Bachelor of Creative Industries / Bachelor of Information Technology (IX27)

Year offered: 2010
Admissions: No
CRICOS code: 059227E
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,100 (indicative) per semester
International Fees (indicative): 2010: $10,750 (indicative) per semester
QTAC code: 409872
Past rank cut-off: 74
Past OP cut-off: 13
Assumed knowledge: English (4, SA), and for games technology and security majors, Maths B (4, SA), or for all other majors, Maths A, B or C (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: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Mr Richard Thomas (Science and Technology)
Campus: Gardens Point and Kelvin Grove

Overview
This four-year program gives you the opportunity to allow your creative side to shine through as it complements your technical information technology skills. The integrated program consists of 16 creative industries units and 16 information technology units so that you will study both creative industries and information technology units in each semester. You will choose one information technology major from business systems engineering, databases, electronic business, games technology, information and knowledge management, information systems, information technology management, intelligent systems, security, network systems, software architecture, or web services and applications.

The Bachelor of Creative Industries emphasises the use of technology through digital media and film production in the interdisciplinary major. You can choose a creative industries Second major that will build complementary skill sets, such as digital media or film, television and screen. Alternatively, you may choose a creative industries area of interest to diversify your IT studies.

Creative Industries Second majors include art and design history; creative and professional writing; dance; digital media, fashion; film, television and screen; interactive and visual design; journalism; media and communication; literary and cultural studies.

Course Update
From Semester 1, 2009, a revised version of this double degree program has been introduced. This course has been recoded IX56 Bachelor of Creative Industries/Bachelor of Information Technology. The current IX27 Bachelor of Creative Industries/Bachelor of Information Technology will be offered for continuing students only.

Career Outcomes
The creative industries Second majors in this double degree have been specifically chosen for their relevance to careers in information technology. You will undertake the Bachelor of Creative Industries interdisciplinary major as well as one creative industries second major. Your information technology degree component comprises eight core units and eight units in your information technology major.

You will learn creative and technical skills within a contextual framework, so you will be well placed to build your career in digital product and new media strategy.

Course Structure
This course is made up of 384 credit points. Each component (i.e. Creative Industries and Information Technology) comprises 192 credit points.

The Creative Industries component is made up of 24 credit points of Faculty Foundation units, 168 credit points from Creative Industries interdisciplinary units.

The Information Technology component is made up of 120 credit points of Faculty core units and 72 credit points of units from an IT major.

Professional Recognition
Graduates of the Bachelor of Information Technology component meet the knowledge requirements for admission to the Australian Computer Society (ACS).

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

Deferment
QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as
questionnaires, folios, auditions, prior study or work experience.

Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.

Find out more on deferment.

Unit Incompatibility/Translation Information
Details on the translation and incompatibility of old and new units is located here:
Undergraduate Translation Table
If you have completed the unit(s) listed under the "Translation Unit Codes" column you are not permitted to enrol in the listed new code

Further Information
For further information regarding this course, please contact the following:

Science and Technology Coordinator
Mr Richard Thomas
Phone: +61 073138 2782
Email: enquiry.scitech@qut.edu.au

Creative Industries Coordinator
Phone +61 7 3138 8114
Fax +61 7 3138 8116
Email: creativeindustries@qut.edu.au

Overview for students who commenced in 2008

Year 1, Semester 1
INB103 Industry Insights
INB250 Systems Architecture
KKB101 Creative Industries: People and Practices
SELECT A Creative Industries Discipline Unit

Year 1, Semester 2
INB210 Databases
INB251 Networks
KKB102 Creative Industries: Making Connections
SELECT A Creative Industries Discipline Unit

Year 2, Semester 1
INB104 Building IT Systems
Choose one unit from: Intermediate Level Elective list. This choice will replace ITB008 from 2009 course summary.
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Discipline Unit

Year 2, Semester 2
INB270 Programming
INB271 The Web
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Discipline Unit

Year 3, Semester 1
INB301 The Business of IT
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Discipline Unit

Year 3, Semester 2
INB302 Capstone Project
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Unit Option

Year 4, Semester 1
INB303 Advanced IT
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Unit Option

Year 4, Semester 2
INB304 Advanced IT
SELECT A Creative Industries Discipline Unit
SELECT A Creative Industries Unit Option
**Interdisciplinary course structure for students who commenced in 2008**

### Year 1, Semester 1

- **KKB101** Creative Industries: People and Practices
- **SELECT** Either KP1B01 or KPB01C:
- **KB101** Introduction to Film, TV and New Media Production
- **KPB015** Photomedia and Artistic Practice

### Year 1, Semester 2

- **KKB102** Creative Industries: Making Connections
- **KCB103** Strategic Speech Communication

### Year 2, Semester 1

- **KKB221** Approaching Interdisciplinarity
- **SELECT** Creative Industries co-major: First Unit

### Year 2, Semester 2

- **KKB222** Interdisciplinarity in Practice
- **SELECT** Creative Industries co-major: Second Unit

### Year 3, Semester 1

- **SELECT** Creative Industries co-major: Third Unit
- **SELECT** Creative Industries co-major: Fourth Unit

### Year 3, Semester 2

- **SELECT** Creative Industries co-major: Fifth Unit
- **SELECT** Creative Industries co-major: Sixth Unit

### Year 4, Semester 1

- **SELECT** Transitions to New Professional Environment Unit
- **SELECT** Creative Industries co-major: Seventh Unit

### Year 4, Semester 2

- **SELECT** Transitions to New Professional Environment Unit
- **SELECT** Creative Industries co-major: Eighth Unit

**Music course structure for students who commenced in 2008**

### Year 1, Semester 1

- **KKB101** Creative Industries: People and Practices
- **SELECT** Either KMB003 or KMB005-1:
- **KMB003** Sex Drugs Rock 'n' roll
- **KMB005-1** Group Music

### Year 1, Semester 2

- **KKB102** Creative Industries: Making Connections
- **KMB105** Music and Sound Technology
- **SELECT** KMB005-2 if KMB005-1 was completed in semester 1:
- **KMB005-2** Group Music

### Year 2, Semester 1

- **KMB130** Core Musicianship 1
- **SELECT** Either KMB110 or KMB120:
- **KMB110** Music Production 1
- **KMB120** Music Performance 1

### Year 2, Semester 2

- **KMB131** Core Musicianship 2
- **SELECT** Either KMB111 or KMB121:
KMB111  Music Production 2
KMB121  Music Performance 2

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT  A Music Unit Option (List A)</td>
</tr>
<tr>
<td>KMB214-1  Music and Sound: Principal Study A</td>
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<table>
<thead>
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</thead>
<tbody>
<tr>
<td>SELECT  A Music Unit Option (List B)</td>
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<tr>
<td>KMB214-2  Music and Sound: Principal Study A</td>
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<tbody>
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<td>SELECT  A Music Unit Option (List A)</td>
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<table>
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<tbody>
<tr>
<td>SELECT  A Creative Industries Unit Option</td>
</tr>
<tr>
<td>SELECT  A Music Unit Option (List B)</td>
</tr>
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</table>

**LIST A: Music Unit Options**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'n' roll</td>
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<tr>
<td>KMB004</td>
<td>World Music</td>
</tr>
<tr>
<td>KMB108</td>
<td>Sound Recording and Acoustics</td>
</tr>
<tr>
<td>KMB113</td>
<td>Multi-Instrumental Music A</td>
</tr>
<tr>
<td>KMB119</td>
<td>Music and Sound Production 1</td>
</tr>
<tr>
<td>KMB122</td>
<td>Music and Sound Concepts 1</td>
</tr>
<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
</tr>
<tr>
<td>KMB206</td>
<td>Jazz and Popular Musicianship</td>
</tr>
<tr>
<td>KMB207</td>
<td>Cross Cultural Musicianship</td>
</tr>
<tr>
<td>KMB209</td>
<td>Conducting</td>
</tr>
<tr>
<td>KMB213</td>
<td>Multi-Instrumental Music B</td>
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**LIST B: Music Unit Options**

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<th>Code</th>
<th>Title</th>
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<tr>
<td>KMB002</td>
<td>Music and Spirituality</td>
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<td>KMB106</td>
<td>Music and Sound for Multimedia</td>
</tr>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
</tr>
<tr>
<td>KMB108</td>
<td>Sound Recording and Acoustics</td>
</tr>
<tr>
<td>KMB129</td>
<td>Music and Sound Production 2</td>
</tr>
<tr>
<td>KMB132</td>
<td>Music and Sound Concepts 2</td>
</tr>
<tr>
<td>KMB205</td>
<td>Sound Media Musicianship</td>
</tr>
<tr>
<td>KMB208</td>
<td>Contemporary Art Musicianship</td>
</tr>
<tr>
<td>KMB212</td>
<td>Arranging</td>
</tr>
<tr>
<td>KMB301</td>
<td>The Music Industry</td>
</tr>
</tbody>
</table>

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

**Sound Design course structure for students who commenced in 2008**

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>KKB101</td>
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<td>KMB105</td>
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<th>Year 1, Semester 2</th>
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</thead>
<tbody>
<tr>
<td>KKB102</td>
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<td>KMB106</td>
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*Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

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<tr>
<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>KMB104</td>
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<td>KMB110</td>
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</thead>
<tbody>
<tr>
<td>KMB107</td>
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<tr>
<td>KMB111</td>
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<table>
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<th>Year 3, Semester 1</th>
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<tbody>
<tr>
<td>SELECT  A Sound Design Unit Option (List A)</td>
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<tr>
<td>KMB214-1  Music and Sound: Principal Study A</td>
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</table>

<table>
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<tr>
<th>Year 3, Semester 2</th>
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</thead>
<tbody>
<tr>
<td>KMB205</td>
</tr>
<tr>
<td>KMB214-2  Music and Sound: Principal Study A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
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</thead>
<tbody>
<tr>
<td>SELECT  A Creative Industries Unit Option</td>
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<tr>
<td>SELECT  A Creative Industries Unit Option</td>
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</table>

<table>
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<tr>
<th>Year 4, Semester 2</th>
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</thead>
<tbody>
<tr>
<td>KMB301</td>
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<tr>
<td>SELECT  A Sound Design Unit Option (List B)</td>
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**LIST A: Sound Design Unit Options**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
</tr>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'n' roll</td>
</tr>
<tr>
<td>KMB004</td>
<td>World Music</td>
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**LIST B: Sound Design Unit Options**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>KCB202</td>
<td>New Media 2: Applications and Implications</td>
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<tr>
<td>KIB104</td>
<td>Digital Media</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
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<tr>
<td>-------------</td>
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</tr>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
</tbody>
</table>

**Overview for students who commenced in 2007**

**Year 1, Semester 1**
- INB103  Industry Insights
- INB250  Systems Architecture
- SELECT A Creative Industries Core Unit
- SELECT A Creative Industries Discipline Unit

**Year 1, Semester 2**
- INB210  Databases
- INB251  Networks
- SELECT A Creative Industries Core Unit
- SELECT A Creative Industries Discipline Unit

**Year 2, Semester 1**
- INB104  Building IT Systems
  - Choose one unit from: Intermediate Level Elective list. This choice will replace ITB008 from 2009 course summary.
- SELECT A Creative Industries Discipline Unit
- SELECT A Creative Industries Discipline Unit

**Year 2, Semester 2**
- INB270  Programming
- INB271  The Web
- SELECT A Creative Industries Discipline Unit
- SELECT A Creative Industries Discipline Unit

**Year 3, Semester 1**
- IT Major Unit
- SELECT A Creative Industries Discipline Unit
- SELECT A Creative Industries Discipline Unit

**Year 3, Semester 2**
- INB301  The Business of IT
  - IT Major Unit
- SELECT A Creative Industries Discipline Unit
- SELECT A Creative Industries Discipline Unit

