2011 DEAKIN UNIVERSITY POSTGRADUATE INFORMATION NIGHTS

2011 MELBOURNE BURWOOD CAMPUS
Tuesday 4 October 2011 5.00–7.00 pm
Level 2, 501 Bourke Street
Melbourne VIC 3000

2011 MELBOURNE BURWOOD CAMPUS
Tuesday 11 October 2011 5.00–7.00 pm
Building LB, 70 Elgar Road
Burwood VIC 3125

Published by Deakin University August 2011. While the information published in this Guide was accurate at the time of publication, Deakin University reserves the right to alter, amend or delete details of course offerings and other information published here. For the most up-to-date course information please visit our web-site at www.deakin.edu.au.

Media, Communication and Creative Arts

| MELBOURNE | GEELONG | WARRNAMBOOL | OFF CAMPUS | 2012 |

ADVERTISING | ARTS AND ENTERTAINMENT MANAGEMENT | CHILDREN’S LITERATURE | CREATIVE ENTERPRISE | DIGITAL FILM | JOURNALISM | LITERARY STUDIES | MARKETING | MEDIA AND COMMUNICATION | PROFESSIONAL WRITING | PUBLIC RELATIONS | RESEARCH DEGREES |

www.deakin.edu.au
The mixture of disciplines offered within the School of Communication and Creative Arts offers unique opportunities to prepare for the emerging professions of the 21st century.

Combining academic subjects from literature to creative and performing arts, communication, film and digital media, journalism and public relations, our courses offer opportunities for intellectual and artistic exploration together with the professional skills and aptitudes necessary for the flexible workplace of the future.

Our teaching and research are informed by innovative practices, creative thinking and state-of-the-art technologies and methods, and enhanced by the combined academic and professional experience of our staff.

The School offers a broad range of disciplines and programs that are focused on two major professional areas: communication and media, and performing and creative arts.

The School has first-class facilities for the delivery of its programs, including the motion capture studio, Deakin Motion.Lab, at the Melbourne Burwood Campus, a world class HD television studio, a high-tech recording studio and audio and video editing suites for broadcast journalism, radio, and television studies at the Geelong Waurn Ponds Campus.

I look forward to welcoming you to Deakin University.

Professor David Marshall
Head of School
School of Communication and Creative Arts

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**Finding more information**

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<td>This guide provides a list of the postgraduate courses Deakin offers, detailed information about types of postgraduate study, how to apply, our campuses, and study options, such as part time and off campus (distance education). To request a copy phone 1300 DEGREE (1300 334 733) or download at <a href="http://www.deakin.edu.au">www.deakin.edu.au</a>.</td>
<td>Deakin has a range of postgraduate study area booklets. These booklets provide more information about each course, including course structures, career opportunities and unit descriptions.</td>
<td>Visit our web site for more comprehensive information including details of new courses, campuses, facilities, fee and support services at <a href="http://www.deakin.edu.au">www.deakin.edu.au</a>. To search for courses and view unit descriptions visit <a href="http://www.deakin.edu.au/courses">www.deakin.edu.au/courses</a>.</td>
<td>If you require more information or would like to speak with a student adviser, call 1300 DEGREE (1300 334 733). You can also contact us via email: <a href="mailto:enquire@deakin.edu.au">enquire@deakin.edu.au</a>.</td>
<td>There are numerous opportunities to talk face-to-face with Deakin staff at events such as Open Day and Postgraduate Information Nights. See the inside back cover of this guide for details.</td>
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Contents

Using this booklet
This booklet provides you with detailed information about Deakin’s postgraduate courses in Media, Communication and Creative Arts (for domestic students), including course overviews, course structures, career opportunities and detailed descriptions of individual units at the back of the booklet.

It is designed to be read in conjunction with the 2012 Postgraduate Course Guide, which gives an overview of Deakin’s postgraduate courses, detailed information about types of postgraduate study, how to apply, our campuses, student support services and study options such as part time and off campus (distance education).

Once you have chosen the course you want to study, applying to study at Deakin is easy. You can apply online, track the progress of your application and accept your offer at www.deakin.edu.au/apply.

Deakin University also produces course guides specifically for international students. To request a copy, phone Deakin International on 03 9244 5095.

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About postgraduate study

What is postgraduate study?
Postgraduate courses are for students who have completed an undergraduate degree or for those with significant work experience. You can start postgraduate studies to advance your career or change direction to a completely new field. Postgraduate study can also give you the opportunity to pursue a personal interest in a subject or discipline area. In particular, it can allow you to extend your undergraduate studies through research degrees where you can pursue your own theories or ideas at a high conceptual level. You may undertake postgraduate study by coursework or research. The best option for you will depend on your reasons for studying.

What are coursework programs?
A postgraduate coursework degree typically involves a series of units, with specific coursework and assessments. Our postgraduate coursework programs give you the opportunity to complete a graduate certificate (designed to enable you to develop skills in a specialised area not necessarily related to your undergraduate degree), graduate diploma (more specialised and generally vocationally-focused) or masters by coursework (intensive course in which the qualification is directly relevant to your career) in a structured learning format.

What are research degrees?
A research degree involves completing an approved program of research under the guidance of one or more supervisors within a prescribed time period. Research degree programs encourage you to develop independent research skills and are for students who want to pursue their own theories and ideas at a high conceptual level. Deakin offers three types of research degrees – masters by research (usually involving some coursework and a thesis of not more than 50 000 words), Doctor of Philosophy (PhD) (usually involving some coursework and a thesis of not more than 100 000 words) and Doctor of Psychology (combining a research project, coursework and structured research tasks that are specifically related to professional practice and are often carried out in the workplace).

