

2017 UNDERGRADUATE COMMUNICATION AND CREATIVE ARTS

Geelong | Melbourne | Warrnambool | Cloud Campus

ANIMATION AND
MOTION CAPTURE

DANCE

DIGITAL MEDIA

DRAMA

ENTERTAINMENT
PRODUCTION

FILM AND TELEVISION

JOURNALISM

LITERATURE AND
CHILDREN'S LITERATURE

PHOTOGRAPHY

PROFESSIONAL AND
CREATIVE WRITING

PUBLIC RELATIONS

VISUAL ARTS

VISUAL
COMMUNICATION DESIGN



COMMUNICATION AND CREATIVE ARTS

Whether you want to write, communicate, film, produce, design, perform or create, Deakin's communication and creative arts courses open the door to a wonderfully rich and diverse curriculum in the artistic and communicative fields.

Careers in communication and creative arts are diverse, ranging from advertising, marketing and journalism to film and television production, theatre and design.

As an added bonus, study in these areas also develops a number of skills that are transferable across a range of careers, such as communication, problem-solving, creative and critical thinking.

**Excited about a career in communication and creative arts?
Keep reading to start your journey at Deakin.**



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DEAKIN HALLMARKS

Deakin Hallmarks are awards that recognise students' outstanding achievement of Graduate Learning Outcomes, which are highly valued in the workplace.



Communication



Digital literacy



Teamwork



Critical thinking



Problem solving



Self-management



Global citizenship

WHY DEAKIN?



Learn by doing

The Deakin experience is all about learning by doing. Your studies in the communication and creative arts are hands-on from day one, developing your creative skills in outstanding technical spaces. Our facilities are industry standard and include photographic and television studios, darkrooms, gallery spaces, broadcast and printing studios, dance and performance spaces.

Benefit from industry experts

Our teaching staff are passionate professionals, recognised as leaders and innovators in their fields. They give our students a relevant, stimulating learning experience that prepares them for life and careers in a rapidly changing world.

Just some of the industry names our experienced academic staff have worked with include:

- Arts Victoria
- Associated Press
- Australian Children's Television Foundation
- BBC
- BHP
- Cascade Films
- C31
- Channel 7
- Channel 9
- Channel 10
- Fairfax
- Fremantle Media
- Optus
- Penguin Books
- Public Relations Institute of Australia (PRIA)
- Samsung
- Veuve clicquot.

Focus on your future

The creative and communicative professions have emerged as key to the 21st century economy. We know that employers welcome confident and adaptive graduates who have a mix of industry experience, up-to-date skills coupled with resourceful, imaginative and critical thinking.

Gain professional experience

Work experience plays a critical role in developing your employability – students that undertake placements and internships are highly sought-after by employers. Communication and creative arts students have many work experience and networking opportunities prior to graduation. For example, journalism students have the opportunity to intern with a major newspaper, radio station or television network, and visual communication design students work with real clients to deliver real briefs, often securing employment as a direct result of their work and their ability to collaborate across various discipline areas.



Engage in multidisciplinary learning

The wide range of study areas we offer at Deakin reflects the breadth of expertise found within the most diverse creative studio – animation, digital media, film and television, professional and creative writing, visual communication design and more – they're all here in one place.

Also, regardless of which communication and creative arts course you study at Deakin, you can collaborate with students from other related areas, enhancing your studies and increasing networking opportunities both during your course and upon graduation. For example, dance students have featured in film students' video assessments and visual arts students have created promotional posters for drama students' performances. This reflects how the creative industries collaborate in the real world.

A WORLDLY EDUCATION

Deakin offers various opportunities to see the world, including exchange, study abroad, short-term study programs and international volunteering opportunities. A study tour to Japan, for example, might explore how traditional and emerging art practices and technologies converge, with a focus on animation and visual communication design. Or if you're interested in PR, you might choose to visit Malaysia and learn about the professional, political and economic landscape for communicators in this fascinating pocket of Asia, further broadening your perspective on your studies, and increasing your employability.

YOUR DIGITAL LEARNING TOOLS

DeakinSync is a personal online hub giving Deakin students, staff and alumni easy access to relevant University resources, customised to their specific needs. You can access everything from unit sites to enrolment details, study tools to your calendar, as well as IBM Watson – a question and answer tool.

Visit deakin.edu.au/deakinsync or ibmwatson.deakin.edu.au for more information.

IBM Watson is a trademark of International Business Machines Corporate, registered in many jurisdictions worldwide.



'Deakin allows you to be the best you can be – it offers great subjects to educate you on your passions and teachers who inspire and communicate with you effectively.'

JARRYD EVISON-ROSE

Drama student

COLLABORATE EXHIBITION

Final-year design students come together in a dynamic, cross-discipline collaborative project, working with not-for-profit clients, to deliver on real briefs and, in some cases, assist with brand development, culminating in a final exhibition of work. This experience differentiates our design students, ensuring they are work-ready.

WHAT CAN I STUDY?

Course duration in years **3**
 Melbourne Burwood Campus **B**
 Geelong Waterfront Campus **WF**
 Geelong Waurn Ponds Campus **WP**
 Warrnambool Campus **WB**
 Cloud Campus **C**

Animation and motion capture **B**

Motion capture is now an integral part of the animation, film-making, special effects and game design industries. Explore your creativity in the animation study area, looking at the principles of graphic and animation practice and how to develop a moving image.

Develop a range of skills and expertise suited to careers in the creative arts, entertainment industry, education and any role that involves making creative choices, teamwork and communicating ideas visually.

Graduates can be found working in advertising agencies, film production companies, gaming industry, marketing consultancies, multimedia businesses, television corporations and web development companies.

See ...

Bachelor of Creative Arts (Animation and Motion Capture), page 18

Bachelor of Arts, page 26

Bachelor of Arts/Bachelor of Science, page 10.

Dance **B**

A course in dance at Deakin provides contemporary dance training, access to guest practitioners, the skills to choreograph your own work, as well as the chance to develop as a collaborative artist. Deakin is the only university where collaborative work in dance/video, physical theatre and online computer technology is a core component of the course. There is also a focus on skills in oral and written communication, personal and group management, reflection and decision-making. Final-year students are able to participate in performing arts (dance) internships.

You may find work as a dancer in community dance organisations, contemporary dance companies, contemporary performance companies, dance associations, dance education, freelance choreography, performing arts centres and video and film businesses.

See ...

Bachelor of Creative Arts (Dance), page 19

Bachelor of Arts, page 26

Bachelor of Arts/Master of Teaching (Secondary), page 10.

Digital media **B** **WP** ***** **C**

Digital media provides students with the opportunity to explore new and emerging trends in digital media, social media, web design and development, in a hands-on learning environment. Discover emerging trends in the world's fastest-growing industry and gain the skills and confidence required to become a digital entrepreneur.

Graduates of digital media will be multiskilled, digital professionals, equipped with the right skills to seek employment across a wide range of industries and with emerging careers at their fingertips. Graduates will find careers in digital and social media, the entertainment industry, PR firms, creative agencies, film and television companies.

See ...

Bachelor of Communication (Digital Media), page 14.

* This campus offering is to be confirmed. Visit deakin.edu.au/courses for the latest course information.





‘My course has taught me how to approach theatre and performance from many different angles, “to think outside the box” and how to actually create theatre works not just perform in them. I’ve learnt how all theatrical elements of a theatre (lighting, sound, stage managing, costume etc.) must work together to create a show, as well as the importance of collaborating and listening to my peers.’

JULIANA DE QUILETES
Drama student

Drama B

The drama program develops your skills in contemporary drama practices and perspectives. It comprises a dynamic combination of acting theory and practice, performance styles and processes, theatre history, text studies, community theatre and technical studies. Final-year students are able to participate in performing arts (drama) internships.