**Year 4, Semester 1**
- INB302  Capstone Project

**Communication Design course structure for students who commenced in 2007**

**Year 1, Semester 1**
- SELECT A Creative Industries Core Unit
- KIB101  Visual Communication

**Year 1, Semester 2**
- SELECT A Creative Industries Core Unit
- KIB102  Visual Interactions

**Year 2, Semester 1**
- SELECT A Creative Industries Unit Option
- KIB103  Introduction to Web Design and Development

**Year 2, Semester 2**
- SELECT A Creative Industries Unit Option
- KIB104  Digital Media

**Year 3, Semester 1**
- KIB214  Design for Interactive Media
- SELECT Either KIB230 or KKB216:
  - KIB230  Interface and Information Design
  - KKB216  Graphical Development Environments for Media Interaction

**Year 3, Semester 2**
- KIB216  Advanced Web Design
- SELECT Either KIB205 or KVB204:
  - KIB205  Programming for Visual Designers and Artists
  - KVB204  Graphic Design

**Year 4, Semester 1**
- KIB315  Contemporary Issues in Digital Media
- SELECT Either KIB309 or KIB335:
  - KIB309  Embodied Interactions

**Published on: 16 May 2011**
## Interdisciplinary course structure for students who commenced in 2007

### Year 1, Semester 1
- **SELECT** A Creative Industries Core Unit
- **SELECT** Sub-Major 1: First Unit

### Year 1, Semester 2
- **SELECT** A Creative Industries Core Unit
- **SELECT** Sub-Major 1: Second Unit

### Year 2, Semester 1
- **SELECT** Sub-Major 1: Third Unit
- **SELECT** Sub-Major 2: First Unit

### Year 2, Semester 2
- **SELECT** Sub-Major 1: Fourth Unit
- **SELECT** Sub-Major 2: Second Unit

### Year 3, Semester 1
- **SELECT** Sub-Major 1: Fifth Unit
- **SELECT** Sub-Major 2: Third Unit

### Year 3, Semester 2
- **SELECT** Sub-Major 1: Sixth Unit
- **SELECT** Sub-Major 2: Fourth Unit

### Year 4, Semester 1
- **SELECT** A Creative Industries Unit Option
- **SELECT** Sub-Major 2: Fifth Unit

### Year 4, Semester 2
- **SELECT** A Creative Industries Unit Option
- **SELECT** Sub-Major 2: Sixth Unit

Please note: At least eight of your sub-major units must be K-coded units

## Music course structure for students who commenced in 2007

### Year 1, Semester 1
- **SELECT** A Creative Industries Core Unit
- **SELECT** Either KMB003 or KMB005-1:
  - KMB003 Sex Drugs Rock ‘n’ roll
  - KMB005-1 Group Music

### Year 1, Semester 2
- **SELECT** A Creative Industries Core Unit
- **SELECT** KMB005-2 if KMB005-1 was completed in semester 1:
  - KMB005-2 Group Music

### Year 2, Semester 1
- **SELECT** KMB130 Core Musicianship 1
- **SELECT** Either KMB110 or KMB120:
  - KMB110 Music Production 1
  - KMB120 Music Performance 1

### Year 2, Semester 2
- **SELECT** KMB131 Core Musicianship 2
- **SELECT** Either KMB111 or KMB121:
  - KMB111 Music Production 2
  - KMB121 Music Performance 2

### Year 3, Semester 1
- **SELECT** A Music Unit Option (List A)
  - KMB214-1 Music and Sound: Principal Study A

### Year 3, Semester 2
- **SELECT** A Music Unit Option (List B)
  - KMB214-2 Music and Sound: Principal Study A

### Year 4, Semester 1
- **SELECT** A Creative Industries Unit Option
- **SELECT** A Music Unit Option (List A)

### Year 4, Semester 2
- **SELECT** A Creative Industries Unit Option
- **SELECT** A Music Unit Option (List B)

### LIST A: Music Unit Options
- KMB003 Sex Drugs Rock ‘n’ roll
- KMB004 World Music
- KMB108 Sound Recording and Acoustics
- KMB113 Multi-Instrumental Music A
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KMB119</td>
<td>Music and Sound Production 1</td>
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<tr>
<td>KMB122</td>
<td>Music and Sound Concepts 1</td>
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<tr>
<td>KMB200</td>
<td>Music Scenes and Subcultures</td>
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<td>KMB206</td>
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<td>KMB207</td>
<td>Cross Cultural Musicianship</td>
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<tr>
<td>KMB209</td>
<td>Conducting</td>
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<tr>
<td>KMB213</td>
<td>Multi-Instrumental Music B</td>
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</table>

**LIST B: Music Unit Options**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KMB002</td>
<td>Music and Spirituality</td>
</tr>
<tr>
<td>KMB106</td>
<td>Music and Sound for Multimedia</td>
</tr>
<tr>
<td>KMB107</td>
<td>Sound, Image, Text</td>
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<td>KMB108</td>
<td>Sound Recording and Acoustics</td>
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<td>KMB129</td>
<td>Music and Sound Production 2</td>
</tr>
<tr>
<td>KMB132</td>
<td>Music and Sound Concepts 2</td>
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<tr>
<td>KMB205</td>
<td>Sound Media Musicianship</td>
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<tr>
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<td>Contemporary Art Music Musicianship</td>
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<tr>
<td>KMB212</td>
<td>Arranging</td>
</tr>
<tr>
<td>KMB301</td>
<td>The Music Industry</td>
</tr>
</tbody>
</table>

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

### Sound Design course structure for students who commenced in 2007

**Year 1, Semester 1**

<table>
<thead>
<tr>
<th>SELECT A Creative Industries Core Unit</th>
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<tbody>
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<td>KMB105 Music and Sound Technology</td>
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**Year 1, Semester 2**

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<th>SELECT A Creative Industries Core Unit</th>
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<tbody>
<tr>
<td>KMB106 Music and Sound for Multimedia</td>
</tr>
</tbody>
</table>

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

**Year 2, Semester 1**

| KMB104 Music and Sound Skills          |
| KMB110 Music Production 1              |

**Year 2, Semester 2**

| KMB107 Sound, Image, Text              |
| KMB111 Music Production 2              |

**Year 3, Semester 1**

<table>
<thead>
<tr>
<th>SELECT A Sound Design Unit Option (List A)</th>
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<tbody>
<tr>
<td>KMB214-1 Music and Sound: Principal Study A</td>
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</table>

**Year 3, Semester 2**

| KMB205 Sound Media Musicianship         |
| KMB214-2 Music and Sound: Principal Study A|

**Year 4, Semester 1**

<table>
<thead>
<tr>
<th>SELECT A Creative Industries Unit Option</th>
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<tbody>
<tr>
<td>SELECT A Creative Industries Unit Option</td>
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</tbody>
</table>

**Year 4, Semester 2**

| KMB301 The Music Industry               |
| SELECT A Creative Industries Unit Option |

**LIST A: Sound Design Unit Options**

| KIB103 Introduction to Web Design and Development |
| KIB108 Animation History and Practices           |
| KMB003 Sex Drugs Rock 'n' roll                   |
| KMB004 World Music                              |

**LIST B: Sound Design Unit Options**

| KCB202 New Media 2: Applications and Implications |
| KIB104 Digital Media                             |
| KIB105 Animation and Motion Graphics             |
| KPB101 Introduction to Film, TV and New Media Production |

**Creative Industries Second Major Options**

**INSTRUCTIONS FOR SECOND MAJORS/CO-MAJORS**

* The second majors for 2010 are subject to final approval.

Please refer to the following study sequences to plan your program. You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a second major, following semester of offer and unit requisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these second majors and are also mandatory elsewhere in your course can not contribute towards the completion of these second majors. Any unit(s) that appear in multiple second majors can only contribute towards the completion of one of these second majors.

**Advertising**

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

| AMB200 Consumer Behaviour                  |
| AMB201 Marketing and Audience Research     |
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
BSB126 Marketing

Note: AMB221 and AMB339 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Animation

Description: This second major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics, 3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB225 Character Development, Conceptual Design and Animation Layout
KIB316 Virtual Environments
KIB325 Real-Time 3D Computer Graphics
KVB105 Drawing for Design
KVB106 Drawing for Animation

Art and Design History

Description: This second major equips you with the educational base necessary for a career in the arts professions, such as curatorial work, art criticism and arts administration. It offers a coherent and sequential set of units that provide a platform for a research-based study of the visual arts, design and architecture. In conjunction with further study, this second major will assist in preparing you for work as a professional in these disciplines.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

DAB325 Architecture in the 20th Century

Creative and Professional Writing

Description: The aim of this second major is to prepare students to graduate with adequate skills and knowledge in the area of creative and professional writing; to provide a thorough grounding in a variety of genres that include fiction, creative non-fiction, media writing and corporate writing and editing, thereby equipping graduates with the versatility required of professional writers; to enhance the critical, analytical and peer-reviewing skills of students; to provide and understanding of creative writing in its social and generic contexts.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

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
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB211 Stylistics and Poetics
KWB303 Writing and Publishing Industry
KWB313 Novel and Memoir

Dance Studies

Description: This second major aims to provide a broad grounding in practical and theoretical aspects of dance. You will gain skills in contemporary dance, ballet, commercially driven genres, choreography and critical thinking and writing together with an understanding of the social and historical context of ballet, contemporary dance, and popular and world dance.

Assumed Knowledge: Previously acquired knowledge or skill IS required for you to
undertake this second major. It is essential that you be physically able, fit and have basic knowledge in a dance technique, either ballet, jazz or contemporary dance.

Instructions: Of the eight units you need to complete, you must select at least two units coded 200 or above.

**KDB103** Dance Technique Studies 1  
**KDB104** Dance Technique Studies 2  
**KDB105** Architecture of the Body  
**KDB106** Dance Analysis  
**KDB107** Choreographic Studies 1  
**KDB108** World Dance  
**KDB109** Funk, Tap and all that Jazz  
**KDB110** Deconstructing Dance in History  
**KDB204** Australian Dance  
**KDB205** Dance in Education  
**KDB225** Music Theatre Skills  

*Note: KDB205 not offered in 2010*  
*Please note that the Dance Studies major in the Bachelor of Creative Industries is NOT a pathway to secondary dance teaching*

### Digital Media

**KIB103** Introduction to Web Design and Development  
**KVB306** Video Art and Culture  

*Note: KCB201 will no longer be offered after 2010.*

### Drama

Description: The second major offers a balance of performance theory and practice. It is designed as a learning sequence, beginning with introductory concepts and practices, through intermediate and on to advanced learning. Underpinning the second major is a twin focus on contemporary performance-making and events management. Both of these areas are balanced by studies in theatre history and theory. Core topics include acting; directing; twentieth-century performance theory and practice; and events management.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

**KDB225** Music Theatre Skills  
**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  
**KTB210** Creative Industries Management  
**KTB211** Creative Industries Events and Festivals  
**KTB305** The Entrepreneurial Artist  
**KTB306** Directing for Performance Events and Festivals

### Entertainment Industries

Description: On completion of this second major, you will be able to demonstrate the knowledge and skills required to pursue a career in the Entertainment Industry. These include an understanding of the characteristics of mainstream commercial culture that appeal to large audiences; an understanding both of business and creative processes; an ability to balance the two of these; and an awareness of historical and current Entertainment content and business.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

**AMB207** Entertainment Marketing  
**BSB126** Marketing  
**KXB101** Introduction to Entertainment  
**KXB102** Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business
KXB301 Entertainment?Industries?Map
LWS008 Entertainment Law
SELECT One of the following units:
AMB200 Consumer Behaviour
KCB301 Media Audiences
KPB101 Introduction to Film, TV and New Media Production
KWB102 Media Writing
Note: KXB301 will first be offered in 2012. LWS008 will first be offered in 2011.

