

# Diploma of Media and Communication

## Course Outline: T1 2018

<b>Campus</b>	Melbourne Burwood Campus / Jakarta Campus, Indonesia
<b>Intake</b>	March, June, October
<b>CRICOS</b>	059997G
<b>Course Duration</b>	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).
<b>Teaching Methods</b>	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.
<b>Assessment</b>	Assessment for all units is ongoing and continuous consisting of tests, assignments and case study analysis. Most units have a final two-hour examination.
<b>Course Structure</b>	Eight units must be completed and passed to be awarded the Diploma.
<b>Units</b>	<p><b>Two core units:</b> ACC100 Communication in Everyday Life ACC101 Creativity and Dangerous Ideas</p> <p><b>plus six additional units:</b> ACG102 Design and Typography ACG103 Design Skills ACI102 Digital Photography 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>

	<p>ACF103 Writing with the Camera ACF104 Moving Pictures. Screening Film History</p>
<p><b>Transfer to Deakin University</b></p>	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> <li>• You must complete and pass eight Deakin College diploma units*.</li> <li>• 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).</li> </ul> <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>

## 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 majoring in Advertising, Animation, Journalism, Media Studies, Photography, Public Relations, Film and Television, Visual Communication Design, and/or Film, Television and Animation
- Bachelor of Communication (Advertising)
- Bachelor of Communication (Journalism)
- Bachelor of Communication (Digital 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)
- Bachelor of Film, Television and Animation

*For students commencing Deakin College from 2019, pathways will be available into new courses including*

- Bachelor of Design (3D Animation)
- Bachelor of Design (Digital Technologies)
- Bachelor of Design (Visual Communication)

Subject	Trimester 1 2018	Trimester 2 2018	Trimester 3 2018
ACC100 Communication in Everyday Life	✓	✓	✓
ACC101 Creativity and Dangerous Ideas		✓	To be confirmed
ACG102 Design and Typography	✓	✓	To be confirmed
ACG103 Design Skills	✓	✓	✓
ACI102 Digital Photography	✓	✓	✓
ACI103 Thinking Photography: History, Theory and Cultural context	To be confirmed	✓	✓
ALC104 Media Genres: Negotiating Textual Forms and Pleasures	✓	✓	To be confirmed
ALC105 Media Culture and Technological Transformations: Living in the Digital Age	✓	✓	To be confirmed
ALJ111 News Reporting 1	✓	✓	✓
ALJ112 News Reporting 2	✓	✓	✓
ALR103 Introduction to Public Relations	✓	✓	✓
ALR104 Strategic Communication and Writing	✓	✓	✓
AMC100 Introduction to Animation	✓	✓	To be confirmed
AMC104 Principles of Character Animation	To be confirmed	✓	To be confirmed
ACF103 Writing with the Camera	✓	✓	✓
ACF104 Moving Pictures. Screening Film History	✓	✓	To be confirmed

**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 students include:**

● **Advertising** ● Animation ● Journalism ● Media Studies ● Photography ● Public Relations ● Visual Communication Design ● Film and Television ● A new major in Film, Television and Animation is also available.

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

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

**Electives**

**Students need to complete one major.** Students wishing to major in the following areas at Deakin University should include the following subjects in their electives at Deakin College

- Advertising\*\*\*- To undertake a major in Advertising students must complete all the level 1 units required for the minor/ second major of the Arts degree as part of their Deakin College Diploma. Required units for each of the minors/ second majors available to Deakin College students in combination with the Advertising major are listed below -

Journalism - ALJ111 News Reporting 1 and ALJ112 News Reporting 2

Media Studies - ALC104 Media Genres and ACF104 Moving Pictures. Screening Film History

Photography - ACI102 Digital Photography

Public Relations - ALR103 Introduction to Public Relations and ALR104 Strategic Communication and Writing

- **Animation\*\*\*** – AMC100 Introduction to Animation AMC104 Principles of Character Animation
- **Journalism** – ALJ111 News Reporting 1 and ALJ112 News Reporting 2
- **Media Studies** – ALC104 Media Genres, ALC105 Media Culture and Technological Transformations: Living in the Digital Age and ACF104 Moving Pictures. Screening Film History
- **Photography\*\*\*** – ACI102 Digital Photography
- **Public Relations** – ALR103 Introduction to Public Relations and ALR104 Strategic Communication and Writing
- **Visual Communication Design** – ACG102 Design and Typography and ACG103 Design Skills
- **Film and Television** – ACF103 Writing with the Camera and ACF104 Moving Pictures. Screening Film History.
- **Film, Television and Animation\*\*\*** – ACF103 Writing with the Camera and AMC100 Introduction to Animation. Students interested in the disciplines of animation as well as film and television are encouraged to consider this new major.

