2020 Undergraduate

Communication and creative arts

Cloud Campus | Melbourne | Geelong | Warrnambool

Advertising
Animation
Children’s literature
Creative writing
Digital media
Digital technologies design
Drama
Film and television
Gender and sexuality studies
Journalism
Literary studies
Photography
Public relations
3D animation design
Visual arts
Visual communication design
Discover your talent and explore your passion

Pursue a career in media, communication and creative arts at a university that’s ranked in the top 100 universities in the world for communication and media studies, and performing arts.  

From course flexibility, to excellent connections with industry, you can have it all at Deakin.

Tailor your studies to your interests
Complement your major area of study with other arts disciplines to give you an edge in the market, to take on jobs in a range of communication and creative roles. You’ll also have the chance to collaborate with students across other arts disciplines, broadening your understanding and expertise, to graduate as a well-rounded creative practitioner.

Enjoy state-of-the-art facilities
Access a range of resources at Deakin, including our:

- television broadcast studio
- green screen studio
- professional photographic light studio
- grading rooms
- editing booths for audio and audiovisual editing, and recording interviews
- sound design control room and performance space
- wardrobe and costume department
- creative media lab
- collaborative news production area with an editorial hub.

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. The campus is also home to an inspiring creative arts hub, housing the latest technology, beautiful studio spaces and a collaborative work atmosphere.

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
Your future in communication and creative arts

Gain industry experience and travel overseas
Our graduates hit the ground running thanks to work-integrated learning. Take up an internship as part of your degree to add to your portfolio, while gaining valuable industry contacts and experience. For example, journalism students can see their work published and secure firsthand broadcasting experience through our partnerships with major newspapers and radio stations. Meanwhile, design students get to design for companies as part of their assessment in their final year, giving them real-world experience so that they graduate job-ready.

You can also 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, in more than 40 countries.

Access professional equipment whenever you need it
Borrow professional 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 also 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 leaders in their field
Our academic staff will inspire, encourage and support you at every stage of your 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
- Samsung

‘Deakin provided me with the theory, practical skills and industry contacts to enter the workplace as soon as I graduated. 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

Disciplines

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.

Digital media
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 virtual and non-virtual media texts.

Journalism
Get hands-on learning experience with one of the most respected courses in the industry. You’ll 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 newsworthy stories. Final year students undertake a program of intensive news production in a digital newsroom, graduating with the ability to create and edit word, sound and vision to craft stories, news and features for print, radio, television or multimedia newsmagazines.

Public relations
Understand how to manage communication between people, organisations and the public. Learn to design and implement inspiring campaigns, contribute to the management of organisations, conduct appropriate research and capture the attention of others with innovative communication. This program is designed to keep pace with advancements in technology and the changing political, economic and social landscape.

#1 university for skills development

Gain a competitive edge in the workplace with real-world experience and practical skills. Deakin’s ranked the #1 university for skills development in Victoria, which means you’ll graduate highly skilled, work-ready and in-demand from employers.

#1 university in Victoria for student satisfaction

Year on year, our students are the most satisfied students of all Victorian universities1. We’ve ranked this highly for the past nine years, with students being particularly happy with our:

- teaching
- learning resources
- student support
- skills development
- learner engagement.

1 Australian Graduate Survey 2010–2015, Graduate Outcomes Survey 2016–2018 (GOs), Quality Indicators for Learning and Teaching (QILT).
Design
Learn more about our design disciplines (below) and related courses on page 10 and in Deakin’s 2020 Undergraduate Design booklet.
- 3D animation design
- Digital technologies design
- Visual communication design

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 3D and access Deakin’s 3D animation program. Develop clever and creative ways of manipulating and animating images. You’ll gain a broad understanding of moving image, graphic and animation practice, helping you to develop your own unique future specialisation.

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, as well as sound design and cinematography.