Flexible delivery
Deakin's postgraduate courses are designed to be flexible so you can study when and where it suits you. You don't have to be a full-time, on-campus student to gain a postgraduate qualification at Deakin. We offer a range of study options and modes to choose from, including off-campus study.

Find out what will best suit you in the Choose how you study section on page 30, or get in touch using the contact details at the back of this booklet.

What is Credit for Prior Learning?
Credit for Prior Learning is credit granted towards your Deakin course for relevant approved study or work experience. There are two aspects to Credit for Prior Learning:
» credit may be transferred to your Deakin program from completed or partly completed studies you have undertaken at other accredited institutions; and
» credit may be granted on the basis of knowledge and skills acquired through uncredentialled learning.

Benefits of postgraduate study
No matter what stage of your career you are at, postgraduate study can help you stand out in the marketplace and expand your networks. Research found the main benefits of postgraduate study are:
» increased income – on average, people with postgraduate qualifications earn as much as $18 000 more per year compared to those with only a bachelors degree (Postgraduate Destinations 2007, produced by Graduate Careers Australia)
» increased job satisfaction – a 2010 survey* found that students who completed Deakin postgraduate programs increased their job satisfaction by 93 per cent within 12 months
» career advancement – a 2010 survey* of Deakin graduates found that 42 per cent attained a more senior position within 12 months of completing their postgraduate studies.

* Research conducted by First Point Research and Consulting in 2010.
Student support services
Deakin University offers a complete range of services and programs to support students throughout their studies.

» Study advice – including time management, reading and note-taking, developing your academic English, avoiding plagiarism, critical thinking, writing essays and reports, class presentations and exam preparation.

» Career development and employment – including career guidance, job search assistance, and interview and resume skills training.

» Counselling and personal support – professional and experienced counsellors provide free, confidential counselling where personal concerns or stresses are affecting your studies.

» Financial support – including interest-free loans, grants, food vouchers and rental assistance.

» Religious services – including spiritual counselling, faith support services and worship and prayer spaces.

» Medical centre – medical and nursing healthcare and advice to students across all campuses, including GP consultations, vaccinations, tests and screenings and referrals to specialists.

» Library – access more than 1.47 million books, journals, newspapers, videos, CDs and DVDs across the campus libraries. Off-campus students located in Australia may have print material from any campus library sent to their nominated address free of charge. Many of the library’s resources are also available online.

» IT at Deakin – all students can access 24-hour computer laboratories on each campus, and email and internet access for study purposes.

» Disability services – the Disability Resource Centre can provide students who have a health condition or a disability (long term or temporary) that affects access or ability to study, with alternative assessment arrangements, academic support workers, study materials in accessible formats and help with assistive technology.

For more information about postgraduate study at Deakin, please refer to the 2012 Postgraduate Course Guide or visit www.deakin.edu.au/postgrad.

Deakin Motion.Lab

The Deakin Motion.Lab is a centre for creative research into technology and performance, as well as movement analysis of physically demanding professions such as dance and sport. The centre also teaches motion capture within Deakin’s animation program, and provides commercial motion capture services to Industry.

The Deakin Motion.Lab is used by Deakin University’s Centre for Memory Invention and Imagination (CMII), a Strategic Research Centre which uses creative arts to research social and environmental issues.

For more information on the CMII, please visit www.deakin.edu.au/arts-ed/research/cmii.

For more information on the Deakin Motion.Lab, please visit www.deakin.edu.au/motionlab.
Deakin's postgraduate courses in media and communication cover a range of study areas including advertising, children's literature, creative enterprise, film and video, journalism, literary studies, media and communication, motion capture, professional writing and public relations. Within these study areas courses are offered at graduate certificate, graduate diploma and masters levels, as well as research degrees.

**Advertising**
Deakin offers postgraduate studies in advertising through a Master of Communication with a specialisation in advertising. This specialisation will provide you with a theoretical background along with the practical skills to ensure you can successfully engage in many roles available in the advertising industry. Through coursework you will develop individual responsibility, creative processes, critical analysis and the capacity to undertake advertising projects and campaigns. This course is unique in that it combines creative arts development with advertising communication strategies.

**Arts and entertainment management**
The arts and entertainment areas are booming, creating a demand for qualified graduates to manage festivals, mega-events, community events, facilities, publishing houses, music venues, performing arts, visual arts, film and video, radio and television, cultural heritage and museums, and communications technology organisations.

Our courses are structured within the framework of a business education, emphasising management, marketing and finance, with a series of industry-specific projects ideal for those working in the cultural industry. On successful completion of the Master of Arts and Entertainment Management you will be able to apply for membership of the Australian Institute of Arts Management.

**Children's literature**
Children's literature is central to childhood development beyond the traditional notions of literacy and learning. Children engage with stories in the form of books, films and new media, and from these texts they learn ways to interpret their world and develop models for participating in their culture. Understanding the messages and agendas in texts for children is essential if we are to help children navigate the complexities of the contemporary world. The children's literature suite of postgraduate courses will equip a range of professionals who work with children, including writers, teachers, librarians and carers, to effectively mediate between texts and children.

**Creative enterprise**
How do film producers or directors, creative photographers, novelists, performers or animators find the time to develop detailed project proposals and plans? How do they generate innovative ideas, work with other collaborators and network with industry to keep up with the latest trends? These are expectations of the creative enterprise entrepreneur.

Deakin University has worked with industry associates and successful practitioners to ensure that the Master of Arts (Creative Enterprise) actively addresses these questions.

This course provides intensive training in developing a new creative venture or specific project. It includes business and strategic planning in the creative industries, alongside creative practice and development in writing, publishing, new media, performance and/or film. It culminates in the development of a start-up creative enterprise or production outcomes for a creative project such as a book, film or installation.

