Doctor of Creative Industries (Research) (KK59)

Year offered: 2013
Admissions: Yes
CRICOS code: 069963A
Course duration (full-time): 6
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
Deferment allowed: No
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Associate Professor Cheryl Stock
Campus: Kelvin Grove
Attendance: Part-time, Full-time

Additional Requirements:

- A relevant four-year bachelor degree with first-or second-class division A honours, or
- An appropriate masters degree, and
- Two years of practice at an advanced level in a position of responsibility in the creative industries.

Alternative entry for outstanding leaders in creative industries:

- A minimum of five years practice at an executive level and currently in a position of influence in the creative industries, and
- An extensive track record of executive achievement in the workplace or in professional practice

Course highlights

- Ideal for leading artists and professionals looking to explore opportunities presented in artistic, professional, creative enterprise or teaching practice.
- Complete coursework units to cover the conceptual tools required for analysis and reflection on your professional practice.
- Design, implement and evaluate professional practice research projects.
- Creative Industries Faculty is a national leader in supporting the advancement of practice-led research.

Details:
The Doctor of Creative Industries (DCI) is a professional research doctorate designed specifically for practitioners who are leaders in their field and are looking to gain the critical and conceptual tools to make an innovative contribution to their industry.

This challenging program places candidates at the forefront of their practice, equipping them with advanced analytical, conceptual and creative skills. It caters for those who wish to undertake a sustained investigation into their:
- creative and design practice
- professional practice in a range of government, corporate or business settings
- creative enterprise practice
- pedagogical practice, predominantly in tertiary settings.

The DCI integrates coursework that engages advanced critical reflection with in-depth doctoral-level research. Candidates have the opportunity to pursue higher degree research with the guidance of a full supervisory team, which includes an academic supervisor and industry mentor.

Each intake attracts highly skilled professionals from diverse creative backgrounds who work together in a community of practice through a cohort-based approach to develop an ongoing critical dialogue between research and professional practice.

Flexibility in the course design and workplace research allows candidates with full-time schedules to balance their study with ongoing commitments to their professional roles.

Structures and Units

Course structure

The program’s supportive structure is designed for candidates to progressively accumulate new knowledge and critical tools that will enhance their practice via two year-long research projects, combined with coursework to support and frame the development of the projects.

To cater for candidates who seek to maintain a commitment to their industry responsibilities as well as to their research studies, the coursework is delivered through a series of short, intensive weekend modules and sustained online support.

By also offering elective choices from a wide range of postgraduate units, the DCI gives candidates the opportunity to tailor their course to achieve individual professional goals.

The two projects require candidates to employ advanced research strategies and applied reflective approaches in focusing on an element of their industry practice.

Through the DCI program candidates refine their professional practitioner expertise while acquiring doctoral research skills.

Career Outcomes

The Doctor of Creative Industries is designed for leaders and highly skilled practitioners engaged in artistic, design or...
professional practice (such as journalists and policy developers), creative enterprise and teaching across all fields of the Creative Industries.

**Areas of Doctoral Study**
- creative practice: including the discipline areas performing and visual arts, creative writing, animation;
- design practice: including the discipline areas architecture, industrial, interior, fashion and interaction design;
- communication: including the discipline areas journalism, media, film and television;
- innovation in professional practice in a range of government, corporate or business settings;
- creative enterprise practice;
- policy / cultural development and facilitation;
- pedagogical practice, predominantly in tertiary settings.

**Project Track for students commencing in 2013**

**Course Note:**
*You may enrol in Unit Option 2 in either Year 2, Semester 1 or Year 3, Semester 1.

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<td><strong>KKP623</strong></td>
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**Project Track for students who commenced in 2012**

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<td>Reflective Practice in Action</td>
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#### IFT801
Doctoral thesis unit for Project 1 (Acting, Dance, Drama, Music, Technical Production)

OR

#### IFT802
Doctoral thesis unit for Project 1 (Communication & Media, Journalism, Visual Arts)

OR

#### IFT803
Doctoral thesis unit for Project 1 (Animation, Design, Fashion, Interactive & Visual Design)

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### Project Track for students who commenced in February 2011

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#### Year 1, Semester 2 (July)

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<tr>
<td>KKP603</td>
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<td>KKP617-1</td>
<td>DCI Professional Project 1 (1/8)</td>
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<td>KKP617-2</td>
<td>DCI Professional Project 1 (2/8)</td>
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#### Year 2, Semester 1 (February)

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<tr>
<td>KKP617-3</td>
<td>DCI Professional Project 1 (3/8)</td>
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<td>KKP617-4</td>
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<td>KKP617-5</td>
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Creative Industries Postgraduate Unit Options

