Bachelor of Music (KM32)

Year offered: 2010
Admissions: Yes
CRICOS code: 022140F
Course duration (full-time): 3 Years (QTAC code: 421512); or 4 years with GDipEd (3 years B Music + 1 year GDipEd) (QTAC code: 429182)
Domestic fees (indicative): 2010: $10,250 (indicative) per semester
International Fees (indicative): 2010: $7,200 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 421512
Past rank cut-off: Admission to course is based on audition, interview and previous academic achievement. Please refer to Additional Entry Requirements.
Past OP cut-off: Admission to course is based on audition, interview and previous academic achievement. Please refer to Additional Entry Requirements.
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies
Discipline coordinator: Mr Brad Millard
Campus: Kelvin Grove

Why choose this course?
The modern focus of the QUT Bachelor of Music degree sets it apart from others on offer in Queensland.

Who should do this course?
The course has a strong focus on repertoire creation rather than reproduction, and understands that a musician is far more than just a player of instruments. The focus on creation is ideally suited to innovative students keen to create and make their mark in a changing sector.

Diverse career opportunities
The modern focus of this degree caters for those seeking to work as full time professionals in the music industry and results in strong job outcomes. Graduates include Ben Grant (Philmsound film post-production house), Geoff Green (drummer with Aria winning band George), and Emily Ridgway (games composer and sound designer).

Facilities / technology
You will graduate able to produce creative work with new technology, and be experienced in using digital sound and music software. Our online teaching tools enable remote access as well as the ability to participate in online interactive music making.

The creative industries environment encourages cross-disciplinary projects. You will have many opportunities to work with students from other creative areas to make work for film, tv, multimedia, animation, fashion, dance and drama.

Practical teaching
Staff at QUT are very skilled in theory, practice and the industry. You will graduate being your own unique blend of performer producer and composer and participate in at least one major QUT production each year. The format for these can vary, but there will be opportunities for installations, productions and performances in many venues, in various live and media formats. This will enable you to showcase your work to the commercial music industry.

Industry links
You will be exposed to the ideas and experience of guest lecturers and music professionals. You will also be encouraged to gain experience and exposure outside the university through performance/production opportunities with companies/events on Radio, TV, Web and in Live venues, such as the Brisbane Powerhouse and the Qld Festival of Music. Credit is given for many of these activities.

Overview
Billboard magazine, January 2007, named Brisbane as a ‘global hot spot’ for breakout acts, and attracting music biz attention. Major label A&R executives are regulars in town, the live scene is booming, and a growing number of recording and video studios all point to Brisbane being a place to watch.

Musicians who are self-sufficient, business savvy, technologically capable and who believe in their own ability are well set up to take advantage of this rich environment. QUT’s Bachelor of Music responds to these changing industry needs, providing opportunities in production and performance.

If production is your passion, you will focus on creating new music using songwriting, studio recording, sequencing, digital processing and writing for voices and acoustic instruments.

If you are interested in performance you will focus on developing your unique performance style, such as new work, using digital technology, new interpretations of repertoire, and gaining experience in performing in a
recording studio.

**Additional Entry Requirements**
For Additional Entry requirements please visit the Creative Industries website

**Career Outcomes**
Graduates work in live, recording and multimedia environments, as performers, producers, composers, developers of music software and games, DJs and music coaches. If taken in combination with a Graduate Diploma in Education (Senior Years) this course will enable you to become a qualified teacher. There are also pathways available for honours and professional or research postgraduate studies.

**Why choose this course?**
QUT’s Bachelor of Music is the only Brisbane-based degree which focuses on contemporary music. Our teaching staff have professional links with Q-Music, the Australian Independent Record Labels Association (AIR), Arts Queensland, Ellaways Music, Creative Media Warehouse and ITC Software Development.

There is an emphasis on creativity and new music and you will be encouraged to explore new connections and different styles or genres of music. You will experience both live and recording studio environments, whether your focus is as a player or producer, and learn how to use technology to create music, record and distribute your works and market your talent.

You will be immersed in the industry through internships and media opportunities, and you will launch your career through public performances in Brisbane’s live music venues. In 2008, music students presented live performances in venues such as The Zoo, the Brisbane Powerhouse, Valley Studios and QPAC, as well as at the Brisbane Festival.

**Other Course Options**
The Bachelor of Music is available as a dual degree with Education. Applicants accepted into the dual degree will complete a four year program comprising the three year Bachelor of Music and the one year Graduate Diploma of Education (Senior Years).

**OP Guarantee**
The OP Guarantee does not apply to this course.

**Deferment**
QUT’s deferment policy does not apply to this course.

**Additional costs**
While extensive computing technology is available, additional digital storage will be required (CDs, DVDs, and often hard drives) at your own cost. Headphones, ear plugs, batteries and appropriate leads must be provided.

**Course Structure for students who commenced in 2010**

**Course Requirements**
In addition to the mandatory units in this course, you must complete 96 credit points from the Complementary Studies options below:

* Either the Creative Performer Extension or Music and Sound Production Extension PLUS a Minor or 48cp of Unit Options
* Both the Creative Performer Extension and Music and Sound Production Extension

**Notes**
* A maximum of 48cps of the following units can be taken throughout your course: KKB341, KKB342, KKB343, KKB344, KKB345, KKB346, KKB347, KKB350.