**Digital film**
Deakin University's digital film courses provide varied and diverse opportunities to create content using Deakin's state of the art technologies including Deakin Motion.Lab, Australia's largest and most sophisticated motion capture studio.

These unique programs offer units that specialise in building on practical skills that match the opportunities for short film exhibitions throughout Australia and overseas. These are the only postgraduate programs in Victoria that are professionally oriented to give you the in-course experience of making short films. Through Deakin's network of international partners, the courses also offer the opportunity for international exchanges, study tours, internships and producing projects internationally.

The programs are designed to cater for those who have studied film studies, mass media or media arts at the undergraduate level, and graduates with no background but a keen interest in film and video production.

At the completion of the course, you will have a range of folio work through which you can demonstrate the conceptual, creative, collaborative and practical skills you have acquired. The internship and international project opportunities available through the course will also assist you to identify opportunities for work and where your place in film and video production may be.

**Journalism**
Deakin's journalism courses develop the analytical skills necessary for reporting events in context, with the aim to prepare journalists for the challenges of the twenty-first century.

The courses enable graduates to move across professional fields by building upon student knowledge bases. They are also designed for people working in the journalism industry who are seeking to upgrade their qualifications or to refresh or advance their professional skills.
Literary studies
Deakin’s literary studies courses are designed for people with professional and personal interests in literature and creative writing who are seeking further professional qualifications while working. These courses provide the opportunity to study, at an advanced level, a number of topics related to English or literary studies.

The courses are designed for professionals working in fields requiring high-level analytical and writing skills, such as teaching, the public service and fields related to the publishing industry where flexibility and multi-skilling enhance employment opportunities.

Marketing
Deakin’s postgraduate marketing program comprises specialist, professional courses for graduates who have not studied marketing previously. Students will gain an understanding of the theoretical, practical and research frameworks that underpin marketing, and will develop the research, strategy and communication skills crucial in each of the key areas of marketing. Distinctive electives are available in sports marketing, arts marketing and public relations. The courses allow students to build skills in market research and data analysis, as well as in specialised areas such as customer service, online marketing and international marketing. The Graduate Certificate of Marketing is a pathway to the Master of Marketing.

Media and communication
The media and communication program at Deakin is distinctive because of its cross-disciplinary perspective underpinning a broad mix of subjects. You can choose from a wide range of units that suit your particular interests.

In addition to the traditional public relations and media positions, graduates also find employment in the specialised areas of: public affairs, print, radio, TV, online journalism, corporate affairs, advertising, marketing communications, online editing, publishing, community relations, customer relations, investor relations, employee relations, publicity, government relations, media relations, and crisis and issues management.

Professional writing
Deakin’s professional writing courses have been created specifically for graduates of other disciplines, with an emphasis on helping you develop the skills required to prepare work for publication.

The course encompasses studies in creative non-fiction, fiction, poetry, editing and scriptwriting.

You will be given practical experience in the process of writing and revision, and will develop an understanding of the requirements of writing and editing for different readerships.

Public relations
Deakin University’s public relations courses aim to provide you with the ability to design and implement public relations campaigns, contribute to the management of organisations, conduct appropriate research, understand the role of public relations in contemporary society, and appreciate the social, administrative, cultural and ethical implications of public relations activity.

These courses are designed as an initial professional qualification for those practitioners working in public relations who wish to update their tertiary qualifications. They are also designed to equip graduates, with limited experience in the workplace, with the knowledge, skills and understanding to obtain challenging positions in the expanding field of public relations.

The Graduate Diploma of Public Relations is accredited by the Public Relations Institute of Australia (PRIA). Accreditation is a benchmark by which public relations/communication courses in tertiary education institutions are shown to have a level of performance, integrity and quality that entitles them to the confidence of the educational community and to the public relations industry that they prepare graduates effectively for the profession.

Continued on next page …
Careers
Due to the diverse range of Media, Communication and Creative Arts courses, several career opportunities are available. You may find employment in private companies, government, non-government organisations, the diplomatic corps, the media, creative media companies, and education, in roles such as:

- activist
- communications officer
- journalist
- public relations consultant
- research officer
- teacher.

Organisations that have employed our graduates include:

- Fairfax Community Network
- Multicultural Arts Victoria
- Ogilvy Public Relations Worldwide.

About Media, Communication and Creative Arts

‘I am delighted to have employed Deakin graduates. The content of the undergraduate and postgraduate professional communications courses is a great fit for local government.

The public relations practice at Deakin is fresh and enquiring. This is what is needed in the ever changing communications and community engagement fields.

We would love to hear from other Deakin graduates because the fit with our organisation is just so good.’

Deb Ganderton
Executive Manager
Communications and Engagement
City of Boroondara
## Media, Communication and Creative Arts
### Postgraduate Coursework Degrees

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<tr>
<td>Graduate Certificate of Digital Film</td>
<td>A518</td>
<td></td>
<td>T1, T2</td>
<td>$9065</td>
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<td>T1, T2</td>
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<td>Graduate Certificate of Children's Literature</td>
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<td>Graduate Diploma of Children's Literature</td>
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<td>T1, T2</td>
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<td>Graduate Certificate of Public Relations</td>
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<td>Graduate Diploma of Public Relations</td>
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**Note:**
Information correct at June 2011. Deakin University reserves the right to alter, amend or delete course offerings and other information listed.

1. Fees quoted are for Australian domestic students and should be used as a guide only. Fees are based on a typical enrolment in one year of full-time study. All fees quoted are for Fee-Paying Places, unless indicated CSP (Commonwealth Supported Place). Actual tuition fee charged may depend on the units studied and are subject to change. Masters program students please note: where the length of the Masters program is 12 units or 1.5 years of full-time study equivalent, the indicative fee paid may not be a full fee for the course. For further fee information, including information about the FEE-HELP loan program, see page 32 or www.deakin.edu.au/fees.

