

A559 GRADUATE CERTIFICATE OF CREATIVE ARTS

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 2 2024

Last updated 18/12/2023

When you first enrol via StudentConnect and go through the enrolment steps, you may be able to simply confirm any units that are pre-populated for you. You can also add any that you need to do, as part of your first year's enrolment – by using the information on this map and in the Handbook.

You must also complete the following compulsory zero (0) credit point units: [DAI001 Academic Integrity Module](#) (0 credit points)

YEAR 1 Year: 2024	Trimester 2				
	Trimester 3				

Note: For further information on which units make up specialisations from the Master of Communications or the Master of Arts (Writing and Literature) please refer to the [handbook entry](#) of this course.

A559 COURSE RULES

- Must pass 4 credit points for course
- Must pass 1 units in {ACA710, ACA712}
- Must pass 1 units in {DAI001}
- Must pass 3 credit points in unit set {Electives, Advertising, Visual Communication Design, Journalism, Professional Writing, Public Relations, Children's Literature, Literary Studies, Digital Media, Creative Writing, Sports Media}

Note: The 3 credit points of electives can be chosen from units within the specialisations of the [Master of Arts \(Writing and Literature\)](#) or the [Master of Communication](#) or the core or electives of the [Master of Creative Arts](#) listed below.

FOR USE ONLY WHEN UNDERTAKING A CONSULTATION WITH A STUDENT ADVISER:

Student ID: _____		Name: _____			
Deakin email: _____			Preferred contact no: _____		
Year commenced:	Period commenced:	eCOE (if applicable):	Campus: _____	Mode: _____	
Student adviser: _____				Date: _____	

Notes

GENERAL INFORMATION

This course map is a guide only. You must also ensure you meet the course rules and structure as set out in the official [University Handbook](#) of the year you commenced your course. This course map has been created to be used electronically.

Not all units are available in all study periods or mode of delivery.

- Full time study is typically three to four units (or credit points) each study period.
- Part time study is typically one to two units (or credit points) each study period – part time study will extend the duration of your studies.
- Trimester 3 is typically an optional study period - unless it's your first study period and/or a compulsory study period for your course.

Unit options can be found in the '[Advanced Unit Search](#)' in the most current year's University Handbook.

If you have applied for or received credit for units as recognition of prior learning (RPL), it may alter the units you need to study.

Please seek advice from a Student Adviser in StudentCentral if you have any queries or need help understanding your course structure and unit options.

A559 GRADUATE CERTIFICATE OF CREATIVE ARTS ELECTIVE UNIT SETS

A559 CORE UNITS (EL-A5591014359)
ACA710 Contemporary Debates in the Creative Arts
ACA712 Transgressive Acts in Cinema, Art, Performance

Completion Rule

- Must pass 1 unit(s) in {ACA710, ACA712}

Electives - Choose 3 credit points of electives from within the Master of Creative Arts, Master of Communication or Master of Arts (Writing and Literature). Other units that may be counted as electives are:

ELECTIVES (EL-A5591010804)
ACA701 Creative Studio A
ACA702 Creative Studio B
ACA710 Contemporary Debates in the Creative Arts
ACA712 Transgressive Acts in Cinema, Art, Performance
ACA715 Creating Your Arts Business
ACF705 Documentary Production Practice
ACG708 Design Thinking and Problem Solving
ACI700 Introduction to Digital Photography
ADS720 Arts and Sports-Based Approaches to Community Development
ALC708 Social Media Content Creation
ECP711 Creativity and the Arts
MMK792 Arts Marketing
MMM790 Arts Management

Completion Rule

- Must pass 3 credit points in {ACA701, ACA702, ACA710, ACA712, ACA715, ACG708, ACI700, ADS720, ALC708, ECP711, MMK792, MMM790}

A559 GRADUATE CERTIFICATE OF CREATIVE ARTS SPECIALISATION UNIT SETS

ADVERTISING (SP-A000096)
ACG703 Design and Digital Skills

[ALC708 Social Media Content Creation](#)

[ALR701 Writing for Brands](#)

[ALR703 Digital Brand Storytelling](#)

[ALR710 Advanced Brand Communication](#)

[ALR733 Advertising Theory and Practice](#)

Completion Rule

- Must pass 4 unit(s) in {ACG703, ALC708, ALR701, ALR703, ALR710, ALR733}

CHILDREN'S LITERATURE (SP-A000055)

[ALL706 Fantasy and Historical Fictions](#)

[ALL708 Graphic Narratives](#)

[ALL721 Writing for Children](#)

[ALL722 Texts for Young Adults](#)

[ALL728 Studies in the Discipline](#)

[ALL743 Foundations in Narrative Theory](#)

[ALL784 Life Writing Now](#)

Completion Rule

- Must pass 4 credit points in {ALL706, ALL708, ALL721, ALL722, ALL784}
- Must pass 2 credit points in {ALL728, ALL743}

Note(s)

ALL728 only available to students enrolled in A764.

