

Diploma of Media and Communication

Course Outline

| | |
|-------------------------|---|
| Campus | Melbourne Burwood Campus / Jakarta Campus, Indonesia |
| Intake | March, June, October |
| CRICOS | 059997G |
| Course Duration | The duration of the Diploma course is three trimesters (12 months). There is an option, however, to fast track the course and complete it in two trimesters (8 months). |
| Teaching Methods | Instruction for all units is classroom based. Generally, four hours of class contact per week are allocated to each unit. Some units have additional laboratory hours/practical classes. |
| Assessment | Assessment for all units is ongoing and continuous consisting of tests, assignments and case study analysis. Most units have a final two-hour examination. |
| Course Structure | Eight units must be completed and passed to be awarded the Diploma. |
| Units | <p>Two core units: ACC100 Communication in Everyday Life ACC101 Creativity and Dangerous Ideas</p> <p>plus six additional units: ACG102 Design and Typography (not available in T1, T3 2017) ACG103 Design Skills (not available in T2 2017) ACI102 Pixel to Print: Digital Imaging 1 ACI103 Thinking Photography: History, Theory and Cultural context ALC104 Media Genres: Negotiating Textual Forms and Pleasures ALC105 Media Culture and Technological Transformations: Living in the Digital Age ALJ111 News Reporting 1 ALJ112 News Reporting 2 ALR103 Introduction to Public Relations ALR104 Strategic Communication and Writing AMC100 Introduction to Animation AMC104 Principles of Character Animation</p> |

| | |
|--------------------------------------|---|
| | ACF103 Writing with the Camera (Availability for T3 2017 TBD) ACF104 Moving Pictures. Screening Film History |
| Transfer to Deakin University | <p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> You must complete and pass eight Deakin College diploma units*. You must achieve the required Weighted Average Mark (WAM) for your Deakin College diploma taking into account all units attempted at Deakin College (required WAM's are included under each Deakin University degree on the following pages). <p>* Transfer to some degrees requires specific Deakin College units to be completed in order to receive the appropriate credits (see Deakin University degrees below for core units).</p> |

| Subject | Trimester 1 2017 | Trimester 2 2017 | Trimester 3 2017 |
|---|---------------------|---------------------|---------------------|
| ACC100 Communication in Everyday Life | ✓ | ✓ | ✓ |
| ACC101 Creativity and Dangerous Ideas | ✓ | ✓ | ✓ |
| ACG102 Design and Typography | ✗ | ✓ | ✗ |
| ACG103 Design Skills | ✓ | ✗ | ✓ |
| ACI102 Pixel to Print: Digital Imaging 1 | ✓ | ✓ | ✓ |
| ACI103 Thinking Photography: History, Theory and Cultural context | ✓ | ✓ | ✓ |
| ALC104 Media Genres: Negotiating Textual Forms and Pleasures | ✓ | ✓ | ✓ |
| ALC105 Media Culture and Technological Transformations: Living in the Digital Age | ✓ | ✓ | ✓ |
| ALJ111 News Reporting 1 | ✓ | ✓ | ✓ |
| ALJ112 News Reporting 2 | ✓ | ✓ | ✓ |
| ALR103 Introduction to Public Relations | ✓ | ✓ | ✓ |
| ALR104 Strategic Communication and Writing | ✓ | ✓ | ✓ |
| AMC100 Introduction to Animation | ✓ | ✓ | ✓ |
| AMC104 Principles of Character Animation | ✓ | ✓ | ✓ |
| ACF103 Writing with the Camera | ✓ | ✓ | TBD |
| ACF104 Moving Pictures. Screening Film History | ✓ | ✓ | ✓ |

Diploma of Media and Communication

Example Course Plans for Students

Example Course Plans for Students

The following are a series of example course plans for students studying in the Diploma of Media and Communication. Please note that core and elective units can be taken in any order. The following course plans should be used as a guide only.