Visual and performing arts
Dance
Develop your physical, creative and intellectual capacities through the study and practice of dance in Deakin’s state-of-the-art facilities. Learning from passionate and experienced industry specialists, you’ll explore how dance intersects with creativity, innovative thinking, community enrichment and technology. Through individual and group performance projects, you’ll gain the practical experience to forge a rewarding career in the expanding arts and entertainment industries.

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 find your creative voice, develop the technical skills required to create new stories and forge your own unique path as a creative in the industry.

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. Immense yourself in the theories, techniques and practices of photography. You’ll focus on creative and critical practice, giving you the opportunity to develop your artistic, academic or professional aspirations.

Visual arts
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, preparing you to engage in shaping our cultural vision for the future.

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’d like 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.

Creative writing
Explore narrative-driven works, experimental innovations, editing, creative nonfiction and script writing, as well as new takes on traditional genres of poetry, and short and extended fiction writing. You’ll 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.

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

Photography is amazing! I also had the chance to study overseas. I went to the University of South Carolina in the USA for a semester – it was an incredible experience.

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

Bachelor of Communication (Advertising) • Deakin University

Catch people's attention, understand the world of brand communication and tell the story that sells. Designed to inspire the next generation of big idea thinkers, the Bachelor of Communication (Advertising) at Deakin will ensure you learn how to understand your audience, develop unique ideas and communicate them through creative copy and visuals.

Careers
Pursue a career in agencies, or work in-house in the commercial, corporate, government and not-for-profit sectors. Deakin graduates find work in roles such as:
- account manager
- advertising art director
- advertising copywriter
- advertising manager
- brand manager
- digital marketer or media specialist
- event operations manager
- marketing and communications officer
- media analyst
- public relations manager
- social media coordinator

Professional recognition
The Bachelor of Communication (Advertising) is accredited by the International Advertising Association, ensuring you’re across the latest industry standards and remain connected to industry after you graduate.

Bachelor of Communication (Digital Media) • Deakin University

Combine your interests in communication technologies, social media and content production to discover a career in digital media. Through the Bachelor of Communication (Digital Media), you’ll develop confidence in your creative, analytic and production skills to communicate professionally across traditional and digital platforms – engaging audiences, building communities and helping organisations and clients with digital content solutions.

Careers
Work across a range of industries and organisations from the entertainment industry, advertising consultancies and multimedia businesses, to magazine publishers, public relations agencies and television companies.

Deakin graduates find work in the following roles:
- advertising copywriter
- brand manager
- communications officer or manager
- digital content manager
- digital marketer or media specialist
- digital media designer
- illustrator
- journalist
- marketing officer or manager
- marketing or media analyst
- social media coordinator
- tourism officer.

Advice code
Course duration in years
Trimester
D851

Cloud Campus
Melbourne Burwood Campus
Geelong Waurn Ponds Campus
Geelong Waterfront Campus
Warrnambool Campus
Institute of Koori Education

Gain real-world advertising experience
From day one, we prepare you for the fascinating and complex world of advertising and branding via innovative and practical learning experiences. Working solo and in teams, you’ll learn how to produce research-driven, multi-channel advertising to meet client briefs and achieve brand objectives. You’ll also learn the many transferable skills which are expected of advertising practitioners who work within diverse social, cultural and regulatory frameworks.

Bachelor of Communication (Journalism) • Deakin University

In today’s fast-paced digital age, we’ve never been hungrier for news – sharing it with the masses in real time, as it happens. The Bachelor of Communication (Journalism) will give you the skills to unearth a great news story, engage with your audience and deliver the news across a range of media platforms.

Careers
Our graduates work in-house or freelance for print, radio, television and multimedia newsrooms. They also work in business, government and the not-for-profit sector, taking up roles as:
- advertising copywriters
- book, magazine or newspaper editors
- copywriters
- digital content managers
- digital marketing specialists
- food writers
- foreign correspondents
- journalists
- magazine writers
- media and communications advisers
- news presenters
- reporters
- social media coordinators
- speechwriters
- travel writers.

