2019 Undergraduate
Communication and creative arts

Cloud Campus | Melbourne | Geelong | Warrnambool

Advertising
Children’s literature
Creative writing
Digital technologies design
Digital media
Drama
Film, television and animation
Gender and sexuality studies
Journalism
Literary studies
Photography
Public relations
3D animation design
Visual arts
Visual communication design
The creative and communication professions have emerged as key to the 21st century economy. Employers welcome confident and adaptive graduates who mix industry experience and up-to-date skills with resourceful, imaginative and critical thinking.

Communication and creative arts at Deakin

Launch your creative career
Communication and creative arts is about creating, telling and critically analysing the stories that enrich and sustain everyday life. Whether told in words or images, installations or performances, found in digital or embodied form, experienced in the moment or studied for centuries, these are the stories that make, investigate and change the world.

Tailor your studies to your interests
Our courses allow you to create your own journey, with our communication and creative arts program including majors offered in the Bachelor of Arts and specialist degrees in advertising, animation, creative writing, children’s literature, digital media, digital technologies, drama, journalism, film and television, literary studies, photography, public relations, visual arts and visual communication.

Opportunities to collaborate with students across many arts disciplines informs vibrant dialogues, encourages innovation and ensures you graduate ready for a career as a well-rounded creative practitioner.

‘With 15 specialised teaching disciplines, our communication and creative arts students express their individuality, challenge the norm and create without limitations.’

Professor Matthew Allen
Head of School, Communication and Creative Arts.
Experience leading-edge facilities
Learn in purpose-built facilities at the Melbourne Burwood and Geelong Waterfront Campuses to enhance your knowledge and prepare you for work upon graduation. Our students enjoy access to dedicated studios for design, drama, visual arts and television, as well as photographic darkrooms, lighting and digital imaging suites.

The Deakin Motion Lab – one of the most technologically advanced motion capture facilities in Australia – is a centrepiece of our facilities at the Melbourne Burwood Campus, as is the innovative Phoenix Gallery, well suited to mixed-media and pop-up installations. The Project Space at the Geelong Waterfront Campus is a contemporary and experimental exhibition space – a centre for excellence and experimentation in the arts.

Our facilities include:
- professional photographic lighting studio
- green screen studio
- Mac workstations
- digital photographic printing and editing facilities
- digital print workstations
- photographic darkroom
- grading rooms
- visual arts studios
- industry-standard newsroom
- creative media lab
- dynamic gallery spaces
- wardrobe and costume department.

The Geelong Waterfront Campus is home to an 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 and photography.

Study credits plus real-world experience
Deakin graduates hit the ground running thanks to work-integrated learning. All communication and creative arts students are encouraged to participate in an internship as part of their degree. This experience provides you with the opportunity to add to your portfolio, build industry contacts and gain valuable industry experience ensuring you graduate job-ready. For example, journalism students have the opportunity to see their work published and to gain firsthand broadcasting experience through our partnerships with major newspapers and radio stations, while writing and literature students have the opportunity to pursue opportunities for writing/editing in new media, including for our own international writing journal, Verandah.

Get work ready – we are the #1 university for skills development
Ranked the #1 University for skills development in Victoria, Deakin’s course curriculum integrates real-world expertise with practical skills to give our students a competitive edge.

Everyting you need at your fingertips
Students can borrow professional grade equipment from our comprehensive media resource centre, including lighting and professional audio gear, and digital video cameras and SLR cameras for projects and practice. We have a team of technicians on staff to provide support and expertise. Deakin is one of the first universities in the world to offer RED EPIC cameras – the digital camera of choice for the world’s best filmmakers and photographers.

Learn from teachers who are leaders in their fields
Deakin students really do learn from the best. Our academic staff inspire, encourage and support students at every stage of their studies. Staff are experienced industry professionals who are enthusiastic about sharing their skills and knowledge and providing you with valuable industry insights. Just some of the industry names our experienced academic staff have worked with include Arts Victoria, Associated Press, BBC, Fairfax, Optus, Penguin Books and Samsung.

Travel the world
See the world with an international internship, exchange, study tour or volunteer placement. Get a competitive edge and gain credit towards your degree by studying overseas at one of Deakin’s partner universities, located in more than 40 countries.

The most satisfied students – 8 years in a row
At Deakin, we pride ourselves on the satisfaction of our students and the success of our graduates. To us, the experience of each student matters, from the quality of teaching they receive to their ongoing employability. When Deakin scores highly in a number of rankings year on year, it’s thanks to many thousands of these great individual experiences.

* Australian Graduate Survey 2010-2015, Graduate Outcomes Survey – Quality Indicators for Learning and Teaching 2016-2017 amongst bachelor’s degree graduates.