You may find employment in community theatre, drama associations, drama education, film and television production, independent theatre companies and performing arts centres.

See ...

Bachelor of Creative Arts (Drama), page 20

Bachelor of Arts, page 26

Bachelor of Arts/Master of Teaching (Secondary), page 10.

Entertainment production B

Deakin’s Bachelor of Entertainment Production is an innovative course that aims to meet the growing demands of the cultural entertainment industries for graduates with qualifications and skills in producing and managing entertainment events and activities. This course gives you industry-ready skills to produce entertainment and program festivals, events and curate cultural events.

Students combine study of Entertainment with a complementary program of study in Communication, Creative Arts or Business to give themselves a market-ready qualification in the entertainment industries. The focus on entertainment makes you stand out from the crowd.

See ***Bachelor of Entertainment Production***, page 23.

Film and television B

Explore and develop your own creativity within collaborative creative teams, working across a variety of roles and genres, from documentary and short narrative fiction, to more experimental productions, discovering and developing your skills through exposure to a number of production and post-production roles and practices. Be inspired in the Deakin Broadcast Centre, a high-definition television studio used by commercial broadcasters. Learn advanced cinema work flows with our Red Epic 5k cameras.

Graduates develop specific production skills together with skills in organisation, teamwork, critical thinking and a practical understanding of professional approaches to creative, technical and logistic problem solving.

See ...

Bachelor of Creative Arts (Film and Television), page 20

Bachelor of Arts, page 26.



WHAT CAN I STUDY?

Course duration in years	3
Melbourne Burwood Campus	B
Geelong Waterfront Campus	WF
Geelong Waurn Ponds Campus	WP
Warrnambool Campus	WB
Cloud Campus	C

Journalism **B WP C**

This long-established program at Deakin offers the skills and knowledge needed to prepare you for employment in the communications industries, across print, TV, radio and online. There is an emphasis on practical hands-on learning and you will gain experience and skills in communicating information in engaging, interesting and accessible ways across different media formats. The curriculum covers news and feature writing, radio and TV reporting, multimedia and online journalism, local and international journalism and media ethics and law. In your final year you undertake intensive news production work and an industry internship.

You may find employment in advertising agencies, consumer and business magazine publishers, freelance journalism, metropolitan, suburban and country newspapers, press agencies, public relations agencies, publishing companies, radio stations and television channels.

See ...

Bachelor of Communication (Journalism), page 14

Bachelor of Arts, page 26

Bachelor of Arts/Bachelor of Laws, page 10.

Photography **B WF**

Learn the basic techniques and practices of photography, using analogue and digital technologies, then progress to a range of professional analogue and digital photographic formats, as well as darkroom and studio environments. Photography students are strongly encouraged to experiment, research and develop their own conceptual and aesthetic sensibilities. The work undertaken at this level is applicable to exhibition, installation, multimedia and collaborative productions, and provides a strong basis for postgraduate studies and professional practice. In the photography major sequence you will develop innovative projects that use the internet to capture images of photography students from around the world.

You may find employment opportunities in community arts organisations, creative practice, freelance photography, photo journalism, professional studio photography and web and multimedia design companies.

See ...

Bachelor of Creative Arts (Photography), page 20

Bachelor of Arts, page 26

Bachelor of Arts/Bachelor of Science, page 10.

Professional and creative writing **B WP C**

Gain expertise, practical experience and develop creative skills. In all units, the emphasis is on publication and the achievement of professional standards. Initially, you undertake various forms of constructive, descriptive and narrative writing, progressing to editing, non-fiction and fiction writing, script writing and poetry writing.

You may find employment in freelance editing and writing, finance, health and manufacturing industries, government departments, media and entertainment industries, publishing companies, tourism, and service industries.

See ...

Bachelor of Arts (Professional and Creative Writing), page 25

Bachelor of Arts, page 26.

Public relations **B WP C**

Public relations practitioners are 21st century communication specialists who manage and coordinate relationships between organisations, agencies and the public. With a focus on ethical and sustainable communication practices, the Bachelor of Communication (Public Relations) builds key knowledge and skills in core public relations responsibilities such as: event management and campaigns; social media tactics and media relations; strategic planning, management and communication; and the allied field of marketing communication. Final-year students have the opportunity to develop their skills further by undertaking an industry internship, working with real clients to develop a public relations campaign. The degree's structure also allows you to pursue study in areas such as journalism, digital media, visual communication design and marketing. This flexibility means our degree combines theory and real-life practice to prepare you for employment in a wide variety of public relations, media and communications roles. Our graduates can be found working in corporations, government departments, as well as in not-for-profits and NGOs.

See ...

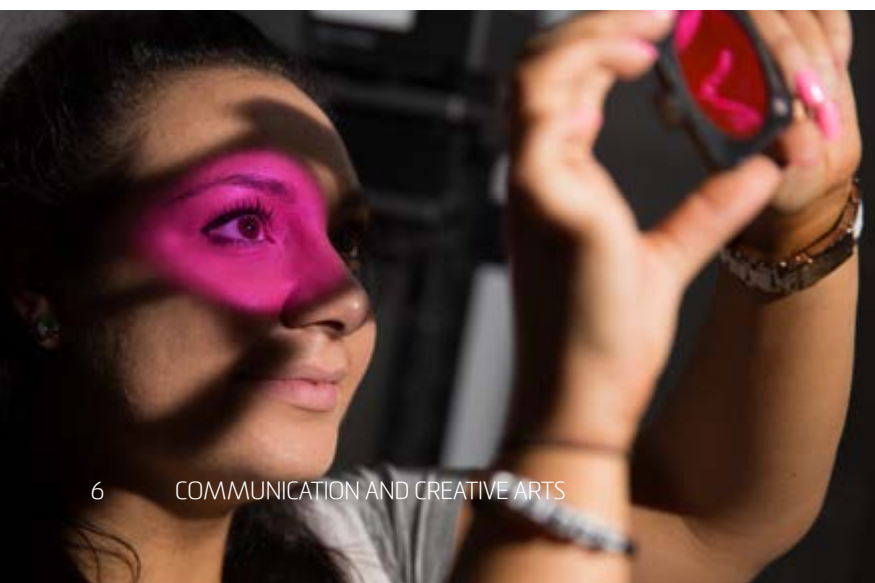
Bachelor of Communication (Public Relations), page 15