#### **Other Electives can include any of the following:**

- ACG102 Design and Typography
- ACG103 Design Skills
- ACI102 Digital Photography
- 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
- ACF104 Moving Pictures. Screening Film History

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

**When I transfer to Deakin University I want to study  
Bachelor of Communication (Advertising) (B C T1)**

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

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

Credits for Transfer: 8

<b>Fast Track (Completing In 8 months/2 trimesters)</b>				
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>Elective</b>	<b>Elective</b>
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ALR103</b> Introductio n to Public Relations	<b>Elective</b>	<b>Elective</b>

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>Elective</b>
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ALR103</b> Introductio n to Public Relations	<b>Elective</b>
3 <sup>rd</sup> Trimester	<b>Elective</b>	<b>Elective</b>	

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACI102 Digital Photography
- 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\*
- ALR104 Strategic Communication and Writing\*
- AMC100 Introduction to Animation
- AMC104 Principles of Character Animation
- ACF103 Writing with the Camera
- ACF104 Moving Pictures. Screening Film History

*\*Students are advised to select one/all of these elective units to support their major stream in this diploma.*

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

Students will be required to undertake ALA101 Advertising Principles and Practices and ALA102 Creative Brand Communication at Deakin University.



**When I transfer to Deakin University I want to study  
Bachelor of Communication (Journalism) (B WP C 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 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ALJ111</b> News Reporting 1	Elective	Elective
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ALJ112</b> News Reporting 2	Elective	Elective

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

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACG103 Design Skills\*
- ACI102 Digital Photography
- 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
- ACF104 Moving Pictures. Screening Film History

*\*Students are advised to select one/all of these elective units to support their major stream in this diploma.*

**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 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ALC104</b> Media Genres: Negotiating Textual Forms and Pleasures	<b>CORE ACG103</b> Design Skills	<b>Elective</b>
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ALC105</b> Media Culture and Technological Transformations: Living in the Digital Age	<b>CORE ALJ111</b> News Reporting 1	<b>Elective</b>

Normal Track (Completing course in 12 months/ 3 Trimesters)			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ALC104</b> Media Genres: Negotiating Textual Forms and Pleasures	<b>CORE ACG103</b> Design Skills
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ALC105</b> Media Culture and Technological Transformations: Living in the Digital Age	<b>CORE ALJ111</b> News Reporting 1
3 <sup>rd</sup> Trimester	<b>Elective</b>	<b>Elective</b>	

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACI102 Digital Photography
- ACI103 Thinking Photography: History, Theory and Cultural context
- ALJ112 News Reporting 2\*
- ALR104 Strategic Communication and Writing\*
- ALR103 Introduction to Public Relations\*
- AMC104 Principles of Character Animation
- AMC100 Introduction to Animation
- ACF103 Writing with the Camera
- ACF104 Moving Pictures. Screening Film History

*\*Students are advised to select one/all of these elective units to support their major stream in this diploma.*

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

## 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 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ALR103</b> Introduction to Public Relations	Elective	Elective
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ALR104</b> Strategic Communication and Writing	Elective	Elective

Normal Track (Completing course in 12 months/ 3 Trimesters)			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ALR103</b> Introduction to Public Relations	Elective
2 <sup>nd</sup> Trimester	Elective	<b>CORE ALR104</b> Strategic Communication and Writing	Elective
3 <sup>rd</sup> Trimester		Elective	

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACG103 Design Skills\*
- ACI102 Digital Photography
- 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
- ACF103 Writing with the Camera
- ACF104 Moving Pictures. Screening Film History
- AMC104 Principles of Character Animation

*\*Students are advised to select one/all of these \* elective units to support their major stream in this diploma.*