2. Most courses start in Trimester 1. This column indicates whether you have the option of commencing your studies in Trimester 2 or Trimester 3. Not all units are offered in every trimester.

**Key:**
- 1. Course duration in years
- 2. Melbourne Burwood Campus
- 3. Geelong Waterfront Campus
- 4. Geelong Waurn Ponds Campus
- 5. Warrnambool Campus
- 6. Off campus
James Cameron has 50, Peter Jackson is using 30 to film *The Hobbit* and now, budding filmmakers at Deakin University will be able to work with the filmmaker’s dream – a RED EPIC camera.

Deakin is one of the first universities in the world to have these cameras, with four having been delivered to the University’s School of Communication and Creative Arts.

Simon Wilmot, coordinator of Deakin’s Master of Digital Film course says the cameras are being hailed as the best in the world.

‘The creation of the EPIC has been the most discussed and watched development in the world of film technology. Every aspiring filmmaker has heard about EPIC and dreamt of the possibilities.’

Mr Wilmot explains that the EPIC is the realisation of a dream by the makers, RED Digital Cinema, to provide the world with a true digital successor to film.

‘The camera is small enough to be handheld, boasts 5K resolution (six times the resolution of HD video) and is capable of shooting up to 120 frames per second in 5K mode. EPIC is the motion picture camera of the future.’

‘We have been following the progress of RED for some years now and are excited that the company offered us this unique opportunity. This is a defining moment for Deakin, its future filmmakers and staff. It illustrates our advanced technical capabilities and sets us apart from every other film school in the world.’
Graduate Certificate of Digital Film

Course code: A518

Admission requirements: a bachelor’s degree from an approved tertiary institution, or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

This program caters for graduates with no background in film and video production, but is also designed to offer postgraduate depth at an advanced project level to those with undergraduate qualifications in film.

The Graduate Certificate of Digital Film offers you an opportunity to make a short film in a supportive environment. Choosing from a wide range of units, you will gain specialist knowledge and skills which can be applied to the production of your film in the Major Creative Project unit. See also Graduate Diploma of Digital Film.

Course Structure

You must complete 4 credit points of study from the list below, including core unit ACM712 Writing with the Camera undertaken in your first trimester of enrolment:

Core unit
Trimester 1 and 2
ACM712 Writing with the Camera

Elective units
Trimester 1
ACC707 Developing a Project: Ideas to Scripts
ACM702 Directing: Techniques and Aesthetics
ACM703 Cinematography
ACM704 Film and Video Editing
ACM717 Television Commercial Production
ACM725 Effects, Graphics and Compositing
AMC702 Animating Motion
AMC703 Digital Puppetry

Trimester 2
ACM710 Film Business
ACM716 Building Creative Teams
ACM718 Documentary Methods and Theory
ACM733 My Story: Autobiographical and Experimental Video Production

Trimester 1 and 2
ACM713 Genre Form and Structure
AMC701 Motion Capture Boot Camp

FOR MORE INFORMATION VISIT

Graduate Diploma of Digital Film

Course code: A618

Admission requirements: a bachelor’s degree from an approved tertiary institution, or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

The Graduate Diploma of Digital Film is professionally oriented, offering a wide range of units in film and video production practices as well as subjects in the humanities. You will undertake projects in a range of contemporary forms that will enable you to complete a short film, or to develop specific skills such as cinematography that can be applied in production, or to work in a variety of short film genres.

Course structure

You must complete 8 credit points of study from the list below, including core unit ACM712 Writing with the Camera undertaken in your first trimester of enrolment:

Core unit
Trimester 1 and 2
ACM712 Writing with the Camera

Elective units
Trimester 1
ACC707 Developing a Project: Ideas to Scripts
ACM702 Directing: Techniques and Aesthetics
ACM703 Cinematography
ACM704 Film and Video Editing
ACM717 Television Commercial Production
ACM725 Effects, Graphics and Compositing
AMC702 Animating Motion
AMC703 Digital Puppetry

Trimester 2
ACM710 Film Business
ACM716 Building Creative Teams
ACM718 Documentary Methods and Theory
ACM733 My Story: Autobiographical and Experimental Video Production

Trimester 1 and 2
ACM713 Genre Form and Structure
ALX721 Creative Industries Internship**
AMC701 Motion Capture Boot Camp

Trimester 1, 2 and 3
ACM737 Creative Arts International Project or Study Tour

** Also offered in Trimester 3.
Master of Digital Film

Course code: A718

Admission requirements: a bachelor’s degree from an approved tertiary institution, or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

The Master of Digital Film provides you with greater scope to create content across evolving and diverse distribution platforms, and to acquire the entrepreneurial skills necessary to create your own employment.

There is no other course in the Victorian tertiary providers market at a masters level that is professionally oriented, giving you the in-course experience of making short films that are ‘festival ready’ for potential promoters and producers.

By enrolling in the Master of Digital Film, you have the freedom and flexibility to explore ideas and interests in the humanities – providing a rich foundation upon which to build your professional film and video practices.