**Year 1, Semester 1**

- KKB101 Creative Industries: People and Practices
- KMB119 Music and Sound Production 1
- KMB122 Music and Sound Concepts 1
- KMB125 Creative Studio 1

**Year 2, Semester 1**

- KMB129 Music and Sound Production 2
- KMB132 Music and Sound Concepts 2
- KMB135 Creative Studio 2

**Year 2, Semester 2**

- KMB200 Music Scenes and Subcultures
- KMB225 Creative Studio 3
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

**Year 2, Semester 3**

- KMB235 Creative Studio 4
- KMB301 The Music Industry
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit
Year 3, Semester 1
KMB325  Creative Studio 5
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 2
KMB335  Creative Studio 6
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Complementary Studies Option - Creative Performer Extension
Description: This study area addresses the conceptual and practical skills necessary for successful music performance in a 21st century context. In addition to developing students as performers, it develops students as 'creators' who are capable of originating distinctive musical material.
Assumed Knowledge: Completion of the first year of the Bachelor of Music prior to commencing this study area.

Year 2, Semester 1
KMB250  Creative Performer 1

Year 2, Semester 2
KMB251  Creative Performer 2

Year 3, Semester 1
KMB350  Creative Performer 3

Year 3, Semester 2
KMB351  Creative Performer 4

Complementary Studies Option - Music and Sound Production Extension
Description: This study area aims to provide students with the skills necessary to operate within current music and sound production environments and to effectively create, produce and realise works for audiences across a range of delivery formats. It aims to provide students with effective skills in utilising professional level production technologies in addition to developing students' conceptual awareness of current approaches to music and sound production.
Assumed Knowledge: Completion of the first year of either the Bachelor of Music or the Bachelor of Fine Arts (Sound Design) prior to commencing this study area.

Year 2, Semester 1
KMB219  Music and Sound Production 3

Year 2, Semester 2
KMB229  Music and Sound Production 4

Year 3, Semester 1
KMB319  Music and Sound Production 5

Year 3, Semester 2
KMB329  Music and Sound Production 6

Creative Industries Minor Options
INSTRUCTIONS FOR MINORS

Please refer to the following study sequences to plan your program. You must complete 48 credit points (normally four 12 credit point subjects) from the specified units to achieve a minor, following semester of offer and unit prerequisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors and are also mandatory elsewhere in your course can not contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors.

3D Visualisation
Description: The 3D Visualisation Minor offers you the opportunity to develop a fundamental understanding of current 3D computer graphics and visualisation. You will expand your 3D modelling skill set to include 3D character animation and real-time 3D followed by the creation of an interactive virtual environment.
KIB203  Introduction to 3D Computer Graphics
KIB221  Animation: CG Toolkit
KIB316  Virtual Environments
KIB325  Real-Time 3D Computer Graphics

Advanced Interactive Media
Description: This minor focuses on the design of interactive projects at the intersection of...
social and tangible media. Classes across the minor employ studio based approaches to teaching and learning, and as such provide students with space to develop their design practice through engaging project briefs.

KKB216  Graphical Development Environments for Media Interaction
KIB205  Programming for Visual Designers and Artists
KIB309  Embodied Interactions
KIB314  Tangible Media

Note: KKB216 is not offered in 2010

Animation

Description: The aim of this minor is to provide you with a broad understanding of animation through the combination of units that encompass drawing for animation with a unit that addresses computer animation processes. This is then contextualized through Animation Practices, which covers the history of animation and considers the cultural significance of the form, and the diversity of practices.

Instructions: Choose any four (4) of the following six units

KIB105  Animation and Motion Graphics
KIB108  Animation History and Practices
KIB203  Introduction to 3D Computer Graphics
KIB225  Character Development, Conceptual Design and Animation Layout
KVB105  Drawing for Design
KVB106  Drawing for Animation

Art History

Description: This minor presents an introduction to the Second major art movements and issues in twentieth- and twenty-first century art. It actively fosters skills of visual and textual literacy by combining both in a coherent package of study. It will supplement the study for those interested in the arts as well as cognate disciplines such as design, fashion, media and architecture.

KVB102  Modernism
KVB103  Australian Art
KVB211  Post 1945 Art
KVB304  Contemporary Art Issues

Art, Design and Architecture

Description: This minor introduces you to the cognate disciplines of art, design and architecture. Aspiring practitioners who wish to understand the historical and intellectual traditions of their fields will benefit from this minor, as will those who are considering future honours and postgraduate study in this field.

DAB325  Architecture in the 20th Century
DEB102  Introducing Design History
KVB212  Australian Art, Architecture and Design
KVB306  Video Art and Culture

Audience and User Research

Description: The value of much creative and business activity is determined by its success with audiences and users and the ability to understand and research the people who engage with your outputs is vital. This minor provides you with a conceptual understanding of how audiences use media and cultural products and teaches practical skills in conducting qualitative and quantitative audience research.

KCB102  Media Myth Busting 1
KCB105  Media Myth Busting 2
KCB203  Consumption Matters: Consumer Cultures and Identity
KCB301  Media Audiences

Communication for the Professions

Description: This minor provides you with the opportunity to understand the parameters of the journalism and professional communication fields.

KCB103  Strategic Speech Communication
KCB302  Political Communication
KCB304  Managing Communication Resources
KWB103  Persuasive Writing
KWB106  Corporate Writing and Editing

Creative Writing

Description: This minor aims to prepare you with skills and knowledge in the area of creative writing and to enhance your critical, analytical and peer-reviewing skills.