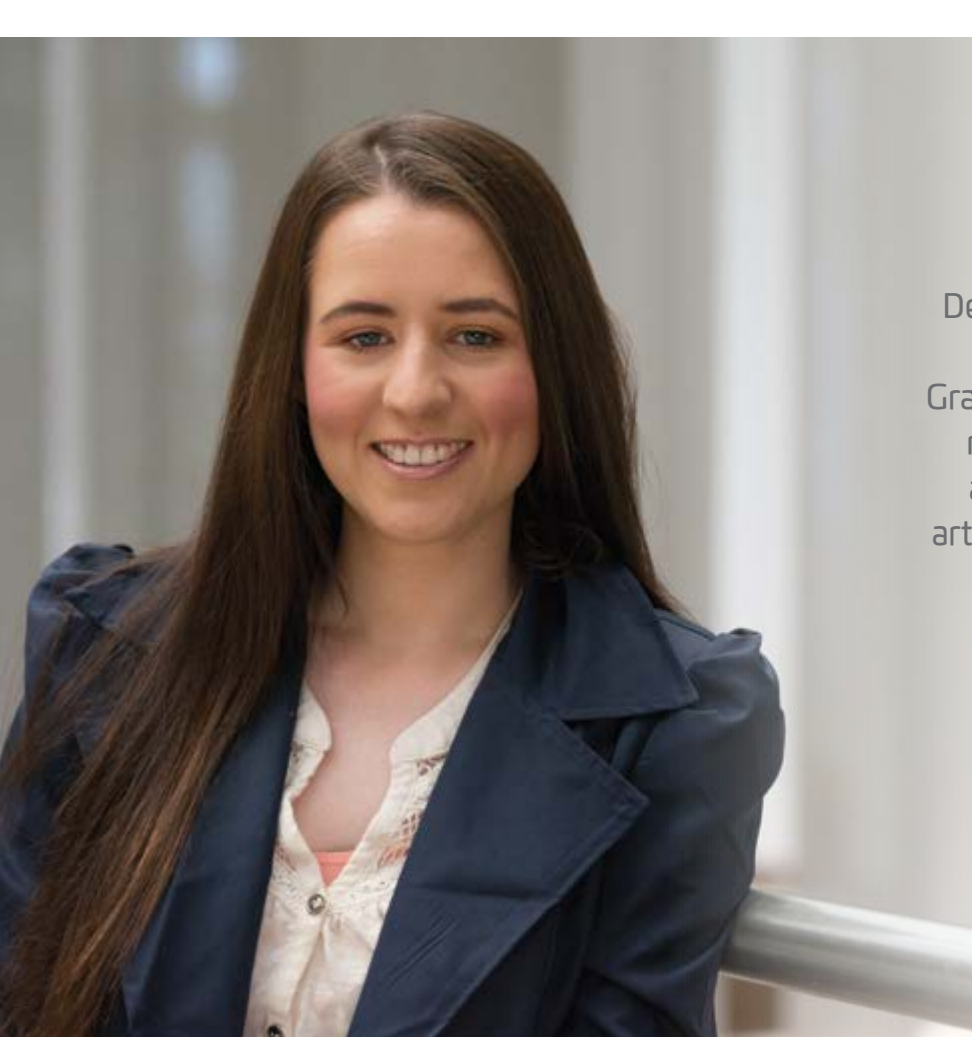
Bachelor of Arts, page 26

Bachelor of Arts/Bachelor of Commerce, page 10.

LITERARY STUDIES AND CHILDREN'S LITERATURE

Communication and creative arts crosses over with Deakin's excellent literary studies, children's literature and media studies programs – offered as majors in the Bachelor of Arts. Many students in communication and creative arts also study these areas to enrich their knowledge of story-telling, narrative and character.





‘There are so many opportunities at Deakin. Some highlights for me include being nominated for the National Graduate Award at PICA in Perth, having my artwork appear in exhibitions and art festivals and events, and studying art history at the University of Stuttgart, Germany.’

ERIN DICKINSON
Visual arts student

THE STUDENT EXPERIENCE

See what it's like to study creative arts at Deakin:
deakin.edu.au/create.

Visual arts **B** **WF**

Gain qualifications, skills and knowledge for professional practice in the visual arts. Develop skills for a specialised industry vocation or for a broader role in the fields of culture and the arts. The Bachelor of Creative Arts (Visual Arts) combines contemporary theory with specialised studio practice, incorporating digital technologies. Final-year students are able to participate in visual arts internships.

Graduates may find employment in art galleries and museums, commercial art, cultural associations, the education sector, film production companies, graphic design businesses, media consultancies and services in art therapy.

See ...

Bachelor of Creative Arts (Visual Arts), page 21

Bachelor of Arts, page 26

Bachelor of Arts/Master of Teaching (Secondary), page 10.

Visual communication design **B** **WF**

Study in visual communication design develops both practical and theoretical skills, offering a dynamic combination of contemporary design theory, specialised studio practices and practical outcomes, in a variety of design disciplines.

Students who complete the Bachelor of Creative Arts (Visual Communication Design) are open to many career opportunities, including in the areas of advertising, design studios, print houses, corporate companies who host in-house design services, government and private practices. Students who choose a multidisciplinary approach can also utilise their design-based skills in a broad range of areas. For example, design and photography for print-based media and magazine work, design and visual arts for illustrative work such as digital and book illustration, design and animation for motion graphics, web-based content for television title sequencing, and design and public relations for opportunities in the media. The options are endless.

See ...

Bachelor of Creative Arts (Visual Communication Design), page 22

Bachelor of Arts, page 26

Bachelor of Arts/Bachelor of Commerce, page 10.



GETTING INTO DEAKIN

Life doesn't always follow a straight line – and your path to Deakin doesn't have to either.

Finishing Year 12?

If you are finishing Year 12, you can apply for most of Deakin's undergraduate courses commencing in Trimester 1 (March) through the Victorian Tertiary Admissions Centre (VTAC) at vtac.edu.au.

For courses commencing in Trimester 2 (July) or Trimester 3 (November), apply directly to Deakin at deakin.edu.au/apply.

Finished Year 12 a few years ago?

If you're returning to study after a break, you can apply for most of Deakin's undergraduate courses (bachelor's degrees) commencing in Trimester 1 (March) through the Victorian Tertiary Admissions Centre (VTAC), or you may be able to apply directly to Deakin. For courses beginning in Trimester 2 (July) or Trimester 3 (November), apply directly to Deakin at deakin.edu.au/apply.

What are pathways?

Pathways provide alternative options for entry into university if you currently do not meet the requirements. You can choose pathways through TAFE, other tertiary institutions or private providers, through the workforce or even through other Deakin courses or campuses.

Pathways through Deakin

You can take many different pathways through Deakin to get into your dream course, including the Associate Degree of Arts, transferring between Deakin courses or campuses or undertaking a single unit of study, which can be used as credit towards a degree.

Pathways through Deakin College

Deakin College offers an excellent pathway to Deakin for students who do not meet the admission requirements. The first year of a Deakin College diploma is equivalent to the first year of the relevant Deakin degree. The Diploma of Media and Communication at Deakin College is recommended as the pathway for our communication, animation, photography, film and television and design degrees. Upon satisfactory completion of a Deakin College diploma, and subject to meeting University entrance criteria, domestic graduates are eligible to apply for a Commonwealth Supported Place in the second year of the relevant Deakin undergraduate degree.

Deakin College is located at Deakin's Melbourne Burwood Campus, Geelong Waterfront Campus and Geelong Waurin Ponds Campus, giving you access to Deakin's facilities and services and allowing you to get involved in uni life while at Deakin College.

Pathways through TAFE

If you undertake an eligible TAFE course in a field similar to the Deakin course of your choice, you may be able to gain a guaranteed place at Deakin and credit for prior learning towards your Deakin degree.

Complete a guaranteed entry pathway

Guaranteed entry pathways enable you to progress seamlessly from selected TAFE courses to Deakin degrees. Deakin offers guaranteed entry pathways from a number of TAFE partners to university in a growing range of disciplines.

If you are taking a guaranteed entry pathway, as long as your study performance meets the required standard, you will be guaranteed a place at Deakin following successful completion of your TAFE course and benefit from up to 18 months' credit towards your Deakin degree.

Currently, guaranteed entry pathways are available at Bendigo TAFE, Box Hill Institute, Chisholm, The Gordon, Kangan Institute, Melbourne Polytechnic, South West Institute of TAFE and TAFE NSW – Riverina Institute. For the most up-to-date list of guaranteed pathways, visit deakin.edu.au/pathways.

Complete a relevant TAFE course

If you undertake an eligible TAFE or Registered Training Organisation (RTO) course in a field similar to the Deakin course of your choice, you may gain credit towards your Deakin degree. A wide range of courses lead to credit transfer and recognition, and all TAFE qualifications are considered for application to Deakin.

Pathways through other educational institutions

If you're currently studying at another university and wish to transfer to Deakin to finish your degree, you can apply for credit for prior learning. All university and private education provider qualifications are considered for application, even if the qualification is unrelated to what you want to study at Deakin.