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Unit Options

- AMN400  Consumer Behaviour
- AMN420  Advertising Management
- KAP401  Advertising Creative: Introduction
- KAP402  Advertising Creative: Copywriting and Art Direction
- KAP403  Advertising Creative: Trends in New Media
- KCB103  Strategic Speech Communication
- KCP407  Applied Professional Communication
- KCP415  Co-Creative Media: Digital Storytelling
- KCP416  Global Media and Communication
- KCP417  Creative Industries in Asia
- KCP418  Fundamental Media Skills for the Workplace
- KFB207  Contemporary Fashion
- KIB109  Design for Interactive Media
- KIB120  Graphic Design
- KIP401  Critical Practices in Visual Design
- KIP402  Designing Interactions
- KIP403  User Experience Design
- KJP401  Newwriting
- KJP402  Journalistic Inquiry
- KJP403  Feature Writing
- KJP420  Photojournalism
- KKN320  Postgraduate Workplace Learning
- KMB107  Sound, Image, Text
- KMB119  Music and Sound Production 1
- KMB129  Music and Sound Production 2
- KMB215  The Music Industry
- KNB112  Drawing for Animation 1
- KNB122  Drawing for Animation 2
- KNB211  3D Animation 2
- KNP421  Animation Practices
- KNP423  Animation and Motion Graphics
- KPB207  Film and Television Scriptwriting
- KTP401  Contemporary Performance
- KTP408  Marketing Arts and Culture
- KTP413  Managing Money in the Arts
- KTP414  Arts and Cultural Policy
- KVP402  Photomedia and Creative Practice
- KVP404  Digital Media
KWB101  Introduction to Creative Writing
KWB210  Imagining the Americas: Contemporary American Literature and Culture
KWB211  Stylistics
KWB302  Novel and Genre
KWB313  Novel and Memoir
KWP401  Media Writing
KWP402  Persuasive Writing
KWP403  Creative Writing: the Short Story
KWP404  Editing and Developing the Manuscript
KWP405  Corporate Writing and Editing
KWP407  Great Books: the Literary Classics
KWP420  Transmedia Storytelling: From Interviewing to Multi-Platform
LWS011  Journalism Law

NOTES:
* KIP424 has been recoded KAP401.
* KIP426 has been recoded KAP402.
* KKP405 has been recoded KCP415.
* KKP406 has been recoded KCP416.
* KKP410 has been recoded KCP418.
* KCB302, KCB304, KFB106, KFB205, KFB208, KIB108, KIB203, KIB205, KJB221, KJB222, KJB239, KJB280, KJB304, KKB350, KMB003, KMB004, KTB207, KTB210, KTB211, KWB107 and KWB206 may count as Creative Industries Postgraduate Unit Options if they were completed in 2011 or prior.
* KKP420 has been recoded KJP420.
* KVB106 has been recoded KNB122.
* KVB105 has been recoded KNB112.
* KIP408 has been recoded KNP421.
* KIP405 has been recoded KNP423.

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

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<tr>
<td>KNP421  Animation Practices</td>
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UNIT SYNOPSES

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

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

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

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

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

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

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

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

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

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

Equivalents: KCB213    Credit points: 12    Contact
KCP407 APPLIED PROFESSIONAL COMMUNICATION
This unit hones your skills in professional communication and integrates the important skills of writing and presenting under a strategic planning framework. It includes a focus on leadership, teamwork, audience analysis, evaluation, and ethics.
Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  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.
Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

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.
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1, 2013 STP3 and 2013 SUM

KCP416 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.
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SUM-1

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.
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 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.
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2 and 2013 SUM-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 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.
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2 and 2013 SUM-1

KIB109 DESIGN FOR INTERACTIVE MEDIA
Designing for contemporary media requires a sophisticated understanding of how we effectively interact with new technologies, software applications, displays and environments. This unit focuses on the field of interaction design and user experience design. It develops an understanding of the theories, methods, and processes employed by Interaction Designers through a series of lectures and tutorials. These principles are then applied to authentic design briefs within design studios.
Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1
KIB120 GRAPHIC DESIGN
An ability to create and promote attractive and effective messages is the aim of graphic design. In this unit, you will build upon the knowledge and skills you have gained in visual communication to consolidate an advanced understanding of how graphic design works in our contemporary society. This unit is focused on the design process and projects (publications, corporate identity, digital media and advertising), therefore, there is an emphasis on skills and concepts that contribute to interpreting and responding to design briefs, and to developing creativity and design innovation.
Prerequisites: KIB101 or KIB801 or KIP401
Antirequisites: KVP401
Equivalents: KVB204
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KJP401 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