How to use the Plans

Students need to select or choose which Deakin University Course they wish to transfer into once they have completed their studies at Deakin College. Deakin University offers direct transfer into the following courses

- Bachelor of Arts
- Bachelor of Communication (Journalism)
- Bachelor of Communication (Media)
- Bachelor of Communication (Public Relations)
- Bachelor of Creative Arts (Animation & Motion Capture)
- Bachelor of Creative Arts (Film & Television)
- Bachelor of Creative Arts (Photography)
- Bachelor of Creative Arts (Visual Communication & Design)

**When I transfer to Deakin University I want to study
Bachelor of Arts (B WP C T1 T2 T3)**

International Students WAM: **B 50 WP 50 C 50**

Australian Students WAM: **B 50 WP 50 C 50**

Credits for Transfer: 8

Majors offered at Deakin University include:

● Animation ● Journalism ● Media Studies ● Photography ● Public Relations ● Visual Communication Design ● Film and Television

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|-----------------|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | Elective | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | Elective | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | Elective | Elective |
| 3 rd Trimester | Elective | Elective | |

Electives

Students need to complete one major. Students wishing to major in the following areas should include the following subjects in their electives:

- **Animation**– AMC100 Introduction to Animation and AMC104 Principals of Character Animation
- **Journalism** – ALJ111 News Reporting 1 and ALJ112 News Reporting 2
- **Media Studies** – ALC104 Media Genres and ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- **Photography** – ACI102 Pixel to Print and ACI103 Thinking Photography: History, Theory and Cultural Context
- **Public Relations** – ALR103 Introduction to Public Relations and ALR104 Strategic Communication and Writing
- **Visual Communication Design** – ACG102 Design and Typography (Not available T1 or T3 2017) and ACG103 Design Skills (Not available T2 2017)
- **Film and Television** – ACF103 Writing with the Camera (Availability T3 2017 TBD) and ACF104 Moving Pictures. Screening Film History

Other Electives can include any of the following:

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)
- ACI102 Pixel to Print: Digital Imaging 1
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALC104 Media Genres: Negotiating Textual Forms and Pleasures
- ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- ALJ111 News Reporting 1
- ALJ112 News Reporting 2
- ALR103 Introduction to Public Relations
- ALR104 Strategic Communication and Writing
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation
- ACF103 Writing with the Camera (Availability for T3 2017 TBD)
- ACF104 Moving Pictures. Screening Film History

**When I transfer to Deakin University I want to study
Bachelor of Communication (Journalism) (B WP T1 T2 T3)**

International Students WAM: **B 50 WP 50**

Australian Students WAM: **B 50 WP 50**

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|---|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALJ111 News Reporting 1 | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ALJ112 News Reporting 2 | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|---|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALJ111 News Reporting 1 | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ALJ112 News Reporting 2 | Elective |
| 3 rd Trimester | Elective | Elective | |

Electives can include any of the following:

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)
- ACI102 Pixel to Print: Digital Imaging 1
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALC104 Media Genres: Negotiating Textual Forms and Pleasures
- ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- ALR103 Introduction to Public Relations
- ALR104 Strategic Communication and Writing
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation

- ACF103 Writing with the Camera (Availability for T3 2017 TBD)
- ACF104 Moving Pictures. Screening Film History

**When I transfer to Deakin University I want to study
Bachelor of Communication (Digital Media) (B WP C T1 T2 T3)**

International Students WAM: **B 50 WP 50 C 50**

Australian Students WAM: **B 50 WP 50 C 50**

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|--|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALC104 Media Genres: Negotiating Textual Forms and Pleasures | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ALC105 Media Culture and Technological Transformations: Living in the Digital Age | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|--|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALC104 Media Genres: Negotiating Textual Forms and Pleasures | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ALC105 Media Culture and Technological Transformations: Living in the Digital Age | Elective |
| 3 rd Trimester | Elective | Elective | |

Electives can include any of the following:

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)
- ACI102 Pixel to Print: Digital Imaging 1
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALJ111 News Reporting 1

- ALJ112 News Reporting 2
- ALR103 Introduction to Public Relations
- ALR104 Strategic Communication and Writing
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation
- ACF103 Writing with the Camera (Availability for T3 2017 TBD)
- ACF104 Moving Pictures. Screening Film History

**When I transfer to Deakin University I want to study
Bachelor of Communication (Public Relations) (B WP C T1 T2) (B C T3)**

International Students WAM: **B 50 WP 50 C 50**

Australian Students WAM: **B 50 C 50**

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|--|---|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALR103 Introduction to Public Relations | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ALR104 Strategic Communication and Writing | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|--|---|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALR103 Introduction to Public Relations | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ALR104 Strategic Communication and Writing | Elective |
| 3 rd Trimester | Elective | Elective | |

Electives can include any of the following:

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)
- ACI102 Pixel to Print: Digital Imaging 1
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALC104 Media Genres: Negotiating Textual Forms and Pleasures
- ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- ALJ111 News Reporting 1

- ALJ112 News Reporting 2
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation
- ACF103 Writing with the Camera (Availability for T3 2017 TBD)
- ACF104 Moving Pictures. Screening Film History

