Graduate Certificate in Creative Industries (Professional Communication) (KK86)

Year offered: 2011
Admissions: Yes
CRICOS code: 064899M
Course duration (full-time): 1 semester
Course duration (part-time): 2 semesters
Domestic Fees (indicative): 2011: Full fee tuition $7,375 (indicative) per semester
International Fees (indicative): 2011: $10,750 (indicative) per semester
Domestic Entry: February, July
International Entry: February and July
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: AsPro Helen Klaebe
Discipline coordinator: Dr Glen Thomas
Campus: Kelvin Grove

Course Structure
To graduate with a Graduate Certificate in Creative Industries (Professional Communication), students are required to successfully complete 48 credit points, as specified in the Study Area structure.

Full Time Course structure

Semester 1
Choose three from the List A Unit Options
SELECT List A - Professional Communication Unit
SELECT List A - Professional Communication Unit
SELECT List A - Professional Communication Unit

List A - Professional Communication Unit Options

Professional Communication
KCB103 Strategic Speech Communication
KCP407 Applied Professional Communication
KCP408 Exploring New Media Worlds
KJP401 Newswriting
KKP403 Transmedia Storytelling: From Interviewing to Multi-Platform
KKP405 Co-Creative Media: Digital Storytelling
KKP410 Fundamental Media Skills for the Workplace
KWP402 Persuasive Writing
KWP405 Corporate Writing and Editing

NOTE: KJB120 may count towards this study area if it was completed in 2009 or prior.

List B - Creative Industries Unit Options

Unit Options
AMN400 Consumer Behaviour
AMN420 Advertising Management
KCB103 Strategic Speech Communication
KCB302 Political Communication
KCB304 Designing Communication Resources
KCP407 Applied Professional Communication
KCP408 Exploring New Media Worlds
KFB106 Unspeakable Beauty: A History of Fashion and Style
KFB205 Fashion and Style Journalism
KFB207 Contemporary Fashion
KFB208 Fashion Portfolio
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB205 Programming for Visual Designers and Artists
KIB214 Design for Interactive Media
KIB225 Character Development, Conceptual Design and Animation Layout
KIP401 Visual Communication
KIP402 Visual Interactions
KIP403 Introduction to Web Design and Development

Part time course structure

Semester 1
Choose two from the List A Unit Options
SELECT List A - Professional Communication Unit
SELECT List A - Professional Communication Unit

Semester 2
Choose one from the List A and one from the List B Unit Options
SELECT List A - Professional Communication Unit
SELECT List B - Creative Industries Unit

SELECT List A - Professional Communication Unit
SELECT List B - Creative Industries Unit
KIP404 Digital Media
KIP405 Animation and Motion Graphics
KIP424 Advertising Creative: Introduction
KIP426 Advertising Creative: Copywriting and Art Direction
KJB211 Layout and Design
KJB222 Online Journalism 1
KJB239 Journalism Ethics and Issues
KJB280 International Journalism
KJB304 Sub-Editing
KJP401 Newswriting
KJP402 Journalistic Inquiry
KJP403 Feature Writing
KKB175 Creative Industries Legal Issues
KKB350 Creative Industries International Study Tour
KKN320 Postgraduate Workplace Learning
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
KKP406 Global Media and Communication
KKP407 Creative Industries in Asia
KKP408 Marketing Arts and Culture
KKB003 Sex Drugs Rock 'N' Roll
KKP410 Fundamental Media Skills for the Workplace
KMB107 Sound, Image, Text
KMB301 The Music Industry
KMB004 World Music
KMB119 Music and Sound Production 1
KMB129 Music and Sound Production 2
KPB207 Film and Television Scriptwriting
KTB207 Staging Australia
KTB210 Creative Industries Management
KTB211 Creative Industries Events and Festivals
KTP401 Contemporary Performance
KVB105 Drawing for Design
KVB106 Drawing for Animation
KVB204 Graphic Design
KVP402 Photomedia and Creative Practice
KWB101 Introduction to Creative Writing
KWP401 Media Writing
KWP403 Creative Writing: the Short Story
KWB107 Creative Non-Fiction
KWB206 Youth and Children's Writing
KWP407 Great Books: the Literary Classics
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB211 Stylistics and Poetics
KWB302 Novel and Genre
KWP404 Editing and Developing the Manuscript
KWB313 Novel and Memoir
KWP402 Persuasive Writing
KWP405 Corporate Writing and Editing

NOTE:
* KKB345, KJP404, KMB105, KMB108 and KVB104 may count as List B Unit Options if they were completed in 2009 or prior.
* KMB205, KWB102, KWB104, KWB207 and KWB304 may count as List B Unit Options if they were completed in 2010 or prior.
* KWB210 will be offered for the first time in semester 1 2012.

Potential Careers:
Administrator, Advertising Professional, Arts Administrator, Government Officer, Information Officer, Marketing Officer/Manager, Public Relations Officer/Consultant, Publishing Professional.