Entrepreneurship
Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

AMB251 Innovation and Brand Management
BSB115 Management
BSB126 Marketing
MGB200 Leading Organisations
MGB223 Entrepreneurship and Innovation
MGB324 Managing Business Growth
SELECT Two units from the Advanced AMB Unit Options list OR two units from the Advanced MGB Unit Options list
Advanced AMB Unit Options (AMB240 is mandatory):
AMB240 Marketing Planning and Management
AMB336 International Marketing
AMB340 Services Marketing
Advanced MGB Unit Options (MGB310 is mandatory):
MGB210 Managing Operations
MGB225 Intercultural Communication and Negotiation Skills
MGB310 Sustainability in A Changing Environment
Note: AMB230, EFB210, MGB207, MGB216, MGB222 and MGB335 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Fashion
Description: This second major has been designed to offer a mix of theoretical and practical units. The theory units will develop your knowledge and understanding of the history, industry and consumption of fashion and will introduce you to the critical legal

issues surrounding the production and distribution of fashion. The practical units provide you with a variety of options to develop fashion related skills focusing on textile design, portfolio development and fashion journalism.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KCB203 Consumption Matters: Consumer Cultures and Identity
KFB103 Introduction to Fashion
KFB106 Unspeakeable Beauty: A History of Fashion and Style
KFB107 Drawing For Fashion
KFB205 Fashion and Style Journalism
KFB206 Fashion and Modernity
KFB207 Contemporary Fashion
KFB208 Fashion Portfolio
KFB209 Ragtrade: Wholesaling Fashion
KFB304 Fashion, Law and the Real World
KVB213 Graphic Investigation

Film, Television and Screen
Description: The aim of this second major is to provide students with a range of understandings in the theory and practice of film, television and screen. This study area aims to enhance creative, technical and organisational abilities as well as building story telling and communication skills.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KPB101 Introduction to Film, TV and New Media Production
KPB104 Film and Television Production Resource Management
KPB105 Narrative Production
KPB109 Film and TV History
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB113 TV and Film Text Analysis
KPB202 Film and Television Business Skills: Entrepreneurship and Investment
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV
KPB303 Critical Thinking About Television
KPB313 How to be a Producer
Game Design

Description: The aim of this second major is to provide you with a thorough and balanced education in the skills and knowledge required of a game or interactive media designer. You will gain an understanding of the design process associated with interactive environments and, through experience and analysis of the creative process, an understanding of how their work contributes to the computer games and interactive entertainment industry.

Assumed Knowledge: To be eligible to undertake INB272 you must have passed either INB103 or KIB101.

INB180 Computer Games Studies
INB181 Introduction to Games Production
INB280 Fundamentals of Game Design
INB272 Interaction Design
INB104 Building IT Systems
INB281 Advanced Game Design
KIB201 Concept Development for Game Design and Interactive Media
KIB202 Enabling Immersion

Note: KIB101 and KIB102 are permitted to count towards this major if they were completed in 2009 or earlier.

Integrated Marketing Communication

AMB202 Integrated Marketing Communication
AMB220 Advertising Theory and Practice
AMB263 Introduction To Public Relations
AMB331 Direct Marketing
AMB350 Sales and Customer Relationship Management
BSB126 Marketing

SELECT Two units from AMB208, AMB230 or AMB261:

AMB208 Events Marketing
AMB230 Digital Promotions
AMB261 Media Relations and Publicity

Note: AMB240 and AMB260 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Interactive and Visual Design

Description: This second major will provide you with the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media. You will learn how to design effectively for print and electronic media, Web and mobile media and computer games and become equipped with a versatile set of design practices to support you to enter careers in marketing, web design, electronic publishing, interaction design and the creative aspects of game design.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KIB101 Visual Communication
KIB102 Visual Interactions
KIB103 Introduction to Web Design and Development
KIB104 Digital Media
KIB214 Design for Interactive Media
KIB216 Advanced Web Design
KIB230 Interface and Information Design
KIB315 Contemporary Issues in Digital Media
KVB105 Drawing for Design
KVB204 Graphic Design

Journalism, Media and Communication

Description: This second major offers you a range of options to develop an understanding of the parameters of the journalism and professional communication fields. You can choose a mix of units to suit your career aspirations. If you choose to focus more on the Journalism (KJB) units, the second major will introduce you to a range of journalism writing styles and offers an insight into some specialist areas of reporting. If you choose to focus more on the Media and Communication (KCB) units, it has been designed to enable you to develop the skills and knowledge to prepare media material for organisations that wish to build, and maintain, a media profile.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

SELECT Either KCB102 or KJB101:

KCB102 Media Myth Busting 1
KJB101 Digital Journalism
KJB120 Newswriting
KCB104 Introduction to Media and Communications: Industries
KJB121 Journalistic Inquiry
KCB103 Strategic Speech Communication
KJB224 Feature Writing
KJB239 Journalism Ethics and Issues

SELECT Either KFB205 or KJB280:
KFB205  Fashion and Style Journalism
KJB280  International Journalism
KCB301  Media Audiences
KCB302  Political Communication
SELECT  Either KCB304 or KJB337:
KCB304  Managing Communication Resources
KJB337  Public Affairs Reporting

Literary Studies
Description: The aims of this second major are to prepare students to graduate with adequate skills and knowledge in the area of literary and cultural studies; to provide a thorough grounding in a range of texts, both literary and popular, ranging from Shakespeare to nineteenth and twentieth century literature and culture; to provide graduates with enhanced skills in critical thinking, writing and analysis; to provide graduates with an understanding of the social and historical context of literary and popular written texts; to provide some understanding of the major approaches in literary theory.
Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

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

Marketing
AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB202  Integrated Marketing Communication
AMB240  Marketing Planning and Management
AMB335  E-marketing Strategies
AMB336  International Marketing
AMB340  Services Marketing
BSB126  Marketing
Note: AMB359 is permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Mathematics
Description: This second major aims to provide you with powerful tools for the analysis of today’s complex world and give an insight into many real-world problems of significant importance.
Assumed Knowledge: Sound Achievement in Senior Maths B
Instructions: Select 96 credit points from the following list:

MAB101  Statistical Data Analysis 1
MAB120  Algebra and Calculus
MAB121  Calculus and Differential Equations
MAB122  Algebra and Analytic Geometry
MAB210  Statistical Modelling 1
MAB220  Computational Mathematics 1
MAB281  Mathematics for Computer Graphics
MAB311  Advanced Calculus
MAB312  Linear Algebra
MAB313  Mathematics of Finance
MAB314  Statistical Modelling 2
MAB422  Mathematical Modelling
MAB480  Introduction to Scientific Computation

Music
Description: This second major aims to impart a broad understanding of music practice in contemporary social, cultural and economic contexts. It aims to provide students with a combination of practical and theoretical skills to support a career in music within administrative, business, or organisational areas.
Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KDB225  Music Theatre Skills
KKB345  Creative Industries Project 1
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
KMB301  The Music Industry
* KMB200 will be offered from 2011.
Online Environments

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

INB104 Building IT Systems
INB122 Organisational Databases
INB210 Databases
INB270 Programming
INB271 The Web
INB272 Interaction Design
INB313 Electronic Commerce Site Development
INB322 Information Systems Consulting
INB340 Database Design
INB345 Mobile Devices
INB346 Enterprise 2.0
INB347 Web 2.0 Applications
INB370 Software Development
INB373 Web Application Development

Public Relations

AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques
AMB372 Public Relations Planning
AMB373 Corporate Communication
AMB374 Global Public Relations Cases
BSB126 Marketing

Note: AMB261, AMB262, AMB379 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Creative Industries Sub-Majors

Art and Visual Culture (KAV)

Instructions: Complete any six of the below units.

KVB102 Modernism
KVB103 Australian Art
KVB108 Contemporary Asian Visual Culture
KVB110 2D Media and Processes
KVB111 3D Media and Processes

KVB211 Post 1945 Art
KVB304 Contemporary Art Issues
KVB306 Video Art and Culture

Art History, Architecture and Design (KAA)

Instructions: Complete any six of the below units.

DAB325 Architecture in the 20th Century
DAB420 Architecture, Culture and Space
DAB525 Architecture and the City
DEB102 Introducing Design History
KVB102 Modernism
KVB211 Post 1945 Art
KVB212 Australian Art, Architecture and Design
KVB307 Theories of Spatial Culture

Communication (KCN)

Instructions: Complete any six of the below units.

KCB101 Introduction to Media and Communication: Texts
KCB103 Strategic Speech Communication
KCB104 Introduction to Media and Communications: Industries
KCB105 Media Myth Busting 2
KCB302 Political Communication
KKB004 Indigenous Creative Industries

Note: ITB001, ITB003, KKB210, KKB211 and KVB202 are permitted to count towards this sub-major.

Creative and Professional Writing (KCW)

Instructions: Complete any six of the below units.

KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KIB105 Animation and Motion Graphics
KMB107 Sound, Image, Text
KMB129 Music and Sound Production 2
KVB211 Post 1945 Art

Note: ITB001, ITB003, KKB210, KKB211 and KVB202 are permitted to count towards this sub-major.
<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB101</td>
<td>Introduction to Creative Writing</td>
</tr>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
</tr>
<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
</tr>
<tr>
<td>KWB104</td>
<td>Creative Writing: The Short Story</td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
</tr>
<tr>
<td>KWB107</td>
<td>Creative Non-Fiction</td>
</tr>
<tr>
<td>KWB206</td>
<td>Youth and Children's Writing</td>
</tr>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
</tr>
</tbody>
</table>

**Creative Industries Management (KCI)**

Instructions: Complete any six of the below units.

- BSB115  Management
- BSB126  Marketing
- KTB104  Performance Innovation
- KTB207  Staging Australia
- KTB210  Creative Industries Management
- KTB211  Creative Industries Events and Festivals
- KTB306  Directing for Performance Events and Festivals
- MGB223  Entrepreneurship and Innovation

**Dance (KDN)**

- 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

**Digital Media (KDM)**

Instructions: Complete any six of the below units.

- KCB102  Media Myth Busting 1
- KCB201  New Media 1: Information and Knowledge
- KCB202  New Media 2: Applications and Implications
- KCB203  Consumption Matters: Consumer Cultures and Identity
- KIB101  Visual Communication
- KIB103  Introduction to Web Design and Development
- KPB110  The Movie, TV & New Media Business
- KVB306  Video Art and Culture

**Fashion, Art and Communication (KFA)**

Instructions: Complete any six of the below units.

- KFB203  Fashion and Style Journalism
- KFB206  Fashion and Modernity
- KVB104  Photomedia and Artistic Practice
- KVB108  Contemporary Asian Visual Culture
- KVB212  Australian Art, Architecture and Design

**Indigenous Studies (KIS)**

Instructions: Complete any six of the below units.

- EDB007  Culture Studies: Indigenous Education
- EDB038  Indigenous Australian Culture Studies
- EDB039  Indigenous Politics and Political Culture
- EDB040  Indigenous Knowledge: Research Ethics and Protocols
- EDB041  Indigenous Australia: Country, Kin and Culture
- KWB109  Writing Australia

**Interaction Design (KIN)**

Instructions: Complete any six of the below units.

- KIB101  Visual Communication
- KIB102  Visual Interactions
- KIB103  Introduction to Web Design and Development
- KIB104  Digital Media
- KIB214  Design for Interactive Media
- KIB230  Interface and Information Design

**Journalism (KJO)**

Instructions: Complete any six of the below units.

- KFB205  Fashion and Style Journalism
- KJB101  Digital Journalism
- KJB120  Newswriting
- KJB121  Journalistic Inquiry
- KJB224  Feature Writing
KJB239 Journalism Ethics and Issues
KJB280 International Journalism
KJB337 Public Affairs Reporting

**Literary and Cultural Studies (KLC)**

- Instructions: Complete any six of the below units.
  - KWB103 Persuasive Writing
  - 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

**Music and Sound Studies (KMS)**

- Instructions: Complete any six of the below units.
  - 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
  - KMB301 The Music Industry

Note: KMB002, KMB007, KMB104 and KMB204 are permitted to count towards this sub-major.