Course structure

You must complete 12 credit points of study from the list below, including core units ACM712 Writing with the Camera (which must be undertaken in your first trimester of enrolment) and ACM723 Visual Research: Theory and Methodology and at least 2 credit points of research project units:

Core units
Trimester 1 and 2
ACM712 Writing with the Camera
ACM723 Visual Research: Theory and Methodology

Research project units
ALX720 Minor Research Project (2 credit points)
or
ALX715 Research Project A (2 credit points)
and
ALX716 Research Project B (2 credit points)

Elective units
Trimester 1
ACC707 Developing a Project: Ideas to Scripts
ACM702 Directing: Techniques and Aesthetics
ACM703 Cinematography
ACM704 Film and Video Editing
ACM717 Television Commercial Production
ACM725 Effects, Graphics and Compositing
AMC702 Animating Motion
AMC703 Digital Puppetry

Trimester 2
ACM710 Film Business
ACM716 Building Creative Teams
ACM718 Documentary Methods and Theory
ACM733 My Story: Autobiographical and Experimental Video Production

Trimester 1 and 2
ACM713 Genre Form and Structure
ALX721 Creative Industries Internship**
AMC701 Motion Capture Boot Camp

Trimester 1, 2 and 3
ACM737 Creative Arts International Project or Study Tour

Note: If you wish to submit a film production proposal as a research project you must have successfully completed ACC707 and ACM713 or equivalent undergraduate units.

** Also offered in Trimester 3.

Graduate Certificate of Journalism

Course code: A549

Admission requirements: a bachelor’s degree from an approved tertiary institution, or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

Postgraduate journalism courses provide an intensive practical component, ensuring strong job-entry skills. The courses will enhance journalistic creative and critical thinking skills, which are essential to progression in this vibrant profession, and will also prepare you for the challenges you will face by helping develop the analytical skills necessary for reporting events in context.

See also Graduate Diploma of Journalism.

Course structure

You must complete 4 credit points of study from the list below:

Trimester 1
ALJ710 Multimedia Reporting
ALJ728 Feature Writing
ALJ729 Newsroom Practice
ALR715 New Ventures in Creative Enterprise

Trimester 2
ACE707 Imaging for Media
ALJ722 Journalism in Contemporary Society
ALJ724 Law, Media and Communication
ALJ725 Editing and Design in a Multiple Media Environment

FOR MORE INFORMATION VISIT www.deakin.edu.au/arts-ed/film-video
For Sharon Green, it was the flexibility of Deakin’s Master of Communication (Journalism) program which most attracted her to the course. ‘No other university could offer this range of flexibility which I found crucial as my working and personal circumstances changed, and while I juggled many other commitments around my studies,’ she says.

Sharon says the course also helped her to clearly define what she wanted to achieve in her chosen profession of freelance journalism and provided her with the skills she needed to manage a small business.

Deakin’s industry connections also meant obtaining some hands-on experience, facilitating her participation in newspaper internship programs and a three month placement at an online magazine.

‘This gave me the opportunity to work with new editors, build my portfolio and further develop my working capacity as a freelance journalist.’

Sharon, who has already written for a range of national and local publications, as well as worked as a news reporter at Fairfax Media, says she loves the variety that comes with her job.

‘I’m always learning something new. As a journalist, I think I have a rare privilege because my job allows me to meet interesting people and share in their stories. That’s what I truly love about what I do.’

‘No other university could offer this range of flexibility which I found crucial as my working and personal circumstances changed, and while I juggled many other commitments around my studies.’
Coursework degrees

Graduate Diploma of Journalism

Course code: A649

Admission requirements: a bachelors degree from an approved tertiary institution or equivalent qualifications.

Deakin's Graduate Diploma of Journalism is designed for people working in the journalism industry who are seeking to upgrade their qualifications or to refresh or advance their professional skills. You will be provided with an intensive practical component, ensuring strong job-entry skills.

Following the successful completion of the Graduate Diploma of Journalism you can continue your studies and gain credit in Deakin's Master of Communication.

See also Graduate Certificate and Graduate Diploma of Media and Communication, Graduate Certificate and Graduate Diploma of Public Relations and the Master of Communication.

Course structure

You must complete 8 credit points of study, comprising 4 credit points of ALJ-coded journalism units, and 4 credit points of elective units from the remaining journalism units and/or from the following disciplines:

- advertising
- children's literature
- journalism
- literary studies
- media and communication
- professional writing
- public relations.

If you complete a specialisation of 4 credit points, you will have the specialisation indicated on your academic transcript. You can exit this course early (after 4 credit points) and receive a Graduate Certificate of Journalism.

Trimester 1
- ALJ710 Multimedia Reporting
- ALJ728 Feature Writing
- ALJ729 Newsroom Practice
- ALR715 New Ventures in Creative Enterprise

Trimester 2
- ACE707 Imaging for Media
- ALJ722 Journalism in Contemporary Society
- ALJ724 Law, Media and Communication
- ALJ725 Editing and Design in a Multiple Media Environment

Details of specialisations

Advertising

Trimester 1
- ALJ724 Law, Media and Communication
- ALR715 New Ventures in Creative Enterprise
- ALR733 Advertising Theory and Practice

Trimester 2
- ACE701 Developing Arts Audiences
- ACE707 Imaging for Media
- ALC714 Advertising: Designing Desires
- ALR710 Marketing Communication
- ALR732 Research Methods for Contemporary Society

Trimester 1 and 2
- ALX711 Research Project (4 credit points)
- ALX715 Research Project A (2 credit points)
- ALX716 Research Project B (2 credit points)
- ALX720 Minor Research Project (2 credit points)
- ALX721 Creative Industries Internship**

Children's literature

Core units

Trimester 1
- ALL702 Criticism of Literature for Children: A Variety of Approaches

Trimester 2
- ALL743 Narrative Theory and Children's Literature

Elective units

Trimester 1
- ALL701 Origins in Children's Literature
- ALL721 Driven to Write

Trimester 2
- ALL708 The Picture Book: Reading and Writing
- ALL722 Texts for Young Adults

Journalism

Trimester 1
- ALJ710 Multimedia Reporting
- ALJ724 Law, Media and Communication
- ALJ726 Feature Writing
- ALJ729 Newsroom Practice
- ALR715 New Ventures in Creative Enterprise