Pathways through the workforce

You may be able to gain entry to Deakin, or credit towards a Deakin course, based on your work experience or prior industry training.



For more information on getting into Deakin, visit deakin.edu.au/pathways.

ASSOCIATE DEGREE OF ARTS

The Associate Degree of Arts provides students with a guaranteed pathway to a university degree within a supported learning environment. The course is a two-year, full-time (or part-time equivalent) program specifically designed for students who may not meet the entry requirements for their chosen degree and would benefit from a supported entry to tertiary study. Completion of a Deakin associate degree provides up to 18 months' credit and guaranteed entry to certain courses, ensuring you are comfortable and well prepared to be a successful Deakin student. Students who successfully complete a trimester of study can apply to switch immediately from the associate degree to a full bachelor's degree in communication or creative arts with all units credited.

The Associate Degree of Arts is available at our campuses in Melbourne, Geelong, Warrnambool and online via the Cloud Campus.

Visit deakin.edu.au/pathways for more information.

'It's great creating alongside other students, seeing their work take form and listening to other students and tutors talk about the works and the process.'

NICOLA ALDRIDGE

Visual arts student



COURSES

Course duration in years **3**
 Melbourne Burwood Campus **B**
 Geelong Waterfront Campus **WF**
 Geelong Warrnambool Campus **WP**
 Warrnambool Campus **WB**
 Cloud Campus **C**

	Campus	Trimester intake options	Duration	Fees [#]	Page
Communication					
<i>Bachelor of ...</i>					
Communication (Digital Media) A333	B WP S C	T1, T2, T3 ^ø	3	\$6655	14
Communication (Journalism) A331	B WP	T1, T2, T3*	3	\$6817	14
Communication (Public Relations) A325	B WP C	T1, T2, T3 ^ø	3	\$7772	15
Creative arts					
<i>Bachelor of ...</i>					
Creative Arts (Animation and Motion Capture) [¥] A353	B	T1, T2, T3	3	\$6335	18
Creative Arts (Dance) A356	B	T1, T2	3	\$6424	19
Creative Arts (Drama) A357	B	T1, T2	3	\$6276	20
Creative Arts (Film and Television) A351	B	T1, T2, T3	3	\$6305	20
Creative Arts (Photography) [¥] A352	B WF	T1, T2, T3*	3	\$6421	20
Creative Arts (Visual Arts) [¥] A359	B WF	T1, T2, T3*	3	\$6309	21
Creative Arts (Visual Communication Design) [¥] A355	B WF	T1, T2, T3*	3	\$6482	22
Entertainment production					
<i>Bachelor of ...</i>					
Entertainment Production A332	B	T1	3	\$6614	23
Writing					
<i>Bachelor of ...</i>					
Arts (Professional and Creative Writing) A316	B WP C	T1, T2, T3*	3	\$6272	25
Arts – single and combined courses					
Bachelor of Arts A300	B WP C	T1, T2, T3	3	\$6556	26
Bachelor of Arts/Bachelor of Commerce D313 ¹	B WP WF WB	T1, T2~, T3*	4	\$8848	27
Bachelor of Arts/Master of Teaching (Secondary) D303 ²	B	T1	4	\$6556	27
Bachelor of Arts/Bachelor of Science D311	B WP	T1, T2, T3*	4	\$7683	27
Pathway					
Associate Degree of Arts A250	B WP WB C [^]	T1	2	\$6708	9

[#] 2016 indicative Commonwealth Supported Place (CSP) fee. Fees quoted are for Australian domestic students and are based on a typical enrolment in one year of full-time study. They should be used as a guide only and are subject to change.

[§] This campus offering is to be confirmed. Visit deakin.edu.au/courses for the latest course information.

^ø Melbourne Burwood Campus and Cloud Campus only.

^{*} Trimester 3 intake only available at Melbourne Burwood Campus.

[¥] To be eligible for entry into this course, applicants must present a portfolio of work to a satisfactory standard.


[†] Students enrolled in this combined course at Geelong will be required to undertake units of study at both the Geelong Warrnambool Campus and the Geelong Waterfront Campus.

[~] Melbourne Burwood Campus, Geelong Waterfront Campus/Geelong Warrnambool Campus only.

[^] The 4 foundation units must be undertaken at a campus. Cloud Campus students must travel weekly to one of Melbourne Burwood Campus, Geelong Warrnambool Campus or Warrnambool Campus to undertake these units.

¹ Visit deakin.edu.au/courses or pick up a copy of the 2017 Undergraduate Business booklet for more information.

² Visit deakin.edu.au/courses or pick up a copy of the 2017 Undergraduate Education booklet for more information.

 Please refer to deakin.edu.au/courses for the most up-to-date information on courses.

Gain practical experience
through an internship, setting
you up for your career.



COMMUNICATION

Communication is all about developing the right mix of skills – you can study a language alongside your journalism specialisation, or study design alongside PR.

Focus on innovation

From undergraduate to honours and onto masters, we're constantly refreshing and updating our courses. Join us as we focus on the best fit between critical study, professional preparation and a great student experience. We make things different, so you can stand out from the crowd.

Tailor your degree

Our Bachelor of Communication allows you to choose a specialisation in journalism, digital media or public relations while learning other skills as well. Extend your specialisation into new areas, or add from our exciting creative options in TV production, design, creative writing and more. Make the degree as unique as you are.

140
Episodes of
the Marngrook
Footy Show
broadcast
from Deakin's
TV studio

With access to film, writing and design units as well, you will become a professional communication specialist.

Our courses prepare you for the fast-paced and rapidly changing communications industry.

Gain professional experience

Deakin graduates hit the ground running thanks to work-integrated learning. All communication courses at Deakin provide opportunities to undertake industry internships, enabling you to network and gain experience in the industry prior to graduating. Work experience plays a key role in developing graduates' employability and students undertaking courses offering placement and internship experiences are highly sought-after by employers.

For example:

- through partnerships with major newspapers and radio stations, journalism students have the opportunity to see their work published and to gain firsthand broadcasting experience
- the Marngrook Internship is offered annually, giving a number of Deakin students the opportunity to work on a full season of the Marngrook Footy Show, giving you hands-on experience on a long-running and well-regarded television show.

Enjoy state-of-the-art facilities

Learn in purpose-built facilities to enhance your knowledge and prepare you for work in the industry upon graduation. Based on professional recommendations, we are continuously improving our facilities so they are at the forefront of technology, providing students with access to the most up-to-date industry-standard equipment. We also have comprehensive studios for dance, drama, photography, film and television, visual arts and visual communication design.



'I am motivated by pushing my creative and disciplinary boundaries and by the constant opportunity to collaborate with students studying other art disciplines.'

DANIEL WATTS

Visual communication design student



COMMUNICATION

BACHELOR OF COMMUNICATION (JOURNALISM) B WP

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A331	3	B 60.05 WP 60.65
YEAR 12 PREREQUISITES		NON-YEAR 12 REQUIREMENTS
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.		Educational history including GPA and VTAC Personal Statement (some).

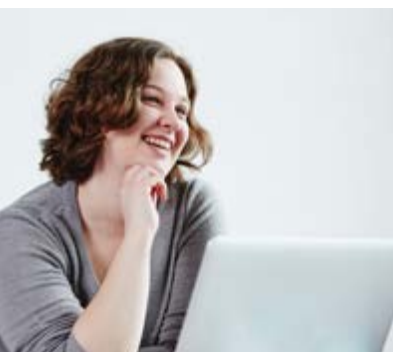
Develop your knowledge in communication and media, at the same time as gaining practical skills in identifying, researching, planning and producing newsworthy stories suitable for print, broadcast and online media. The course's structure, content and assessments are designed to support the development of your professional skills, so you graduate with a portfolio of news artefacts to show prospective employers.