**Performance Studies (KTP)**

- Instructions: Complete any six of the below units.
  - KTB101 20th Century Performance
  - KTB102 Process Drama
  - KTB103 Performing Skills 1: Character and Scene
  - KTB104 Performance Innovation
  - KTB106 Performing Skills 2: Style and Form
  - KTB204 Understanding Performance
  - KTB207 Staging Australia
  - KTB209 Applied Performance

**Screen Studies (KSC)**

- Instructions: Complete any six of the below units.
  - KPB109 Film and TV History
  - KPB112 TV and Film Genres
  - KPB113 TV and Film Text Analysis
  - KPB203 Australian Film
  - KPB205 Documentary Theory and Practice
  - KPB206 International Cinema

**Television (KTV)**

- KPB101 Introduction to Film, TV and New Media Production
- KPB104 Film and Television Production Resource Management
- KPB105 Narrative Production
- KPB110 The Movie, TV & New Media Business
- KPB112 TV and Film Genres
- KPB303 Critical Thinking About Television

**Advertising (KAD)**

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- BSB126 Marketing

**Entrepreneurship (KEN)**

- AMB251 Innovation and Brand Management
- BSB115 Management
- BSB126 Marketing
- MGB200 Leading Organisations
- MGB223 Entrepreneurship and Innovation
- MGB324 Managing Business Growth

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**IMPORTANT**

Where it allows, students can take a maximum of 8 units outside the Creative Industries Faculty (depending on the course the student is currently enrolled in). The following submajors/minors are offered through the Faculty of Business. Students may take only ONE of these as a complete submajor. For information about availability of non-Creative Industries Units, contact the Course Coordinator.
Note: BSB212 and AMB202 are permitted to be counted towards this sub-major if completed in 2009 or earlier.

### Public Relations (KPR)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>AMB373</td>
<td>Corporate Communication</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Note: AMB261 and AMB262 are permitted to count towards this sub-major if completed in 2009 or earlier.

### 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB203</td>
<td>Introduction to 3D Computer Graphics</td>
</tr>
<tr>
<td>KIB221</td>
<td>Animation: CG Toolkit</td>
</tr>
<tr>
<td>KIB316</td>
<td>Virtual Environments</td>
</tr>
<tr>
<td>KIB325</td>
<td>Real-Time 3D Computer Graphics</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB216</td>
<td>Graphical Development Environments for Media Interaction</td>
</tr>
<tr>
<td>KIB205</td>
<td>Programming for Visual Designers and Artists</td>
</tr>
<tr>
<td>KIB309</td>
<td>Embodied Interactions</td>
</tr>
<tr>
<td>KIB314</td>
<td>Tangible Media</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
</tr>
<tr>
<td>KIB203</td>
<td>Introduction to 3D Computer Graphics</td>
</tr>
<tr>
<td>KIB225</td>
<td>Character Development, Conceptual Design and Animation Layout</td>
</tr>
<tr>
<td>KVB105</td>
<td>Drawing for Design</td>
</tr>
<tr>
<td>KVB106</td>
<td>Drawing for Animation</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVB102</td>
<td>Modernism</td>
</tr>
<tr>
<td>KVB103</td>
<td>Australian Art</td>
</tr>
<tr>
<td>KVB211</td>
<td>Post 1945 Art</td>
</tr>
<tr>
<td>KVB304</td>
<td>Contemporary Art Issues</td>
</tr>
</tbody>
</table>

### Art, Design and Architecture
## 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAB325</td>
<td>Architecture in the 20th Century</td>
</tr>
<tr>
<td>DEB102</td>
<td>Introducing Design History</td>
</tr>
<tr>
<td>KVB212</td>
<td>Australian Art, Architecture and Design</td>
</tr>
<tr>
<td>KVB306</td>
<td>Video Art and Culture</td>
</tr>
</tbody>
</table>

## 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td>KCB105</td>
<td>Media Myth Busting 2</td>
</tr>
<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
</tr>
<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
</tbody>
</table>

## Communication for the Professions

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>KCB304</td>
<td>Managing Communication Resources</td>
</tr>
<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
</tr>
</tbody>
</table>

## 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KWB101</td>
<td>Introduction to Creative Writing</td>
</tr>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
</tr>
<tr>
<td>KWB104</td>
<td>Creative Writing: The Short Story</td>
</tr>
<tr>
<td>KWB107</td>
<td>Creative Non-Fiction</td>
</tr>
<tr>
<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
</tr>
<tr>
<td>KWB313</td>
<td>Novel and Memoir</td>
</tr>
</tbody>
</table>

* 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.

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>KDB105</td>
<td>Architecture of the Body</td>
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<tr>
<td>KDB106</td>
<td>Dance Analysis</td>
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<tr>
<td>KDB110</td>
<td>Deconstructing Dance in History</td>
</tr>
<tr>
<td>KDB204</td>
<td>Australian Dance</td>
</tr>
<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
</tr>
</tbody>
</table>

## Digital Media

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
</tr>
<tr>
<td>KCB202</td>
<td>New Media 2: Applications and Implications</td>
</tr>
<tr>
<td>KVB306</td>
<td>Video Art and Culture</td>
</tr>
</tbody>
</table>

## Drama

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

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>KDB225</td>
<td>Music Theatre Skills</td>
</tr>
<tr>
<td>KTB103</td>
<td>Performing Skills 1: Character and Scene</td>
</tr>
<tr>
<td>KTB104</td>
<td>Performance Innovation</td>
</tr>
<tr>
<td>KTB106</td>
<td>Performing Skills 2: Style and Form</td>
</tr>
<tr>
<td>KTB204</td>
<td>Understanding Performance</td>
</tr>
<tr>
<td>KTB305</td>
<td>The Entrepreneurial Artist</td>
</tr>
</tbody>
</table>

## 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
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<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
</tr>
<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
</tr>
<tr>
<td>KXB201</td>
<td>Entertainment Practice: Balancing Creativity and Business</td>
</tr>
</tbody>
</table>
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
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

* 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
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.

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 Industries Transitions to New Professional Environments Unit Options

A maximum of 48 credit points may be taken from the following units:

- KKB341 Workplace Learning 1
- KKB342 Workplace Learning 2
- KKB343 Service Learning 1
- KKB344 Service Learning 2
- KKB345 Creative Industries Project 1
- KKB346 Creative Industries Project 2
- KKB347 Becoming A Researcher: Understandings, Skills and Practices
- KKB350 Creative Industries International Study Tour

Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

Creative Industries Faculty Undergraduate University Wide Units

Please note: From 2010 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

<table>
<thead>
<tr>
<th>Creative Writing &amp; Literary Studies</th>
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<tr>
<th>Dance</th>
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<td>KDB105 Architecture of the Body</td>
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<td>KDB108 World Dance</td>
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<td>KDB109 Funk, Tap and all that Jazz</td>
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KDB225 Music Theatre Skills

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<tr>
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<td>KXB201 *Entertainment Practice: Balancing Creativity and Business</td>
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<table>
<thead>
<tr>
<th>Faculty</th>
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<tbody>
<tr>
<td>KKB004 Indigenous Creative Industries</td>
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<tr>
<td>KKB101 Creative Industries: People and Practices</td>
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<tr>
<td>KKB102 Creative Industries: Making Connections</td>
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<td>KKB216 Graphical Development Environments for Media Interaction</td>
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<tr>
<td>KKB345 Creative Industries Project 1</td>
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<tr>
<td>KKB346 Creative Industries Project 2</td>
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<td>KFB205 Fashion and Style Journalism</td>
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<td>KFB207 Contemporary Fashion</td>
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<td>KFB208 Fashion Portfolio</td>
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<td>KFB209 Ragtrade: Wholesaling Fashion</td>
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</table>
* 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
- 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

### Network Systems Major

#### Compulsory Units
- INB350 Internet Protocols and Services
- INB351 Computer Network Administration
- INB352 Network Planning and Deployment
- INB255 Security

#### Electives
INB312  Enterprise Systems Applications  INB124  Information Systems Development  
INB365  Systems Programming  INB221  Technology Management  
INB353  Wireless and Mobile Networks  
INB355  Cryptology and Protocols  

Software Architecture Major

Compulsory Units

INB340  Database Design  
INB371  Data Structures and Algorithms  
INB372  Agile Software Development  

Electives

Choose 3 Electives  
INB341  Software Development With Oracle  
INB311  Enterprise Systems  
INB312  Enterprise Systems Applications  
INB272  Interaction Design  
INB313  Electronic Commerce Site Development  
INB322  Information Systems Consulting  
INB320  Business Process Modelling  
INB365  Systems Programming  
INB370  Software Development  
INB373  Web Application Development  
INB374  Enterprise Software Architecture  
INB381  Modelling and Animation Techniques  
INB382  Real Time Rendering Techniques  
MAB281 is only to be used as a prereq for INB381  

MAB281  Mathematics for Computer Graphics  

Information Systems Major

Compulsory Units

INB311  Enterprise Systems  
INB340  Database Design  
INB220  Business Analysis  

IS Elective Units

INB312  Enterprise Systems Applications  
INB342  Enterprise Data Mining  
INB313  Electronic Commerce Site Development  
INB322  Information Systems Consulting  
INB320  Business Process Modelling  

Potential Careers:
Advertising Professional, Animator, Artist, Arts Administrator, Composer, Computer Game Programmer, Computer Games Developer, Creative Writer, D.J, Digital Composer, Film Composer, Film/Television Producer, Information Officer, Information Security Specialist, Internet Professional, Marketing Officer/Manager, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Organisational Communication Specialist, Public Relations Officer/Consultant, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Technical Officer, Web Designer.  

UNIT SYNOPSISES

AMB200  CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.  

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: MIB204  
Equivalents: CTB200  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

AMB201  MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.  

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: MIB204, MGB220, COB334  
Equivalents: CTB201  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

Published on: 16 May 2011  
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AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a ‘total’ approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB207 ENTERTAINMENT MARKETING
The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.
Prerequisites: BSB126 or CTB126  Credit points: 12
Teaching period: 2010 SEM-2

AMB208 EVENTS MARKETING
Prerequisites: BSB126 or CTB126  Antirequisites: MIB319  Credit points: 12
Teaching period: 2010 SEM-1

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB230 DIGITAL PROMOTIONS
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.
Prerequisites: BSB126, CTB126, or BSB112
Antirequisites: COB218  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.
Prerequisites: BSB126 or CTB126  Equivalents: CTB240  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB251 INNOVATION AND BRAND MANAGEMENT
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.
Prerequisites: BSB126, BSB116, or CTB126
Antirequisites: MIB227  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2010 SEM-2

AMB261 MEDIA RELATIONS AND PUBLICITY
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass
media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.

**Prerequisite(s):** AMB260  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** COB329

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Equivalents:** AMB260  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB320 ADVERTISING MANAGEMENT**
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB330 ADVERTISING PLANNING PORTFOLIO**
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB331 DIRECT MARKETING**
The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing: telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative, media, testing, and evaluation of direct marketing campaigns.