Deakin provided me with the theory, practical skills and industry contacts to enter the workplace as soon as I graduated. My lecturers were always willing to go above and beyond to help in any way they could and were a great influence in helping me land my first role in public relations. The compulsory internship unit was key to getting my foot in the door of the PR industry and provided me with crucial on-the-ground experience of what a graduate PR role might be like.

Jenna Handreck
Bachelor of Communication (Public Relations) graduate
Media and PR manager, Australian Football League Players’ Association

Rank in top 1 for work integrated learning – 2016 Student Experience Survey

- Deakin University
- Communication and creative arts
- Communications
- Creative arts
- Student Experience Survey
- Deakin University
- Communication and creative arts
- Communications
- Creative arts
- Student Experience Survey
- Deakin University
- Communication and creative arts
- Communications
- Creative arts
- Student Experience Survey
- Deakin University
- Communication and creative arts
- Communications
- Creative arts
- Student Experience Survey
- Deakin University
- Communication and creative arts
- Communications
- Creative arts
- Student Experience Survey
- Deakin University
- Communication and creative arts
- Communications
- Creative arts
- Student Experience Survey
- Deakin University
- Communication and creative arts
- Communications
- Creative arts
- Student Experience Survey
Disciplines

At Deakin we talk about disciplines, also known as study areas. You might be interested in a particular discipline, but uncertain about the course that's right for you. Read through these discipline descriptions and, if they interest you, go to the relevant course in the following pages to find out more about the course, what you'll study, work experience opportunities and the types of careers it may lead to. You can also visit deakin.edu.au for detailed course information, including a description of the units within each degree.

Communication

Advertising
Designed to inspire the next generation of “big idea” thinkers, advertising at Deakin prepares you for the challenges and excitement of developing incisive brand communication for the digital era. Explore the industry's strategic planning and creative aspects to succeed in advertising agency and emerging brand communication roles. Gain a competitive edge by specialising in the area of advertising that interests you most.

See...
Bachelor of Communication (Advertising), page 10
Bachelor of Arts, page 20.

Digital media
Launch your career in digital media at Deakin. Develop the skills and knowledge required to adapt to shifting communication climates within the broad field of digital media and cultural industries (incorporating film, television, digital media, marketing and advertising, and many other areas). Engage in critical analysis, creative application and vocational-led study in units that involve the examination and creation of various virtual and non-virtual media texts.

See...
Bachelor of Communication (Digital Media), page 10
Bachelor of Arts, page 20.

Journalism
Get hands-on learning experience with one of the most respected courses in the industry. You will be taught by our expert team of journalism and media practitioners with extensive experience across all the key media platforms, including print, television, radio and online. Develop your knowledge in communication and media while gaining practical skills. Learn how to identify, research, plan and produce news worthy stories suitable for print, broadcast and online media. Final year students undertake a program of intensive news production in a digital newsroom, ensuring you graduate with delivery via print, radio, television or multimedia newsrooms.

See...
Bachelor of Communication (Journalism), page 11
Bachelor of Arts, page 20.

Public relations
Public relations involves the management of communication between people, organisations and the public. Complete your course with the ability to design and implement inspiring campaigns, contribute to the management of organisations, conduct appropriate research and capture the attention of others with innovative communication. The program is designed to keep pace with advancements in technology and the changing political, economic and social landscape.

See...
Bachelor of Communication (Public Relations), page 12
Bachelor of Arts, page 20.

Design

3D animation design
Tell fantastic stories and create the unexpected with 3D animation at Deakin. Discover how motion design can be used as an engaging communication platform, as well as a method for transformative social change. We explore animation across a variety of platforms, including film, television, advertising, web, motion capture, game design, augmented reality (AR) and virtual reality (VR), motion graphics, content making for commercial purposes.

See Bachelor of Design (3D Animation), page 14.

Digital technologies design
Digital technologies have become an integral part of our everyday lives. 24 hours a day, 7 days a week, we are immersed in a digital world. But how can we use these technologies to help problem solve the future? Digital technologies combine strong foundations in design thinking and strategies with the technical skills required to deliver into software design, user interface design and design for augmented and virtual realities.

See Bachelor of Design (Digital Technologies), page 14.

Visual communication design
Learn the tools, strategies and design thinking methodologies required to be an adaptable, multidisciplinary communication designer. Explore a dynamic combination of contemporary design thinking methodology, traditional skills in typography, branding and print design alongside specialised skills in user experience, IT knowledge and interdisciplinary practices.

See...
Bachelor of Design (Visual Communication), page 15
Bachelor of Arts, page 20.

Courses to careers

At Deakin, we’re about careers and experience, not just courses. 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.
Disciplines

Film, television and animation

Animation
Prepare for a career specialising in the creative and technical fields of animation, film, television and games design. Learn the art of storytelling in 2D and access Deakin’s 3D animation program. Develop clever and creative ways of manipulating and animating images. Gain a broad understanding of moving image, graphic and animation practice, allowing you to develop your own unique future specialisation.