Career opportunities

As a graduate you will be equipped with the skills and knowledge to work effectively in contemporary digital newsrooms. You will be able to manipulate words, sound and vision to craft stories, news and features for delivery via print, radio, television or multimedia newsrooms. The course also prepares you for cross-disciplinary careers in fields such as media policy, politics and public relations.

Course structure

24 credit points – 15 core units and nine elective units. An honours year is available upon completion of this degree.



deakin.edu.au/courses

BACHELOR OF COMMUNICATION (DIGITAL MEDIA) B WP C

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A333	3	B 60.20 WP N/A* C Unpublished~
YEAR 12 PREREQUISITES		NON-YEAR 12 REQUIREMENTS
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.		Educational history including GPA and VTAC Personal Statement (some).

This degree incorporates and promotes an innovative 'fusion' approach to learning and teaching, engaging students in critical analysis, creative application and industry engagement within a supportive environment. Develop your ability to communicate to a professional standard across different platforms and to a wide range of audiences, while employing 'traditional' and digital media in creative ways. Units of study encourage students to engage with contemporary events and trends within the media industries, including the role of the individual in content generation and the changes that digital media is making to everyday life and the wider sociopolitical landscape.

Career opportunities

Graduates can expect to gain employment in a wide range of industries, including the education sector, the entertainment industry, marketing consultancies, multimedia businesses, newspaper and magazine publishers, public relations agencies and radio and television companies.

Course structure

24 credit points – 15 core units and nine elective units. An honours year is available upon completion of this degree.

* This course may be offered at the Geelong Warrn Ponds Campus from 2017. Visit deakin.edu.au/courses for the latest information.

~ Unpublished means that the course is available at that campus, but the clearly-in ATAR isn't available.



BACHELOR OF COMMUNICATION (PUBLIC RELATIONS) **B** **WP** **C**

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A325	3	B 61.65 WP Unpublished~ C Unpublished~
YEAR 12 PREREQUISITES	NON-YEAR 12 REQUIREMENTS	
VCE units 3 and 4 – a study score of at least 30 in English (EAL) or 25 in English other than EAL.	Educational history including GPA and VTAC Personal Statement (some).	

Deakin's public relations course teaches you a range of models, skills and techniques necessary for the management of public relations in a wide variety of private and public organisations. The course also examines communication research techniques, organisational planning, problem solving and analysis, strategy development for effective communication within and between organisations and their associates, the counselling of management on trends in issues affecting communication policy and the production of messages, their transmission and the evaluation of their effectiveness.

Career opportunities

Promising career opportunities exist for public relations professionals in industry and commerce, government, community and educational institutions, hospitals, health and welfare organisations, special interest groups, cultural organisations, consumer affairs and public relations consultancies.

Work-integrated learning

The course has a strong work placement component, enabling you to gain valuable skills and experience within a public relations organisation in Australia.

Course structure

24 credit points – 15 core units and nine elective units. An honours year is available upon completion of this degree.

~ Unpublished means that the course is available at that campus, but the clearly-in ATAR isn't available.

PROFESSIONAL RECOGNITION

The Bachelor of Communication (Public Relations) is accredited by the Public Relations Institute of Australia (PRIA). Graduates of accredited degrees are permitted accelerated membership of the PRIA.

'The units I teach are developed from the industry opportunities and clients that emerge each year. This means the content is always changing and advancing to reflect the needs of industry and professional practice.'

MEGHAN KELLY

Visual communication design lecturer



CREATIVE ARTS

Our creative arts courses offer a fresh, exciting opportunity for you to reach your creative potential.

37

Australian and international exhibitions in 2015, showcasing our talented visual arts staff



Learn from experts in the field

Our helpful academic staff inspire, encourage and support students at every stage of their studies, and in many different ways. With teaching and research linked to student learning, staff draw on extensive industry experience and professional networks in the creative and communicative fields to provide students with critical capacity and depth of cultural understanding of the complex and rapidly changing world around them.

Showcase your work

Students from all our creative arts disciplines take part in regular exhibitions and showcases, where their work is displayed in Deakin's gallery spaces. In addition:

- animation and film students have their work shown at the Astor Theatre in Melbourne, an annual event that is attended by more than 500 audience members
- third-year visual communication design students take part in a collaborative project with community organisations, assisting with their design needs
- dfestival is Deakin's annual creative arts festival, with students working across a number of disciplines and projects.

BE INSPIRED

Head online to our Creative Arts Blog, where you can see the inspiring projects currently being undertaken by students in the School of Communication and Creative Arts.

deakin-creative-arts.tumblr.com

Access outstanding facilities

Students work in an array of industry-standard production and performance studios, with dedicated spaces for dance, drama, visual arts, design, animation, motion capture, television and film.

There are also screening rooms, mixing facilities, digital video editing and animation suites, computer labs, darkrooms and digital imaging studios, and collaborative spaces for hybrid art forms.

The Deakin Motion.Lab – one of the most technologically advanced motion capture facilities in Australia – is a centrepiece of our facilities, as is the innovative Phoenix Gallery for mixed-media and pop-up installations.

The stunning Geelong Waterfront Campus is home to a new, inspiring creative arts hub, housing the latest technology, beautiful studio spaces and a collaborative work atmosphere, making it an ideal environment to undertake your studies in visual arts, visual communication design and photography.

Enjoy flexibility and choice

Our creative arts degrees offer you flexibility and choice. Choose your major focus, such as dance or visual communication design, completing two-thirds of your studies in that area, along with some common units in creativity and freelancing. The remaining one-third of your study is for you to choose – add visual communication design to your film-making; branch out from drama into creative writing; add animation to design to be multiskilled and more employable.

And, if you prefer to study at the dynamic Waterfront campus in Geelong, visual arts, photography and visual communication design are all available there, enabling you to study at a location that suits you.





DEAKIN MOTION.LAB

The innovative Deakin Motion.Lab is a space for teaching, research and use by the digital creative industries. The lab is the perfect space to study motion capture and to work on interdisciplinary and collaborative research projects, involving researchers and artists from creative and scientific disciplines.



3

Animation students
screened work
at international
animation
festivals



CREATIVE ARTS

Course duration in years **3**
Melbourne Burwood Campus **B**
Geelong Waterfront Campus **WF**
Geelong Waurn Ponds Campus **WP**
Warrnambool Campus **WB**
Cloud Campus **C**

BACHELOR OF CREATIVE ARTS (ANIMATION AND MOTION CAPTURE) **B**

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A353	<div>3</div>	<div>B</div> Folio
YEAR 12 PREREQUISITES	NON-YEAR 12 REQUIREMENTS	
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.	Educational history including GPA and VTAC Personal Statement (some).	
ADMISSION REQUIREMENTS		

To be eligible for entry into the Bachelor of Creative Arts (Animation and Motion Capture) applicants must submit a portfolio of work to a satisfactory standard. Portfolio submission is due during October via the Deakin website. Please refer to deakin.edu.au/animation for submission details.

The Bachelor of Creative Arts (Animation and Motion Capture) provides creative, technical and analytical skills in all aspects and types of animation and motion capture production. All students study 2D animation, 3D animation and motion capture while developing techniques for storytelling and other creative approaches to animation. Students develop knowledge and skills across a range of methods to gain a broad understanding of moving image, graphic and animation practice for future specialisation. Students explore animation methods such as time lapse, pixilation, 2D under camera stop motion (hand-drawn, cut-out, ink on glass), 3D stop motion (claymation, model and object animation), computer graphic animation (3D CG modelling, character design and rigging, CG lighting and rendering) and motion capture techniques (motion capture direction, post production and integration of motion capture in the 3D animation pipeline).