Deakin code
Course duration in years
Trimester
D841

Cloud Campus
Melbourne Burwood Campus
Geelong Waurn Ponds Campus
Geelong Waterfront Campus
Warrnambool Campus
Institute of Koori Education

1 Trimester 3 intake is available at the Cloud Campus and Melbourne Burwood Campus only.

Courses
Bachelor of Communication (Public Relations) [A325]

Build the reputation of brands, people and organisations with skills and techniques developed through Deakin’s Bachelor of Communication (Public Relations). Learn how innovative and ethical communication fosters meaningful relationships with audiences as you develop the capabilities to create inspiring campaigns and events, manage issues and become an adaptive communications expert.

Professional recognition
The Bachelor of Communication (Public Relations) is accredited by the Public Relations Institute of Australia (PRIA). Graduates are eligible for accelerated membership of the PRIA, ensuring you remain connected and up-to-date with current industry standards.

Careers
With Deakin’s accredited public relations degree, you can work across a range of sectors, including business, government or not-for-profit organisations. Deakin graduates find work as:
- advertising copywriters
- advertising managers
- art centre managers
- artist agents
- brand managers
- customer relations managers
- image consultants
- marketing and communications officers
- media and communications advisers
- politicians
- public relations managers
- social media account managers
- speechwriters.

Bachelor of Communication (Honours) [A451]

If there’s a topic you can’t get out of your head, or an idea you’re longing to explore, pursue further studies after completing your Bachelor of Communication degree. Study Deakin’s Bachelor of Communication (Honours) and open the door to a career in media and communication, or delve deeper into your research with a PhD.

Course structure¹
Personalise your degree with 6 credit points of electives and a selection of core option units from a specialised list of advertising, design, digital media, public relations and journalism units. The Bachelor of Communication (Honours) requires students to complete an additional eight core units.

11 credit points of core units + 7 specialist core option units + 6 electives = 24 credit points

Gain expertise in your chosen field of study and allied communication disciplines by combining the foundations and practices required for a career in media and communications.

Develop your knowledge and applied skills within specialist core studies in your chosen field. This equips you with the professional capabilities required for when you begin to work in the real world.

Customise your degree by undertaking electives of your choice.

Course intake¹
Trimester 3 intake is available at the Cloud Campus and Melbourne Burwood Campus only.

¹ Academic Integrity (A4013) is a compulsory 0-credit-point unit that you must undertake as part of this course.

Get hands-on in our newsroom and creative media lab
Deakin’s Melbourne Burwood Campus is now home to a newsroom and creative media lab, so you can learn and refine your skills in an industry-standard media environment.

The lab includes:
- a green-screen studio linked to the newsroom and other creative production suites, to produce video content
- a collaborative news production area with an editorial hub, 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 producing physical media
- shared computer spaces for students to work together on a single digital production
- creative spaces for collaborative learning and team projects.
Courses

Bachelor of Design (3D Animation) BA3 T1, T2, T3

Let your imagination run free and create the unexpected with the Bachelor of Design (3D Animation) at Deakin. Explore how animation is used across film, television, advertising, web, motion capture and game design – and learn to draw or digitally create characters that leap off the page.

Careers
As a graduate, you’ll be a well-equipped multidisciplinary designer ready to work in motion design, animation, film, television, web design, Augmented Reality (AR) and Virtual Reality (VR). Roles include:
- 2D or 3D animator
- augmented realities designer
- arts editor
- cartoonist
- digital designer
- game developer
- illustrator
- modeller
- motion capture technician
- motion graphics designer
- multimedia developer
- VR designer.

Professional recognition
Deakin’s Bachelor of Design (3D Animation) is recognised by the Design Institute of Australia (DIA), so you’ll be up-to-date with the current industry practices and developments. The DIA also offers student membership and access to some of the biggest design events and experts in the nation.