KJP402 DESIGNING INTERACTIONS
This unit further develops interface design skills for communications technologies including design priorities, visual systems, refinement of concepts, project analysis and problem solving through presentation models.
Antirequisites: KIB102, KIB802
Credit points: 12
Contact hours: 3.5 per week
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KJP403 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

KJP402 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context.
You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and will have opportunities to write stories related to different news rounds throughout the semester.
Antirequisites: KVP402
Equivalents: KJP121
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2013 SEM-1 and 2013 SEM-2

KJP403 FEATURE WRITING
In this unit you will conduct interviews and other research that you use to write Internet, newspaper and magazine articles that profile personalities or that treat processes, events and places to exploit their human-interest value.
Equivalents: KJP224
Credit points: 12
Contact hours: 3 per week, plus several seminars during semester
Campus: Kelvin Grove
Teaching period: 2013 SEM-1 and 2013 SEM-2

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

KKN320 POSTGRADUATE WORKPLACE LEARNING
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may

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function and flourish when they enter the workplace. This elective unit is offered during postgraduate courses so that students are able to apply appropriate, transferable skills to a workplace or professional context.

**Equivalents:** KKN330, KKN340-1, KKN340-2  
**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 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

**KKP603 PROJECT DEVELOPMENT IN THE CREATIVE INDUSTRIES**

After examining a range of procurement options available across the creative industries the unit focuses on strategic alliances, cross cultural projects, performance measures and the management of IP. These topics are addressed within a framework for project development that is shaped by ethical theory.

**Prerequisites:** KKP623  
**Equivalents:** KKN065  
**Credit points:** 12  
**Contact hours:** Up to 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2012 SEM-2

**KKP606 CREATIVE INDUSTRIES FINAL SEMINAR**

Two units (also KKP604) are dedicated to the reporting of research outcomes to a collegial group of peers, industry partners and fellow research students and peers. In writing and presenting reports to a publishable standard, candidates report on aspects of their professional projects by drawing on the theoretical frameworks developed in the coursework together with their lived experience of project planning and implementation.

**Prerequisites:** KKP622  
**Equivalents:** KKN072  
**Credit points:** 12  
**Contact hours:** 1 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2012 SEM-1 and 2012 SEM-2

**KKP606 CREATIVE INDUSTRIES FINAL SEMINAR**

Two units (also KKP604) are dedicated to the reporting of research outcomes to a collegial group of peers, industry partners and fellow research students and peers. In writing and presenting reports to a publishable standard, candidates report on aspects of their professional projects by drawing on the theoretical frameworks developed in the coursework together with their lived experience of project planning and implementation.

**Prerequisites:** KKP622  
**Equivalents:** KKN072  
**Credit points:** 12  
**Contact hours:** 1 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KKP617 DCI PROFESSIONAL PROJECT 1 (1/8)**

This unit involves independent supervised study at the doctoral level. The study is part of the candidate’s Professional Project for doctoral examination and is undertaken in consultation with two project mentors. Candidates need to work to their professional project brief in undertaking this unit.

**Prerequisites:** Completion of 48 credit points of study  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KKP617 DCI PROFESSIONAL PROJECT 1 (5/8)**

See KKP617-1 for details.  
**Prerequisites:** KKP617-4 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2
KKP617 DCI PROFESSIONAL PROJECT 1 (4/8)
See KKP617-1 for details.
Prerequisites: KKP617-3 (can be enrolled in the same teaching period)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP617 DCI PROFESSIONAL PROJECT 1 (3/8)
See KKP617-1 for details.
Prerequisites: KKP617-2 (can be enrolled in the same teaching period)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP617 DCI PROFESSIONAL PROJECT 1 (8/8)
See KKP617-1 for details.
Prerequisites: KKP617-7 (can be enrolled in the same teaching period)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP617 DCI PROFESSIONAL PROJECT 1 (2/8)
See KKP617-1 for details.
Prerequisites: KKP617-1 (can be enrolled in the same teaching period)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP617 DCI PROFESSIONAL PROJECT 1 (7/8)
See KKP617-1 for details.
Prerequisites: KKP617-6 (can be enrolled in the same teaching period)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP617 DCI PROFESSIONAL PROJECT 1 (6/8)
See KKP617-1 for details.
Prerequisites: KKP617-5 (can be enrolled in the same teaching period)  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (3/8)
See KKP618-1 for details.
Prerequisites: KKP618-2 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (4/8)
See KKP618-1 for details.
Prerequisites: KKP618-3 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (6/8)
See KKP618-1 for details.
Prerequisites: KKP618-5 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (8/8)
See KKP618-1 for details.
Prerequisites: KKP618-7 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (2/8)
See KKP618-1 for details.
Prerequisites: KKP618-1 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (1/8)
This unit involves independent supervised study at the doctoral level. The study is part of the candidate's professional project for doctoral examination and is undertaken in consultation with two project mentors. Candidates need to work to their professional project brief in undertaking this unit.
Prerequisites: KKP618-8 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (7/8)
See KKP618-1 for details.
Prerequisites: KKP618-6 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP618 DCI PROFESSIONAL PROJECT 2 (5/8)
See KKP618-1 for details.
Prerequisites: KKP618-4 Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KKP620 INTRODUCTION TO REFLECTIVE PRACTICE
This unit investigates the intuition and tacit knowledges that inform and inspire your creative practice by building the conceptual framework for being a reflective practitioner. Texts, terminologies and processes will be discussed and analysed within the context and forms of your practice.
Equivalents: KKP602, KKN061  Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2012 SEM-1 and 2012 SEM-2