Career opportunities

Graduates of the Bachelor of Creative Arts (Animation and Motion Capture) are equipped to work as animators in the arts and digital content industries, including the animation, film, television and games design sectors and as independent professional creative practitioners. Our graduates have gone on to work in motion capture and animation companies such as WETA, BlackMagic and Complete Post.

Course structure

24 credit points – 16 core units and eight elective units. An honours year is available upon completion of this degree.



'As well as the core subjects in the dance degree, there are opportunities for students to participate in study tours and internships. In recent years groups of students have travelled to India, Indonesia and New York. These trips have all been immense successes. Students have discovered new interests, made connections for future study and employment and immersed themselves in incredible cultural experiences.'

OLIVIA MILLARD
Dance lecturer



2
Purpose-built
dance studios



For admission requirements,
please visit deakin.edu.au/create.

BACHELOR OF CREATIVE ARTS (DANCE) **B**

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A356	<div>3</div>	<div>B</div> Folio
YEAR 12 PREREQUISITES	NON-YEAR 12 REQUIREMENTS	
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.	Educational history including GPA, VTAC Personal Statement (some) and audition.	
ADMISSION REQUIREMENTS		

To be eligible for entry into the Bachelor of Creative Arts (Dance) applicants must submit a portfolio of work to a satisfactory standard. Portfolio submission is due during October via the Deakin website. Please refer to deakin.edu.au/dance for details.

Our course provides contemporary dance training, access to guest practitioners, the skills to choreograph your own work, as well as the chance to develop as a collaborative artist. Deakin is the only university in Australia where collaborative work in dance and digital technologies is a core component of the course. A production and research project in the final year develops specific skills and places your work in a public context.

Career opportunities

As a graduate of the course you have the skills appropriate for working with contemporary dance companies around Australia and initiating independent projects, particularly working across disciplines. Dance teachers in the school system and in private studios are also in strong demand.

Graduates can also find work as dancers and in technical, production, marketing and administrative areas associated with dance.

Course structure

24 credit points – 16 core units and eight elective units. An honours year is available upon completion of this degree.

CREATIVE ARTS

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New performances created by Deakin students every year

BACHELOR OF CREATIVE ARTS (DRAMA) B

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A357	3	B 61.80
YEAR 12 PREREQUISITES		NON-YEAR 12 REQUIREMENTS
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.		Educational history including GPA and VTAC Personal Statement (some).

The Deakin drama course provides skills in contemporary drama practices and perspectives, together with an understanding of their application in a wide range of artistic and social contexts. It includes acting theory and practice, performance styles and processes, vocal techniques and voice production, theatre history, text studies, community theatre and technical studies.

Career opportunities

As a graduate of the course you will be readily equipped with skills appropriate to the expanding arts and entertainment industries, whether it be live theatre, contemporary performance companies, education, performing arts centres or community theatre.

Course structure

24 credit points – 16 core units and eight elective units. An honours year is available upon completion of this degree.

BACHELOR OF CREATIVE ARTS (FILM AND TELEVISION) B

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A351	3	B 70.20
YEAR 12 PREREQUISITES		NON-YEAR 12 REQUIREMENTS
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.		Educational history including GPA and VTAC Personal Statement (some).

The Bachelor of Creative Arts (Film and Television) explores the theories, techniques and practices of screen production and screen culture. Film and television are multidisciplinary creative forms, so this course also provides access to the theory and practice of other creative arts.

The degree comprises study in many areas including narrative genre and structure, documentary and experimental forms, team and project management, visual language, digital cinematography and editing, sound design, high-definition broadcast TV studio production, scriptwriting and short filmmaking.

Career opportunities

As a graduate, you may find employment in fictional and factual production for cinema and television and in the corporate, educational and advertising sectors. You may establish your own business in these fields, work as a freelance producer, director and script writer or as a highly skilled crew member in the camera, lighting, sound, design and effects or editing departments. You may also find work with broadcast TV stations, facility and post-production houses or in distribution, exhibition, archiving, research, screen education and cultural entrepreneurship.

Course structure

24 credit points – 15 core units and nine elective units. An honours year is available upon completion of this degree.

BACHELOR OF CREATIVE ARTS (PHOTOGRAPHY) B WF*

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A352	3	B Folio WF Folio
YEAR 12 PREREQUISITES		NON-YEAR 12 REQUIREMENTS
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.		Educational history including GPA and VTAC Personal Statement (some).
ADMISSION REQUIREMENTS		

To be eligible for entry into the Bachelor of Creative Arts (Photography) applicants must submit a portfolio of work to a satisfactory standard. Portfolio submission is due during October via the Deakin website. Please refer to deakin.edu.au/photography for submission details.

The Bachelor of Creative Arts (Photography) provides the opportunity to immerse yourself in the theories, techniques and practices of the discipline of photography, while building pragmatic skills in a range of adjunct creative arts to connect theory and practice.

Develop skills in the areas of exhibition, portfolio creation, project management, visual communication and online collaboration. Learn both chemical and digital imaging in diverse photographic formats in professionally equipped facilities.

Career opportunities

Graduates are equipped with skills appropriate to the expanding media, arts, art production, tourism, cultural and entertainment industries, in applications for communication, commercial photography, design and advertising, photojournalism or public relations. Combining a major sequence in photography with education studies can qualify graduates to teach photography.

Course structure

24 credit points – 16 core units and eight elective units. An honours year is available upon completion of this degree.

* Geelong Waterfront Campus students may also enrol in units of study at the Geelong Warrnambool Campus.



For admission requirements, please visit deakin.edu.au/creativearts.



Course duration in years **3**
 Melbourne Burwood Campus **B**
 Geelong Waterfront Campus **WF**
 Geelong Warrnambool Campus **WP**
 Warrnambool Campus **WB**
 Cloud Campus **C**

BACHELOR OF CREATIVE ARTS (VISUAL ARTS) **B** **WF***

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A359	<div>3</div>	<div><div>B</div>Folio</div> <div><div>WF</div>Folio</div>
YEAR 12 PREREQUISITES	NON-YEAR 12 REQUIREMENTS	
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.	Educational history including GPA, VTAC Personal Statement (some) and folio.	
ADMISSION REQUIREMENTS		
To be eligible for entry into the Bachelor of Creative Arts (Visual Arts) applicants must submit a portfolio of work to a satisfactory standard. Portfolio submission is due during October via the Deakin website. Please refer to deakin.edu.au/visualarts for submission details.		

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Types of different cameras available to photography students



Learn an array of visual art techniques, including contemporary drawing and painting and 3D modelling, develop a solid knowledge of contemporary art theory, and combine cutting-edge theory with specialised studio practice, incorporating digital technologies. The course will give you access and links to local and regional galleries and other major arts organisations and you'll also produce work for display in Deakin's very own unique exhibition spaces.

Career opportunities

As a graduate of the course you will be readily equipped with skills appropriate to the expanding arts industries in fields including illustration, design, video, advertising, film production and education. The course will also equip you to pursue an independent studio career working towards exhibitions in commercial galleries and publicly run art spaces.

Course structure

24 credit points – 16 core units and eight elective units. An honours year is available upon completion of this degree.

* Geelong Waterfront Campus students may also enrol in units of study at the Geelong Warrnambool Campus.



THE STUDENT EXPERIENCE

See what it's like to study photography and hear student perspectives at deakin.edu.au/photography.

CREATIVE ARTS

BACHELOR OF CREATIVE ARTS (VISUAL COMMUNICATION DESIGN) B WF *

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A355	3	B Folio WF Folio
YEAR 12 PREREQUISITES		NON-YEAR 12 REQUIREMENTS
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.		Educational history including GPA, VTAC Personal Statement (some) and folio.
ADMISSION REQUIREMENTS		
To be eligible for entry into the Bachelor of Creative Arts (Visual Communication Design) applicants must submit a portfolio of work to a satisfactory standard. Portfolio submission is due during October via the Deakin website. Please refer to deakin.edu.au/design for submission details.		