KWB101  Introduction to Creative Writing
KWB102  Media Writing
KWB104  Creative Writing: The Short Story
KWB107  Creative Non-Fiction
KWB207  Great Books: Creative Writing Classics
KWB313  Novel and Memoir

* Please note: KWB204 is permitted to count towards this unit set.

Dance Studies
Description: This minor provides the opportunity to approach dance as a subject for critical, analytical and contextual study.

KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills

Digital Media

Description: This minor provides you with the opportunity to understand the guiding principles behind new modes of communication and creative industries practice.

KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KCB201 New Media 1: Information and Knowledge
KCB202 New Media 2: Applications and Implications
KVB306 Video Art and Culture

Drama

Description: This minor provides you with introductory concepts and practices underpinning contemporary performance-making.

KDB225 Music Theatre Skills
KTB103 Performing Skills 1: Character and Scene
KTB104 Performance Innovation
KTB106 Performing Skills 2: Style and Form
KTB204 Understanding Performance
KTB305 The Entrepreneurial Artist

Entertainment

Description: This minor provides you with an understanding of the characteristics of mainstream commercial culture that appeal to large audiences and an understanding both of business and creative processes.

BSB126 Marketing
KWB102 Media Writing
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business

Fashion

Description: This minor will provide you with an in depth knowledge and understanding of the history, theory and context of international fashion.

KFB103 Introduction to Fashion
KFB106 Unspeakable Beauty: A History of Fashion and Style
KFB206 Fashion and Modernity
KFB207 Contemporary Fashion

Graphic Design

Description: This minor aims to prepare you with skills and knowledge in the area of visual design and communication for a range of print and electronic media contexts. It will provide you with a foundation in the conceptual and theoretical aspects of visual communication, graphic design and print media, and the technical skills required to apply them in studio projects.

Instructions: Complete four (4) of the following five units

KIB101 Visual Communication
KIB230 Interface and Information Design
KIB335 Typography and Illustration
KIB338 Print Media
KVB204 Graphic Design

Interactive and Visual Design

Description: This minor aims to provide you with a foundational understanding of the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media, including an introduction to visual communication, print media, web and interactive media and temporal digital media formats.

KIB101 Visual Communication
KIB102 Visual Interactions
KIB103 Introduction to Web Design and Development
KIB104 Digital Media

Journalism

Description: This minor will introduce you to a range of key journalistic principles, approaches and writing styles.

KJB101 Digital Journalism
KJB120 Newswriting
KJB121 Journalistic Inquiry
KJB224 Feature Writing

Literature


Description: This minor will provide you with a thorough grounding in a range of texts, literary, cultural and popular.

KWB109 Writing Australia
KWB206 Youth and Children's Writing
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB209 Shakespeare, Then and Now
KWB308 Wonderlands: Literature and Culture in the 19th Century

* Please note: KWB307 is permitted to count towards this unit set.

Modern and Popular Literature and Culture

Description: This minor will provide you with a thorough grounding in a range of modern, cultural and popular texts.

KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB206 Youth and Children's Writing
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

Music Studies

Description: This minor provides you with understandings of new directions in music across styles, genres, cultures, disciplines and beliefs.

KDB225 Music Theatre Skills
KMB003 Sex Drugs Rock 'n' roll
KMB004 World Music
KMB107 Sound, Image, Text
KMB200 Music Scenes and Subcultures

* Please note: KMB002 is permitted to count towards this unit set.

* KMB200 will be offered from 2011.

Performance Events and Festivals

Description: This minor provides you with understandings and skills in creative industries performance and management.

KTB101 20th Century Performance
KTB207 Staging Australia
KTB210 Creative Industries Management

KTB211 Creative Industries Events and Festivals
KTB306 Directing for Performance Events and Festivals
SELECT One unit from either BSB126, KCB103 or KWB106:
BSB126 Marketing
KCB103 Strategic Speech Communication
KWB106 Corporate Writing and Editing

Professional Writing

Description: The aim of this minor is to provide you with skills and knowledge in a variety of genres in the area of professional writing and to understand the demands of the writing and publishing industry.

KWB102 Media Writing
KWB103 Persuasive Writing
KWB106 Corporate Writing and Editing
KWB303 Writing and Publishing Industry

Screen Studies

Description: The aim of this minor is to provide students with an understanding of film and media, and their influence in social and cultural contexts.

KPB109 Film and TV History
KPB112 TV and Film Genres
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV

*Note: KPB203 is permitted to count towards this major if completed in 2010 or earlier.

Sound Studies

Description: This minor introduces you to the practical world of sound production tools and techniques together with a secure theoretical underpinning.

KKB216 Graphical Development Environments for Media Interaction
KMB119 Music and Sound Production 1
KMB129 Music and Sound Production 2
KMB252 Multi-Platform Sound Design
KMB301 The Music Industry

* Please note: KMB004 is permitted to count towards this unit set. KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

*KMB106 is permitted to count towards this minor if completed in 2010 or earlier.
Television

Description: The aim of this minor is to provide students with theoretical and practical understandings of television production, distribution and reception.

KPB104 Film and Television Production Resource Management
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB202 Film and Television Business Skills: Entrepreneurship and Investment
KPB303 Critical Thinking About Television
KPB313 How to be a Producer

Visual Arts Practice

Description: This minor introduces you to the essential principles of visual literacy. You will develop the fundamental skills of working with 2D and 3D media and understand the frameworks of display and audience engagement in the visual arts.