CREATIVE WRITING (SP-A000080)

[ALL705 Vision and Revision: Short Stories Now](#)

[ALL721 Writing for Children](#)

[ALL727 Sex, the Body, and American Poetry](#)

[ALL728 Studies in the Discipline](#)

[ALL784 Life Writing Now](#)

[ALW730 Creative Nonfiction: the Personal Essay](#)

[ALW732 Fiction Writing: Story, Structure and Starting Out](#)

[ALW738 Editing](#)

[ALW740 Foundations in Writing](#)

Completion Rule

- Must pass 4 unit(s) in {ALL705, ALL721, ALL727, ALL784, ALW730, ALW732, ALW738}

- Must pass 2 unit(s) in {ALL728, ALW740}

Note(s)

ALW725 only available to students studying A764

DIGITAL MEDIA (SP-A000077)

[ACC717 Media Law and Ethics](#)

[ACG706 Web and Interactive Design](#)

[ACI700 Introduction to Digital Photography](#)

[ALC701 Social Media Collaboration](#)

[ALC702 Making Sense of Communities Online](#)

[ALC703 Digital Curation in the Age of AI](#)

[ALC708 Social Media Content Creation](#)

[ALR703 Digital Brand Storytelling](#)

Completion Rule

- Must pass 4 credit points in {ACC717, ACG706, ACI700, ALC701, ALC702, ALC703, ALC708, ALR703}

JOURNALISM (SP-A000051)

[ACC717 Media Law and Ethics](#)

[ALJ714 Journalism for Social Change](#)

[ALJ715 Multimedia Storytelling](#)

[ALJ716 Writing the News](#)

[ALJ721 Global Journalism](#)

[ALJ722 Investigative and Narrative Journalism](#)

Completion Rule

- Must pass 4 credit points in {ACC717, ALJ714, ALJ715, ALJ716, ALJ721, ALJ722}

LITERARY STUDIES (SP-A000056)

[ALL705 Vision and Revision: Short Stories Now](#)

[ALL706 Fantasy and Historical Fictions](#)

[ALL708 Graphic Narratives](#)

[ALL722 Texts for Young Adults](#)

[ALL727 Sex, the Body, and American Poetry](#)

[ALL728 Studies in the Discipline](#)

[ALL743 Foundations in Narrative Theory](#)

[ALL784 Life Writing Now](#)

Completion Rule

- Must pass 4 unit(s) in {ALL705, ALL706, ALL708, ALL722, ALL727, ALL784}
- Must pass 2 unit(s) in {ALL728, ALL743}

Note(s)

ALL728 only available to students enrolled in A764.

PROFESSIONAL WRITING (SP-A000053)

[ACA715 Creating Your Arts Business](#)

[ALC708 Social Media Content Creation](#)

[ALJ716 Writing the News](#)

[ALL728 Studies in the Discipline](#)

[ALW738 Editing](#)

[ALW739 Publishing](#)

[ALW740 Foundations in Writing](#)

Completion Rule

- Must pass 4 unit(s) in {ACA715, ALC708, ALJ716, ALW738, ALW739}
- Must pass 2 unit(s) in {ALL728, ALW740}

PUBLIC RELATIONS (SP-A000054)

[ALR700 Public Relations Campaigns](#)

[ALR701 Writing for Brands](#)

[ALR704 Reputation Management: Crisis, Risk and Responsibility](#)

[ALR710 Advanced Brand Communication](#)

[ALR718 Public Relations, Activism and Social Change](#)

[ALR731 Public Relations Theory and Practice](#)

[ALR733 Advertising Theory and Practice](#)

[ALR782 Public Affairs and Opinion Formation](#)

Completion Rule

- Must pass 4 credit points in {ALR700, ALR701, ALR704, ALR710, ALR718, ALR731, ALR733, ALR782}

SPORTS MEDIA (SP-A000095)

[ACF701 Television Studio Production](#)

ALC708 Social Media Content Creation
ALJ715 Multimedia Storytelling
ALJ716 Writing the News
ALJ722 Investigative and Narrative Journalism
ALR701 Writing for Brands
ALR704 Reputation Management: Crisis, Risk and Responsibility
ASM700 Introduction to Sports Media
ASM701 Sport Commentary

Completion Rule

- Must pass 3 unit(s) in {ACF701, ASM700, ASM701}
- Must pass 1 unit(s) in {ALC708, ALJ715, ALJ716, ALJ722, ALR701, ALR704}

VISUAL COMMUNICATION DESIGN (SP-A000037)
ACG702 Digital Publishing
ACG703 Design and Digital Skills
ACG706 Web and Interactive Design
ACG708 Design Thinking and Problem Solving
ACG709 Strategic Branding and Design
ACI700 Introduction to Digital Photography

Completion Rule

- Must pass 4 credit points in {ACG702, ACG703, ACG706, ACG708, ACG709, ACI700}