This program provides you with a range of skills in the graphic arts, incorporating knowledge in illustration and composition, with an in-depth understanding of new computer technology in design practices and an emphasis on theories of typography, form and application. The history of graphic design is studied in context with contemporary design processes to form an in-depth understanding of the industry from an Australian and global perspective.

The program gives you opportunities to work with real clients and industry briefs so that you have a 'working portfolio' when you complete your degree.

Career opportunities

Develop a range of skills that can be applied to a career in the exciting and creative fields of advertising, commercial design, web design and packaging.

Course structure

24 credit points – 14 core units and 10 elective units. An honours year is available upon completion of this degree.

* Geelong Waterfront Campus students may also enrol in units of study at the Geelong Warrnambool Campus.



deakin.edu.au/courses



VISUAL COMMUNICATION DESIGN STUDENT PROJECTS

Clockwise from above: Streetcase Art Project exhibition and event branding by Lucas Conci, Sean Dwyer, Indiana Haussegger, Chayto Nadin, Emily Stoll; Tunstall Scare – Halloween event branding and campaign development (Tunstall Square Shopping Centre) by Patrice Kalis, Sam Nguyen, Sarah Parker, Marina Polycarpou, Lauren Powis; Talking Reconciliation organisation branding and campaign development by Jessica Amaya, Robin Fritz, Kate Hornblow, Mary Webster; El Salvador Action Group organisation branding and campaign development by Krissy Agostini, Rachel Capuano, Nicki Oppy, David Pejic, Kanami Tsunoyama.



DID YOU KNOW?

The creative and cultural industries contribute more to Australia's national economy each year than the transport industry.

ENTERTAINMENT PRODUCTION

Course duration in years **3**
Melbourne Burwood Campus **B**
Geelong Waterfront Campus **WF**
Geelong Warrn Ponds Campus **WP**
Warrnambool Campus **WB**
Cloud Campus **C**

Entertainment production prepares graduates for a career in the flourishing cultural and entertainment industries.

BACHELOR OF ENTERTAINMENT PRODUCTION **B**

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A332	3	B 67.55
YEAR 12 PREREQUISITES	NON-YEAR 12 REQUIREMENTS	
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.	Educational history including GPA and VTAC Personal Statement (some).	

This program develops the skills and knowledge you need to succeed in the exciting entertainment industries. Learn about producing, programming, distributing, consuming and evaluating entertainment, plus media law, freelancing and more. The course meets the growing demands of the creative and cultural industries for graduates with qualifications in producing entertainment, programming festivals, and curating major cultural activities. We offer valuable industry internships as part of your studies, giving you hands-on experiences, as well as helping you make valuable industry connections.

The Bachelor of Entertainment Production equips you with the key skills to manage large-scale cultural activities and programs, such as Deakin's important community engagement initiative – the Deakin Twilight Festival.

Career opportunities

The course prepares graduates with industry-ready skills in producing entertainment and programming cultural events. Graduates may go into freelance or business work with the necessary skills to allow them to successfully adapt to a range of national and international work environments.

Course structure

24 credit points – 12 core units and 12 elective units.

GET A HEAD START ON YOUR CAREER

You will learn to:

- respond flexibly to the demands of the workplace
- direct and shape your skills through various industry engagement opportunities
- build a portfolio of work and experience, making you job-ready
- extend and develop professional networks.

WRITING

Start writing your portfolio

Writing students undertake a more advanced and specialised program in the Bachelor of Arts (Professional and Creative Writing) and have many opportunities for interaction with students in film, drama, journalism and media to create collaborative projects.

Scripts, poetry, novellas and life writing are all covered, leading to a capstone experience in creating a portfolio of work ready to launch your career.

Verandah journal

Each year, a new publication team is selected from students studying the professional and creative writing and visual communication design degrees, and their vision and philosophies are reflected in the journal. *Verandah* is an art and literary journal of the highest quality and one that serves as a platform of development for budding writers and artists. Discover how you can be part of the team. <https://verandahjournal.wordpress.com>

Explore your writing talent

Writing and literature at Deakin gives you the opportunity to develop your skills as a writer and to explore a unique combination of writing and literary options, both creative and professional.

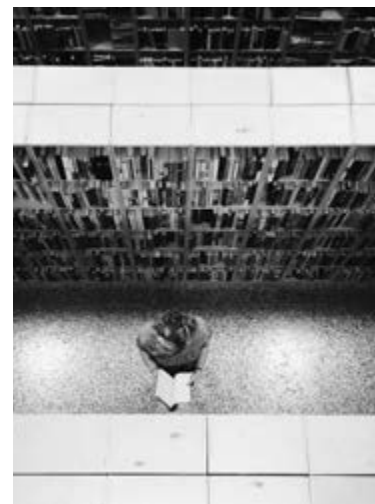
30

Years
of *Verandah* –
Deakin's literary
journal





Course duration in years **3**
 Melbourne Burwood Campus **B**
 Geelong Waterfront Campus **WF**
 Geelong Warrnambool Campus **WP**
 Warrnambool Campus **WB**
 Cloud Campus **C**



BACHELOR OF ARTS (PROFESSIONAL AND CREATIVE WRITING) **B** **WP** **C**

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A316	3	B 60.80 WP 57.35 C N/A
YEAR 12 PREREQUISITES	NON-YEAR 12 REQUIREMENTS	
VCE units 3 and 4 – a study score of at least 30 in English (EAL) or 25 in English other than EAL.	Educational history including GPA and VTAC Personal Statement (some).	

Studying professional and creative writing at Deakin gives you the opportunity to grow as a writer and to explore a unique combination of writing and literary options, both creative and professional. Study areas include: constructive, descriptive and narrative writing; editing; non-fiction and fiction writing; script writing; and poetry writing.

In your final year, you may gain valuable work experience within an Australian company through the work placement program, giving you the opportunity to broaden your skills, experiences and networks before graduation. Areas to consider taking a work placement in are magazine and book publishing houses, and the broadcast and print media.

Career opportunities

You may find employment in consumer goods and services companies, in freelance editing and writing, finance, health and manufacturing industries, government departments, media and entertainment industries, publishing companies, and tourism, hospitality and service industries.

Course structure

24 credit points – 16 core units and eight elective units. An honours year is available upon completion of this degree.

N/A = Clearly-in ATAR is not available, as it is offered via the Cloud Campus from 2017.



For information on how to apply, please visit deakin.edu.au

BACHELOR OF ARTS

Course duration in years	3
Melbourne Burwood Campus	B
Geelong Waterfront Campus	WF
Geelong Waurn Ponds Campus	WP
Warrnambool Campus	WB
Cloud Campus	C

Did you know you can also study communication and creative arts through our Bachelor of Arts?

BACHELOR OF ARTS B WP WB C

DEAKIN CODE	DURATION	2016 CLEARLY-IN ATAR
A300	3	B 60.15 WP 55.10 WB Unpublished~ C Unpublished~
YEAR 12 PREREQUISITES	NON-YEAR 12 REQUIREMENTS	
VCE units 3 and 4 – a study score of at least 25 in English (EAL) or 20 in English other than EAL.	Educational history including GPA and VTAC Personal Statement (some).	

A Deakin Bachelor of Arts degree offers enormous flexibility, allowing you to keep your career options open and design your course around your interests and for maximum employability. All arts major sequences are taught as a combination of practical and theoretical learning, with many areas of study offering work placements. One-third of the course may be taken from outside the Faculty of Arts and Education and you may take single, double or even triple majors, providing numerous study combinations.