**When I transfer to Deakin University I want to study
Bachelor of Creative Arts (Animation and Motion Capture)
(B T1 T2 T3)**

International Students WAM: **B 50**

Australian Students WAM: **B 50**

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|---|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE AMC100 Introduction to Animation | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE AMC104 Principals of Character Animation | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|---|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE AMC100 Introduction to Animation | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE AMC104 Principals of Character Animation | Elective |
| 3 rd Trimester | Elective | Elective | |

Electives can include any of the following:

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)
- ACI102 Pixel to Print: Digital Imaging 1
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALC104 Media Genres: Negotiating Textual Forms and Pleasures
- ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- ALJ111 News Reporting 1
- ALJ112 News Reporting 2
- ALR103 Introduction to Public Relations

- ALR104 Strategic Communication and Writing
- ACF103 Writing with the Camera ((Availability for T3 2017 TBD)
- ACF104 Moving Pictures. Screening Film History

***** Additional 1st Year Units to be taken at Deakin University**

Students will be required to undertake AMC101 Motion Capture Fundamentals at Deakin University

**When I transfer to Deakin University I want to study
Bachelor of Creative Arts (Photography) (B WF T1 T2) (B T3)**

International Students WAM: **B 50 WF 50**

Australian Students WAM: **B 50 WF 50**

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|--|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACI102 Pixel to Print: Digital Imaging 1 | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ACI103 Thinking Photography; History, Theory and Cultural Context | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|--|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACI102 Pixel to Print: Digital Imaging 1 | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ACI103 Thinking Photography; History, Theory and Cultural Context | Elective |
| 3 rd Trimester | Elective | Elective | |

Electives can include any of the following:

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)
- ALC104 Media Genres: Negotiating Textual Forms and Pleasures
- ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- ALJ111 News Reporting 1
- ALJ112 News Reporting 2

- ALR103 Introduction to Public Relations
- ALR104 Strategic Communication and Writing
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation
- ACF103 Writing with the Camera (Availability for T3 2017 TBD)
- ACF104 Moving Pictures. Screening Film History

***** Additional 1st Year Units to be taken at Deakin University**

Students will be required to undertake ACI101 Still Images at Deakin University

**When I transfer to Deakin University I want to study
Bachelor of Creative Arts (Visual Communication and Design) (B S T1 T2)**

International Students WAM: **B 50 WF 50**

Australian Students WAM: **B 50 WF 50**

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|--|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACG102 Design and Typography | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ACG103 Design Skills | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|--|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACG102 Design and Typography | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ACG103 Design Skills | Elective |
| 3 rd Trimester | Elective | Elective | |

*** Please note, core subjects not available every trimester for Design Pathway.**

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)

Electives can include any of the following:

- ACI102 Pixel to Print: Digital Imaging 1
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALC104 Media Genres: Negotiating Textual Forms and Pleasures
- ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- ALJ111 News Reporting 1
- ALJ112 News Reporting 2

- ALR103 Introduction to Public Relations
- ALR104 Strategic Communication and Writing
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation
- ACF103 Writing with the Camera (Availability for T3 2017 TBD)
- ACF104 Moving Pictures. Screening Film History

**When I transfer to Deakin University I want to study
Bachelor of Creative Arts (Film and Television) (B T1 T2)**

International Students WAM: **B 50**

Australian Students WAM: **B 50**

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|--|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACF104 Moving Pictures. Screening Film History | Elective | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ACF103 Writing with the Camera | Elective | Elective |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|--|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACF104 Moving Pictures. Screening Film History | Elective |
| 2 nd Trimester | CORE ACC101 Creativity and Dangerous Ideas | CORE ACF103 Writing with the Camera | Elective |
| 3 rd Trimester | Elective | Elective | |

*** Please note, core subjects not available every trimester for Creative Arts (Film and Television) Pathway.**

- ACF103 Writing with the Camera (Availability for T3 2017 TBD)

Electives can include any of the following:

- ACG102 Design and Typography (Not available T1 or T3 2017)
- ACG103 Design Skills (Not available T2 2017)
- ACI102 Pixel to Print: Digital Imaging 1
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALC104 Media Genres: Negotiating Textual Forms and Pleasures

- ALC105 Media Culture and Technological Transformations: Living in the Digital Age
- ALJ111 News Reporting 1
- ALJ112 News Reporting 2
- ALR103 Introduction to Public Relations
- ALR104 Strategic Communication and Writing
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation

Deakin University Campuses and Trimester codes

B Melbourne Burwood Campus **WP** Geelong Waurin Ponds Campus **WF** Geelong Waterfront Campus **C** Cloud (online)

T1 Trimester 1 entry **T2** Trimester 2 entry **T3** Trimester 3 Entry

NOTE: for Australian students entry is for T1 only. T2 entry is subject to availability of places.