KVB110 2D Media and Processes
KVB111 3D Media and Processes
KVB200 Exhibition and Display in the Visual Arts
KVB213 Graphic Investigation

Creative Writing & Literary Studies

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: The Short Story
KWB106 Corporate Writing and Editing
KWB107 Creative Non-Fiction
KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB209 Shakespeare, Then and Now
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.

Dance

KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB108 World Dance
KDB109 Funk, Tap and all that Jazz
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills

Entertainment

KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 *Entertainment Practice: Balancing Creativity and Business
*Note: This unit will be offered from 2011.

Creative Industries Faculty Undergraduate University Wide Units (previously elective options)

Creative Industries Faculty Undergraduate University Wide Units

Please note: These elective units have been re-named Unit Options.

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting Unit Options:
* you must obey any Unit Option rules as set out in your course requirements
* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.
* you must have successfully completed any pre/co-requisite units applicable
* the offering of these units is subject to sufficient student enrolment numbers and staff availability
* some units are subject to quota restrictions
* KK33, KK34, KJ32, KM32, IX07, IX16 and IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

Information for future students

Published on: 16 May 2011
### Fashion
- **KFB103** Introduction to Fashion
- **KFB106** Unspeakable Beauty: A History of Fashion and Style
- **KFB205** Fashion and Style Journalism
- **KFB206** Fashion and Modernity
- **KFB207** Contemporary Fashion
- **KFB208** Fashion Portfolio
- **KFB209** Ragtrade: Wholesaling Fashion

### Film & Television
- **KPB101** Introduction to Film, TV and New Media Production
- **KPB104** Film and Television Production Resource Management
- **KPB109** Film and TV History
- **KPB110** The Movie, TV & New Media Business
- **KPB112** TV and Film Genres
- **KPB113** TV and Film Text Analysis
- **KPB205** Documentary Theory and Practice
- **KPB206** International Cinema
- **KPB207** Film and Television Scriptwriting
- **KPB303** Critical Thinking About Television
  * Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.
  * KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.

### Interactive & Visual Design
- **KIB101** Visual Communication
- **KIB102** Visual Interactions
- **KIB103** Introduction to Web Design and Development
- **KIB104** Digital Media
- **KIB105** Animation and Motion Graphics
- **KIB108** Animation History and Practices
- **KIB201** Concept Development for Game Design and Interactive Media
- **KIB202** Enabling Immersion

### Journalism
- **KJB101** Digital Journalism
- **KJB120** Newswriting
- **KJB121** Journalistic Inquiry
- **KJB224** Feature Writing
- **KJB239** Journalism Ethics and Issues
- **KJB280** International Journalism
- **KJB337** Public Affairs Reporting

### Media & Communication
- **KCB101** Introduction to Media and Communication: Texts
- **KCB102** Media Myth Busting 1
- **KCB103** Strategic Speech Communication
- **KCB104** Introduction to Media and Communications: Industries
- **KCB105** Media Myth Busting 2
- **KCB201** New Media 1: Information and Knowledge
- **KCB202** New Media 2: Applications and Implications
- **KCB203** Consumption Matters: Consumer Cultures and Identity
- **KCB302** Political Communication

### Music & Sound
- **KMB003** Sex Drugs Rock 'n' roll
- **KMB004** World Music
- **KMB107** Sound, Image, Text
- **KMB119** Music and Sound Production 1
- **KMB122** Music and Sound Concepts 1
- **KMB129** Music and Sound Production 2
- **KMB132** Music and Sound Concepts 2
- **KMB200** Music Scenes and Subcultures
- **KMB252** Multi-Platform Sound Design
  * Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.
  * KMB106 will be discontinued at the end of 2010 and replaced by KMB252.
  * KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.
  * KMB200 will be offered from 2011.

### Performance Studies
- **KSB215** Visual Theatre Design
- **KTB101** 20th Century Performance
- **KTB103** Performing Skills 1: Character and Scene
- **KTB104** Performance Innovation
- **KTB106** Performing Skills 2: Style and Form
- **KTB204** Understanding Performance
- **KTB207** Staging Australia

---

*Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.*

*KMB106 will be discontinued at the end of 2010 and replaced by KMB252.*

*KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.*

*KMB200 will be offered from 2011.*
KTB210 Creative Industries Management
KTB211 Creative Industries Events and Festivals

Visual Arts
KVB102 Modernism
KVB103 Australian Art
KVB104 Photomedia and Artistic Practice
KVB105 Drawing for Design
KVB106 Drawing for Animation
KVB108 Contemporary Asian Visual Culture
KVB110 2D Media and Processes
KVB111 3D Media and Processes
KVB211 Post 1945 Art
KVB212 Australian Art, Architecture and Design
KVB213 Graphic Investigation
KVB304 Contemporary Art Issues
KVB306 Video Art and Culture
KVB307 Theories of Spatial Culture

Potential Careers:
Band Leader, Composer, Conductor, D.J, Digital Composer, Educator, Film Composer, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Post-production specialist, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer.

UNIT SYNOPSIS

BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

Antirequisites: BSB116 Equivalents: CTB126 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

DAB325 ARCHITECTURE IN THE 20TH CENTURY
Designers in any discipline should possess the ability to appreciate the history of art, design and architecture. In addition, they should be able to analyse developments in design history from multiple perspectives. This unit is a survey course of the history and theory of architecture from the beginning of the 20th century to the present. Teaching and learning takes place through three forms of structured activity: lectures, tutorials, and online.