Career opportunities

An arts degree provides skills for a wide range of careers. Graduates may find careers in international relations, journalism, advertising, media, photography, multimedia, publishing, public relations, marketing, personnel and industrial relations, government, policy development, research, business, finance, community services, ethnic affairs, social work, education, policing, and performing and visual arts.

Course structure

24 credit points – at least one arts major (8 credits points) plus one arts minor (4 credit points) sequence. An honours year is available upon completion of this degree.

Bachelor of Arts major sequences

- Animation B
- Anthropology B WP C
- Arabic B WP C
- Australian studies B WP WB C
- Children's literature B WP C
- Chinese B WP
- Criminology B WP C
- Dance B
- Drama B
- Education B C
- Film and television B
- Gender studies[¥] B WP C
- Geography[¥] B
- History B WP C
- Indonesian B WP C
- International relations B WP C
- Journalism B WP C
- Language and culture studies B WP C
- Literary studies B WP C
- Media studies B WP C
- Middle East studies B WP C
- Motion capture[¥] B
- Philosophy B WP C
- Photography B WF
- Politics and policy studies B WP C
- Professional and creative writing[^] B WP C
- Public relations B WP C
- Sociology B WP C
- Spanish B WP C
- Sport and society[¥] B WP C
- Studies of religions B WP C
- Sustainability and society[¥] B
- Visual arts B WF
- Visual communication design B WF


[^] Not all units available via cloud learning.

[¥] Minor study only

[~] Unpublished means that the course is available at that campus, but the clearly-in ATAR isn't available.

Visit deakin.edu.au/courses or pick up a copy of the 2017 *Undergraduate Arts, Humanities and Social Sciences* booklet for more information.





‘Journalism is my arts major. I love being able to write different types of stories for assignments and go out and interview people in ways that would be used in the field. Our teachers are mostly ex-journalists, who offer real-world experiences and are enthusiastic for us to learn as much as we can.’

BETHANY GRIFFITHS

Arts/Health sciences student

TAILOR YOUR DEGREE

Deakin's Bachelor of Arts has expanded its areas of specialisation to over 30 study areas. Our innovative and flexible degree allows you to create a degree program to suit your interests and career aspirations.

COMBINE YOUR ARTS DEGREE AND EXPAND YOUR CAREER OPTIONS

Studies have shown that employers prefer graduates of combined courses. Deakin offers powerful combinations that will help you stand out as a graduate and increase your career options. Interested? At Deakin, you can combine an arts degree with studies in business, health sciences, information systems, law, teaching and science. Find out more by visiting deakin.edu.au/courses.

COURSES TO CAREERS

At Deakin, we're about careers and experience, not just courses, with communication and creative arts taking you on many different and exciting career paths. Here are just a few.



EXPLORE
KICKSTART YOUR COURSE AND CAREER EXPLORATION

Visit explore.deakin.edu.au to kickstart your course and career exploration at Deakin. With more than 600 paired courses and careers, it's the perfect destination for you to explore your future career.

COURSE

POSSIBLE CAREERS

AREAS YOU COULD WORK IN

- Advertising
- Animation
- Cultural institutions
- Digital media
- Education
- Film
- Graphic design
- Media
- Photography
- Politics
- Public relations
- Publishing
- Social media
- Television and broadcasting
- Visual arts

WHAT EMPLOYERS WANT IN THEIR EMPLOYEES

- Creative thinking
- Digital media savvy
- Visual literacy
- Interpersonal communication skills
- Passion
- Logic and technical skills
- Good academic results
- Work experience
- A good cultural fit
- Emotional intelligence
- Teamwork skills
- Leadership skills

Source: Graduate Outlook Survey, Graduate Careers Australia

Bachelor of Communication

- Digital media specialist
- Journalist
- Marketing and communications officer
- Public relations consultant

Bachelor of Creative Arts

- Art director
- Dancer
- Graphic designer
- Photographer

Bachelor of Entertainment Production

- Community engagement manager
- Event operations manager
- Film and television producer
- Production manager

Bachelor of Professional and Creative Writing

- Copywriter
- Editor
- Publisher
- Writer



FEATURE CAREER

Marketing and communications officer

Help strengthen brand awareness and increase a company's visibility by engaging diverse audiences and communities in print and online media.

Attributes

Creative and engaging; good communication skills; ability to multitask; a good cultural fit.

Indicative average salary

\$65 000

FEATURE CAREER

Film and television producer

Produce projects for film and television, from conception through to completion. Work closely with directors and other production staff.

Attributes

Creative flair, with strong directing skills, with the ability to take charge. Good communication skills and the ability to multitask.

Indicative average salary

\$67 000

A wide-angle photograph of a paved path in a park-like setting. Several students are walking along the path, some towards the camera and others away. The path is flanked by green grass and trees, with sunlight filtering through the leaves.

FIND OUT MORE

GO ONLINE

Visit us online at **deakin.edu.au** for detailed information on everything at Deakin.

See also ...

deakin.edu.au/communication

deakin.edu.au/creativearts

deakin.edu.au/arts

deakin.edu.au/arts-ed

TALK TO US

For more information and all general enquiries, please phone 1800 MYFUTURE (1800 693 888). You can also contact us via email at **myfuture@deakin.edu.au**.

VISIT US

There are many opportunities throughout the year to visit Deakin, experience a campus tour and talk with representatives in person.

To organise a campus tour and presentation for an individual or group, please phone 1800 MYFUTURE (1800 693 888), email **myfuture@deakin.edu.au** or visit **deakin.edu.au**.

For our 2016 Open Day dates, see the back cover of this booklet.

For more information on event dates, visit **deakin.edu.au** or phone 1800 MYFUTURE (1800 693 888).

Social media at Deakin

Connect with Deakin University on Facebook, Twitter, Instagram and LinkedIn. Gain an insight into life and study at Deakin and talk with other future and current students.



facebook.com/DeakinUniversity



twitter.com/Deakin



twitter.com/DeakinArtsEd



instagram.com/DeakinUniversity



Search Deakin University

Other useful websites

Victorian Tertiary Admissions Centre.
vtac.edu.au

Australian Government site detailing higher-education options in Australia.
studyassist.gov.au

Online career exploration and information service.
www.myfuture.edu.au

Australian Government site providing advice for young people thinking about their future and looking for work.
www.youth.gov.au

Victorian Government site with information about jobs and careers.
www.youthcentral.vic.gov.au

Further reading

Deakin University produces a range of booklets to help you choose the right course.

You can download copies of these brochures at **deakin.edu.au/course-guides**, or to request copies email **myfuture@deakin.edu.au** or phone 1800 MYFUTURE (1800 693 888).

Deakin University also produces course guides specifically for international students. To request a copy, phone Deakin International on +61 3 9627 4877 or email **deakin-international@deakin.edu.au**.



2016 DEAKIN UNIVERSITY OPEN DAYS

07.08.16

9 AM–3 PM

**WARRNAMBOOL
CAMPUS**

Princes Highway
Warrnambool Victoria

21.08.16

9 AM–3 PM

**GEELONG
WAURN PONDS CAMPUS**

75 Pigdons Road
Waurnd Ponds Victoria

GEELONG

WATERFRONT CAMPUS

1 Gheringhap Street
Geelong Victoria

28.08.16

9 AM–4 PM

**MELBOURNE
BURWOOD CAMPUS**

221 Burwood Highway
Burwood Victoria

1800 MYFUTURE (1800 693 888)
deakin.edu.au

Published by Deakin University in April 2016. While the information published in this guide was accurate at the time of publication, Deakin University reserves the right to alter, amend or delete details of course offerings and other information published here. For the most up-to-date course information please view our website at deakin.edu.au.

Deakin University CRICOS Provider Code: 00113B 1601