Trimester 2
- ACE707 Imaging for Media
- ALJ722 Journalism in Contemporary Society
- ALJ725 Editing and Design in a Multiple Media Environment
- ALR732 Research Methods for Contemporary Society

Trimester 1 and 2
- ALX711 Research Project (4 credit points)
- ALX715 Research Project A (2 credit points)
- ALX716 Research Project B (2 credit points)
- ALX720 Minor Research Project (2 credit points)
- ALX721 Creative Industries Internship**

** Also offered in Trimester 3.
Literary studies
Elective units
Trimester 1
ALL706 Histories, Fictions
ALL721 Driven to Write
ALL755 The Other Side of the World: Literature of Sadness – The Body – Mind in Crisis
ALR715 New Ventures in Creative Enterprise

Trimester 2
ALL705 Short Stories: Writers and Readers**
ALL722 Texts for Young Adults
ALL771 Postmodern Fiction and Popular Culture
ALL783 Life Writing: Theory and Practice
ALL784 Writing and Film
** Also offered in Trimester 3.

Media and communication
Core unit
Trimester 1
ALC706 Culture, Communication and Globalisation: Critical Practices in and Local Cultures

Elective units
Trimester 1
ACM717 Television Commercial Production
ACM730 Images, Symbols and Identity
ALC705 Organisational Communication: Culture, Diversity, Technology and Change
ALJ724 Law, Media and Communication
ALR715 New Ventures in Creative Enterprise
ALW729 Writing for Communication Media

Trimester 2
ACM701 Global Media and War
ACM716 Building Creative Teams
ACM718 Documentary Methods and Theory
ACM727 Media Design
ALC733 My Story: Autobiographical and Experimental Video Production
ALR732 Research Methods for Contemporary Society

Trimester 1 and 2
ALX711 Research Project (4 credit points)
ALX715 Research Project A (2 credit points)
ALX716 Research Project B (2 credit points)
ALX720 Minor Research Project (2 credit points)
ALX721 Creative Industries Internship**
** Also offered in Trimester 3.

Professional writing
Elective units
Trimester 1
ALL706 Histories, Fictions
ALR715 New Ventures in Creative Enterprise
ALW729 Writing for Communication Media
ALW730 Creative Non-Fiction Writing A
ALW732 Fiction Writing: Story, Structure and Starting Out
ALW734 Script Writing A
ALW736 Poetics of Writing A
ALW738 Editing

Trimester 2
ACM733 My Story: Autobiographical and Experimental Video Production
ALL705 Short Stories: Writers and Readers**
ALW720 Travel Writing
ALW731 Creative Non-Fiction Writing B
ALW733 Fiction Writing: Ideas and Innovations
ALW735 Script Writing B
ALW737 Poetics of Writing B
ALW739 Publishing
ALR732 Research Methods for Contemporary Society

Trimester 1 and 2
ALX711 Research Project (4 credit points)
ALX715 Research Project A (2 credit points)
ALX716 Research Project B (2 credit points)
ALX720 Minor Research Project (2 credit points)
ALX721 Creative Industries Internship**
** Also offered in Trimester 3.

Trimester 3
ALW749 Crossing Borders – in Country Travel and Research Project*

Note: You may complete any combination of units, however B units require A units as prerequisites.
* Offered in alternate years 2013, 2015.
** Also offered in Trimester 3.

Public relations
Note: If you wish to qualify for membership of the Public Relations Institute of Australia (PRIA) you must select 6 credit points of ALR-coded units including ALR700, ALR704, ALR731 and ALR732.

Elective units
Trimester 1
AIP740 Public Policy Analysis
ALR704 Public Relations Management
ALR706 Online Public Relations and Communication
ALR715 New Ventures in Creative Enterprise
ALR731 Public Relations Theory and Practice
ALR733 Advertising Theory and Practice
ALR782 Public Affairs and Opinion Formation

Trimester 2
ALR700 Public Relations Campaigns
ALR701 Public Relations Writing and Tactics
ALR710 Marketing Communication
ALR718 New Activism, Communication and Citizenship^†
ALR732 Research Methods for Contemporary Society

Trimester 1 and 2
ALX711 Research Project (4 credit points)
ALX715 Research Project A (2 credit points)
ALX716 Research Project B (2 credit points)
ALX720 Minor Research Project (2 credit points)
ALX721 Creative Industries Internship**
† Not offered in 2012.
** Also offered in Trimester 3.

FOR MORE INFORMATION VISIT www.deakin.edu.au/arts-ed/comm
Graduate Certificate of Literary Studies
Course code: A535
Admission requirements: a bachelors degree from an approved tertiary institution, or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

The Graduate Certificate of Literary Studies allows you to study, at an advanced level, several topics related to English or literary studies. These include the ways in which the discipline was constituted in the late nineteenth and early twentieth centuries and is now being reconstituted to reflect social and cultural change; generic traditions and variations; oral and written forms; creative and critical approaches; variations related to gender and age.

Course structure
You must complete 4 credit points of study from the list below:

Trimester 1
ALL721 Driven to Write
ALL755 The Other Side of the World: Literature of Sadness – The Body – Mind in Crisis

Trimester 2
ALL705 Short Stories: Writers and Readers*
ALL706 Histories, Fictions
ALL722 Texts for Young Adults
ALL771 Postmodern Fiction and Popular Culture
ALL783 Life Writing: Theory and Practice
ALL784 Writing and Film

* Also offered in Trimester 3.

Graduate Diploma of Literary Studies
Course code: A635
Admission requirements: a bachelors degree from an approved tertiary institution, or qualifications deemed to be equivalent.

