in your research degree by introducing you to the most appropriate form of enquiry for your study and providing you with the strategies, methods and protocols for designing, implementing and evaluating that study.
Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-1 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-2 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-3 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-4 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-5 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-6 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-7 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP614 RESEARCH PROJECT
See KKP614-1 for details.
Prerequisites: KKP614-8 (can be enrolled in the same teaching period)  Equivalents: KKN007-1, KKN007-2, KKN007-3, KKN007-4, KKN007-5, KKN007-6, KKN007-7, KKN007-8  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove and External

KKP615 GRADUATE SEMINAR
Graduate seminar is a unit that fosters a culture of discussion and debate among creative industries research students. You participate in a seminar series and present the findings of your own research. You will meet with distinguished guests, staff and fellow students in a spirit of sharing, analysis and interdisciplinary curiosity.
KWP401 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

**Antirequisites:** KWP103, KWP400  
**Credit points:** 12  
**Contact hours:** 3 hour intensive workshop, plus self-directed creative practice and peer critiquing. Total hours per week ~ 10.  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

KWP402 PERSUASIVE WRITING
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

**Equivalents:** KWP315  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

KWP403 CREATIVELY WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.

**Equivalents:** KWP350  
**Credit points:** 12  
**Contact hours:** Up to 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

KWP405 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate
writing genres (manuals, report, speeches, brochures).  
**Antirequisites:** KWB213, KWB106, KWB314  
**Equivalents:** KWP314  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KWP407 GREAT BOOKS: THE LITERARY CLASSICS**
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer’s medieval tales and concludes with Vonnegut’s modern anti-war classic Slaughterhouse Five. It includes Swift’s biting satire and Emily Bronte’s passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.

**Antirequisites:** KWB207, KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1