See...
Bachelor of Film, Television and Animation, page 16
Bachelor of Arts, page 20.

Film and television
Explore the professional technologies, creative practices and insightful theories of screen production within a dynamic setting strongly linked to the creative arts and communication industry. Learn the skills to create every aspect of a variety of genres, from documentary to short film. You’ll study scriptwriting and editing through to sound design and cinematography. Being a multidisciplinary creative form, you can tailor your skills and branch out into other areas.

See...
Bachelor of Film, Television and Animation, page 16
Bachelor of Arts, page 20

Cross-disciplinary learning
Our courses provide you with the opportunity to collaborate with students across disciplines. Students are encouraged to explore complementary skills to maximise career options, including specialist design electives, visual arts, photography, communication and media. This informs interesting dialogues, encourages innovation and ensures you graduate ready for a career as a well-rounded creative practitioner.

‘Using Deakin’s state-of-the-art television facilities to create our own variety show, which I then presented, was amazingly informative and practical.’

Joshua Shub
Bachelor of Arts/Bachelor of Laws – Film and television major student

using Deakin's state-of-the-art television facilities to create our own variety show, which I then presented, was amazingly informative and practical.’

Joshua Shub
Bachelor of Arts/Bachelor of Laws – Film and television major student
Disciplines

Visual and performing arts

Drama
Explore a dynamic combination of acting theory and practice, and immerse yourself in different performance styles and processes, theatre history, text studies, community theatre and technical skill development. Our team of artists and technicians bring our experience in the performing arts industry to our work on the floor with students, helping you develop your creative voice, develop the technical skills required to create new stories and forge your own unique path as a creative in the industry.

See...
Bachelor of Creative Arts (Drama), page 18
Bachelor of Arts, page 20.

Photography
Photography is a global, pervasive visual culture practiced in journalism, fine art, social media, fashion, advertising, cinema and web design, and serves diverse purposes in science, medicine, criminology, anthropology, travel and tourism. Immerse yourself in the theories, techniques and practices of photography with this unique course. We focus on creative and critical practice, giving you the opportunity to develop your artistic, academic or professional aspirations.

See...
Bachelor of Creative Arts (Photography), page 18
Bachelor of Arts, page 20.

Visual arts
Discover a world of artistic exploration at Deakin. Learn how to harness your individual skill and knowledge with a unique program that combines digital technologies, traditional techniques and future-focused interdisciplinary practices. This course will place you at the heart of an adventurous contemporary art education, while preparing you to engage in shaping our cultural vision for the future. Students explore creativity through a program that locates their work across art making and history and theory.

See...
Bachelor of Creative Arts (Visual Arts), page 19
Bachelor of Arts, page 20.

Writing and literature

Children’s literature
Discover why children read, what you can write for them, and why that matters with a major in children’s literature. Deakin offers one of the world’s leading programs in children’s and young people’s literature, exploring the major trends in children’s texts across a range of media. Whether you wish to produce texts for young people or intend to work with children and young people as a librarian or primary/secondary teacher, this major is for you.

See...
Bachelor of Creative Writing, page 20
Bachelor of Arts, page 20.

Creative writing
Engage in practice ranging from narrative-driven works to experimental innovations, editing, creative nonfiction and script writing, as well as new takes on traditional genres of poetry, and short and extended fiction writing. We encourage students to identify and pursue opportunities for writing/editing in new media, cross-genre experimentation and creative production with an awareness of entrepreneurial initiative and know-how.

In final year, studio projects develop and extend your style and craft, as well as allowing you to undertake creative research work and produce professional-standard publications, for web and print.

See...
Bachelor of Creative Writing, page 20
Bachelor of Arts, page 20.

Gender and sexuality studies
Gender and sexuality play important roles in people’s lives and society in many different ways – and at Deakin, students learn to understand this complexity through our structured interdisciplinary program, drawing on the creative arts, cultural studies, history, sociology and more.

This major provides an analytical approach to the significance of sex, gender and sexuality in many parts of our lives, and the important roles they often play in how we understand ourselves and the structures we live in. In art and literature, popular culture and the media, politics and the law, marketing and advertising, health and wellbeing, the economics of family life and work, our public identities and intimate lives, sex, gender and sexuality are prominent features of contemporary and historical life.

Linking together theory and practice, this major prepares students for a wide variety of jobs, including in the creative industries, social policy, research, politics, community development, education, criminology, health care, and archives and museums.

See Bachelor of Arts, page 20.