The Graduate Diploma of Literary Studies allows you to study, at an advanced level, several topics related to English or literary studies. These include the ways in which the discipline was constituted in the late nineteenth and early twentieth centuries and is now being reconstituted to reflect social and cultural change; generic traditions and variations; oral and written forms; creative and critical approaches; variations related to gender and age.

The course is designed for professionals working in fields requiring high analytical and writing skills, such as teaching, the public service and fields relating to the publishing industry where flexible and multi-skilling enhance employment opportunities. Units studied in the Graduate Certificate and Graduate Diploma of Literacy Studies gain credit in Deakin’s Master of Arts (Writing and Literature). See also Master of Arts (Writing and Literature) and Master of Communication.

Course structure
You must complete 8 credit points of study comprising 4 credit points of literary studies units selected from the specified list below; and 4 credit points of elective units selected from the remaining literary studies units and/or from the following disciplines:

» advertising
» children’s literature
» journalism
» literary studies
» media and communication
» professional writing
» public relations.

See the Graduate Diploma of Journalism (A649) pages 12–13 for units available in the disciplines above.

If you complete a specialisation of 4 credit points, you will have the specialisation indicated on your academic transcript.

Trimester 1
ALL721 Driven to Write
ALL755 The Other Side of the World: Literature of Sadness – The Body – Mind in Crisis

Trimester 2
ALL705 Short Stories: Writers and Readers**
ALL706 Histories, Fictions
ALL722 Texts for Young Adults
ALL771 Postmodern Fiction and Popular Culture
ALL783 Life Writing: Theory and Practice
ALL784 Writing and Film

** Also offered in Trimester 3.
Graduate Certificate of Children’s Literature

**Course code:** A562

**Admission requirements:** a bachelors degree from an approved tertiary institution, or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

Become familiar with a broad range of texts, taking account of variations of genre, the historical and cultural contexts in which children’s texts are produced, and the ideological frameworks in which they are located. The course units advance knowledge through an introduction to contemporary critical theory and are regularly reviewed to ensure they remain relevant to the professional lives of students and graduates. See also Graduate Diploma of Children’s Literature.

**Course structure**

You must successfully complete 4 credit points of study comprising 2 credit points of core units and 2 credit points of elective units selected from a specified list.

See the Graduate Diploma of Children’s Literature page 16 for unit details.

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Professor Clare Bradford, Director of the Centre for Memory, Imagination and Invention (CMII), is one of Deakin University’s pre-eminent researchers.

Prof. Bradford has just returned from the University of Winnipeg where she was awarded the first $225 000 Trudeau Visiting Fellowship Prize from the Pierre Elliott Trudeau Foundation.

Prof. Bradford’s research examines the interplay between children’s literature and the social practices it represents and advocates. She has focussed especially on representations of Indigenous peoples and cultures in children’s texts, and on Indigenous textuality for children, publishing two books on this topic: *Reading Race: Aboriginality in Australian Children’s Literature* (2001), and *Unsettling Narratives: Postcolonial Readings of Children’s Literature* (2007), in addition to many essays.

‘Children’s literature research is a relatively new field of study, and has often struggled to gain scholarly standing, despite the fact that books for children and adolescents comprise a significant proportion of published works and children’s literature courses attract large and growing numbers of students,’ says Prof. Bradford.

‘Children’s books are of great importance because they introduce and advocate ideas and values to children. By examining the books provided to children in any culture, we can discern what kind of society adults propose to young readers, and what behaviours and attitudes are deemed desirable and undesirable.’
Graduate Diploma of Children's Literature

Course code: A641

Admission requirements: a bachelors degree from an approved tertiary institution, or qualifications deemed to be equivalent.

Become familiar with a broad range of texts, taking account of variations of genre, the historical and cultural contexts in which children's texts are produced, and the ideological frameworks in which they are located. The course will introduce you to contemporary theoretical approaches to the study of children's texts, so beyond the span of the course itself you will be equipped to read texts in a more informed and theoretically grounded manner.

The courses are designed by Professor Clare Bradford, an international prize-winning scholar in the field of children's literature research. Throughout the course you will engage with current techniques of critical analysis that are responsive to cultural shifts, generational changes and the globalised marketplace of texts for children.

Children's literature also gives you a unique opportunity to combine your studies with professional writing and literary studies, or other professional communication studies such as journalism, public relations, media and communication.

Units studied in the Graduate Certificate and Graduate Diploma of Children's Literature gain credit in Deakin's Master of Arts (Writing and Literature). See also Graduate Certificate of Children's Literature and Master of Arts (Writing and Literature).

Course structure

You must complete 8 credit points of study comprising 2 credit points of compulsory core units; 2 credit points of children's literature units selected from the specified list below; and 4 credit points of elective units selected from the remaining children's literature units and/or from the following disciplines:

- advertising
- children's literature
- journalism
- literary studies
- media and communication
- professional writing
- public relations.

See the Graduate Diploma of Journalism (A649) pages 12–13 for units available in the disciplines above.

Core units

Trimester 1
ALL702 Criticism of Literature for Children: A Variety of Approaches

Trimester 2
ALL743 Narrative Theory and Children's Literature

Elective units

Trimester 1
ALL701 Origins in Children's Literature
ALL721 Driven to Write

Trimester 2
ALL708 The Picture Book: Reading and Writing
ALL722 Texts for Young Adults

FOR MORE INFORMATION VISIT
www.deakin.edu.au/arts-ed/childrenlit
Graduate Certificate of Media and Communication

Course duration in years
Part time
Melbourne Burwood Campus
Geelong Waterfront Campus
Geelong Waurn Ponds Campus
Warrnambool Campus
Off campus

Admission requirements: a bachelor's degree from an approved tertiary institution, or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

The Graduate Certificate of Media and Communication is based on the integration of several disciplines and emphasises commonalities of practices and institutions in different sectors of the industry. This distinctive interdisciplinary and cross-disciplinary perspective underpins a broad mix of subjects, in contrast to the narrow focus of other vocational courses, and is designed to match the dynamic and unpredictable nature of the industry. See also Graduate Diploma of Media and Communication.