CRICOS Codes:

Bachelor of Communication (Journalism) 083978K; Bachelor of Communication (Media) 083980E; Bachelor of Communication (Public Relations) 083990C; Bachelor of Creative Arts (Animation and Motion Capture) 077372B; Bachelor of Creative Arts (Dance) 060433M; Bachelor of Creative Arts (Photography) 077371C; Bachelor of Creative Arts (Visual Communication Design) 075372G;

Unit Outlines

PLEASE ENSURE YOU CHECK THE TRIMESTER 2 2017 UNIT OUTLINE FOR ANY CONTENT AND ASSESSMENT UPDATES.

ACC100 Communication in Everyday Life

This unit explores communication theory through practice, using dynamic and creative participatory learning activities to discover how communication theory 'plays' out in everyday life.

Students examine the motivation for and consequences of communication in their daily life, exploring how we communicate changing social norms and use agency to reproduce and redefine things like 'friends', 'work' and what are 'acceptable' modern communication practices. The unit brings communication theory to life by drawing on a range of learning materials – reading text, newspapers, television, web-based resources and film in order to examine how individuals participate in social construction, the process of meaning making and the building of social capital. A key element of this unit is the use of the students' own imagination to drive participatory learning; teaching materials are responsive and interactive, students will be encouraged to interact with the weekly topic and 'learn by doing'.

Assessment: 30% interpretation of online digital objects; 30% interactive presentation; 40% digital workbook

ACC101 Creativity and Dangerous Ideas

This unit explores interpretations of creativity and inventiveness in individual, social, artistic, business and cultural contexts. The major focus is on questioning interpretations of creativity through the creative person, product, place and process while challenging the comfort of the known and familiar. The concept of 'dangerous ideas' informs critical life skills for twenty first century social, cultural and

workplace environments which are constantly changing, chaotic and unpredictable.

Assessment: 35% creativity exemplars; 30% class exercise; 25% essay; 10% presentation

ACF103 Writing with the Camera (Availability for T3 2017 TBD)

This unit explores digital video camera operation and handling manual and automatic control of exposure and focus. The unit also focusses on shot framing and composition, camera movement, preparing to shoot. It includes topics on shooting techniques, visual language, cinematography and style the role of the cinematographer. It introduces students to concepts of recording and working with audio in digital video basic editing techniques.

Assessment: 20% Topic tests; 30% Folio 1; 50% Folio 2

ACF104 Moving Pictures: Screening Film History

The unit will introduce key aspects of the history and development of film, its language, style and genres, through a survey of seminal works and influential movements and genres. This includes: Early Cinema, German Expressionism, Surrealism, Film Noir, Experimental film, French New Wave, Hong Kong Cinema, American and Italian Westerns, and Horror cinema.

Assessment: Group research project, 1600 words equivalent per student, 40%; Online Multiple Choice Quiz: 20%; Research essay, 1600 words, 40%

ACG102 Design and Typography (Not available T1, T3 2017)

Typography is an essential component to visual communication and this unit will explore the theory, application of forms and structures including the anatomy of typefaces, font families and typeface design. This will include considerations and implications of selecting and applying typography to a variety of design solutions.

Assessment: 30% digital type aerobics; 30% publication layout; 40% community type critique

ACG103 Design Skills (Not available T2 2017)

This unit introduces students to the digital tools necessary for visual communication design. Students will be introduced to the Adobe imaging suite. Consideration will be given to the theoretical concepts and implications of digital technology as they relate to other art and design processes. Techniques including digital mark making, graphic illustration, design elements and principles, creative thinking and layout explored through practical projects. This unit is a combination of practical skills and theory exploring the design elements and principals.

Assessment: 30% design project; 30% research project; 40% design project

ACI102 Pixel to Print: Digital Imaging 1

This unit examines the photo-based image as a cultural, social and technical artefact. It examines representation in the digital and analogue realms. Production techniques include digital photography - both referent-based and non-referent-based subjects, digital montage, conceptualisation, conceptual approaches and virtual realities. Production activities are designed to develop visual and digital literacy and photo compositing software

skills with an emphasis on high quality output and presentation for screen and print.

Assessment: 30% composition (capture and interpret); 30% montage; 40% conceptual strategies

ACI103 Thinking Photography: History, Theory and Cultural Context

This unit introduces various histories of photography from its early prono-photographic origins to its development during 19th and 20th century.

