Master of Arts (Research) (KK51)

Year offered: 2013
Admissions: Yes
CRICOS code: 046055E
Course duration (full-time): 1.5 years
Course duration (part-time): 3 years
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 may be charged - 2013: $8,100 (indicative) per Semester
Start month: February, July
Deferment allowed: No
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: Professor Alan McKee
Discipline coordinator: Professor Alan McKee
Campus: Kelvin Grove
Attendance: Part-time, Full-time

Additional Requirements:

Three-year qualified entry requirement:
- A relevant three-year bachelor degree, normally with a minimum grade point average of 5.5 (on a 7-point scale).

Four-year qualified entry requirement:
- A relevant four-year bachelor degree with honours, or
- A relevant three-year bachelor degree plus a recent graduate diploma or equivalent.

Course highlights
- Conduct research in relation to creative and professional practice.
- Creative practice-led projects may include live performances, music compositions, scripts, or workplace-related projects.
- Creative Industries Faculty is a national leader in language, communication and supporting the advancement of practice-led research.

Details:
The Master of Arts (Research) provides an opportunity to conduct research in relation to creative and professional practice. The program is an important building block in the higher degree research domain.
The Master of Arts (Research) is comprised of coursework units and a research project. Students with a 3 year qualified entry will need to complete two additional complementary study units.

Master of Arts (Research) candidates have completed projects drawn from commissioned research, industry placements and workplace-related research projects. The program is also suited to practice-led research initiatives.

Structures and Units

Course structure
For applicants with a three-year degree, the Master of Arts (Research) comprises 48 credit points of coursework and a 96-credit-point research project. For those with a four-year degree, the program normally comprises a 96-credit-point research project only.

Research component
Depending on the nature of your project, the research component may be undertaken either as a research thesis of 30 000 words, or as a creative practice-based project with a written component of 7000-10 000 words.

Creative practice-led projects may include:
- a significant creative work such as a live performance or music 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.

All Disciplines - full-time with 3 year qualified entry

<table>
<thead>
<tr>
<th>Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IFN001</td>
<td>Advanced Information Retrieval Skills</td>
</tr>
<tr>
<td>KKP601</td>
<td>Approaches to Enquiry in the Creative Industries</td>
</tr>
<tr>
<td></td>
<td>Complementary Studies Unit</td>
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<tr>
<td></td>
<td>Thesis Unit</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Complementary Studies Unit</td>
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<tr>
<td></td>
<td>Thesis Unit</td>
</tr>
<tr>
<td>Semester 3</td>
<td></td>
</tr>
<tr>
<td>KKP615</td>
<td>Graduate Seminar</td>
</tr>
<tr>
<td></td>
<td>Thesis Unit</td>
</tr>
</tbody>
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All Disciplines - full-time with 4 year qualified entry

Semester 1

Part-time students will enrol in a reduced study load over four semesters.

IFN001 Advanced Information Retrieval Skills
KKP601 Approaches to Enquiry in the Creative Industries
Thesis Unit

Semester 2

Thesis Unit
KKP615 Graduate Seminar

Creative Industries Postgraduate University Wide 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

Animation Discipline
KNP421 Animation Practices
KNP423 Animation and Motion Graphics

Creative Advertising
KAP401 Advertising Creative: Introduction

Media and Communication Discipline
KCP408 Exploring New Media Worlds
KCP415 Co-Creative Media: Digital Storytelling
KCP417 Creative Industries in Asia
KCP418 Fundamental Media Skills for the Workplace

Interactive and Visual Design Discipline
KIP401 Critical Practices in Visual Design
KIP403 User Experience Design

Journalism Discipline
KJP401 Newswriting
KJP403 Feature Writing
KJP420 Photojournalism

Performance Studies Discipline
KTP401 Contemporary Performance
KTP408 Marketing Arts and Culture
KTP413 Managing Money in the Arts
KTP414 Arts and Cultural Policy

Visual Arts Discipline
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
KWP420 Transmedia Storytelling: From Interviewing to Multi-Platform

UNIT SYNOPSISES

IFN001 ADVANCED INFORMATION RETRIEVAL SKILLS
Provides postgraduate research students with the skills to implement a thorough literature search in their research area and to contribute to life-long learning skills by improving students information literacy. The seven modules which form this unit include: the literature review, developing a search strategy; using the QUT and other libraries, database services, the Internet and its uses; developing a current awareness strategy; personal file management; evaluating information.

Credit points: 4 Contact hours: 12 in total Campus: Gardens Point and Kelvin Grove Teaching period: 2013 SEM-1 and 2013 SEM-2

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

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

**KCP408 EXPLORING NEW MEDIA WORLDS**

This unit focuses on the relationships between individuals and communities that are afforded, extended, amplified and intensified as well as attenuated by new media technologies and practices. You will explore the contemporary worlds of connections, play, commerce and politics through the lenses of new media. In the process, you will examine, confront and challenge the notion of the boundaries surrounding new media such as the limits of embodiment, nation-state sovereignty and their infrastructures of laws and economics.

**Antirequisites:** KCB207  
**Equivalents:** KCP402, KCP336  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove

**KCP415 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:** KKP405, KCP403, KCP353  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 STP3 and 2013 SUM

**KCP417 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:** KKP407, KTP407, KCP354  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KCP418 FUNDAMENTAL MEDIA SKILLS FOR THE WORKPLACE**

This unit introduces an array of media products that are often used in the workplace and allows students hands on experience of making media products. To discover principles of communication underlying practice, classes will discuss the use of a variety of media platforms, channels and tools.

**Equivalents:** KKP410  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2 and 2013 SEM-1

**KIP401 CRITICAL PRACTICES IN VISUAL DESIGN**

Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

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

**KIP403 USER EXPERIENCE DESIGN**

This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.

**Antirequisites:** KIB103, KIB807  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KJP401 NEWSWRITING**

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

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

**KJP403 FEATURE WRITING**

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

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

**KJP420 PHOTOJOURNALISM**

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

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

Classes will explore technical approaches to digital photography, including press photography, photojournalism, documentary photography, landscape and portrait photography.

* KKP420 has been recoded KJP420 from 2013.

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

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

**KKP615 GRADUATE SEMINAR**

At the postgraduate level, it is important that, as researchers, you connect your project to larger research issues and activities across the creative industries. This seminar-based unit fosters a culture of discussion and debate amongst creative industries research candidates. The seminars offer you the opportunity to share the outcomes of your research and discuss the writing of the thesis/exegesis. This unit is taken during the latter half of candidature when you are best able to report on your research.

**Prerequisites:** KKP601 or KKP624  **Equivalents:** KKN200  **Credit points:** 12  **Contact hours:** 2 per week  **Campus:** Kelvin Grove and External  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**KKP421 ANIMATION PRACTICES**

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

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

**KKP423 ANIMATION AND MOTION GRAPHICS**

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

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

**KTP401 CONTEMPORARY PERFORMANCE**

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

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

**KTP408 MARKETING ARTS AND CULTURE**

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

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

**KTP413 MANAGING MONEY IN THE ARTS**

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

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

### KTP414 ARTS AND CULTURAL POLICY

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

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

### KVP402 PHOTOMEDIA AND CREATIVE PRACTICE

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

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

### KWP401 MEDIA WRITING

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

**Antirequisites:** KPB116, KWB102  
**Equivalents:** KWP111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

### 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, speeches and political persuasion.

**Equivalents:** KWP315  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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:** 2013 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:** 2013 SEM-2

### KWP407 GREAT BOOKS: THE LITERARY CLASSICS

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

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

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

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

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