**Prerequisites:** AMB202, AMB220, AMB240, CTB240, or AMB249  
**Antirequisites:** COB315  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2
AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Equivalents: AMB241  Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB201, or IBB210  Equivalents: IBB213  Credit points: 12  
Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.  
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Antirequisites: MIB311  Equivalents: CTB340  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT
Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted. A discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and motivation and evaluation of sales performance.  
Prerequisites: AMB240, CTB240, AMB202, COB207, MIB217, or AMB249  Antirequisites: MIB230  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.  
Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  Equivalents: AMB360  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.  
Prerequisites: (AMB263 or AMB260 and AMB264)  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.  
Prerequisites: AMB372, AMB261, or AMB262  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.  
Antirequisites: BSD115  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

DAB420 ARCHITECTURE, CULTURE AND SPACE
Architecture is, arguably, a measure of a community's cultural mores; it reflects the attitudes, values and beliefs of its period. In this unit students are introduced to the diverse architectural traditions of Australasia, and an appreciation of architecture through the understanding of Asian cultures, as well as the development of architectural culture through the processes of historical colonial expansion into the region. It will give students an overview of both the history and current trends of Australian architecture and locate it within the context of the larger Asia-Pacific region. Teaching and learning is conducted through problem-based learning with supporting lectures and tutorials.
Assumed knowledge: DAB220 is assumed knowledge.
Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

DAB525 ARCHITECTURE AND THE CITY
This unit aims to give a comprehensive overview of issues and techniques relevant to architectural design at an urban scale. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.
Assumed knowledge: DAB325 and DAB420 are assumed knowledge.  Equivalents: ADB013  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

EDB007 CULTURE STUDIES: INDIGENOUS EDUCATION
Numerous government reports and recent discussions about reconciliation have called for an increased commitment to Indigenous education in Australia. Teachers are increasingly being asked to improve their skill, knowledge and understanding to teach Indigenous students, and to teach curricula which incorporates Indigenous viewpoints on social, cultural and historical matters. This unit begins with an analysis of the students' own cultural place in the Australian context and afterwards moves towards an understanding of Aboriginal and Torres Strait Islander perspectives on history and contemporary issues, and an understanding of why Aboriginal and Torres Strait Islander students have been so disadvantaged by the Australian education system.
Credit points: 12  Contact hours: 3 per week  Campus: Internet, Kelvin Grove and Caboolture  Teaching period: 2010 6TP4 and 2010 SEM-2

EDB038 INDIGENOUS AUSTRALIAN CULTURE STUDIES
This unit encourages an appreciation of the two distinct indigenous cultures of Australia and how external forces to Aboriginal and Torres Strait Islander cultures caused social, economic and political changes. It looks at traditional family life and organisation.
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

EDB039 INDIGENOUS POLITICS AND POLITICAL CULTURE
This unit examines issues and influences underlying the world of indigenous politics: political representation; land rights; health; education; community development; criminal justice; culture and heritage. This unit has an Australian focus with New Zealand and North American comparisons.
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

EDB040 INDIGENOUS KNOWLEDGE: RESEARCH ETHICS AND PROTOCOLS
This unit provides students with a critical examination of the major ethical and moral issues arising from the designing and conducting of research 'on/in' Australian Indigenous
people/communities or issues. The unit examines the calls by Indigenous researchers for the decolonising of research methods - a process which critically examines the historical and philosophical bases of Western research and the frustrations of Indigenous researchers with various Western paradigms, academic traditions and methodologies.

**Credit points: 12**  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EDB041 INDIGENOUS AUSTRALIA: COUNTRY, KIN AND CULTURE**  
This unit aims to expand understanding of issues of importance to Indigenous people and to relate those issues to the practices in human service agencies. The Oodgeroo staff and leaders from the Indigenous community will work with staff from Social Work and Human Services in presenting this unit.  
**Credit points: 12**  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**INB103 INDUSTRY INSIGHTS**  
This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you need to possess, to plan your career path. The unit will also introduce you the inter-disciplinary nature of ICT careers.

**Antirequisites:** ITB002  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**INB104 BUILDING IT SYSTEMS**  
This team-based unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

**Antirequisites:** ITB001  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**INB122 ORGANISATIONAL DATABASES**  
Databases are a key feature in modern organisational systems. Stores of data are the prerequisite for organisational knowledge and are the substance of technology applications. Databases underpin all technologies, platforms and application areas such as online transactions (e.g. shopping), health information systems, web services, e-government, banking and geographical information systems. Corporate Systems Managers understand how databases are used in business domains and the benefits gained from capturing, storing and retrieving quality data to assist organisational planning and decision making. Professionals who understand the privacy and legislative requirements as they pertain to database security and management are increasingly in demand.

**Antirequisites:** INN181  
**Equivalents:** ITB751, ITN751  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2
INB210 DATABASES
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

Assumed knowledge: Students are expected to have solid IT background knowledge (e.g., completion of at least 192 credit points) Equivalents: ITB004, ITB115 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

INB220 BUSINESS ANALYSIS
This unit aims to give you an introduction to the role, knowledge, and skills required of a business analyst. This unit focuses on both the trades—tools and methods used by a business analyst, as well as the soft skills—creativity and communication, both of which are critical to successful business and requirements analysis. Through lectures, cases studies and role playing activities, you will develop basic knowledge and skills required for introductory business analysis (BA).

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

INB221 TECHNOLOGY MANAGEMENT
This unit presents operational, tactical and strategic insights that support the activities central to the leadership and management of technology. These insights include project management, organisational leadership, outsourcing, planning, governance and millennium technologies. Such insights are used to inform decision-making - the core skill of any manager. Technology managers must understand the factors influencing any decision point. This unit equips students for the challenges of management and to contribute to the decision-making faced by managers and the staff who advise on these issues.

Prerequisites: INB103 or ITB002 or INB120 or ITB360 Antirequisites: ITN241, ITN251 and ITN366 Equivalents: ITB366, ITB241 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

INB250 SYSTEMS ARCHITECTURE
Contemporary computer-based systems are built from a wide range of technologies working at different levels of abstraction, from microprocessor hardware, to operating system and application software, to entire communications networks. At each abstraction level different techniques are needed to understand emergent properties of the system. This unit introduces some of the foundational principles commonly used to reason about the behaviour of computer-dependent systems at different levels of abstraction. Such techniques are especially important in the context of safety-, security- or mission-critical systems.

Assumed knowledge: Basic familiarity with set theory (Venn diagrams and set operators), elementary algebra (polynomial and summation expressions, exponents and logarithms, etc) and simple probability concepts (permutations and combinations). Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

INB251 NETWORKS
Computer systems and communications networks are essential to the activities of modern organisations. When you graduate from a course in Information Technology, employers expect you to have a sound understanding of the terminology and concepts of computer systems, communications networks, and network services. This unit provides you with an introductory study of communications network technologies and network applications. The unit serves as an entry point to further specialised studies in the field of computer network systems.

Antirequisites: ITB006 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

INB255 SECURITY
This unit aims to give you an understanding of the major issues in information security. You will be able to identify critical information security concepts and determine the information security implications of interactions between entities. You will have knowledge of a range of techniques for protecting information, and understand the limitations of these techniques. You will be aware of international information security management standards.

Antirequisites: ITB161, ITB523, ITB623 and ITN161 Equivalents: ITB370 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

INB270 PROGRAMMING
This unit aims to give you a positive introduction to the skills required in solving computational problems and implementing solutions in a programming or scripting language. Although some theoretical aspects of computer programming are introduced briefly, the overall emphasis of the unit is programming practice. The unit emphasises generic programming concepts and related problem-solving strategies. The skills you learn in this unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.
INB281 ADVANCED GAME DESIGN

This unit will provide you with theoretical and practical knowledge of advanced games design concepts; that is, specific activities undertaken by game designers and their purpose. By the end of this unit you will have the knowledge to identify problems and suggest solutions for innovative game designs, as well as understand how to carry out the process of designing a game yourself. You will possess practical and theoretical knowledge of game design issues such as: how to design a game level, how to design a task and reward a player for completing it, how to ensure that the player knows how to progress through the game and how to design characters whose behaviour and dialogue provide clues and prompts to the player.

Prerequisites: INB280 Equivalent: ITB017
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

INB301 THE BUSINESS OF IT

As an IT professional you are more and more evaluated in terms of the business value that you produce. This unit will prepare you for professional practice by making you “business savvy,” i.e. giving you the business knowledge and skills that will help you with your future career and job. In particular the unit will address three themes: (1) career planning and job applications, (2) entrepreneurship & innovation, and (3) business and IT strategy. You will be introduced to career development tools that enable you to self-manage your career and life. You will learn how to critically think about the requirements of a job and reflect upon your own experiences and learn how to communicate them. You will also learn about the entrepreneurial process of identifying a business opportunity and how to take advantage of that opportunity. In addition, you will gain an understanding of core strategic concepts and models, discuss typical strategy tools and then apply them to the 'Business of IT'.

Antirequisites: ITB009
Assumed knowledge:
Completion of 120 credit points within BIT is assumed
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

INB302 CAPSTONE PROJECT

Students are to work together in a team of 4-5 on a project that addresses one of the following three types of problems: real business problems, real market needs, real research problems. This unit extends students’ development of the professional, technical and teamwork skills required by IT professionals in practice. Students will extend their knowledge and skills in the areas of IT project management through completing professional project documentation and managing the team project. Students will also gain a greater
understanding and skill level in analysis and design, and their significance in delivering successful business or research outcome. The unit also focuses on furthering students’ professional skills in report writing, oral communication, and visual communication.

**Prerequisites:** INB301  
**Assumed knowledge:** Students are expected to have a solid IT background knowledge (e.g., completion of at least 192 credit points)  
**Equivalents:** ITB010  

**INB311 ENTERPRISE SYSTEMS**
The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.

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

**INB312 ENTERPRISE SYSTEMS APPLICATIONS**
The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and S&D) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user’s view of the system across a number of business processes.

**Antirequisites:** ITB233, INN312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB313 ELECTRONIC COMMERCE SITE DEVELOPMENT**
This unit will enable you to specify, design, implement and maintain effective e-commerce applications. You will obtain a broad understanding of the potential of e-commerce and how it can be employed to benefit an organisation. You will get direct experience of creating an e-commerce storefront following a business to business (B to B) or business to consumer (B to C) model. You will also have an understanding of the computer systems that underpin e-commerce including payment systems and secure transactions.

**Equivalents:** ITB260  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB320 BUSINESS PROCESS MODELLING**
The aim of this unit is to introduce you to modern methods and tools of business process management. These skills will be applied to the most complex, comprehensive and relevant IT applications. This unit also seeks to develop logical thinking and the capability to understand and deal with complex systems, within a business management framework. The content will focus strongly on business process modelling, as a fundamental technique to manage the complexity associated with process management tasks within various contexts.

**Equivalents:** ITB298  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB322 INFORMATION SYSTEMS CONSULTING**
The aim of the unit is to develop your skills in the consulting engagement process. This unit will give you an appreciation of the management of consulting practices and an understanding of the consulting sector generally. This unit presents the technical and strategic issues involved in management consulting, and in particular: client engagement. In the unit there is an emphasis on Information Systems (IS) related work. IS constitutes a substantial portion of consulting activity and cuts across all areas of business expertise. The unit examines the dynamics of IS consulting within the context of large consulting firms and familiarises students with the consulting engagement lifecycle.

**Antirequisites:** ITB264, ITN264  
**Assumed knowledge:** Completion of 96 credit points of an Undergraduate study is assumed knowledge  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**INB340 DATABASE DESIGN**
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

**Prerequisites:** INB210 or ITB004  
**Antirequisites:** ITB229  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**INB341 SOFTWARE DEVELOPMENT WITH ORACLE**
Oracle Corporation is the leading supplier of database software. This unit aims to develop a sound understanding of database creation, installation, administration, management, security, back up/recovery and application development. The unit aims to develop practical skills in each of these elements, using appropriate Oracle software.

It is expected that students undertaking this unit will have prior knowledge of relational database terminology and concepts, be thoroughly able to develop SQL for querying, updating and creating tables, and have a sound knowledge of database design.

**Prerequisites:** INB210 or ITB004 or INB122  
**Equivalents:** ITB223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB342 ENTERPRISE DATA MINING**  
This unit will provide a comprehensive theoretical coverage of various topics in data and web mining. In addition there will be a significant practical component using hands on tools to solve real-world problems. Specifically, we will consider techniques from machine learning, data mining, text mining, and information retrieval to extract useful knowledge from data which are used for business intelligence, document databases, site management, personalization, and user profiling. This unit will first cover a detailed overview of the mining process and techniques, and then concentrate on applications of these techniques to web, e-commerce, document databases and data from advanced applications.

