Master of Creative Industries (Animation) (KK88)

Year offered: 2010
Admissions: Yes
CRICOS code: 064900A
Course duration (full-time): 3 Semesters
Course duration (part-time): 6 Semesters
Domestic fees (indicative): 2010: Full fee tuition $7,250 (indicative) per semester
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February, July
International Entry: February and July intakes
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Helen Klaebe
Discipline coordinator: Mr Chris Denaro
Campus: Kelvin Grove

Course Overview
The Master of Creative Industries caters for the professional development of Creative Industries practitioners and related professionals. The course develops fundamental and advanced skills, knowledge and practice in the Creative Industries, while at the same time advancing abilities in communication, project management, leadership and project application. Thus, this innovative postgraduate course enables students to fuse creative talents with business and entrepreneurial skills, as the role of manager in the creative industries is to bring together the artist and the consumer through cultural leadership.

Animation Study Area
The Master of Creative Industries provides an opportunity for postgraduate students to engage in future visionary entrepreneurship and project design, and the Animation Study Area Option gives students the opportunity to intensely engage in real projects with practitioners from industry and research centres as supervisors.

The Animation Study Area has been designed in collaboration with industry specialists and offers a studio-based learning environment where professionals and specialist academics in the field deliver a substantial suite of animation units. Connections with the Australian Research Council (ARC) Centre of Excellence for Creative Industries and Innovation (CCI), Institute for Creative Industries and Innovation (iCI) and the Australasian CRC for Interaction Design (ACID), ensure that students will benefit from research and real-world project opportunities.

This course brings together management and production skills with technical skills in Animation. This course explores the creative and research potential involved in the study of animation, as an artistic practitioner and professional. Students will engage with, and respond to, works, cultures and theories of past animation pioneers, and will be introduced to viable and practical content that will assist their continuing personal practice.

This course aims to provide students with an understanding of the fundamental principles of animation and its application in design contexts, as well as a theoretical framework for studio practice (including an understanding of the historical and contemporary context of their work). Such a framework will position students for a future within the animation industry or associated practices, and will provide the critical tools necessary for navigating a career within a volatile industry characterised by change.

Course Structure
To graduate with a Master of Creative Industries (Animation) students are required to successfully complete 144 credit points, as specified in the Study Area structure.

Advanced standing of up to 48 credit points towards this Study Area may be available to students who have completed an undergraduate degree in Animation and meet the GPA requirements.

Previously Studied Pathway
If your undergraduate degree is in a related study area, you can apply for the Previously Studied Pathway. This option allows you to apply for advanced standing for the study area units, so it is possible to complete your Masters of Creative Industries in just one year full-time. You will develop skills in entrepreneurship and management, and half of your study will be dedicated to the major project of your choice.

Career Outcomes
A management (development or production) career in the creative industries; a career in visual effects, direction or animation for film, television, advertising, or real-time games; a career in visualisation for architecture, medicine and learning design.

Entry Requirements
An undergraduate degree with an overall minimum grade point average of 5.0 or above (on a 7-point scale). Students whose undergraduate degree is in a related creative industries discipline may apply for the Previously Studied Pathway. Applications without the requisite entry requirements will be considered for special entry. Please contact the Creative Industries Faculty for more information.
Full time and Part time course structure for students who commenced in February 2010

Year 1, Semester 1 (February)

KIP412 Advanced Practice in Animation, Interactive and Visual Design
SELECT List A Unit
SELECT List A Unit
SELECT List A Unit

Year 1, Semester 2 (July)

KKP001 Entrepreneurship in the Creative Economy
KKP002 20:20 Vision: Imagining the Creative Future
KKP003 Project Design in the Creative Industries
SELECT List B Unit

Year 2, Semester 1 (February)

KKP004-1 Innovation in the Creative Industries: Major Project
KKP004-2 Innovation in the Creative Industries: Major Project
KKP004-3 Innovation in the Creative Industries: Major Project
KKP004-4 Innovation in the Creative Industries: Major Project

NOTE: For students who have advanced standing of 48 credit points, full time entry is only available in February. Part time students will enrol in two units per semester over six semesters.