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
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.

Prerequisites: KFB103 or KJB224 (KJB224 can be taken instead of KFB103).

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.

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.

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

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.

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

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.

Prerequisites: KCB207 Equivalents: KCP402, KCP336 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

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 taken instead of KFB103).
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

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. Equivalents: KFB202, KFB201 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1 and 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. Equivalents: KIB825 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-2

KIB214 DESIGN FOR INTERACTIVE MEDIA
Designing for contemporary media requires a sophisticated understanding of how we effectively interact with new technologies, software applications, displays and environments. This unit focuses on the field of interaction design and user experience design. It develops an understanding of the theories, methods, and processes employed by Interaction Designers through a series of lectures and tutorials. These principles are then applied to authentic design briefs within design studios. Prerequisites: KIB102 or KIB202 or KIB802 or KIP402 Equivalents: KIB210 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

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 KVB106)  Equivalents: KIB106, KIB807  
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KIP401 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.
Antirequisites: KIB101, KIB801  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KIP402 VISUAL 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: 2011 SEM-2

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

KIP404 DIGITAL MEDIA
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.
Antirequisites: KIB104, KIB808  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

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: KIP424, KCP404, or KCP360  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KIP426 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: KIP424, KCP404, or KCP360 (can be enrolled in the same teaching period)  Equivalents: KCP406, KCP362  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KJB211 LAYOUT AND DESIGN
In this unit, students will learn how to use visual mediums (e.g. words, pictures, headlines, fact boxes etc) to best communicate to a variety of journalism audiences.

Using the latest computer design package, students will be taught to apply design theory to publish journalistic copy, incorporating photographs, images, graphics, tables, headlines and captions. They will learn the importance of print size, spacing, columns, captions and other visual communication devices in capturing the attention of an increasingly visual literate society.
Prerequisites: KJB120 or KJP400  Equivalents: KJB322  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KJB222 ONLINE JOURNALISM 1
As increasing volumes of news and other factual material are processed through online media, practitioners and also intending citizen journalists stand to get a secure understanding from studying the social and economic underpinnings of the format, and also from acquiring skills for using it.

This unit explores the background to practice in online journalism, such as the place of the medium in contemporary mass communication; it promotes the principles of best practice in journalism, and enables students to publish reports on line, giving them instruction in
a wide range of production skills.

Prerequisites: KJB121 or KJP402  Credit points: 12  
Contact hours: 3 per week  Campus: Kelvin Grove  
Teaching period: 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 conflicts 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

KJB304 SUB-EDITING

This unit builds on KJB211 (Layout and Design) and is aimed at teaching students how to assess text for publication in the journalism industry which is a highly sought skill for employment both within Australia and overseas. Students will assess the text for news' values, quality, photographs, supporting stories, applying style guides (both generic and in-house), grammar, spelling, accuracy, verification, its legality (including defamation, contempt and sub-judice), ethics, sources and balance. Students, individually and in small teams, will be given a range of copy-text from very poor to reasonable on a variety of topics which will be made publishable (i.e. production-ready) by them working with their tutor using the above processes.

Prerequisites: KJB120 or KJP400  Equivalents: KJB322  
Credit points: 12  Contact hours: 3 per week  
Campus: Kelvin Grove  Teaching period: 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

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: 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

KKB175 CREATIVE INDUSTRIES LEGAL ISSUES

This unit introduces Creative Industries students to the law which applies to their professional practice and theoretical study. The unit provides a foundational approach to general aspects of law as well as particular topics for students in these fields. The unit is based on a core set of lectures and tutorials which are offered in two strands: Strand 1 for Journalism and Media Communication; Strand 2 for other Creative practices.

Antirequisites: LWS009  Equivalents: KKB275  
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

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**KKN320 POSTGRADUATE WORKPLACE LEARNING**

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

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

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**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

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**KKP403 TRANSMEDIA STORYTELLING: FROM INTERVIEWING TO MULTIPLATFORM**

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

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**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

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**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:** KCP403, KCP353  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

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**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

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**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

**KKB408 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 delivery 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:** KTP408, GSN228 **Credit points:** 12 **Contact hours:** 2 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-2

**KKB410 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

**KKB003 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

**KKB004 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

**KKB119 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:** 2011 SEM-2

**KKB129 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:** 2011 SEM-1

**KKB301 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:** KMB056 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 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:** 2011 SEM-1 and 2011 SEM-2

**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-1
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

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

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: 2011 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.
Antirequisites: KVB104, KVB509, KKB020, KKP420  Credit points: 12 Contact hours: 4 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

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
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-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

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 hour intensive workshop, plus self-directed creative practice and peer critiquing. Total hours per week – 10.  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

KWP401 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

Antirequisites: KPB116, KWB102  Equivalents: KWP111  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 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 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:** 2011 SEM-1 and 2011 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:** 2011 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:** 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