Literary studies
At Deakin you can study literature by contemporary novelists, poets and playwrights. You will also be introduced to the rich archives of older literatures, and you will grow in your skills and practice of literary scholarship and critical analysis. You will discover how literature feeds and expands your own writing ambitions. Come and explore the exciting cultural ideas found in the plays of Shakespeare, in children’s and young adult fiction and in Australian authors.

See...
Bachelor of Creative Writing, page 20
Bachelor of Arts, page 20.

Deakin offers one of the world’s leading programs in children’s and young people’s literature, exploring the major trends in children’s texts across a range of media. Whether you wish to produce texts for young people or intend to work with children and young people as a librarian or primary/secondary teacher, this major is for you.

See...
Bachelor of Creative Writing, page 20
Bachelor of Arts, page 20.
Courses

Bachelor of Communication (Advertising)

Advertising at Deakin takes you into the fast-paced and constantly evolving world of brand communication. The course’s emphasis is on bringing practitioners into learning experiences and setting real-world projects to provide you with the edge you need to establish a stimulating career. Undertake study in complementary fields of practice, such as design, digital media, film and television, public relations, journalism and marketing, to further broaden your skills base. This approach allows graduates—armed with a comprehensive portfolio of strategic planning, content marketing and creative work—to seek employment in a range of traditional and emerging advertising roles.

Careers

Advertising students develop the skill sets needed for agency roles—including account management, media planning, research, copywriting and art direction—as well as ‘in house’ brand communication positions in the commercial, corporate, government and not-for-profit sectors.

Professional recognition

Professional accreditation by The International Advertising Association means your degree is recognised in industry, resulting in better job opportunities.

Course structure

24 credit points – 18 core units plus 6 credit points of electives from across the University. You can also personalise your degree to suit your interests with your selection of 7 credit points of core unit options from a specialised list of design, public relations, journalism and digital media units.

Bachelor of Communication (Digital Media)

Undertake an in-depth exploration of themes such as social media and surveillance, advertising and consumerism, media genre and representation, issues of piracy and censorship, celebrity and media industry processes of planning and production, among many other workplace-relevant areas. Learn other skills as well—double up on your specialisation, or add from our exciting creative options in TV production, design, creative writing and more.

Careers

Our innovative cross-disciplinary approach to learning equips digital media graduates with the skills required to gain employment in a wide range of industries. Our graduates have gone on to work in the education sector, the entertainment industry, advertising and marketing consultancies, multimedia businesses, newspaper and magazine publishers, public relations agencies and radio and television companies.

Course structure

24 credit points – 18 core units plus 6 credit points of electives from across the University. You can also personalise your degree to suit your interests with your selection of 7 credit points of core unit options from a specialised list of design, advertising, journalism and public relations units.

* Cloud Campus and Melbourne Burwood Campus.

What will I study?

Indicative course overview for communication students*

<table>
<thead>
<tr>
<th>Year</th>
<th>Course</th>
<th>Duration</th>
<th>Trimester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to university – throughout your first year of study, you are introduced to the basic foundations of your chosen field of study. Discover what you are most passionate about and learn from industry experts. You also have the option to undertake elective units to tailor your degree to suit your interests.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Develop specialist skills – further develop your knowledge with specialist core studies in your chosen field. This equips you with the necessary professional skills required for a career in the media and communications industry. Specialise your studies further with the option to undertake elective units.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Internships and overseas study experience – in your final year of study, you are encouraged to explore our unique opportunities to gain industry experience through internships and study projects. This ensures you graduate industry-ready.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bachelor of Communication (Journalism)

Develop your knowledge in communication and media and the analytical skills necessary for reporting events in context. Our course structure, content and assessments are designed to support the development of your professional skills. From day one, you will have the opportunity to research, write, edit and publish news and feature stories with the aim to prepare you for the challenges of the 21st century. In the final year of your degree, you will undertake a program of intensive news production in a digital newsroom ensuring you graduate with the skills necessary to work effectively in contemporary digital newsrooms.

Careers

The news and media industries are dynamic, providing new opportunities for graduates with high level journalism skills and knowledge. Our course prepares you for employment in the communications industries, across all media platforms, whether working for large news organisations, allied media businesses or freelancing.
Courses

Bachelor of Communication (Public Relations)

If you have an interest in social media, want to capitalise on your creative potential or, make use of your flair for communication, consider Deakin’s Bachelor of Communication (Public Relations). This dynamic course prepares you with the professional skills, techniques and knowledge necessary to implement communication strategies and tactics with ethics and integrity. Explore communication research techniques, organisational planning, problem analysis, strategy development, creation of communication tactics and the evaluation of effective communication.

Professional recognition
Professional accreditation by the Public Relations Institute of Australia (PRIA) means your degree is recognised in industry, resulting in better job outcomes.