List A - Animation Unit Options

Animation
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB225 Character Development, Conceptual Design and Animation Layout

List B - Creative Industries Unit Options

Unit Options
AMN400 Consumer Behaviour
AMN420 Advertising Management
KCB103 Strategic Speech Communication
KCB302 Political Communication
KCB304 Managing Communication Resources
KCP402 New Media Studies
KCP407 Applied Professional Communication
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
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 Newswriting
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 Special Topic in the Creative Industries
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
KMB003 Sex Drugs Rock ‘n’ roll
KMB107 Sound, Image, Text
KMB205 Sound Media Musicianship
KMB301 The Music Industry
KMB304 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
KWB102 Media Writing
KWB104 Creative Writing: The Short Story
KWB107 Creative Non-Fiction
KWB206 Youth and Children’s Writing
KWB207 Great Books: Creative Writing Classics
KWB211 Stylistics and Poetics
KWB302 Novel and Genre
KWB304 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.

Potential Careers:
Animator, Computer Games Developer, Internet Professional, Multimedia Designer, Web Designer.

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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all

KCP402 NEW MEDIA STUDIES
This unit considers the social, cultural, economic and political implications of development of new media technologies, such as the Internet and World Wide Web, broadband cable and satellite technologies. This unit considers the following: the historical development of technologies; different understandings of digital culture; the impact of new media forms upon cultural practices and modes of social interaction; the impact of new media in traditional media industries (print, broadcast) and areas such as entertainment and education; the legal, regulatory and policy issues arising from the development of new media technologies.

Equivalents: KCP336  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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: 2010 SEM-1

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: 2010 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.

Assumed knowledge: KFB103 plus completion of 72 credit points of study; or enrolment in a Creative Industries Postgraduate course is assumed knowledge  Equivalents: KJB339  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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:** 2010 SEM-1

**KIB205 PROGRAMMING FOR VISUAL DESIGNERS AND ARTISTS**
As part of a contemporary art and design production, practitioners often need to understand aspects of computer programming. This unit provides artists and designers with an introduction to computer programming. It demonstrates how artists and designers use programming within their practices and introduces the principles of programming that will allow you to use computing as a tool for art and design innovation. The unit is presented in a manner that is suited to the learning styles of visual designers and artists, and requires no previous computer programming experience. These skills will developed and applied to the development of art and design outcomes in a studio setting.  **Antirequisites:** INB270  **Assumed knowledge:** Fluency in the use of typical multimedia software applications is assumed knowledge.  **Equivalents:** KIB210  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 SEM-1 and 2010 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:** 2010 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 Realtime 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:** 2010 SEM-1

**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:** 2010 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:** KIB203 or KIB107  **Equivalents:** KIB106, KIB807  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KIB325 REAL-TIME 3D COMPUTER GRAPHICS**
This unit provides the opportunity for extending the principles of 3D computer graphics into the emerging field of virtual environments that respond to interaction in real time. In this unit you will cover the principals of real-time modeling; texture acquisition for real-time environments and interaction design in the 3D context. This unit provides an
opportunity where students studying 3D computer graphics can apply animation and interactive design principles to real-time spaces. These principles can be applied to the fields of game design and interactive 3D environments.

**Prerequisites:** KIB225  
**Equivalents:** KIB310, KIB821  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**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:** 2010 SEM-1 and 2010 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:** 2010 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:** 2010 SEM-1 and 2010 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:** 2010 SEM-1 and 2010 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:** 2010 SEM-2

**KIP412 ADVANCED PRACTICE IN ANIMATION, INTERACTIVE AND VISUAL DESIGN**  
This unit builds on up to dated knowledge and techniques through experimental and innovative production activities with practical and realistic approaches. Through the exploration of current interactive, animation and visual design issues, you will develop design discourse and visual design principles to enhance your interactive, animation, visual design and communication capacities.