Bachelor of Design (Digital Technologies) BA3 T1, T2, T3

Creative problem-solvers with a love of design and an aptitude for technical IT skills should explore our Bachelor of Design (Digital Technologies). Learn about User Experience (UX), design strategies, digital technologies and interactive media, to deliver impactful digital solutions for creative and social issues in our changing world.

Careers
Graduates are open to many career opportunities in creative agencies, advertising and design studios, print houses and corporate companies, taking up roles as:
- design engineers
- digital designers
- digital media designers
- graphic designers
- industrial designers
- User Interface (UI) designers
- virtual reality experience designers
- web designers.

Professional recognition
Deakin’s Bachelor of Design (Digital Technologies) is recognised by the Design Institute of Australia (DIA), so you’ll be up-to-date with the current industry practices and developments. The DIA also offers student membership and access to some of the biggest design events and experts in the nation.

Bachelor of Design (Visual Communication) BA3 T1, T2, T3

Get introduced to the professional design world through Deakin’s Bachelor of Design (Visual Communication). Learn the tools, strategies and design thinking methodologies required to be an adaptable, multidisciplinary communications designer. From day one you’ll learn to shape your ideas into smart and appealing concepts for users, customers and society as a whole, under the guidance of industry leaders and established designers.

Careers
Graduates are open to many career opportunities, including in the areas of advertising, graphic design studios, print houses, publishers, corporate companies, government and private practices. Potential careers include:
- communications designer
- art director/creative director
- animation and motion designer
- web designer
- graphic designer
- interactive designer
- illustrator
- packaging (FMCG) designer.

Professional recognition
Deakin’s Bachelor of Design (Visual Communication) is recognised by the Design Institute of Australia (DIA), so you’ll be up-to-date with the current industry practices and developments. The DIA also offers student membership and access to some of the biggest design events and experts in the nation.

Showcase your talents
Experience the design industry before you graduate. Final year design students come together in a dynamic, cross-discipline collaborative project, working with non-profit clients, to deliver an award brief, and in some cases, assist with brand development, culminating in a final exhibition of work.

‘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

Course structure1,2

Through a unique course structure, we challenge you to be a big-picture thinker.

Core units + Specialist core units + Specialist course electives + Electives = 24 credit points

Gain a strong foundation in design thinking and methodologies and learn the tools required for industry.

Develop your knowledge and applied skills within specialist core studies in your chosen field. This equips you with the professional capabilities required for when you begin to work in the real world.

Customise your degree by undertaking specialist electives of your choice.

1. Trimester 3 intake is available at the Melbourne Burwood Campus only.
2. Design students should refer to Deakin’s 2020 Undergraduate Design booklet for a complete course breakdown for each specialist design course.
3. Academic Integrity (AAMC1B) is a compulsory 3 credit point unit that you must undertake as part of this course.
I work as a Digital Content Assistant for the Alfred Deakin Institute for Citizenship and Globalisation. This job tests all of my creative arts skills, including documentary filmmaking, event photography and graphic design. Working here means that I can give back to the University with the skills that I developed here, plus I get to do what I love.

Giles Campbell-Wright
Bachelor of Creative Arts (Honours) Film and Television graduate

Courses

Bachelor of Film, Television and Animation

‘Take a great story and learn to shape it for film, TV or animation. From documentary and short narrative fiction, to more experimental productions, the Bachelor of Film, Television and Animation allows you to develop your own specialist skill set within the dynamic fields of screen production and screen culture.

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, so you can develop your own unique future specialisation.

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 scripting, editing, sound design and cinematography. Being a multidisciplinary creative form, you can tailor your skills and branch out into other areas.

Careers

As a film, television and animation graduate, you may find employment in fictional and factual production for cinema and television and in the corporate, educational, music video and advertising sectors.

Past graduates have launched their careers with national awards and international recognition (through film festivals) for their student work. Deakin’s internship program has also provided a start to successful careers in the field.