Careers
Promising career opportunities exist for public relations graduates in industries such as commerce, government, community and educational institutions, hospitals, health and welfare organisations, special interest groups, cultural organisations, consumer affairs and public relations consultancies.

Course structure
24 credit points – 18 core units plus 6 credit points of electives from across the University. You can also personalise your degree to suit your interests with your selection of 7 credit points of core unit options from a specialised list of design, advertising, journalism and digital media units.

Bachelor of Communication (Honours)

Undertake advanced study in media and communication disciplines, such as advertising, digital media, journalism, media studies and public relations. Deakin’s Bachelor of Communication (Honours) enables you to specialise in one of these topics, enhance your professional knowledge and develop advanced analytical, research and communications skills.

The degree combines coursework with an advanced research project. You will engage with theories and concepts in your chosen discipline, learn about communication research methods, design a research project and then, guided by an experienced academic supervisor, undertake and complete your research project. This learning process gives you a competitive edge in the job market or provides a pathway to further study. The Bachelor of Communication (Honours) demonstrates your intellectual ability, maturity, resilience, drive and work ethic to a potential employer.

A new home for new media
The Melbourne Burwood Campus is now home to a newsroom and creative media lab, with communication and creative arts students able to learn and refine their skills in an industry-standard media environment.

The lab includes:
- a green-screen studio that is linked to the newsroom and other creative production suites, enabling production of video content
- a collaborative news production area with an editorial hub, including workstations and monitors to stream live TV news channels
- editing booths for audio and audiovisual editing and to conduct recorded interviews in acoustically quiet spaces
- a creative media lab and workspace for the production of physical media
- shared computer spaces for students to work together on a single digital production
- creative spaces for collaborative learning and team projects.
Bachelor of Design (3D Animation) [A343 B]

Deakin’s Bachelor of Design (3D Animation) embeds animation into design, focusing on the requirements of the client, delivering projects to suit industry standards across digital platforms. Explore design histories and theories and develop creative, technical and analytical skills in animation production through the exploration of computer graphic animation, character design and rigging, CG lighting and rendering and motion capture techniques relevant to a career in motion design and animation for commercial purposes. Throughout your course you will have the opportunity to work on industry briefs with real-life clients ensuring you develop a strong portfolio of work. Specialise in areas that interest you the most to prepare yourself for work in industry.

**Careers**
Graduate equipped ready to work in motion design, animation, film, television and web design, motion capture performance or in augmented reality and virtual reality.

**Course structure**
Through a unique course structure, we challenge our students to be big picture thinkers. Undertake core units in design methodologies and technologies, as well as specialist core units unique to 3D animation. In your second and third year, you may undertake elective units to tailor your degree to suit your interests.

24 credit points – 18 core units plus six elective units.

---

Bachelor of Design (Digital Technologies) [A344 B]

Deakin’s Bachelor of Design (Digital Technologies) combines software design, immersive virtual reality and augmented reality experience design, mobile app design, web design and creative arts design skills to support employment outcomes that differ from those of traditional IT or creative arts degrees. This interaction of technical and artistic skills offers graduates opportunities to extend their design skills into the application of technological products that will address pressing creative and social issues in today’s society.

Work on real projects with real briefs ensuring you develop a strong portfolio of work throughout your studies. Explore technological entrepreneurship and innovation and specialise in an area that interests you most.

**Careers**
Our graduates are open to many career opportunities, including in the areas of advertising, graphic design studies, print houses, publishers, corporate companies who host in-house design services, government and private practices.

**Course structure**
Through a unique course structure, we challenge our students to be big picture thinkers. Undertake core units in design methodologies and technologies, as well as specialist core units unique to digital technologies. In your second and third year, you may undertake elective units to tailor your degree to suit your interests.

24 credit points – 18 core units plus six elective units.

---

Bachelor of Design (Visual Communication) [A345 B]

The design industry is changing rapidly, as is the profession of communication design. Deakin’s Bachelor of Design (Visual Communication) addresses this shift through a fresh and exciting course focusing on all facets of communication design. From day one, you are introduced to the professional design world, learning and creating in an array of state-of-the-art facilities with industry leaders. We encourage our students to shape their ideas into practical and attractive propositions for users, customers and society as a whole. All students remain connected to industry throughout the course, with the opportunity to take part in regular exhibitions and showcases including a final year exhibition. In your final year, you will also take part in a collaborative industry project ensuring you graduate with the knowledge and skills for a successful creative career.

**Careers**
Our graduates are open to many career opportunities, including in the areas of advertising, graphic design studies, print houses, publishers, corporate companies who host in-house design services, government and private practices.

**Course structure**
Through a unique course structure, we challenge our students to be big picture thinkers. Undertake core units in design methodologies and technologies, as well as specialist core units unique to visual communication. In your second and third year, you may undertake elective units to tailor your degree to suit your interests.