**Prerequisites:** KK86MJR-INVISDN - Interactive and Visual Design Major or KK86MJR-ANIMATN - Animation Major  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KIP424 ADVERTISING CREATIVE: INTRODUCTION**  
This unit provides an introduction to the creative side of advertising, involving the analysis of advertising creative content, the development of creative strategies, creative concepts, and the crafting of persuasive ideas. The unit is the foundation for further work in creative advertising, and provides you with a thorough grounding in creative advertising history, industry practices, strategies and concept development.

**Equivalents:** KCP404, KCP360  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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  
**Teaching period:** 2010 SEM-2

**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.

**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.

**KJB211 JOURNALISM ETHICS AND ISSUES**
QUT Journalism supports the development of socially responsible, ethical journalists. KJB239 is a core journalism unit. It begins with an overview of western and eastern moral philosophical traditions and moves on to examine current journalistic practice in the context of Australian and international news media operations, regulatory bodies and the stance of professional journalism organisations. Students generate ethical dilemmas and work through them individually, making difficult decisions about issues such as invasion of privacy, protection of sources and conflict of interest. The impact of developing information and communication technologies is also addressed.

**KJB239 JOURNALISM ETHICS AND ISSUES**
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.

**KJB280 INTERNATIONAL JOURNALISM**

**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.

**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.

**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.

**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.
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. 

Equivalent: KKB275  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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: 2010 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 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. 

Equivalent: KKN330, KKN340-1, KKN340-2  Credit points: 12  Contact hours: Between 90 and 100 hours duration  Campus: Kelvin Grove  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKP001 ENTREPRENEURSHIP IN THE CREATIVE ECONOMY
Entrepreneurial skills are valuable assets to both the creative practitioner and creative industries management. This unit outlines the effectiveness of an entrepreneurial education in the creative economy. This unit aims to provide the creative industries practitioner/management with an understanding of the theory and practice of entrepreneurship by integrating the concepts, definitions, skills and techniques required for an entrepreneurial approach to creative industries.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KKP002 20:20 VISION: IMAGINING THE CREATIVE FUTURE
One condition of late modernity is rapid change and an increasing rate of change. This unit will address the drivers of change, the impact change has now and is likely to have in the mid term and how the creative industries formulation responds to these larger societal forces. Understanding of the dynamics of these forces is crucial for creative industries practitioners and professional in order to shape a future characterised by the creation of innovative action, forms and thought.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KKP003 PROJECT DESIGN IN THE CREATIVE INDUSTRIES
The cohesive and reflexive nature of creative producers permits their successful skill transfer to a variety of employment. Understanding the importance of collaboration and professional networking in the Creative Industries is therefore essential. The unit aims to critique the relevance of collaboration and professional networking to the creative practitioner/manager and combines these with relevant project management skills.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KKP004 INNOVATION IN THE CREATIVE INDUSTRIES: MAJOR PROJECT
This major project is the final and culminating activity of the Master of Creative Industries. It serves to focus each candidate’s learning through a specifically designed and substantial project that seeks to realise innovations in the candidate’s practice or workplace. Each project will be designed to ‘fit’ the scale, scope and focus of 48 credit points.

This unit aims to provide the creative industries worker with an opportunity to plan, implement and evaluate a major project professional project in the Creative Industries. Such a project may be located in the candidate’s workplace, constructed as an internship with a innovative firm or company or a piece of scholarly enquiry which addresses...
the challenges of innovation within one of the creative industries.

**Prerequisites:** KKP003  
**Credit points:** 12  
**Contact hours:** Expected contact hours will average approximately 10-12 hours per week over the course of the semester.