Deakin graduates work across the media and creative industries. Career opportunities include working as:

- animators
- audiovisual technicians
- camera operators
- documentary producers
- film and television producers or directors
- journalists
- film or television editors
- lighting designers
- presenters
- production managers
- scriptwriters
- sound engineers
- television program coordinators

Have a shot at live broadcasting

Our communication and creative arts students gain invaluable industry experience. For example, Deakin’s film, television and animation students have been behind the scenes, broadcasting the Women’s National Basketball League competition through a live stream on Fox Sports. The crew of 19 students broadcast all of the Deakin Melbourne Boomers’ home games.

Course structure

Have the flexibility to be multi-skilled and to create your own specialist skill sets within the broad and dynamic fields of screen production and screen culture.

1. Now titled Bachelor of Film, Television and Animation.
Courses

Bachelor of Creative Arts (Dance) (A356) T1, T2
Immerse yourself in the exciting physical, social and conceptual possibilities of contemporary dance. Through core studies in technique, choreography, history and theory, you’ll learn how dance intersects with creativity, innovative thinking, community enrichment and technology. You’ll also have opportunities to develop individual and group performance projects.

Careers
Our dance graduates are equipped with the skills to enter the expanding arts and entertainment industries, including making independent dance or working in contemporary dance companies. Careers include:
- dancer
- choreographer
- arts centre or festival manager
- dance teacher
- community dance practitioner
- production manager
- presenter

Course structure1
24 credit points – 18 core units plus six elective units.
18 credit points of core units (2 can be chosen from a list of options within Creative Arts), 6 credit points of open electives.

Bachelor of Creative Arts (Drama) (A357) T1, T2
Want to be a part of the next generation of innovative performers and theatre makers? Deakin’s Bachelor of Creative Arts (Drama) will help you master your craft, create new stories and forge your own unique path as a creative in the industry. Led by performance experts with years of industry experience, you’ll explore techniques in acting, improvisation, voice and devising, as well as digital theatre crafts to work in theatre, film or television.

Careers
Drama graduates are equipped to launch careers as independent theatre makers and pursue roles throughout the arts and entertainment industries. Career opportunities include:
- actor
- theatre director
- art centre manager
- festival manager
- drama educator
- community theatre practitioner
- production manager
- presenter

Course structure
24 credit points – 18 core units plus six elective units.
18 credit points of core units (2 can be chosen from a list of options within Creative Arts), 6 credit points of open electives.

Bachelor of Creative Arts (Photography) (A355) T1, T2
Want to document and tell stories of the world around you through images? Develop the specialist knowledge, critical awareness and confidence required to establish yourself as an adaptive professional photographer, through Deakin’s Bachelor of Creative Arts (Photography). With the guidance of leading photography experts and access to state-of-the-art equipment and facilities, you’ll experiment, research and develop your own aesthetic sensibilities in this key medium of expression.

Careers
Photography graduates are equipped to pursue careers as professional practitioners throughout the arts and commercial sectors. Our graduates have moved into career opportunities in roles and fields like:
- independent fine arts practitioner
- event and sports photographer
- commercial portraiture
- fashion or product photographer
- community-based arts
- gallery director or assistant

Course structure
24 credit points – 18 core units plus six elective units.
18 credit points of core units (2 can be chosen from a list of options within Creative Arts), 6 credit points of open electives.

Bachelor of Creative Arts (Visual Arts) (A354) T1, T2
Develop your skills as a contemporary art practitioner through Deakin’s tailor-made Bachelor of Creative Arts (Visual Arts). Through specialised studio practice and opportunities to exhibit your work in galleries and exhibitions, you’ll develop your physical, creative and intellectual capacities to engage with the world through new and traditional media. You’ll explore painting, drawing, printmaking, 3D, digital and multidisciplinary forms.