24 credit points – 11 credit points of core units, five specialist core units, two core unit options, plus six elective units.

#  Melbourne Burwood Campus only.
Bachelor of Film, Television and Animation

From documentary and short narrative fiction, to more experiential productions, this course allows you to discover and develop your knowledge through exposure to a number of production and post-production roles and practices. Develop your own specialist skill set within the broad and dynamic fields of screen production and screen culture. You will explore studio and location production, film analysis, team and project management, visual language, digital cinematography, animation for screen, editing, sound design, high definition broadcast TV studio production, scriptwriting, short filmmaking and the business of freelance work.

Film and television
Explore the professional technologies, creative practices and insightful theories of screen production within a dynamic setting strongly linked to the creative arts and communication industry. Learn the skills to create every aspect of a variety of genres, from documentary to short film. You’ll study scriptwriting and editing through to sound design and cinematography. Being a multidisciplinary creative form, you can tailor your skills and branch out into other areas.

Careers
Graduate with a broad range of specialist skills preparing you for the changing opportunities and challenges of the media and creative industries. You may find a career in fictional and factual production for cinema and television or work as a member in the camera, lighting, sound, design and effects or editing departments within the corporate, educational and advertising sectors. Students with an interest in animation may 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.

Course structure
24 credit points – 18 core units plus six elective units.

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

Dr Meghan Kelly
Associate Head of School (Teaching and Learning)
Visual communication design lecturer

Linking creativity and innovation
Design is one of the most engaging and exciting areas of study and applied creative practice developments in Australia. It is what links creativity and innovation. Deakin aims to instill in students a belief that design can be an agent for change by encouraging them to shape their ideas into practical and attractive propositions for users, customers and society as a whole.

Institute of Koorie Education
Deakin’s Institute of Koorie Education provides community-based education programs, enabling Aboriginal and Torres Strait Islander Australians the flexibility to gain access to higher education while still being able to maintain family and community connections and obligations.

Our programs offer:
• community-based delivery
• campus-based intensive study blocks in a supportive environment
• local tutors in community.

The approach to course delivery promotes access and equity for Indigenous Australian students, creating a close-knit learning community, as well as an inspiring and supportive learning environment away from home.

See...
Bachelor of Arts, page 20
Bachelor of Creative Arts (Visual Arts), page 19.

The Institute of Koorie Education also offers two graduate programs within arts and two elective units – Introduction to Aboriginal Studies and Aboriginal Knowledges and Experiences: Historical Journeys – Contemporary Perspectives – accessible to all Deakin students.

Find out more at deakin.edu.au/courses/ike.
Courses

Bachelor of Creative Arts (Drama) A357 B

Led by a team of passionate drama practitioners with years of invaluable industry experience, you’ll develop skills in acting, improvisation, performance and voice technique.

Through a dynamic combination of acting theory and practice, you will gain the academic foundation necessary for understanding the arts, and the inspiration for creating new forms of art. You’ll also have the opportunity to work on individual and group creative projects to develop your skills in ensemble creation and production management.

Careers

Our drama graduates are equipped with the skills required to enter the expanding arts and entertainment industries, including in live theatre, film and television, drama education, contemporary performance companies and in performing arts centres and community theatre.

Course structure

24 credit points – 16 core units plus eight elective units.

Bachelor of Creative Arts (Photography) A352 B

With access to professionally equipped facilities, develop skills in chemical and digital imaging in diverse photographic formats, portfolio creation, project management, visual communication, experimental practices, exhibition and online collaboration.

Experiment, research and develop your own conceptual and aesthetic sensibilities in order to gain knowledge of the tools required for work as a professional photographer. You will also critically engage with the discipline to grasp the crucial place of the medium in visual culture today and in history.

Careers

Photography students can enter industry in a wide range of creative and commercial settings. Career opportunities exist in the media, arts, art production, tourism, cultural and entertainment industries. You may also choose to combine your degree with education studies and become qualified to teach photography.

Course structure

24 credit points – 16 core units plus eight elective units.

What will I study?

Indicative course overview for drama, photography and visual arts students*

<table>
<thead>
<tr>
<th>Year</th>
<th>Course duration in years</th>
<th>Trimester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Introduction to university – throughout your first year of study, you are introduced to the basic foundations of your chosen field of study. Discover what you are most passionate about and learn the necessary skills required for a career in industry.

Develop specialist skills – further develop your skills with specialist core studies. Gain hands-on experience and develop the professional skills and techniques required for a career in industry. Specialise your studies further with the option to undertake elective units.

Internerships and overseas study experience – in your final year of study, you are encouraged to explore our unique opportunities to gain industry experience through in-class work on studio projects, internship units and overseas study experiences.