**Prerequisites:** INB122 or INB210 or INB340 or AYB114  
**Antirequisites:** INN342  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB345 MOBILE DEVICES**  
This unit provides the opportunity for exploring new and emerging mobile devices and wireless technology including iPhone, Netbook, 3G, WiMax, and RFID. Students will critically review and understand how they can be used for current contexts such as government, business, education and social community, as well as emerging ‘wilderness’ environments with no power and wired communication. Students will appreciate the impacts of these devices and be inspired for the current and future opportunities in ICT usage trends.

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

**INB346 ENTERPRISE 2.0**  
This unit will help you to acquire the skills and knowledge required to critically explore and utilise applications within diverse contexts and organisations.

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

**INB347 WEB 2.0 APPLICATIONS**  
Web 2.0 applications enable the user to be control. The unit will provide the opportunity for students to explore web 2.0 applications including blogs, wikis, social networking, social tagging, podcasts, gaming, storytelling and virtual worlds such as second life. Students will critically consider the many and varied web applications and how they can be used in different contexts such as government, small and medium size businesses, non-profit organisations, educational institutions and community groups.

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

**INB350 INTERNET PROTOCOLS AND SERVICES**  
An understanding of the theoretical and practical concepts of network protocols and services is highly useful and relevant to network engineers and others working in the Information Processing industries. This unit introduces you to Internet protocols and the design, implementation and operation of network based applications. Theory and practical skills taught in this unit will be useful if you intend undertaking further networking units.

**Prerequisites:** INB251 or ITB006 or ITB510  
**Antirequisites:** ITB264, ITB629, ITB720, ITN525, ITN667, ITN720  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**INB351 COMPUTER NETWORK ADMINISTRATION**  
The aim of this unit is to provide students with a working knowledge of the technical aspects and theory of network administration and management. The unit uses the Unix environment as the learning platform for attaining technical skills and for the development of problem solving skills necessary to be a successful networking professional.

**Prerequisites:** INB250  
**Equivalents:** ITB721, ITB625, ITB535, ITB525  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB352 NETWORK PLANNING AND DEPLOYMENT**  
The unit draws together subject matter from a number of different networking-related areas. The aim of the unit is to assemble the previously acquired knowledge and techniques and apply it in a cohesive fashion to the task of
network planning.

Prerequisites: INB350  Antirequisites: ITB551, ITB628, ITB722, INN352, ITN551, ITN722  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

INB353 WIRELESS AND MOBILE NETWORKS
This unit provides you with the skills to be able to design and understand the issues involved with different types of wireless communications systems. It develops your knowledge of Wide Area Networks (WANs), Local Area Networks (LANs) and Personal Area Networks (PANs) as well as skills in programming for mobile handsets. You will also develop knowledge of the different types of wireless communications technologies available and when each is most applicable in a particular situation.

Prerequisites: INB251 or ITB006  Antirequisites: ITN723  Assumed knowledge: Networks or equivalent networking knowledge is assumed knowledge  Equivalents: ITB723  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB355 CRYPTOGRAPHY AND PROTOCOLS
Cryptographic techniques are widely used to implement computer and network security. As an IT security professional you may be required either to evaluate or implement information systems using cryptographic algorithms and protocols. This elective unit covers the main cryptographic technical concepts including encryption, digital signatures and cryptographic protocols.

Antirequisites: ITB646, ITB548, ITB566  Assumed knowledge: Maths B or equivalent is assumed knowledge  Equivalents: ITB732  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB365 SYSTEMS PROGRAMMING
Systems programming is an essential part of any computer-science education. This unit uses operating system concepts to teach the foundations of systems programming and advanced concepts for producing softwares that provide services to computer hardware. Through this study, you will be able to demonstrate knowledge of the principles and techniques of process management, memory and file management, protection & security, and distributed systems.

Prerequisites: INB270  Antirequisites: INN365, ITB745, ITB706  Assumed knowledge: Fundamentals of computer architecture; high level programming languages (such as C, C++, Java Python) is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

INB370 SOFTWARE DEVELOPMENT
Understanding software development is an integral part of the IT industry for software engineers. Software development relies on object technologies, programming techniques and numerous code libraries provided by language developers and third party vendors. Integrated Development Environments, unit testing frameworks, automated and continuous build tools and versioning systems are all becoming part of the tool set modern software developers must be familiar with. This unit is designed to introduce these technologies and techniques to show how software can be rapidly developed.

Prerequisites: INB270 or ITB003 or INN270  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB371 DATA STRUCTURES AND ALGORITHMS
The purpose of this unit is to ensure that you have a sound knowledge of modern programming techniques and their use in providing medium-scale software solutions. This unit will teach you to decompose a problem and produce a modular solution to a programming task. The principles to analyse algorithms for efficiency will also be introduced. In addition, you will acquire the necessary skills for you to use the tools available in common development environments, such as Microsoft Visual Studio.

Prerequisites: INB270 or ITB003  Antirequisites: ITB711, ITB702, INN371  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB372 AGILE SOFTWARE DEVELOPMENT
This unit introduces you to the software development process. You will look at each of the major activities involved in developing a software system. You will also learn how to manage and control the software development process for a large project when a number of team members are involved in the development. This unit develops the professional practice of working on large software systems.

Prerequisites: INB370  Antirequisites: INN372, ITB612, ITB712  Assumed knowledge: Good programming, debugging, testing and software development skills.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

INB373 WEB APPLICATION DEVELOPMENT
This unit will provide you with an understanding of the issues, structure and technologies used for developing web-based systems. The unit will provide you with the theoretical
and practical skills needed to develop enterprise critical applications designed with an n-tier architecture using state of the art technologies. A comparative technology approach is taken, including an analysis of how web technologies have evolved to date, in order to identify common themes and to better enable you to comprehend and critically evaluate future web technology offerings.

Prerequisites: INB271 or ITB007
Antirequisites: INN373
Equivalents: ITB716 and ITN716
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

KCB105 MEDIA MYTH BUSTING 2
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INB374 ENTERPRISE SOFTWARE ARCHITECTURE
This unit aims to introduce you to the field of enterprise architecture. It attempts to give you a grounding in the basic knowledge and skills required by an enterprise architect. This includes a solid understanding of the IT challenges currently facing medium to large size organizations, the theory and technologies currently used to address them and an appreciation of the business imperative for which they are utilized.

Prerequisites: INB270 or ITB003
Equivalents: ITB717
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

INB381 MODELLING AND ANIMATION TECHNIQUES
The unit will provide you with the knowledge and skills to use an industry standard graphics API to implement graphics applications and to develop a basic real time animation system using an industry standard language.

Prerequisites: INB371 and MAB281
Equivalents: ITB746
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

INB382 REAL TIME RENDERING TECHNIQUES
This unit will provide you with knowledge and skills in basic to advanced techniques in real-time rendering using shading languages. You will be able to implement a high-quality real-time rendering system in an industry standard API.

Prerequisites: INB371, INB381 and MAB281
Antirequisites: ITB648 and ITB649
Equivalents: ITB747
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

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 empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.

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

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

**Assumed knowledge:**

**Equivalents:** KCB334  **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
  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 (ie media in which the
  communicator, rather than a gatekeeper, controls the final
  content), in both print and electronic forms, is critical for
  professional communicators. Controlled media resources
  remain the most common tools developed during
  communication campaigns. This unit develops your ability to
  devise effective resources for clients. You will develop
  practical skills in managing projects, researching the
  audience, writing and designing resources, testing their
  work, and seeing the product through to final production.
  This unit involves desktop publishing training and offers you
  an opportunity to develop a print or electronic resource for a
  client.

Prerequisites: Completion of 72 credit points of study
Equivalents: KCB335  Credit points: 12  Contact
  hours: 5.5 per week  Campus: Kelvin Grove  Teaching
  period: 2010 SEM-1

KDB104 DANCE TECHNIQUE STUDIES 2
This unit involves practical dance classes as on-going
  action research.

Prerequisites: KDB103 or KDB180  Equivalents: KDB181  Credit points: 12  Contact hours: 8 per
  week  BFA: 13.5 per week  Campus: Kelvin Grove  Teaching
  period: 2010 SEM-2

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

KDB107 CHOREOGRAPHIC STUDIES 1
This unit introduces crafting skills and choreographic
  devices used in process of making dance work. It includes
  the presentation of group work.

Equivalents: KDB143  Credit points: 12  Contact
  hours: 4 per week  BFA: 2 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.  

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.

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

KDB205 DANCE IN EDUCATION
This unit includes a practical introduction to philosophies and practices in dance education. The areas of choreography, performance and appreciation are explored as students develop basic teaching and reflective practice skills. This unit is appropriate for students planning to teach dance in the primary, secondary, community or studio context.

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

KFB107 DRAWING FOR FASHION
This unit concentrates on developing core skills and knowledge of drawing to provide an important foundation for existing and evolving modes for constructing and presenting fashion proposals.

KFB205 FASHION AND STYLE JOURNALISM
This unit includes a study of various international historical and contemporary contexts of dress as art. It focuses on romanticism, classicism, modernism and postmodernism.

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.

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.

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.  
**Equivalents:** KFB201  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KFB304 FASHION, LAW AND THE REAL WORLD**  
This unit prepares you for the transition into the real world, by equipping you with an understanding of law as a regulator of business. In order to flourish as an entrepreneurial creative practitioner, it is essential that you understand the legal implications of your decisions and actions and those of others with whom you work or trade. This unit forms part of the final year of study so that you can apply the knowledge acquired within your workplace learning experiences and incorporate the learning from this unit into their planning and preparation for graduation.  

**Equivalents:** KFB056  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**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  
**Equivalents:** 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  
**Equivalents:** 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.  
**Equivalents:** 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  
**Equivalents:** 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.  
**Equivalents:** 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.

Equivalents: 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  Equivalents: 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 prior 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

KIB214 DESIGN FOR INTERACTIVE MEDIA
Designing for contemporary media requires a sophisticated understanding of how we effectively interact with new technologies, software applications, displays and environments. This unit focuses on the field of interaction design and user experience design. It develops an understanding of the theories, methods, and processes employed by Interaction Designers through a series of lectures and tutorials. These principles are then applied to authentic design briefs through design studios.

Prerequisites: KIB102 or KIB202 or KIB802 or KIP402  Equivalents: KIB210  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB216 ADVANCED WEB DESIGN
Web Design has extended significantly from the concept of information delivery into social networking and other expanded modes of engagement. Web applications now appear in a range of delivery platforms from the desktop to personal and mobile technologies, such as media players and mobile phones. This unit will extend upon the knowledge and skills acquired in Introduction to Web Design, Interaction Design and Interface Design. It will introduce you to dynamic Web publishing employing contemporary open source content management systems. Theoretical understandings gained in lectures will be complemented by technical skills and applied to the development of authentic projects within design studios.

Prerequisites: KIB103 or KIB807  Equivalents: KIB211, KIB817  Credit points: 12  Contact hours: 3 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,
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

KIB310, KIB821

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-2

KIB315 CONTEMPORARY ISSUES IN DIGITAL MEDIA
The ubiquitous uptake of new technologies in communication, social interaction, and artistic expression has changed the way that we conceptualize art and design. Designing within a contemporary context requires a sophisticated understanding of new design practices, methods, and theoretical models. This theory unit is designed to create an awareness of contemporary design practices, theories, and historical and philosophical contexts; and to develop the critical, creative and analytical thinking that is required for design innovation. The unit will be taught through a combination of lectures, seminars and presentations.
Prerequisites: Completion of 72 credit points of study   Equivalents: KIB813   Credit points: 12   Contact hours: 4 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
KIB322 DESIGN PROJECT
Design Project is an advanced studio unit for interactive and visual designers. The second of two capstone units, it supports students to develop a final project which brings together the creative approaches, specialist design knowledge, and organizational skills that have been acquired through the Interactive and Visual Design course. In this unit, you will develop a design project based on proposals and prototypes produced in Design Project 1. The unit will be taught through presentations and seminars, critical reviews and design studio processes. The outcomes of this unit will contribute to a design portfolio and a graduate exhibition.