Careers
Graduates are equipped with a dynamic skill set, ready for a career in the expanding arts industries. You may find work in roles such as:
- artist
- artist agent
- gallery or exhibition curator
- arts centre manager
- art director
- videographer
- creative director
- desktop publisher
- illustrator

Course structure
24 credit points – 18 core units plus six elective units.
18 credit points of core units (2 can be chosen from a list of options within Creative Arts), 6 credit points of open electives.

Bachelor of Creative Arts (Honours) (A450) T1
Take your creative practice to the next level. Explore advanced creative projects and research through a Bachelor of Creative Arts (Honours). You’ll build your skills, critical engagement and depth of knowledge, and be treated as an independent practitioner exploring your individual creative practice.

Course structure
8 credit points of core units.

‘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

What will I study?
Indicative course overview for dance, drama, photography and visual arts students.1

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<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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<tr>
<td>Introduction to university – throughout your first year at Deakin, you’re introduced to the basic foundations of your chosen field of study. Discover what you’re most passionate about and learn the necessary skills required for a career in industry.</td>
<td>Develop specialist skills – further develop your skills with specialist core studies. Gain hands-on experience and acquire the professional skills and techniques required for a career in industry. Specialise your studies further by undertaking elective units.</td>
<td>Internships and overseas study experience – in your final year of study, you’re encouraged to explore our unique opportunities to gain industry experience through in-class work on studio projects, internship units and overseas study experiences.</td>
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1 Information is indicative only. Refer to the University Handbook for a complete course map. deakin.edu.au

1 Academic Integrity (AASS18) is a compulsory 6 credit point unit that you must undertake as part of this course.
2 Trimester 3 intake is available at the Melbourne Burwood Campus only.

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Write to show you how. Finesse your writing to a fulfilling career and lifelong creative arts
You may choose to transition into four-year solo projects. Deakin’s Bachelor of Creative Writing honours program, or postgraduate studies in creative writing, research, and production.
Course structure
Develop your practical and theoretical skills through a specialized course structure designed to prepare you for a career in writing.
Careers
As a creative writing graduate, you can apply your skills in numerous sectors from publishing, media and entertainment to finance, health and consumer goods. Career opportunities include:
- Author
- Book editor
- Copywriter
- Journalist
- Magazine editor or writer
- Publisher
- Scriptwriter
- Speechwriter
- Technical writer.

Institute of Koorie Education
The Institute of Koorie Education provides flexibly-structured Deakin courses to Indigenous Australian students. Our Bachelor of Arts course (below) is offered through Community Based Delivery – a mix of on-campus intensives and cloud-based learning at home. This means students can access higher education while maintaining their work, community and family commitments.

Indigenous Studies
All Deakin students can enrol in Indigenous Studies units through the Institute of Koorie Education. These units give you a comprehensive and engaging exploration of the history, culture and identity of Australia’s First Nation Peoples.
Taken as an elective in any course, these units promote diversity and cultural understanding and help to build a well-rounded degree. They’re also valued for their transferrable knowledge and the way they build vital communications skills.
deakin.edu.au/ike

Bachelor of Arts
Study a Bachelor of Arts at Deakin and open the door to a world of opportunity. You can tailor your degree to complement your interests and set yourself up to be flexible across the jobs of the future.
Careers
The Bachelor of Arts builds valuable and transferrable career skills, making you highly employable within many industries. The range of disciplines on offer also lets you follow your passion and develop the specialist skills to pursue the career you want.
You’ll be able to take your degree into a range of careers, including:
- Administration
- Advertising
- Business
- Communication
- Community services
- Criminal justice
- Ethnic affairs
- Finance
- Galleries, Libraries, Archives, and Museums (GLAM) sector
- Government
- Human rights
- Journalism
- Marketing
- Media
- Multimedia
- Not-for-profits
- Performing and visual arts
- Personnel and industrial relations
- Photography
- Policing
- Policy development
- Politics
- Public relations
- Publishing
- Research
- Social work
- Tourism.