* Information is indicative only. Refer to the University Handbook for a complete course map. Visit deakin.edu.au/communication-and-creative-arts

Bachelor of Creative Arts (Visual Arts) A359 B

Developing skills in critical thinking, collaboration, technique, visual analysis and experimentation are crucial to work as an artist, yet they are also fundamentally transferable skills highly relevant to a range of creative industry applications. Through lectures, workshops, tutorials, independent studio and optional international study tours, you will explore the exciting breadth of what it is to make adventurous art in the 21st century.

Careers

Visual arts graduates can enjoy creative roles in a range of settings. Many of our graduates have gone on to work within arts and cultural communities or have developed an independent studio career working towards exhibitions in commercial galleries, publicly run arts spaces, experimental, collaborative and interdisciplinary exchanges. Combining your art specialisation with teaching studies can also qualify you to teach visual arts in schools and other educational settings.

Course structure

24 credit points – 18 core units plus six elective units.

Bachelor of Creative Arts (Honours) A360 B

Take your creative practice to the next level. Build your current skills, critical engagement and depth of knowledge, by undertaking advanced creative projects and research through Deakin’s Bachelor of Creative Arts (Honours). You will be treated as an independent practitioner exploring your individual creative practice and research. We teach you the fundamental skills of traditional scholarly research so that you can successfully locate your creative practice in the field and critically engage with the work of others. An honours year also grants you increased access to leaders in the field outside of the confines of the University. We have established formal connections with several professional and government-run creative arts organisations, so that you can make meaningful connections and form ongoing relationships with key people in your creative areas.

* Melbourne Burwood Campus only.

Juliana de Quilettes
Bachelor of Creative Arts (Drama) student

‘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, from lighting to sound and costumes, must work together to create a show, as well as the importance of collaborating and listening to my peers.’

Juliana de Quilettes
Bachelor of Creative Arts (Drama) student
Bachelor of Creative Writing

Build your skills to meet your writing ambition. This innovative and creative course will see you explore narrative-driven works, experimental innovations, editing, creative nonfiction, script writing, as well as new takes on traditional genres of poetry and short and extended fiction writing. Collaboration, robust practice, professionalism and creative sustainability are emphasised at all levels, ensuring you hone skills necessary to work with interdisciplinary teams in writing, film, drama and new technologies.

At Deakin, we encourage you to identify and pursue opportunities for writing/editing in new media including for our own international writing journal, Verandah.

CAREERS

Studying creative writing opens up a world of possibilities. Our graduates have applied their skills in an array of settings including 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 – 18 core units plus six elective units.

Bachelor of Arts

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 majors 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 course combinations.

CAREERS

The Bachelor of Arts develops important and transferable career skills, making you highly employable within a wide range of industries. The broad range of disciplines also allows you to follow your passions and study new and exciting areas, which engenders a lifelong love of learning, highly valued by employers.

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, ethics affairs, social work, education, policing and performing and visual arts.

Course structure

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

* This course is also available at the Institute of Koorie Education. Find out more at deakin.edu.au/courses/ike.
Applying to Deakin

How do I apply?
Applying for your undergraduate degree at Deakin couldn’t be easier. Most applications are straightforward and easy to complete. Follow these steps to make the process as simple as possible. Visit delkin.edu.au/courses/how-to-apply.

What type of applicant am I?
Recent secondary education applicant
• Current Year 12 student
• Completed Year 12 in 2017 or 2016
• Interstate Year 12 student
• New Zealand school leaver
• International Baccalaureate (IB) student
• Gap-year student

Non-Year 12 applicant
• Applicants with higher education study
• Applicants with VET study
• Applicants with work and life experience

For more information on admission requirements and the type of applicant you are, visit delkin.edu.au/courses/how-to-apply. You can also call us on 1800 693 888 to discuss your options.

Find your course
Browse from the hundreds of exciting undergraduate courses we have on offer at delkin.edu.au. Undergraduate courses at Deakin generally begin in March, and some courses also have intakes in July and November. Once you find the course you’re after, make sure you understand the entry requirements, application methods and application dates.

Understand the entry and documentation requirements
Make sure you understand the entry requirements for your chosen course by reading the course page carefully (online at delkin.edu.au/course or in this booklet). For recent secondary education applicants, in addition to the listed ATAR, some courses may require you to have studied a prerequisite subject(s), while others may also require you to provide extra materials, such as a portfolio or personal statement.
Selection requirements for non-Year 12 applicants may include personal statement, entrance tests as specified, e.g. STAR (Special Tertiary Admissions Test), or the non-academic assessment (for all applicants to teaching courses), supplementary information form, audition, interview or folio presentation.