Prerequisites: Completion of 168 credit points of study
Equivalents: KIB806  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KIB325 REAL-TIME 3D COMPUTER GRAPHICS
This unit provides the opportunity for extending the principles of 3D computer graphics into the emerging field of virtual environments that respond to interaction in real time. In this unit you will cover the principals of real-time modeling; texture acquisition for real-time environments and interaction design in the 3D context. This unit provides an opportunity where students studying 3D computer graphics can apply animation and interactive design principles to real-time spaces. These principles can be applied to the fields of game design and interactive 3D environments.
Prerequisites: KIB225  Equivalents: KIB310, KIB821
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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: KJB204  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

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.
Equivalents: KKB009, KKB618  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-1

KKB280 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

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.
Assumed knowledge: KKB101 is assumed knowledge.
Equivalents: KKB007, KKB818  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  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: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION
You will build interactive software systems for sampling, synthesising and manipulating media in real-time using graphical programming environments (also known as “patcher languages”). This will enable you to design and implement custom audio/video software for live performances and/or installations.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KKB221 APPROACHING INTERDISCIPLINARITY
In order to be competitive in the global community, innovative practice becomes a commodity that is highly attractive. It is widely recognised that a sound knowledge in at least one discipline is a prerequisite for effective collaborative practice. This is the first of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. This first unit offers you the opportunity to practice multi-disciplinary processes in teams and explores the psychology behind preferences for role choices within these teams.
Prerequisites: KKB102 or KKB007 or KKB818  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1
KKB222 INTERDISCIPLINARITY IN PRACTICE
Being able to function effectively in collaborative teams often necessitates the cross-fertilisation of ideas and practices in the creative process. Coupled with the thinking that the constraints of working in a single discipline may prevent its progression in the field, the practice of cross and inter-disciplinarity offers fresh entry points to the investigation, creation and production of product. This is the second of two units which are planned to expose and reveal the knowledges embedded in the quality and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. The unit introduces you to cross and interdisciplinary collaborative processes in the development of a site specific product for a festival to be held in the CI precinct.
Prerequisites: KKB221 Credit points: 12 Contact hours: 3.5 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KKB341 WORKPLACE LEARNING 1
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.
Prerequisites: Completion of 168 credit points of study Credit points: 12 Contact hours: Between 90 and 100 hours duration Campus: Kelvin Grove Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB342 WORKPLACE LEARNING 2
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.
Prerequisites: KKB341 (can be enrolled in the same teaching period) Credit points: 12 Contact hours: Between 90 and 100 hours duration Campus: Kelvin Grove Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB343 SERVICE LEARNING 1
Service Learning is a form of experiential education characterised by student participation in an organised, service activity connected to specific learning outcomes, meets identified community non-profit organisations' needs and provides structured time for student reflection and connection of the service experience to learning. This elective unit is offered during the final year of an undergraduate Creative Industries degree course at which time students are able to apply appropriate, transferable skills to benefit a community organisation.
Prerequisites: Completion of 168 credit points of study Credit points: 12 Contact hours: Between 90 and 100 hours duration Campus: Kelvin Grove Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB344 SERVICE LEARNING 2
Service Learning is a form of experiential education characterised by student participation in an organised, service activity connected to specific learning outcomes, meets identified community non-profit organisations' needs and provides structured time for student reflection and connection of the service experience to learning. This elective unit is offered during the final year of an undergraduate Creative Industries degree course at which time students are able to apply appropriate, transferable skills to benefit a community organisation.
Prerequisites: KKB343 (can be enrolled in the same teaching period) Credit points: 12 Contact hours: Between 90 and 100 hours duration Campus: Kelvin Grove Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB345 CREATIVE INDUSTRIES PROJECT 1
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students' increased self-knowledge and confidence as practitioners in the Creative Industries.
Prerequisites: Completion of 72 credit points of Creative Industries units (K%B% units) Credit points: 12 Contact hours: About 150 hours across the semester. Campus: Kelvin Grove Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB346 CREATIVE INDUSTRIES PROJECT 2
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at
participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students' increased self-knowledge and confidence as practitioners in the Creative Industries. **Prerequisites:** KKB345 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester. However when the project is combined with KKB345, then between 230-270 hours in duration across both projects.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB347 BECOMING A RESEARCHER: UNDERSTANDINGS, SKILLS AND PRACTICES**  
This is the first of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.  
**Other requisites:** Unit Coordinator approval is required: Students are expected to undertake this unit in their final year, have already completed 168 credit points of study, and have a GPA of 5 or above.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR**  
This unit is designed for students who have completed at least one year full time study of a QUT Creative Industries Faculty course and are ready to expand their horizons by gaining experience of international creative industries practice in creative cities. Creative cities contain tourist districts, art museums, galleries, fashion houses, creative precincts, production houses and the like, managed by internationally recognised cultural producers, designers and professionals. The unit addresses the issues that pertain to the culture that is produced and exhibited in the city or cities selected for the tour and provides the opportunity for students to interact with internationally recognised creative artists and cultural professionals.  
**IMPORTANT NOTE:** The cost of the 2-3 week tour is estimated at between four and five thousand dollars.  
**Prerequisites:** Completion of 72 credit points of study (K% units)  
**Credit points:** 12  
**Contact hours:** 2-3 week tour and several lectures during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KMB002 MUSIC AND SPIRITUALITY**  
Living in the materialistic world in the 21st Century has reignited the desire for spirituality to reach beyond the commercial and ephemeral. This unit examines the interaction of music with ritual, meditation, celebration, joy, protest and healing. It explores this relationship drawing from a range of cultures and times including indigenous Australian, Western European and Eastern cultures.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KMB667

**KMB003 SEX DRUGS ROCK 'N' ROLL**  
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.  
**Equivalents:** KMB640  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1

**KMB004 WORLD MUSIC**  
You will gain an awareness and better understanding of world music, its particular significance within Australia and its impact upon contemporary music through a series of lectures, demonstrations and tutorials.  
**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.  
**Equivalents:** KMB631  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KMB005 GROUP MUSIC**  
In this unit, you experience the cooperative interaction of music-making as a participant or a leader. This is a year long unit. Students must complete both KMB005-1 and KMB005-2 to be awarded final credit points.  
**Prerequisite(s):** KMB005-1  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KMB616-2

**KMB005 GROUP MUSIC**  
In this unit, you experience the cooperative interaction of music-making as a participant or a leader. This is a year long unit. Final credit points are awarded at the completion of KMB005-2.  
**Prerequisite(s):** Approval of unit coordinator  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-1  
**Incompatible with:** KMB616-1

**KMB104 MUSIC AND SOUND SKILLS**  
You will study improvisation and music production, undertaking an extensive listening program and develop sound creative and conceptual skills. The unit stimulates both beginners and experienced musicians, adopting a fresh approach to the field.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-1  
**Incompatible with:** KMB649, KMB130/KMB632
KMB105 MUSIC AND SOUND TECHNOLOGY
This is an introduction to the broad range of options available to the musician in the age of technology. You will explore sequencers and audio programs as tools, mediums and musical instruments, for performance, composition as well as the basics of sound design. NOTE: Semester 1 offered to KM32, IX07, KM35, KM36, KM42 ONLY. Semester 2 offered to all others except those mentioned above.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1 and 2009 SEM-2  Incompatible with: KMB619

KMB106 MUSIC AND SOUND FOR MULTIMEDIA
This unit deals with studio recording techniques, computer-assisted composition, the role of music in non-linear structures, the effect of sound in digital media productions, sound effects and foley techniques, musical acoustics, and digital sound theory.
Assumed knowledge: Sound recording and operation of audio editing software is assumed knowledge. Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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. Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-2

KMB108 SOUND RECORDING AND ACOUSTICS
This is an introduction to the fundamentals of the physical world of sound, basic signal flow, sound recording and acoustics. Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1 and 2009 SEM-2  Incompatible with: KMB621

KMB110 MUSIC PRODUCTION 1
These sequential units beginning with the development of a secure and reliable technique in production skills. The unit includes small group learning work, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to an ensemble. Credit points: 12  Contact hours: 7-9 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1  Incompatible with: KMB657

KMB111 MUSIC PRODUCTION 2
This unit continues the development of a secure and reliable technique in production skills. It includes small group learning work, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to an ensemble. Credit points: 12  Contact hours: 7-9 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-2  Incompatible with: KMB652

KMB113 MULTI-INSTRUMENTAL MUSIC A
In this unit, students engage in the study of two secondary instruments, necessary for the instrumental music teacher and professional doublers. Additionally, a lecture/class discussion is utilised to reflect on a range of topics relevant to the study. Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-2  Incompatible with: KMB622

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

KMB120 MUSIC PERFORMANCE 1
This series of sequential units begins with the development of musical skills on a principal instrument or voice. Content includes lessons and masterclasses, attendance and participation in weekly performance seminars and Principal Group activities. Credit points: 12  Contact hours: 7-9 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1  Incompatible with: KMB651

KMB121 MUSIC PERFORMANCE 2
This unit continues the development of a secure and reliable technique on a principal instrument or voice, but stylistically expands upon semester 1. You will spend equal time on your current typically repertoire-driven focus and a clearly contrasting genre or style. It includes lessons, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to the ensemble of choice. Credit points: 12  Contact hours: 7-9 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-2  Incompatible with: KMB652
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.
Prerequisites: KMB122
Equivalents: KMB131, KMB633
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

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.
Prerequisites: KMB105, KMB619
Equivalents: KMB130, KMB632
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KMB130 CORE MUSICIANSHIP 1
In this unit, students develop a range of generic musical skills that are relevant to a broad range of musical contexts and environments. The unit focuses on the building blocks of a broad and inclusive musicianship and includes development of aural, analytical and compositional skills through lectures, tutorials and focused musical tasks and improvisation.
Credit points: 12
Contact hours: 4.5 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-1
Incompatible with: KMB632

KMB131 CORE MUSICIANSHIP 2
Continuing on from Core Musicianship 1, you will develop further a range of generic musical skills that are relevant to a broad range of musical contexts and environments. The unit focuses on musical language and context and includes the further development of aural, analytical and compositional skills through lectures, tutorials and focused musical tasks and improvisation.
Prerequisite(s): KMB130/KMB632
Credit points: 12
Contact hours: 4.5 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-2
Incompatible with: KMB633

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 strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.
Prerequisites: KMB132
Equivalents: KMB131, KMB633
Credit points: 12
Contact hours: 4 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

KMB205 SOUND MEDIA MUSICIANSHIP
This unit offers an in-depth study of music as a sound phenomenon. It explores music through understanding the physics of sound, psycho-acoustics, spectro-morphology, and tools and techniques for sound manipulation. As a musicianship unit, this exploration involves analysis, research and composition.
Prerequisites: KMB131 or KMB633 or KMB104 or KMB649
Equivalents: KMB635
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KMB206 JAZZ AND POPULAR MUSICIANSHIP
This unit offers a study of the development of jazz and contemporary popular music through analysis, composition, performance and complementary aural musicianship sessions.
Prerequisites: KMB131 or KMB633
Equivalents: KMB637
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KMB207 CROSS CULTURAL MUSICIANSHIP
Music operates in a complex cultural environment fuelled by increased communication and technology. In this unit the student's ability to recognise, analyse and create music drawing from a diverse range of cultures is developed.
Prerequisites: KMB131 or KMB633
Equivalents: KMB636
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