**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 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE AMC100</b> Introduction to Animation	<b>Elective</b>	<b>Elective</b>
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACF104</b> Moving Pictures. Screening Film History	<b>AMC104</b> Principles of Character Animation	<b>Elective</b>

Normal Track (Completing course in 12 months/ 3 Trimesters)			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE AMC100</b> Introduction to Animation	<b>Elective</b>
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACF104</b> Moving Pictures. Screening Film History	<b>AMC104</b> Principles of Character Animation
3 <sup>rd</sup> Trimester	<b>Elective</b>		

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACG103 Design Skills
- ACI102 Digital Photography\*
- 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\*

*\*Students are advised to select one/all of these elective units to support their major stream in this diploma.*



**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

<b>Fast Track (Completing In 8 months/2 trimesters)</b>				
1 <sup>st</sup> Trimester	<b>CORE CORE ACC100</b> Communication in Everyday Life	<b>CORE ACI102</b> Digital Photography	Elective	Elective
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACI103 Thinking Photography:</b> History, Theory and Cultural context	Elective	Elective

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>				
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACI102</b> Digital Photography	Elective	
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACI103 Thinking Photography:</b> History, Theory and Cultural context	Elective	
3 <sup>rd</sup> Trimester	Elective	Elective		

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACG103 Design Skills\*
- 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\*
- ACF104 Moving Pictures. Screening Film History

*\*Students are advised to select these elective units to support their major stream in this diploma.*

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

Students will be required to undertake ACI101 Analogue Photography.

**When I transfer to Deakin University I want to study  
Bachelor of Creative Arts (Visual Communication 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 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG102</b> Design and Typography	Elective	Elective
<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACG103</b> Design Skills	Elective	Elective

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

**Electives can include any of the following:**

- ACI102 Digital Photography\*
- 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
- ACF104 Moving Pictures. Screening Film History

*\*Students are advised to select this elective unit to support their major stream in this diploma.*

**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 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACF104</b> Moving Pictures. Screening Film History	Elective	Elective
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACF103</b> Writing with the Camera	Elective	Elective

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

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACG103 Design Skills\*
- ACI102 Digital Photography
- 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\*

*\*Students are advised to select this electives unit to support their major stream in this diploma.*

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

Students will be required to undertake ACF105 Sound, Light, Motion at Deakin University.

**When I transfer to Deakin University I want to study  
Bachelor of Film, Television and Animation (B T1 T2 T3)**

International Students WAM: B 50

Australian Students WAM: B 50

Credits for Transfer: 8

<b>Fast Track (Completing In 8 months/2 trimesters)</b>				
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACF104</b> Moving Pictures. Screening Film History	<b>CORE ACG103</b> Design Skills	Elective
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACF103</b> Writing with the Camera	<b>CORE AMC100</b> Introduction to Animation	Elective

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACF104</b> Moving Pictures. Screening Film History	<b>CORE ACG103</b> Design Skills
2 <sup>nd</sup> Trimester	<b>CORE ACC101</b> Creativity and Dangerous Ideas	<b>CORE ACF103</b> Writing with the Camera	<b>CORE AMC100</b> Introduction to Animation
3 <sup>rd</sup> Trimester	Elective	Elective	

**Electives can include any of the following:**

- ACG102 Design and Typography
- ACI102 Digital Photography\*
- 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
- AMC104 Principles of Character Animation\*

*\*Students are advised to select this electives unit to support their major stream in this diploma.*

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

Students will be required to undertake ACF107 Principles of Animation and ACF106 Screen Practices at Deakin University. In addition students must select two of, ALW101 Writer's Toolkit: Craft and Creativity, ACP103 Foundations of Acting and Performance, ACI101 Analogue Photography, ADA101 Designing 3D Motion, ADA102 Designing 3D Environments, at Deakin to complete their level one units.

### Deakin University Campuses and Trimester codes

**B** Melbourne Burwood Campus **WP** Geelong Wairn 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 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**

### **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**

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**

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 Digital Photography**

ACI102 is a digital-based photographic unit. This unit will introduce you to Photoshop, basic digital capture, techniques, and skills. 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**

### **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**