KKP620 INTRODUCTION TO REFLECTIVE PRACTICE
This unit investigates the intuition and tacit knowledges that inform and inspire your creative practice by building the conceptual framework for being a reflective practitioner. Texts, terminologies and processes will be discussed and analysed within the context and forms of your practice.
Equivalents: KKP602, KKN061  Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1
KKP621 REFLECTIVE PRACTICE IN ACTION
This unit strengthens the capacities of candidates to work as reflective practitioners within the collaborative, action oriented and theoretically embedded settings that constitute the creative industries. As candidates do this they are theorising on action, raising serious questions about their own practice, identifying the sources and patterns evident in their ideas and actions and transforming the contexts of practice so that professional autonomy may be enhanced. KD42 Master of Creative Industries external students will be required to attend a 2 to 3 day residency in Brisbane.

Equivalents: KKP602, KKN061  Credit points: 12
Contact hours: 2 per week  Campus: Kelvin Grove

KKP622 ADVANCED REFLECTIVE PRACTICE
This unit provides for a thorough analysis of the reflective practitioner process as it applied to students and their colleagues during DCI Professional Project I. Patterns of engagement and response in the workplace are analysed during a process of re-theorising and conceptual review. Conceptual reference points for analysing practice are extended by investigating theoretical frameworks from other fields that may assist in building a more complete understanding of individuals creative work practices.

Prerequisites: KKP603 and KKP623  Equivalents: KKP605, KKN062  Credit points: 12
Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2012 SEM-1 and 2012 SEM-2

KKP623 REFLECTIVE PRACTICE IN ACTION
This unit introduces and explores the processes involved in undertaking critical, systematic reflection into professional and creative practice. While acknowledging that practice in the Creative Industries incorporates a multitude of processes and approaches across a range of disciplines in diverse contexts, this unit seeks to develop a personal and serviceable model for reflection on practice. The unit forms the basis for subsequent research in the professional practice research projects which drive the course.

Antirequisites: KKP620, KKP621  Credit points: 24
Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KMB107 SOUND, IMAGE, TEXT
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.

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

KMB119 MUSIC AND SOUND PRODUCTION 1
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.

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

KMB129 MUSIC AND SOUND PRODUCTION 2
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.

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

KMB215 THE MUSIC INDUSTRY
This unit gives a working knowledge of the structural, legal and business aspects of the Australian music industry by
engaging with real world music industry professionals and formulating a number of strategies to reflect this.

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

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

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

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

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

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

**Equivalents:** KIP405, KIB123, KIB105, KIB804  **Credit points:** 12  
**Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2
KTP413 MANAGING MONEY IN THE ARTS
Arts managers, event managers and creative producers play a critical role in taking great ideas to market. In this unit, you will examine the entrepreneurial strategies arts leaders use to implement their ideas in the current policy and economic climate. You will consider the role of corporate development, fundraising, grants, sponsorship and philanthropy.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**KWB313 NOVEL AND MEMOIR**

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

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

**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:** KBP116, 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, speechwriting and political persuasion.

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

**KWP403 CREATIVE WRITING: THE SHORT STORY**

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

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

**KWP404 EDITING AND DEVELOPING THE MANUSCRIPT**

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

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

**KWP405 CORPORATE WRITING AND EDITING**

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

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

**KWP407 GREAT BOOKS: THE LITERARY CLASSICS**

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

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

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

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

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

**LWS011 JOURNALISM LAW**

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

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