KMB208 CONTEMPORARY ART MUSIC MUSICIANSHIP
This unit focuses on art music of the last 100 years and up to the present day. It integrates aural training, analysis, composition and context (music history) into a coherent package.
Prerequisites: KMB131 or KMB633
Equivalents: KMB634
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2
KMB209 CONDUCTING
This unit introduces you to a wide range of music and styles and assists them to achieve artistic objectives in music performance through conducting workshop activities including practical conducting, stylistic practices, repertoire, and rehearsal and performance techniques.
Prerequisite(s): KMB131/KMB633 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2009 SEM-1 Incompatible with: KMB623

KMB212 ARRANGING
This unit explores arranging techniques for vocal combinations and genres.
Prerequisite(s): KMB131/KMB633 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2009 SEM-2 Incompatible with: KMB617

KMB213 MULTI-INSTRUMENTAL MUSIC B
In this unit, students engage in the study of an instrument supplementary to their principal instrument, necessary for the instrumental music teacher and professional doublers. Additionally, students undertake peer tutoring to small groups. A lecture/class discussion is utilised to reflect on a range of topics relevant to the study.
Prerequisite(s): KMB121/KMB652 Credit points: 12
Contact hours: 3 per week Campus: Kelvin Grove
Teaching period: 2009 SEM-2 Incompatible with: KMB628

KMB214 MUSIC AND SOUND: PRINCIPAL STUDY A
A creative musician and sound designer needs to have control of a number of advanced skills pertinent to specific careers and outcomes. KMB214 continues to develop these specialist skills from the prerequisite first-year units.
Prerequisites: KMB214-1 Credit points: 12 Contact hours: 7-9 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KMB214 MUSIC AND SOUND: PRINCIPAL STUDY A
A creative musician and sound designer needs to have control of a number of advanced skills pertinent to specific careers and outcomes. KMB214 continues to develop these specialist skills from the prerequisite first-year units.
Prerequisites: KMB121 or KMB652 or KMB111 or KMB658 Credit points: 12 Contact hours: 7-9 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

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

KPB105 NARRATIVE PRODUCTION
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.
Prerequisites: KPB101 or KPB155 or KPB150 Equivalents: KPB185, KPB260 Credit points: 12 Contact hours: Average of 4 per week Campus: Kelvin Grove and Caboolture Teaching period: 2010 SEM-1
and 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, revolve 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

**KPB203 AUSTRALIAN FILM**

This unit includes the following: study of New Wave Australian films within their cultural and institutional contexts; issues facing the film industry today; the filmic construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; the Australian landscape in film; experimental and Avant-Garde films; indigenous films; new technological and global challenges.

*Equivalents:* KPB343  *Credit points:* 12  
*Contact hours:* 4 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
KTB207 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

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

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

KTB102 PROCESS DRAMA
This unit examines the structural forms and dramatic conventions used in a specific genre of drama - process drama. It moves from examining effective drama workshop design to consider the artistic application of these workshop techniques.

Equivalents: KTB214  Credit points: 12  Contact hours: 4 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 twenty-first centuries. Theatre practices are explored in relation to broader social and political concerns.
Equivalents: KTB253  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KTB209 APPLIED PERFORMANCE
This unit is a combination of a practical and theoretical investigation into the process of improvisation and the way drama can be used as a tool for critical enquiry and social change. It provides a basis for further work in writing for performance and advanced improvisational skills.
Prerequisites: KTB102 or KTB214  Equivalents: KTB280, KTB272  Credit points: 12  Contact hours: 4.5-5 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 photographic 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-2
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 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.
Prerequisites: KIB101 or KIB801 or KIP401 Antirequisites: KVP401 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

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-2
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.
Credit points: KVB712  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.
Credit points: KWB703  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

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
This 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

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-2

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)
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society.

Equivalents: KWB003, KWB321 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KWB209 SHAKESPEARE, THEN AND NOW
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material.

Equivalents: KWB004, KWB729 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KWB211 STYLISTICS AND POETICS
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylistics, students will work on unpacking, theorising and then replicating literary techniques used by a wide range of exemplary authors. This unit gives students a unique opportunity to consider and manipulate very specific aspects of their authorial voices, drawing on the field of literary stylistics, the Oulipo movement, reader response theorists, and other author-based literary theories and schools. Intensive studio-based work, self-directed creative practice, guided critical analysis and asynchronous on-line activities characterise the teaching and learning in this unit.

Equivalents: KWB370, KWB201 Credit points: 12 Contact hours: 3hr intensive workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total. Campus: Kelvin Grove Teaching period: 2010 SEM-1

KWB303 WRITING AND PUBLISHING INDUSTRY
This unit provides an introduction to the function and structure of the writing and publishing industry.

Equivalents: KWB399 Credit points: 12 Contact hours: 2.5 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2
KWB308 WONDERLANDS: LITERATURE AND CULTURE IN THE 19TH CENTURY
This unit considers important contemporary cultural and social questions by way of readings in science fiction, fantasy fiction and fiction, class ideologies and revolutionary politics from a selection of novels and poetry of the nineteenth century. The novels and poems examine political and social change in Europe between 1790 and 1900, with a view to making critical links between current ideologies and literary forms and their formulation in a nineteenth century text. As such, works ranging from Frankenstein to Alice in Wonderland are deployed to consider the textual representations of important cultural, social, and sexual issues.

Assumed knowledge: KWB108, KWB207, KWB208 and KWB209 is assumed knowledge. Equivalents: KWB005, KWB724
Credit points: 12 Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KWB309 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 you they can critique the operations of popular cultures.

Equivalents: KWB006, KWB725
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KWB313 NOVEL AND MEMOIR
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

Credit points: 12
Contact hours: 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

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: 2010 SEM-2

MAB101 STATISTICAL DATA ANALYSIS 1
Experiments, observational studies, sampling, and polls; data and variables; framework for describing and manipulating probability; independence; Binomial and Normal distributions; population parameters and sample statistics; concepts of estimation and inference; standard error; confidence intervals for means and proportions; tests of hypotheses on means and proportions (one sample and two independent samples); inference using tables of counts; modelling relationships using regression analysis; model
diagnosis; use of statistical software.

**Antirequisites:** BSB123, EFB101, MAB141, MAN101

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SUM-2, 2010 SEM-1 and 2010 SEM-2

**MAB120 ALGEBRA AND CALCULUS**

This unit introduces and reviews the elementary concepts of function, calculus, matrices and vectors with special reference to applications in science, technology and business where appropriate. Topics covered include the algebra of complex numbers, elementary functions (polynomial, trigonometric, exponential and logarithmic) and their properties, differentiation and integration methods and principles, geometric and algebraic applications of vectors and the solution of linear systems using matrices.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge  
**Equivalents:** MAB100, MAB125, MAB180  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB121 CALCULUS AND DIFFERENTIAL EQUATIONS**

This unit extends the areas of function and calculus introduced in MAB120 by introducing series representations for functions and more advanced methods of differentiation and integration for functions of one variable. A strong connection to real world problems is made by introducing the use of differential equations in modelling, and exploring appropriate methods of solution. Practical calculations of volumes and surface areas of solids of revolution extend your interpretations of the definite integral. Taylor and Fourier series are introduced as a means of approximating functions by sums of polynomials and periodic functions. Some more advanced methods for indefinite integrals, such as partial fraction decomposition, are also introduced.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics C (or equivalent) or MAB105 and corequisite MAB120 is assumed knowledge  
**Equivalents:** MAB112, MAB127, MAB132  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SUM-2, 2010 SEM-1 and 2010 SEM-2

**MAB210 STATISTICAL MODELLING 1**

This unit includes: probability; independence; system reliability; using conditional probability in modelling; Bayes; introductory Markov chains; random variables and distributions; special distributional models; Bernoulli process; Poisson process; exponential; introductory queuing processes; expected values and moments; goodness-of-fit tests; measures of dependence; introductory bivariate and correlation properties; conditioning arguments.

**Assumed knowledge:** Grade of Sound Achievement in Senior Mathematics C (or equivalent) or MAB120 is assumed knowledge. Students are advised to enrol in either MAB121 or MAB122 in the same semester if not previously completed.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MAB220 COMPUTATIONAL MATHEMATICS 1**

This unit includes: sources of error; computer arithmetic; solution of nonlinear equations in one variable; solution of systems of linear equations; interpolation; finite differences; numerical differentiation and integration; solution of first order linear differential equations; MATLAB programming. Students without an exit level of Sound Achievement in four semesters of Senior Mathematics C need to be concurrently enrolled in MAB100 if not completed earlier.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 and corequisite MAB120 or MAB125 or MAB100 or MAB180 if you don’t have Senior Mathematics C is assumed knowledge  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SUM-2, 2010 SEM-1 and 2010 SEM-2

**MAB281 MATHEMATICS FOR COMPUTER GRAPHICS**

This unit introduces students to the mathematics involved in computer graphics, computer games and virtual reality. It is heavily reliant on analytic, Euclidean and projective geometries in 2D and 3D, elementary trigonometry, elementary linear algebra and elementary calculus. The unit will develop the mathematical concepts and where practicable show how these concepts are then applied in the field of computer graphics. Students must have completed four semesters of Senior Mathematics B with an exit level of Sound Achievement, or have passed MAB105 (or equivalent).

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point
MAB311 ADVANCED CALCULUS
This unit includes the following: polar coordinates; parametric equations; conic sections; quadric surfaces; vector-valued functions; Fourier series; functions of several variables; graphs; partial derivatives; total derivatives; extrema; Lagrange multipliers; Taylor series for multivariable functions; double and triple integrals; Green's theorems; line and surface integrals; divergence theorem; Stoke's theorem; applications.

Prerequisites: (MAB111 or MAB121) and (MAB112 or MAB122)  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

MAB312 LINEAR ALGEBRA
This unit covers the following broad topics from linear algebra: matrix analysis; eigenvalues and eigenvectors; vector spaces; inner product spaces.

Prerequisites: (MAB111 or MAB121) and (MAB112 or MAB122)  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

MAB313 MATHEMATICS OF FINANCE
This unit includes: interest rates; solution of problems in compound interest; applications of annuities; valuation of securities; quantitative techniques in business and finance. Students need to concurrently enrol in MAB111 unless already completed.

Prerequisites: MAB111 or MAB121  Antirequisites: MAN313  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

MAB314 STATISTICAL MODELLING 2
This unit includes: models for stochastic processes and statistical methods, which have applications in engineering, information technology, finance, and physical and life sciences. Markov chains; random walks; branching processes; queueing processes; long-term behaviour of processes; use of generating functions; bivariate and conditional distributions; transformations of random variables; beta and gamma distributions; mixture distributions; order statistics, minimum and maximum.

Prerequisites: MAB112 and MAB210  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

MAB422 MATHEMATICAL MODELLING
This unit includes models developed with the "real world" description. These models are taken from the areas of cancer research, population growth and engineering. Emphasis is on mathematical modelling and not on the development of new mathematical content.

Prerequisites: MAB121  Antirequisites: MAN422  Assumed knowledge: MAB220 is recommended for prior/concurrent study for exposure to MATLAB  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

MAB480 INTRODUCTION TO SCIENTIFIC COMPUTATION
This unit teaches students how to implement a mathematical algorithm in a modern scientific computing environment (eg Matlab). A case-study approach is used with an emphasis on writing efficient code. Also an overview of other software packages used in mathematics will be given.

Prerequisite(s): MAB112 or MAB132 or MAB182  (Recommended: MAB210 or MAB220)  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2009 SEM-2  Incompatible with: MAB380, ITB849

MGB200 LEADING ORGANISATIONS
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

Prerequisites: BSB115 or CTB115  Antirequisites: MGB211, CTB211, MGB222, CTB232  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

Prerequisites: BSB115 or CTB115  Equivalents: CTB234  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support
and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**

The course develops students’ abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of ‘national culture’ by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-2

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**MGB324 MANAGING BUSINESS GROWTH**

This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223  
**Equivalents:** MGB218  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1