Assumed knowledge: DAB220 is assumed knowledge.
Equivalents: ADB011 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

DEB102 INTRODUCING DESIGN HISTORY
This unit encompasses a broad survey of the history of design from the civilizations of antiquity to the opening of the 20th century – including architecture, industrial design, interior design and landscape architecture. It is a first year foundation unit and serves as preparation for more detailed and specialized studies in history and theory in subsequent years. Key designs, ideas and artefacts and the aesthetic, environmental, technological, socio-cultural and political factors that related to their production will be analysed.

Equivalents: ADB931 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS
This unit introduces you to foundational ideas in the study of communication, drawing on examples of communication practice from contemporary society, and the historical development of both the media of mass communication and ways of theorising its development. The idea of the 'new' economy is the organising motif of the unit. The unit both introduces and problematises the discipline of communication as it confronts, engages and interpenetrates the new economy.

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

KCB102 MEDIA MYTH BUSTING 1
Innovations in media and communication technologies have been deeply implicated in the evolution of human society from ancient times to the present. This unit explores the enabling capacities of media and communications, as well as other aspects of media power from a variety of perspectives. This unit also explores key controversies and debates surrounding the relationships between media and society.

Equivalents: KCB140 Credit points: 12 Contact hours: 2.5 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1
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 empathetic 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

KCB104 INTRODUCTION TO MEDIA AND COMMUNICATIONS: INDUSTRIES
This unit provides an introduction to media and communications industries, with particular reference to the Australian media and communications industries and associated issues. The unit will examine aspects of broadcasting, magazines and publishing, popular music, film, the Internet and games industries, from social, industrial and cultural perspectives. You will be involved in discussion of current issues and media features.
Equivalents: KCB150 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove

KCB105 MEDIA MYTH BUSTING 2
The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit involves qualitative and quantitative research methods including observation, focus groups, case studies, survey research and experiments studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present their conclusions and recommendations.
Equivalents: KCB334 Credit points: 12 Contact hours: 3 per week, plus several lectures during semester Campus: Kelvin Grove Teaching period: 2010 SEM-2

KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE
This unit provides both a critical and conceptual introduction to the issues arising from the emergence of 'virtual communities', and a practical introduction to the skills and competencies required for the development and maintenance of successful online social networks. It considers issues arising from the development of online communities from the perspectives of corporate cultures and public or civic action, as well as questions of community, identity and social inequality in Internet culture, conflict management, and ethical and privacy issues on the Web.
Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups
Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. Equivalents: KCB295 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS
New media technologies now affect virtually all aspects of our life, from leisure to work. A thorough understanding of their social, cultural, political and economic impacts is crucial for creative industries practitioners. This unit identifies key new media technologies and provides a contextual understanding of their current roles and potential future trajectories.
Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups
Equivalents: KCB336 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY
A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries; it is crucial to understand the ways in which consumption actively shapes not only media and production industries.
but also the value and meanings of products themselves. This unit builds on your first-year studies, requiring you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit prepares you for your final year by focusing broader understandings of media, communication, and production through the lens of consumer cultures. The knowledge that you will gain in this unit will inform your professional, academic, and creative practices in your final year.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

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

**KCB301 MEDIA AUDIENCES**
A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for students undertaking research in Media Communication and those seeking employment in media industries.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory knowledge of the following, as they apply to media or market research:  
  - Quantitative and Qualitative research design  
  - Basic statistical analysis skills  
  - Qualitative research methods such as interviews and participant observation

**Assumed knowledge:** Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods  
**Equivalents:** KCB349

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

**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.

**Equivalents:** KCB311  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KCB304 MANAGING COMMUNICATION RESOURCES**
An understanding of controlled media (i.e. 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

**KDB105 ARCHITECTURE OF THE BODY**
This unit focuses on experiential awareness of the body, including an introduction to a working knowledge of anatomy, kinesiology and the movement potential of the body, both in theory and practice.

**Equivalents:** KDX104  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KDB106 DANCE ANALYSIS**
This unit includes a study of the analysis of dance through a concentration on the dance as text and a study of various international historical and contemporary works.

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

**KDB108 WORLD DANCE**
This unit includes exposure to a range of culturally specific dance styles through practical workshops and a theory component providing contextual background to the styles taught.

**Equivalents:** KDB172  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KDB109 FUNK, TAP AND ALL THAT JAZZ**
American and Western European popular and music theatre dances from the late 1900s to the present form the content
base of this unit, drawing on three of the following styles: funk, tap, jazz and/or hip-hop. Dance technique and style pertinent to each dance form is taught in the practical classes, while in the theory component of the unit this content is interrogated through historical and cultural perspectives.

**Assumed knowledge:** For Health and Safety reasons, admission to this unit is dependent upon 1) an appropriate level of physical fitness to prevent injury (assessed in Orientation Week or Week One), and 2) having no pre-existing injuries.  **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KDB110 DECONSTRUCTING DANCE IN HISTORY**
This unit includes a study of various international historical and contemporary contexts of dance as art. It focuses on romanticism, classicism, modernism and postmodernism.

**Equivalents:** KDB125  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KDB204 AUSTRALIAN DANCE**
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.

**Equivalents:** KDB114  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KDB225 MUSIC THEATRE SKILLS**
This unit provides students with an introduction to practical skills development in acting, dance and singing for music theatre.