Professional recognition
Depending on your specialisation, certain majors are accredited by relevant bodies.
If you choose public relations, you’ll study subjects accredited by the Public Relations Institute of Australia. Our design-related units are also recognised by the Design Institute of Australia.
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.

Professionals recognised
- Advertising
- Anthropology
- Arabic
- Buddhist studies
- Chinese
- Creative writing
- Criminology
- Design
- Digital media
- Drama
- Education
- Film, television and animation
- Gender and sexuality studies
- History
- Indonesian
- International politics
- International relations
- Islamic studies
- Journalism
- Language and culture studies
- Literacy studies
- Media studies
- Middle East studies
- Philosophy
- Photography
- Politics and policy studies
- Professional experience and practice
- Public relations
- Sociology
- Spanish
- Sport and society
- Religious studies
- Sustainability and society
- Visual arts

1 Academic Integrity (AI018) is a compulsory 0-credit-point unit that you must undertake as part of this course.
2 This course is also available at the Institute of Koorie Education.
3 Available as a minor (8 credit-point) unit sequence only.
4 A full major sequence in Chinese is not available at the Cloud Campus.
5 Offered to Geelong Waurn Ponds Campus students by a combination of online and campus-based learning.
### Communication and creative arts

<table>
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<tr>
<th>Course and entry requirements</th>
<th>Campus and ATAR</th>
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<tr>
<td>Bachelor of Arts</td>
<td>A300</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>60.00</td>
<td>72.35</td>
<td>$6842</td>
<td>$29,400</td>
</tr>
<tr>
<td>Bachelor of Arts</td>
<td>A300</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>56.80</td>
<td>72.35</td>
<td>$6842</td>
<td>$29,400</td>
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<tr>
<td>Bachelor of Communication (Advertising)</td>
<td>A334</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>72.90</td>
<td>$8213</td>
<td>$30,600</td>
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<tr>
<td>Bachelor of Communication (Digital Media)</td>
<td>A331</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>63.20</td>
<td>$7207</td>
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<tr>
<td>Bachelor of Communication (Journalism)</td>
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<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>63.20</td>
<td>$7207</td>
<td>$30,600</td>
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<tr>
<td>Bachelor of Communication (Public Relations)</td>
<td>A325</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>66.00</td>
<td>$8078</td>
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<tr>
<td>Bachelor of Creative Arts (Dance)</td>
<td>A356</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>62.65</td>
<td>$6958</td>
<td>$30,600</td>
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<tr>
<td>Bachelor of Creative Arts (Drama)</td>
<td>A357</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>66.00</td>
<td>$6958</td>
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<tr>
<td>Bachelor of Creative Arts (Photography)</td>
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<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>72.30</td>
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<td>Bachelor of Creative Arts (Visual Arts)</td>
<td>A359</td>
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<td>62.65</td>
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<tr>
<td>Bachelor of Creative Writing</td>
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<td>54.95</td>
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<tr>
<td>Bachelor of Design (3D Animation)</td>
<td>A343</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
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<tr>
<td>Bachelor of Design (Digital Technologies)</td>
<td>A344</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>52.50</td>
<td>$7282</td>
<td>$31,000</td>
</tr>
<tr>
<td>Bachelor of Design (Visual Communication)</td>
<td>A345</td>
<td>5.6 VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL)</td>
<td>NP</td>
<td>52.50</td>
<td>$7282</td>
<td>$31,000</td>
</tr>
</tbody>
</table>

There are four categories under which non-Year 12 applicants may apply to Deakin:

- **Recent secondary education** applicants include current Year 12 students in 2019, as well as Year 12 graduates from 2018 and 2017.
- **Applicants with work and life experience**.
- **Applicants with Vocational Education and Training (VET) study**.
- **Applicants with higher education study**.

For information on combined arts degrees, visit deakin.edu.au/degrees.