Students will acquire knowledge of key images, practitioners and developments that underpin the history of the medium and its cultural significance and application. Various genres will be considered at a local and global perspective.

Students will also be introduced to critical writings that have influenced the cultural, social and philosophical discourse on photography. These historical and theoretical themes will be explored through individual and group readings, presentations and creative practice productions.

Assessment: 40% research paper; 40% essay; 20% quiz

ALC104 Media Genres: Negotiating Textual Forms and Pleasures

This unit introduces students to the ways in which certain media carry similar codes and conventions, pleasures and expectations. It will examine how these conventions can be produced by the media industries and read and consumed by audiences. The unit will involve the close textual analysis of media genres; examine the way audiences relate to and interact with media genres; and will explore the way media industries promote and sell genres for commercial reasons. Case studies vary from year to year and may include genres such as comedy, horror, science fiction, melodrama, soap opera, the

game show, fan fiction, fantasy role-playing games, and gaming apps.

Assessment: 50% genre creative assignment; 50% genre pitch

ALC105 Media Culture and Technological Transformations: Living in the Digital Age

This unit introduces students to the study of how technological innovations have impacted on contemporary media culture. Drawing of the key concepts of visual networking, convergence, and globalisation, students examine the various implications of digital media for everyday life, government policy, and media industries. The unit provides a range of different perspectives on contemporary developments in advertising, telecommunications, radio, film, television, gaming, and the internet.

Assessment: 25% essay preparation exercises; 50% research essay; 25% twitter portfolio and self-reflection

ALJ111 News Reporting 1

This unit is an introduction to the practice and theory of multimedia journalism. It sets the social, professional and legal context for journalism practice, and introduces students to the convention of news writing and reporting stories. Students will also focus on combining text with photos and audio clips to produce news stories; critically examining their own production processes, and learn to report multimedia news stories to a deadline.

Assessment: 20% research file; 40% news story for print media; 40% multimedia news story

ALJ112 News Reporting 2

This unit in the practice and theory of multimedia journalism focuses on news reporting processes. It outlines professional, social and legal factors that impact on reporting of local, regional and national news. The unit introduces students to key news beats, including reporting stories about politics, business, sport and local newsworthy events and issues. Students will build contacts in their preferred news beat/s and engage with social media tools to report and produce their news stories. They will also gain skills in reporting a news story (to a deadline) for broadcast and online media platforms.

Assessment: 20% social media for reporting; 40% photojournalism assignment; 40% video based assignment

ALR103 Introduction to Public Relations

The unit provides an introduction to the field of public relations. Students learn about what public relations people do, and how they do it. Topics include planning, media relations, employee relations, community relations, international public relations, ethics and public relations law.

Assessment: 10% reader critique/participation; 40% assignments, 50% final examination

ALR104 Strategic Communication and Writing

This unit sits at the nexus of theory and practice to help you understand the role of strategic communication in organisational contexts. Put simply, strategic communication refers to the ability to develop and disseminate messages that achieve specific and measurable objectives. Whether that objective is to inform, change opinion or adapt behaviour, successful strategic communication revolves around people.

Assessment: 20% online quizzes; 40% group planning and writing project; 40% portfolio

AMC100 Introduction to Animation

This introductory unit surveys animation's history and techniques through its screening program. The unit introduces students to a range of moving image and editing programs in order to enact a number of these animation strategies. Production tasks develop skills in the collaborative and individual creative use of digital video cameras for animation through time-lapse, stop-motion and the retrieval and compilation of online images. The aim is to critically assess through practice and theory the suitability of digital manipulation techniques and strategies for contemporary use such as in advertising, film titles, trailers, special effects, short films and web sites.

Assessment: 15% time line animation, 20% review, 25% group project, 40% essay

AMC104 Principles of Character Animation

This unit introduces students to principles of animation and character design and development, building skills through experimentation and conceptual exploration. The emphasis is on hands-on learning using under-camera stopmotion and 2D animation techniques. Students learn the importance of staging, timing and storyboarding for narrative and non-narrative animation. Over the course of the unit, students produce a series of sequences including walk-cycles, character animation techniques (e.g. squash-and-stretch), rotoscoping, sound-syncing, hand-drawn and other animation methods. These sequences are submitted in two folios and are accompanied by the Animation Workbook, in which notes, ideas and other material is developed progressively over the unit.

Assessment: 40% folio of animation techniques; 30% animation workbook; 30% folio of character animation studies