**Equivalents:** KSB225, KSB011  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KFB103 INTRODUCTION TO FASHION**
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.

**Credit points:** 12  **Contact hours:** 2.5 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-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:** KJB339  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KFB206 FASHION AND MODERNITY**
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.

**Equivalents:** KFB105, KFB408  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KFB207 CONTEMPORARY FASHION**
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all Fashion is Contemporary fashion. This unit 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

**KFB209 RAGTRADE: WHOLESALING FASHION**
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance
of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer. The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.

Assumed knowledge: KFB103, KFB208 plus completion of 72 credit points of study is assumed knowledge.
Equivalent: KFB201  Credit points: 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB101 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.
Equivalent: KIB801  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KIB102 VISUAL INTERACTIONS

This unit further develops interface design skills for communications technologies including design priorities, interaction, visual systems, refinement of concepts, project analysis and problem solving through presentation models.
Prerequisites: KIB101 or KIB801 or KPB101 or KPB150 or KPB155  Equivalent: KIB802  Credit points: 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KIB103 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: INB271, KIP403  Equivalent: KIB807, KKB007, KKB818  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB104 DIGITAL MEDIA

This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.
Equivalent: KIB808  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KIB105 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.
Equivalent: KIB804  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 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.
Equivalent: KIB825  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA

This unit addresses theoretical issues associated with non-linear story structures and interactive narratives through the analysis of game structures, the creation of original game ideas and the application of techniques of information design to the structuring of non-narrative content. Addressing the creative and analytical roles of writers, conceptual designers and information designers in the context of interactive digital media and the Creative Industries.
Equivalent: KIB816  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB202 ENABLING IMMERSION

As creative practitioners within a highly networked technological society, it is important to develop a critical understanding of how the application of technology influences modes of communication, production processes and creative practices, particularly within the Creative Industries. This unit provides an introductory overview of the philosophies underlying applications of technology, and critically examines current applications in order to explore creative visions of future technology.
Prerequisites: KIB201  Equivalent: KIB814  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2
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.

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

KIB221 ANIMATION: CG TOOLKIT
CG Toolkit offers an in-depth look at the tools of animated production from within a studio setting. Continuing from Animation Studio 1: Preproduction, this unit looks at the tools and the processes involved in creating high level successful 3d computer animations for game development, film or television production, web or emergent media.

Prerequisites: (KIB203 or KIB107) and KIB220  Equivalents: KIB213  Credit points: 12  Contact hours: Up to 6 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

KIB230 INTERFACE AND INFORMATION DESIGN
With the advent of new technologies for communication, graphical user interfaces have become fundamental to the design of effective communication, and a key factor in the uptake, ease of use and experience of technology systems. This unit builds upon knowledge and skills acquired in units on visual communication and Web design to establish the knowledge and skills required to design and produce effective visual interfaces for technology applications such as Web, small screens in mobile media, and interactive displays. It will cover theories and principles of visual communication, information architecture and user experience design, which will be applied in the production of interfaces for interactive media and digital projects. The unit will be taught through a combination of lectures, tutorials and practical classes, in which skills and knowledge will be applied.

Prerequisites: KIB101 or KIB801  Equivalents: KIB211  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB309 EMBODIED INTERACTIONS
Interaction with technology has advanced beyond the desktop paradigm of mouse and keyboard to embodied interfaces that incorporate video tracking, audio input, and gestural interaction techniques. Applications range from wearable technology to tangible media installations. This unit introduces an experimental field of interactive media design through the practical application of the processes and techniques of tangible media applications. Lectures, which provide the theoretical grounding of the study area, methodologies and examples of the application of tangible media are complemented by practical classes which extend the technical skills acquired in Programming for Designers and Artists and support the development of tangible media outcomes within design studios.

Prerequisites: KIB205 or INB385  Equivalents: KIB311  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB314 TANGIBLE MEDIA
This unit extends the understandings of tangible media interfaces and applications gained in the embodied media unit. In this unit students will develop a tangible media project from concept through to design, production, evaluation, and exhibition. Theoretical understandings on tangible media object design, interaction and installation gained through lectures will be supplemented with production skills in workshops, and applied to the development of tangible media works in design studios. Finished works will be displayed in a final exhibition where members of the public will interact with them.

Prerequisites: KIB309  
Equivalents: KIB311  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KIB316 VIRTUAL ENVIRONMENTS
The field of 3D virtual environments, simulation, and visualization are used to produce sophisticated approaches to interaction design, social networking and game-play. This unit is designed to cater for both creative and technical practitioners. Extending the knowledge and skills developed in 3D Computer Graphics and Real-time environments, this unit develops an advanced understanding of virtual environments and 3D spaces. You will apply and extend principals of real-time modeling, texture acquisition for real-time environments, and interaction design in the 3D context. Students enrolled in this unit will work in project teams to produce a significant 3D interactive environment within the context of a design studio.

Prerequisites: KIB325  
Equivalents: KIB310, KIB821  
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 principals 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 environments. These principals 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

KIB335 TYPOGRAPHY AND ILLUSTRATION
Typography and illustration are essential components of graphic design for both print and electronic media. This unit will focus on techniques of type design, appropriate use of type forms, the design and incorporation of lettering, and the expressive and communication uses of typography. It will also cover the history, uses, and processes of illustration and its application within visual design and communication. Lectures will introduce design history, techniques and approaches, which will be applied in design studios.