Recent secondary education applicants are not eligible to apply for the Bachelor of Arts (Photography), Bachelor of Communication (Public Relations), Bachelor of Creative Arts (Dance), Bachelor of Creative Arts (Drama), Bachelor of Creative Arts (Photography) or Bachelor of Creative Arts (Visual Arts). Students enrolled in this course in Geelong will be required to undertake units of study at both the Geelong Waterfront and Geelong Waurn Ponds campuses. Trimester 3 intake is available to domestic students only. Trimester 3 intake only offered at the Melbourne Burwood Campus and at the Cloud Campus for international students.

1 The 2019 indicative Commonwealth Supported Place (CSP) fee is based on a typical enrolment for an Australian domestic student enrolled in two trimesters of full time study, or 8 credit points, unless otherwise indicated. The fee should be used as a guide only and is subject to change.

2 There are four categories under which non-Year 12 applicants may apply to Deakin:

- **Recent secondary education** applicants include current Year 12 students in 2019, as well as Year 12 graduates from 2018 and 2017.
- **Applicants with work and life experience**.
- **Applicants with Vocational Education and Training (VET) study**.
- **Applicants with higher education study**.

3 IELTS is the International English Language Testing System (for international students only). The IELTS score in the table above reflect the minimum overall score required, as well as the lowest score allowed for any band (overall score/lowest band score).

4 For information on combined arts degrees, visit deakin.edu.au/degrees.

5 Recent secondary education applicants include current Year 12 students in 2019, as well as Year 12 graduates from 2018 and 2017.

6 International student entry requirements can be found at deakin.edu.au/ international-students.

7 There are four categories under which non-Year 12 applicants may apply to Deakin:

- **Recent secondary education** applicants include current Year 12 students in 2019, as well as Year 12 graduates from 2018 and 2017.
- **Applicants with work and life experience**.
- **Applicants with Vocational Education and Training (VET) study**.
- **Applicants with higher education study**.

8 There is one category under which non-Year 12 applicants may apply to Deakin:

- **Recent secondary education** applicants include current Year 12 students in 2019, as well as Year 12 graduates from 2018 and 2017.

9 International student entry requirements can be found at deakin.edu.au/ international-students.

10 The 2019 indicative Commonwealth Supported Place (CSP) fee is based on a typical enrolment for an Australian domestic student enrolled in two trimesters of full time study, or 8 credit points, unless otherwise indicated. The fee should be used as a guide only and is subject to change.

11 International students can only commence for a Trimester 1 intake.

12 Trimester 3 intake only offered at the Melbourne Burwood Campus and at the Cloud Campus for international students.

13 This course is not available to international students.

14 Not means published – less than five offers made to recent secondary education applicants.
Contact us

We’re here to help
We have staff at each of our campuses who are more than happy to answer your general queries.

Prospective student enquiries
Domestic students
1800 693 888
myfuture@deakin.edu.au

International students
+61 3 9627 4877
study@deakin.edu.au

Social media at Deakin
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www.studyassist.gov.au
www.myfuture.edu.au
www.youth.gov.au
www.youthcentral.vic.gov.au

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Deakin Hallmarks are prestigious University awards that recognise students’ outstanding achievements at course level, of capabilities that are key to employment success.

Find out more at deakin.edu.au/hallmarks, including how Hallmarks are awarded.

Communication Digital literacy Teamwork Critical thinking Problem solving Self management Global citizenship
DEAKIN OPEN DAY 2019

WARRNAMBOOL
Sunday 4 August
10am–2pm
Princes Highway,
Warrnambool Victoria

GEELONG WAURN PONDS
Sunday 18 August
9am–3pm
75 Pigdons Road,
Waurn Ponds Victoria

GEELONG WATERFRONT
Sunday 18 August
9am–3pm
1 Gheringhap Street,
Geelong Victoria

MELBOURNE BURWOOD
Sunday 25 August
9am–3pm
221 Burwood Highway,
Burwood Victoria

openday.deakin.edu.au

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

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