Master of Music (KM42)

Year offered: 2010
Admissions: No
CRICOS code: 034710M
Course duration (full-time): 3 semesters
Course duration (part-time): 6 semesters
Domestic fees (indicative): 2010: Full fee tuition $7,250 (indicative) per semester
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Mike Howlett
Campus: Kelvin Grove

Overview
This course is aimed at professional performers and composers, music producers, music studio personnel and music educators. They are also valuable for people from other backgrounds wishing to broaden their existing knowledge and skills in music. Coursework will update musical skills and knowledge as well as creative, critical and reflective capabilities which impact upon making/presenting/understanding music. Independent projects will extend professional and commercial practice.

Entry requirements
Entry to the Graduate Certificate or Graduate Diploma requires a bachelor degree with an overall grade point average of 4.5 or above (on a 7-point scale) and experience relevant to the music pathway selected by the applicant.

Applicants without a bachelor degree, with a bachelor degree with a grade point average of less than 4.5, or with a diploma from TAFE or an appropriate non-university private provider, may be required to enrol in the Graduate Certificate with the possibility of articulation into the Graduate Diploma if they achieve a grade point average of 4.5 or above in the Graduate Certificate. Applicants will only be permitted to enrol in a Graduate Diploma with the approval of the postgraduate coursework degrees coordinator, in consultation with the relevant subject area coordinator.

Masters applicants should possess either a three-year music degree with an overall grade point average of 5 or above (on a 7-point scale) or approved diploma in music from a university or documentary evidence of a successful career as a music industry professional considered equivalent to a three-year degree. Prior to admission, applicants must submit and have approved a project proposal.

Advanced Standing
Advanced standing for prior study and/or professional experience for the Masters is at the discretion of the postgraduate coursework degrees coordinator, in consultation with the relevant subject area coordinator. Advanced standing will normally only be granted for Masters-level courses, and will constitute no more than 48 credit points.

Course Structure
Masters students may choose from either:
* Coursework and project: eight units prior to two Music Project units. Alternatively, students can undertake four or six coursework units and four or three Project units respectively.
* Project: two coursework units undertaken prior to five Music Project units.

Students must contact the subject area coordinator before making unit selection.

Creative Industries Faculty Postgraduate Open Unit Options

Creative Industries Postgraduate - University Wide Units
These unit offerings are current at the time of publication but are subject to change.
Creative Industries students may choose Unit Options from the following list OR from outside the Faculty area subject to the following guidelines:
* you must obey any Unit Option rules as set out in your course requirements
* you cannot select a unit that forms part of the compulsory units of your course.
* you must have successfully completed any pre/co-requisite units applicable
* the offering of Unit Options is subject to sufficient student enrolment numbers and staff availability
* some units are subject to quota restrictions

Media and Communication Discipline
KCP402 New Media Studies

Interactive and Visual Design Discipline
KIP401 Visual Communication
KIP403 Introduction to Web Design and Development
KIP405 Animation and Motion Graphics
KIP408 Animation Practices
KIP424 Advertising Creative: Introduction

Journalism Discipline
KJP401 Newswriting
KJP403 Feature Writing

Faculty
KKP402 Business and Corporate Development in the Creative Industries
KKP403 Special Topic in the Creative Industries
KKP404 Policy Development in Creative and Cultural Industries
KKP405 Co-Creative Media: Digital Storytelling
KKP407 Creative Industries in Asia

Performance Studies Discipline
KTP401 Contemporary Performance

Visual Arts Discipline
KVP402 Photomedia and Creative Practice

Creative Writing and Literary Studies Discipline
KWP401 Media Writing
KWP402 Persuasive Writing
KWP403 Creative Writing: The Short Story
KWP405 Corporate Writing and Editing
KWP407 Great Books: the Literary Classics

Potential Careers:
Band Leader, Composer, Conductor, D.J, Digital Composer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer.

UNIT SYNOPSISES

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

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

KIP401 VISUAL COMMUNICATION
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

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

KIP403 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.

Antirequisites: KIB103, KIB807 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1 and 2010 SEM-2

KIP405 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion.

Antirequisites: KIB105, KIB804 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KIP408 ANIMATION PRACTICES
This 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.

Antirequisites: KIB108, KIB825 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove

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

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

**KJP401 NEWSWRITING**  
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories; the evolution and theories of reporting.

**Equivalents:** KJP120  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KJP403 FEATURE WRITING**  
In this unit you will conduct interviews and other research that you use to write Internet, newspaper and magazine articles that profile personalities or that treat processes, events and places to exploit their human-interest value.

**Equivalents:** KJP224  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several seminars during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KKP402 BUSINESS AND CORPORATE DEVELOPMENT IN THE CREATIVE INDUSTRIES**  
This unit introduces issues involved in selecting and refining a concept/idea/new product in the creative industries. Topics include: business opportunity recognition; screening for potential viability and sustainable competitive advantages; identifying and analysing strategic options; creating a marketing strategy and outlining the production and operations, human resources, and financial plans for a selected creative industries venture. You build the components of a business model for your selected creative concept and write a formal business plan for that concept/product. You examine and critique the business models of a variety of existing businesses in the creative industries during the semester.

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

**KKP403 SPECIAL TOPIC IN THE CREATIVE INDUSTRIES**  
Advanced level research and creative practice in the Creative Industries frequently draws upon the expertise of leading national and international researchers who visit the Creative Industries Faculty, as well as innovative creative projects. Through a Special Topic unit, Masters, PhD and Professional Doctorate students at the postgraduate level can systematically engage with these initiatives through a structured program of attendance at key events, reading and investigation, and working in creative teams to develop project deliverables.

**Prerequisites:** Completion of 48cp of study  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KKP404 POLICY DEVELOPMENT IN CREATIVE AND CULTURAL INDUSTRIES**  
In this unit, you will undertake an overview of the creative industries as a major element of the global knowledge economy. You will critically analyse key creative industries concepts such as: the knowledge-based economy; networks and clusters; economic aspects of culture and creativity; creative cities; organisation of creative work; creativity and management; social entrepreneurship.

**Equivalents:** KCP018, KCP401  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KKP405 CO-CREATIVE MEDIA: DIGITAL STORYTELLING**  
In this unit you will learn about the breadth of achievements of research in the Creative Industries (for example, in making visible the creative economy. This knowledge is essential for arts and creative industries managers. You will also have the option to experience deep learning in the theory and practice of one particular creative human capital development technique and qualitative research platform, known as Digital Storytelling.

**Equivalents:** KCP403, KCP353  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SUM-2, 2010 SEM-1, 2010 5TP3, 2010 6TP5 and 2010 6TP6

**KKP407 CREATIVE INDUSTRIES IN ASIA**  
Forces associated with the rise of creative industries, such as globalisation, the knowledge-based economy, and media and communications networks are significantly shifting both public policy and creative practice in the Asia-Pacific region, and raising new challenges, tensions and contradictions in politics, economics and culture. This unit will provide you with an understanding of how developments in the creative industries will affect the economics, politics and cultural development of nations and people in the Asian region.

**Equivalents:** KKP407, KCP354  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove

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

Antirequisites: KTB204  
Equivalents: KTN002  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

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

Antirequisites: KVB104, KVB509  
Credit points: 12  
Contact hours: 5 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

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

Equivalents: KWP111  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove

KWP402 PERSUASIVE WRITING
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

Equivalents: KWP315  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

KWP403 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.

Equivalents: KWP350  
Credit points: 12  
Contact hours: Up to 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

KWP405 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).

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

KWP407 GREAT BOOKS: THE LITERARY CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.

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

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