Prerequisites: KVB204  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KIB338 PRINT MEDIA
This unit builds on the visual communication and graphic design units to develop specialist skills in design layout and the creative production of print media. It will introduce the theory and principles involved in combining text, image and design elements into a coherent design layout and will extend this theory into practice through the development of advanced design publishing techniques. Theoretical understandings gained through lectures will be augmented with technical skills in workshops, and applied to the production of team-based, professional quality print projects in design studios.

Prerequisites: KVB204  
Antirequisites: KCP361, KCP405  
Credit points: 12  
Contact hours: 3 per week, plus several workshops during semester  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

KJB101 DIGITAL JOURNALISM
This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.

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

KJB120 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. It includes the evolution and theories of reporting.

Antirequisites: KJP401  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB121 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 have opportunities to write stories related to different news rounds throughout the semester.
Prerequisites: KJB120    Antirequisites: KJP402    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB224 FEATURE WRITING
Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.
Prerequisites: KJB120 or KWB107 or KWB381
Antirequisites: KJP403    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

KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.
Prerequisites: KJB120    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove
Concepts 1 as well as developing a broader understanding of artforms, including film, music video, theatre, installation, critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of key concepts in music and sound. The unit extends the relationship between sound and image in a number of media and creative production.

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

KMB122 MUSIC AND SOUND CONCEPTS 1
This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.

Equivalents: KMB130, KMB632
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

KMB125 CREATIVE STUDIO 1
To achieve success as a musician, you will need to form and negotiate your creative identity within a complex field of musical practice. This unit builds your critical and practical skills in the creation and presentation of music. As the first of two foundation units in creative music practice, it develops your skills in exploring and presenting musical ideas with peers in a supportive, staff directed environment.

Equivalents: KMB110, KMB657, KMB120, KMB651
Credit points: 12
Contact hours: 8 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

KMB132 MUSIC AND SOUND CONCEPTS 2
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of
of strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.

**Prerequisites:** KMB122  
**Equivalents:** KMB131, KMB633  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KMB135 CREATIVE STUDIO 2**
This unit builds on, and extends the skills in music creation and presentation covered in Creative Studio 1. It introduces you to a broader range of contemporary approaches to music creation and performance and assists you to clearly identify the skill and resource requirements associated with different music practices. As the second of two foundation units in creative music practice, it develops and consolidates your skills in exploring and presenting musical ideas with peers in a controlled, staff directed environment.

**Prerequisites:** KMB125 or KMB110 or KMB657 or KMB120 or KMB651  
**Equivalents:** KMB111, KMB658, KMB121, KMB652  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KMB200 MUSIC SCENES AND SUBCULTURES**
This unit will explore many of the major musical subcultural movements of the last sixty years through an interdisciplinary approach. To understand how music operates as a form of social, cultural and political communication this unit explores the various contexts in which music circulates and is made meaningful.

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

**KMB252 MULTI-PLATFORM SOUND DESIGN**
This unit builds on previous sound design knowledge and uses a range of tools to design and develop sound content for multi platform television, mobile phones, web, games, virtual worlds and social networks. Students gain an understanding of a variety of working methods and delivery formats and develop practical skills essential to successful collaboration and creation.

**Assumed knowledge:** Knowledge of sound editing software is assumed.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**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

**KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION**
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

**Equivalents:** KPB150, KPB155  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT**
This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Equivalents:** KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB109 FILM AND TV HISTORY**
Television and film are among the most influential forms of representation developed over the past century. An appreciation of the history and influence of narrative styles and industrial movements emphasizes the important changes in technology and aesthetics that have contributed to making these media potent cultural forces. The history of narrative and movements needs to be considered alongside the production and viewing of television and film as entertainment, information and art.

**Equivalents:** KPB102, KPB359  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS**
The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital. This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses.

**Equivalents:** KPB106, KPB209  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2
KPB112 TV AND FILM GENRES
Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres unique to television.

Equivalents: KPB103, KPB107, KPB372-2  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KPB113 TV AND FILM TEXT ANALYSIS
In an era when film and television texts are being transformed by digital media formats, media practitioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.

Equivalents: KPB108, KPB130  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KPB202 FILM AND TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT
The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students' knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.

Prerequisites: KPB104 or KPB314  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KPB205 DOCUMENTARY THEORY AND PRACTICE
The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.

Equivalents: KPB358  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KPB206 INTERNATIONAL CINEMA
This unit examines a range of national cinemas from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideological issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.

Equivalents: KPB344  Credit points: 12  Contact hours: 5 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

KPB212 AUSTRALIAN FILM AND TV
This unit includes the following: study of Australian film and television productions within their cultural and institutional contexts; issues facing the film and television industry today; the construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; experimental film and television; indigenous productions; new technological and global challenges.

Equivalents: KPB203, KPB343, KPB106  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KPB303 CRITICAL THINKING ABOUT TELEVISION
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.

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

KPB313 HOW TO BE A PRODUCER
Producers are key figures in the production of television, film and new media. This unit will take you through the key skills you need to work as a producer, including how to source funding for projects, putting together a creative team, and organising distribution and marketing.

Prerequisites: KPB104 or KPB314  Equivalents: KPB202  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KSB215 VISUAL THEATRE DESIGN
This unit considers the following: the role of visual expression in theatrical events; elements of space; approaches to researching design elements; bearing of text
and resources on events; western and eastern influences. **Prerequisites:** KSB105 or KSB274 **Assumed knowledge:** Concurrent enrolment in KSB211 and KSB217 is strongly recommended. **Equivalents:** KSB276

**KTB101 20TH CENTURY PERFORMANCE**
In this unit you will investigate the major artistic movements of the 20th century; fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.