Gather supporting documents
When applying direct to Deakin as a non-Year 12, it’s important to attach any requested supporting documentation, which may include a CV, academic transcripts, STAT results or a personal statement, otherwise your application may be delayed. We recommend gathering all this documentation before you commence the application process to ensure you can complete it in one sitting.

Apply
Depending on your course, our flexible trimester system means you may be able to start in Trimester 1 (March), 2 (July) or 3 (November).
If you’re a recent secondary education applicant, applications for Trimester 1 should be made through VTAC (vtac.edu.au). If you are a non-Year 12 applying for Trimester 1 for one Deakin course only, you may apply direct to Deakin.* Applications for Trimesters 2 or 3 should be made directly to Deakin via the applicant portal at applicantportal.delkin.edu.au.


Contact us
There are many different ways you can get into an undergraduate course at Deakin. No matter your ATAR or education history, we’re here to help you find your pathway to Deakin. Give us a call on 1800 693 888 to discuss your options or email myfuture@delkin.edu.au. You can also try our Pathway Finder tool and explore the options that may be available to you at delkin.edu.au/courses/entry-pathway/pathway-finder.

Course and entry requirements
<table>
<thead>
<tr>
<th>Course and ATAR</th>
<th>Course duration</th>
<th>Trimester intakes</th>
<th>Domestic fee</th>
<th>International fee</th>
<th>IELTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Arts</td>
<td><a href="deakin.edu.au/courses/A300">A300</a></td>
<td>3</td>
<td>T1, T2, T3</td>
<td>$6708</td>
<td>$27,400</td>
</tr>
<tr>
<td>Bachelor of Communication (Advertising)</td>
<td><a href="deakin.edu.au/courses/A334">A334</a></td>
<td>3</td>
<td>T1</td>
<td>$7860</td>
<td>$29,000</td>
</tr>
<tr>
<td>Bachelor of Communication (Digital Media)</td>
<td><a href="deakin.edu.au/courses/A333">A333</a></td>
<td>3</td>
<td>T1, T2, T3</td>
<td>$7102</td>
<td>$29,000</td>
</tr>
<tr>
<td>Bachelor of Communication (Journalism)</td>
<td><a href="deakin.edu.au/courses/A33">A33</a></td>
<td>3</td>
<td>T1, T2, T3</td>
<td>$6685</td>
<td>$29,000</td>
</tr>
<tr>
<td>Bachelor of Communication (Public Relations)</td>
<td><a href="deakin.edu.au/courses/A325">A325</a></td>
<td>3</td>
<td>T1, T2, T3</td>
<td>$7834</td>
<td>$29,000</td>
</tr>
<tr>
<td>Bachelor of Creative Arts (Drama)</td>
<td><a href="deakin.edu.au/courses/A357">A357</a></td>
<td>3</td>
<td>T1, T2</td>
<td>$6509</td>
<td>$30,800</td>
</tr>
<tr>
<td>Bachelor of Creative Arts (Photography)</td>
<td><a href="deakin.edu.au/courses/A352">A352</a></td>
<td>3</td>
<td>T1, T2, T3</td>
<td>$6509</td>
<td>$30,800</td>
</tr>
<tr>
<td>Bachelor of Creative Arts (Visual Arts)</td>
<td><a href="deakin.edu.au/courses/A359">A359</a></td>
<td>3</td>
<td>T1, T2, T3</td>
<td>$6444</td>
<td>$30,800</td>
</tr>
<tr>
<td>Bachelor of Creative Writing</td>
<td><a href="deakin.edu.au/courses/A316">A316</a></td>
<td>3</td>
<td>T1, T2, T3</td>
<td>$6550</td>
<td>$29,000</td>
</tr>
<tr>
<td>Bachelor of Design (3D Animation)</td>
<td><a href="deakin.edu.au/courses/A343">A343</a></td>
<td>3</td>
<td>T1, T2</td>
<td>$6444</td>
<td>$30,800</td>
</tr>
<tr>
<td>Bachelor of Design (Digital Technologies)</td>
<td><a href="deakin.edu.au/courses/A34">A34</a></td>
<td>3</td>
<td>T1, T2</td>
<td>$7129</td>
<td>$30,800</td>
</tr>
</tbody>
</table>
Open Day

openday.deakin.edu.au

WARRNAMBOOL
5 August 2018
9.00 am–3.00 pm
Princes Highway,
Warrnambool Victoria

GEELONG WAURN PONDS
19 August 2018
9.00 am–3.00 pm
75 Pigdons Road,
Waurn Ponds Victoria

GEELONG WATERFRONT
19 August 2018
9.00 am–3.00 pm
1 Cheringhap Street,
Geelong Victoria

MELBOURNE BURWOOD
26 August 2018
9.00 am–3.00 pm
221 Burwood Highway,
Burwood Victoria

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

Communication and creative arts