**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**Prerequisites:** KKP004-3 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** Expected contact hours will average approximately 10-12 hours per week over the course of the semester.

**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**Prerequisites:** KKP004-1 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** Expected contact hours will average approximately 10-12 hours per week over the course of the semester.

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**Prerequisites:** KKP004-2 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** Expected contact hours will average approximately 10-12 hours per week over the course of the semester.

**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### KKP402 BUSINESS AND CORPORATE DEVELOPMENT IN THE CREATIVE INDUSTRIES

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

**Equivalents:** GSN225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KKP403 SPECIAL TOPIC IN THE CREATIVE INDUSTRIES

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

**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:** 2010 SEM-1

**KKP405 CO-CREATIVE MEDIA: DIGITAL STORYTELLING**

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

**Equivalents:** KCP403, KCP353

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2010 SUM-2, 2010 SEM-1, 2010 5TP3, 2010 5TP5 and 2010 6TP6

**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

**Teaching period:** 2010 SEM-1

**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

**KKP408 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:** KTP408, GSN228

**Credit points:** 12

**Contact hours:** 2 per week

**Campus:** Kelvin Grove

**Teaching period:** 2010 SEM-2

**KMB003 SEX DRUGS ROCK 'N' ROLL**

In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.

**Equivalents:** KMB640

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove and Caboolture

**Teaching period:** 2010 SEM-1

**KMB004 WORLD MUSIC**

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

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.

**Equivalents:** KMB631

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Kelvin Grove

**Teaching period:** 2010 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:** 2010 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: 2010 SEM-1

KTB207 STAGING AUSTRALIA
This unit introduces key concepts and practices pertaining
to Australian theatre and drama of the twentieth and twentieth-
first centuries. Theatre practices are explored in relation to
broader social and political concerns.
Equivalents: KTB253 Credit points: 12 Contact
hours: 3 per week Campus: Kelvin Grove Teaching
period: 2010 SEM-2

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 or
admission to KK86, KK88, KJ42 or IX96 Equivalents:
KTB061 Credit points: 12 Contact hours: 3 per week
Campus: Kelvin Grove Teaching period: 2010 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: 2010 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: 2010 SEM-1

KVB105 DRAWING FOR DESIGN
This is a studio based unit that introduces you to media,
processes, strategies and traditions of drawing and
associated imagery for use in animated media. The
development of critical/reflective frameworks of traditional
and contemporary practice underpins studio development.
Equivalents: KVB755 Credit points: 12 Contact
hours: 4 per week Campus: Kelvin Grove Teaching
period: 2010 SEM-1

KVB106 DRAWING FOR ANIMATION
This unit develops individual knowledge, concepts and skills
to enable you to articulate and present capabilities of motion
through drawing for contemporary animation practices.
Equivalents: KVB756 Credit points: 12 Contact
hours: 3 per week Campus: Kelvin Grove Teaching
period: 2010 SEM-2
KVB204 GRAPHIC DESIGN
Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.

Prerequisites: KIB101 or KIB801 or KIP401
Antirequisites: KVP401
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

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
Credit points: 12
Contact hours: 5 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

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: 2010 SEM-1

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.
Antirequisites: KWP401
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.
Antirequisites: KWP403
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.
Equivalents: KWB381
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

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: 2010 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.
Antirequisites: KWP407
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

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:** 2010 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:** 2010 SEM-2

**KWB304 EDITING AND DEVELOPING THE MANUSCRIPT**  
This unit develops your understanding of the editing process - in particular, the developmental intervention required to bring a creative manuscript to a publishable standard. These skills are crucial to those of you intending to work in the publishing industry, and of great benefit to professional creative writers. You will receive the opportunity to learn to edit the work of others with insight, understanding and technical skill.

**Antirequisites:** KWP104, KWP404  
**Equivalents:** KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**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:** 2010 SEM-1

**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:** 2010 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:** KWB106  
**Equivalents:** KWP314  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2