**Equivalents:** KTB251 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-1

**KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE**
This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.

**Equivalents:** KTB257 **Credit points:** 12 **Contact hours:** 4 per week **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-1

**KTB104 PERFORMANCE INNOVATION**
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.

**Equivalents:** KTB271 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-2

**KTB106 PERFORMING SKILLS 2: STYLE AND FORM**
This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell’arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.

**Equivalents:** KTB258 **Credit points:** 12 **Contact hours:** 4 per week **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-2

**KTB204 UNDERSTANDING PERFORMANCE**
In this unit you will investigate the nature of the performance event; performance in everyday life; theatricality and performance; trans-disciplinary performance theory and practice; the body in performance; site and performance; live and mediated performance; spectator and audience.

**Equivalents:** KTB275 **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

**KTB305 THE ENTREPRENEURIAL ARTIST**
This unit is taken in the final three years of the Bachelor of Creative Industries Drama course. The program is designed to cover a range of artistic and economic areas, including: aesthetics, creativity, regulatory, administrative, legal and ethical issues related to the practice and business of the creative industries.

**Prerequisites:** Completion of 168 credit points of study **Credit points:** 12 **Contact hours:** 4 per week **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-2

**KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS**
This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.

**Prerequisites:** Completion of 72 credit points of study **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2010 SEM-1
KVB102 MODERNISM
This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to inter-disciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.

Equivalents: KVB701  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KVB103 AUSTRALIAN ART
This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.

Equivalents: KVB702  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photomedia artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.

Equivalents: KVB509  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

KVB108 CONTEMPORARY ASIAN VISUAL CULTURE
This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.

Equivalents: KVB444  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KVB110 2D MEDIA AND PROCESSES
This introductory unit is a studio course enabling you to explore, construct, analyse and interpret visual data through the 2D graphic modes of drawing, painting and printmaking.

Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KVB111 3D MEDIA AND PROCESSES
This first year unit introduces you to current contemporary art practices and concepts to assist you in making, analyzing and critiquing three dimensional artworks. As a second semester unit, this unit will develop foundational skills in 3D media and processes to complement and augment understandings and knowledge of 2D media and processes.

Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KVB200 EXHIBITION AND DISPLAY IN THE VISUAL ARTS
This unit addresses the development of the Museum in Western cultures and how that tradition manifests in current arts practices, such as in contemporary exhibitions, the display of collections, installation and site-specificity, audience interaction, curatorial activities such as didactic panels and virtual galleries. This unit will assist you in displaying objects and images from your own arts practice and/or the artwork of others in effective and appropriate ways.

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

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.

**KVB211 POST 1945 ART**  
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art’s engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN**  
This unit aims to examine the impact of modernism upon the fields of visual art, architecture and design in Australia during the period between 1917 and 1967. It will also examine debates about modernism and provide a detailed historical background to the development of these three fields in Australia in response to the idea of modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB213 GRAPHIC INVESTIGATION**  
The interface between the graphic design, print and art environments is dynamic and pervasive. An awareness of contemporary practices through conceptual and cross-media investigations will allow you to interpret, create and engage in these environments.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB304 CONTEMPORARY ART ISSUES**  
This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students’ awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.  
**Equivalents:** KVB712  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB306 VIDEO ART AND CULTURE**  
Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The ‘Video Art and Culture’ unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.  
**Equivalents:** KVB703  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB307 THEORIES OF SPATIAL CULTURE**  
This unit provides the necessary critical evaluation of issues and practices that relate to considerations of space in modern and contemporary art, new media and culture in general. It provides a historical overview of key art practices that have focused their critical attention to the issue of space and the built environment. In order to function as an informed practitioner in the environment of public space you must acquire such knowledge because it will form the critical-analytical background to current debates and theories in the field of spatial culture and public art.  
**Equivalents:** KVB704  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KWB101 INTRODUCTION TO CREATIVE WRITING**  
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.  
**Equivalents:** KWB250  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 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

KWB103 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.
Antirequisites: KWP402  Equivalents: KWB315
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  Equivalents: KWB350
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KWB106 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: KWP405  Equivalents: KWB314
Credit points: 12  Contact hours: 4 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

KWB108 INTRODUCTION TO LITERARY STUDIES
"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.
Equivalents: KWB001, KWB716  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB109 WRITING AUSTRALIA
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and critically interrogate texts pertinent to contemporary Australian society and culture.
Equivalents: KWB002, KWB710  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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

KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)
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: 3 Contact hours  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KXB101 INTRODUCTION TO ENTERTAINMENT
The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:
• The history of entertainment.
• Key characteristics of entertainment.
• The relationship between entertainment and the wider creative industries.
• Changes in entertainment over the period of modernity.
• The size and nature of entertainment industries.
Credit points: 12  
Contact hours: 3  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KXB309 POPULAR FICTIONS, POPULAR CULTURE
The unit is designed to provide you with skills in understanding popular culture/s. It addresses the production of popular culture via a range of texts and mediums, and provides you with a framework by which they can critique the operations of popular cultures.
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2
KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS

In this unit you will learn how creativity and business can work together to complement each other in the entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to balance creative and business skills.

Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2011 SEM-2