Master of Creative Industries (Professional Communication) (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: Dr Glen Thomas
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.

Professional Communication
This innovative postgraduate course enables you to fuse creative talents with business and entrepreneurial skills. Your role as a manager in the creative industries is to bring together the artist and the consumer through cultural leadership.

The Master of Creative Industries provides an opportunity for postgraduate students to engage in future visionary entrepreneurship and project design. The specified Professional Communication Study Area Options give students the opportunity to intensely engage in real projects with practitioners from industry and research centres as supervisors.

Professional communication is an integral aspect of all work environments, and highly developed skills in this area are much sought after by employers. The Professional Communication Study Area will hone workplace communication skills, giving the professional edge needed to communicate successfully at all levels of an organisation.

Students will gain access to expertise in communication, writing and journalism as they combine study in professional and persuasive writing, speaking and presentation skills, and leadership and team skills. They will develop skills in professional writing and speaking, leadership and teamwork, and work communication practices, and apply these skills to teamwork environments and work-based projects.

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

Advanced standing of up to 48 credit points may be available to students who have completed an undergraduate degree in Professional Communication and meet the GPA requirements.

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

Advanced standing of up to 48 credit points may be available to students who have completed an undergraduate degree in Professional Communication 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
The Professional Communication Study Area will be of interest to those who seek communication skills to further existing careers – whether in management, policy, research and analysis, administration, customer service, sales, or consulting. Alternatively, this Study Area may begin a career in professional communication – (including) as a professional writer, organisational trainer, or communication officer.

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)
- **KWP412** Contemporary Practice in Professional Communication
- **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.

### Full time and Part time course structure for students who commenced in July 2010

#### Year 1, Semester 2 (July)
- **SELECT** List A Unit
- **SELECT** List A Unit
- **SELECT** List A Unit

#### Year 2, Semester 1 (February)
- **KKP001** Entrepreneurship in the Creative Economy
- **SELECT** List B Unit

### Full time and Part time course structure for students who commenced in February 2009

#### Year 1, Semester 1 (February)
- **KWP412** Contemporary Practice in Professional Communication
- **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.
who commenced in July 2009

Year 1, Semester 2 (July)
SELECT List A Unit
SELECT List A Unit
SELECT List A Unit
SELECT List B Unit

Year 2, Semester 1 (February)
KKP001 Entrepreneurship in the Creative Economy
KKP002 20:20 Vision: Imagining the Creative Future
KKP003 Project Design in the Creative Industries
KWP412 Contemporary Practice in Professional Communication

Year 2, Semester 2 (July)
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 - Professional Communication Unit Options

Professional Communication
KCB103 Strategic Speech Communication
KCP402 New Media Studies
KCP407 Applied Professional Communication
KJP401 Newswriting
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
KCP405 Co-Creative Media: Digital Storytelling
KCP406 Global Media and Communication
KCP407 Creative Industries in Asia
KCP408 Marketing Arts and Culture
KMB003  Sex Drugs Rock 'n' roll
KMB107  Sound, Image, Text
KMB205  Sound Media Musicianship
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
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:
Administrator, Advertising Professional, Arts Administrator, Government Officer, Information Officer, Marketing Officer/Manager, Media Industry Specialist, Public Relations Officer/Consultant, Public Servant, Publishing Professional.

UNIT SYNOPSIS

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 the agency.

Antirequisites: CON417  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.

Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and practice of political communication and the role of discursive strategies in the social construction of meaning, with particular reference to media and communications industries. The unit examines political campaigns in Australia and internationally, through a critical examination of theories of media influence, as well as notions of crisis management, rhetorical models, persuasion theory, and the use of images as a power resource to succeed in political campaigns. The unit explores how survey research helps the planning and development of political strategies through an analysis of their application in recent political campaigns.
KCB304 MANAGING COMMUNICATION RESOURCES
An understanding of controlled media (ie media in which the communicator, rather than a gatekeeper, controls the final content), in both print and electronic forms, is critical for professional communicators. Controlled media resources remain the most common tools developed during communication campaigns. This unit develops your ability to devise effective resources for clients. You will develop practical skills in managing projects, researching the audience, writing and designing resources, testing their work, and seeing the product through to final production. This unit involves desktop publishing training and offers you an 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: 2010 SEM-1

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: 5.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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: KJ-B339  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-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: KIBB825  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 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: 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.

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

KIB210 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on visual design and user experience design. It develops an understanding of how we effectively interact with new 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  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB202 or KIB207 or KIB807  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

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

**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:** 2010 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:** KCP404, KCP360  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 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 conflict 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:** 2010 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 KJP400  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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-judge), 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: 2010 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: 2010 SEM-1 and 2010 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.

Equivalents: KJP121  Credit points: 12  Contact
hours: 3 per week  Campus: Kelvin Grove  Teaching
period: 2010 SEM-1 and 2010 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: 2010 SEM-1 and 2010 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.

Equivalents: 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.

Equivalents: 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 un-
derstanding 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:** 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.  **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:** 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
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 an innovative firm or company or a piece of scholarly enquiry which addresses the challenges of innovation within one of the creative industries.

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

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

**Equivalents:** KMB105, KMB619  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KMB205 SOUND MEDIA MUSICIANSHIP**
This unit offers an in-depth study of music as a sound phenomenon. It explores music through understanding the physics of sound, psycho-acoustics, spectro-morphology, and tools and techniques for sound manipulation. As a musicianship unit, this exploration involves analysis, research and composition.

**Prerequisites:** KMB131 or KMB633 or KMB104 or KMB649  **Equivalents:** KMB635  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KMB301 THE MUSIC INDUSTRY**
This unit facilitates a smooth and confident transition from undergraduate experiences to life in the arts workforce. It includes exploration of current issues in the arts, and development of professional skills including public speaking, meeting procedures and career management.

**Equivalents:** KMB056  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 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:** 2010 SEM-1 and 2010 SEM-2

**KTB207 STAGING AUSTRALIA**
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twenty-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-1

**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  
**Equivalents:** KWB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KWB104 CREATIVE WRITING: THE SHORT STORY**

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

**Antirequisites:** KWP403  
**Equivalents:** KWB350  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:**
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
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  Equivalents: KWB301  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 per week, 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

**KWP412 CONTEMPORARY PRACTICE IN PROFESSIONAL COMMUNICATION**

Professional communication specialists require high-level practical and theoretical skills. A key aspect of any professional writing document is its level of reader usability. Therefore, this unit provides high-level skills in professional writing with an aim to ensure that professional writing documents are tailored specifically to meet the needs of the user. The skills required to meet user needs include tone, advanced style and clarity, advanced English grammar, and advanced editing skills.

**Prerequisites:** KK86MJR-PROFCOM - Professional Communication Major  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1