Course structure
You must complete 4 credit points of study, comprising one compulsory core unit and three elective units.

Core unit
Trimester 1
ALC706 Culture, Communication and Globalisation: Critical Practices in/and Local Cultures

Elective units
Trimester 1
ACM717 Television Commercial Production
ACM730 Images, Symbols and Identity
ALC705 Organisational Communication: Culture, Diversity, Technology and Change
ALW729 Writing for Communication Media

Trimester 2
ACM701 Global Media and War
ACM716 Building Creative Teams
ACM718 Documentary Methods and Theory
ACM727 Media Design
ACM733 My Story: Autobiographical and Experimental Video Production
ALJ724 Law, Media and Communication
ALR732 Research Methods for Contemporary Society

Trimester 1 and 2
ACM723 Visual Research: Theory and Methodology

Note: Not all units are available at the Melbourne Burwood Campus or off campus. Please check availability of units.

FOR MORE INFORMATION VISIT www.deakin.edu.au/arts-ed/comm

Graduate Diploma of Media and Communication

Course code: A639

Admission requirements: a bachelor's degree from an approved tertiary institution or equivalent qualifications.

Deakin's Graduate Diploma of Media and Communication integrates several disciplines and emphasises commonalities of practices and institutions in different sectors of the industry. This distinctive interdisciplinary and cross-disciplinary perspective underpins a broad mix of subjects, in contrast to the narrow focus of other vocational courses.

Following the successful completion of the Graduate Diploma of Media and Communication you can continue your studies and gain credit in Deakin's Master of Communication.

See also Graduate Certificate and Graduate Diploma of Journalism, Graduate Certificate and Graduate Diploma of Public Relations and the Master of Communication.

Course structure
You must complete 8 credit points, comprising one core unit (1 credit point), plus 3 credit points of elective units from the area of media and communication, and an additional 4 credit points of elective units which may be selected from the remaining media and communication elective units or the following disciplines:

» advertising
» children's literature
» journalism
» literary studies
» media and communication
» professional writing
» public relations.

See the Graduate Diploma of Journalism (A649) pages 12–13 for units available in the disciplines above. You can exit this course early (after 4 credit points) and receive a Graduate Certificate of Media and Communication. If you complete a specialisation of 4 credit points you will have the specialisation indicated on your academic transcript.

Core unit
Trimester 1
ALC706 Culture, Communication and Globalisation: Critical Practices in/and Local Cultures

Electives
Trimester 1
ACM717 Television Commercial Production
ACM730 Images, Symbols and Identity
ALC705 Organisational Communication: Culture, Diversity, Technology and Change
ALW729 Writing for Communication Media

Trimester 2
ACM701 Global Media and War
ACM716 Building Creative Teams
ACM718 Documentary Methods and Theory
ACM727 Media Design
ACM733 My Story: Autobiographical and Experimental Video Production
ALJ724 Law, Media and Communication
ALR732 Research Methods for Contemporary Society

Trimester 1 and 2
ACM723 Visual Research: Theory and Methodology

Note: Not all units are available at the Melbourne Burwood Campus or off campus. Please check availability of units.
Upgrade for Deakin's television studio

Deakin University’s television studio on the Melbourne Burwood Campus has recently undergone an intensive technical and environmental upgrade.

The television studio was upgraded from standard definition to high definition (HD) format as part of the HD digital upgrade across the film and video program. The national switch from analogue television broadcast services to digital services has begun and is scheduled to be complete by the end of 2013. The Deakin TV studio upgrade is in line with the industry moving to HD as the acquisition and broadcast standard. This upgrade ensures students have access to high end, industry standard equipment to prepare them for professional practice.

The upgrade includes Sony Digital HD cameras and systems, a Panasonic 16 channel multi-format vision switcher, a new 24 channel audio mixing console and workstation, world class engineering monitoring and equipment, plus a complete revamp of the control room environment.

Luke Raisbeck, Deakin’s Studio Technician, says 'The studio upgrade is very exciting, as it gives our students more flexibility in TV production. ' We are also installing the highest standard in tapeless recording and playback systems. Our HD EVS will allow us to not only train and educate students on broadcast industry equipment, it will also add a completely tapeless workflow throughout the studio and across the existing EDITSHPARE network.'

In order to stick to the upgrade’s three month deadline, Deakin enlisted the team at Videocraft to provide the right advice, support and equipment, which proved a very helpful and professional addition to the studio upgrade process.

News of the upgrade has also spread to the broadcast sector, with Mike Lewis, Network Ten’s Broadcast Operations Manager commenting, ‘We are very excited by the upgrade at Deakin, which will undoubtedly lead to students getting jobs in the industry – we look forward to the results, well done.’
Coursework degrees

Graduate Certificate of Professional Writing

Course code: A561

Admission requirements: a bachelors degree from an approved tertiary institution or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

Deakin's Graduate Certificate of Professional Writing aims to develop the skills required to prepare work for publication.

See also Graduate Diploma of Professional Writing.

Course structure

You must complete 4 credit points of study from the list below:

- **Trimester 1**
  - ALR715 New Ventures in Creative Enterprise
  - ALW729 Writing for Communication Media
  - ALW730 Creative Non-Fiction Writing A
  - ALW732 Fiction Writing: Story, Structure and Starting Out
  - ALW734 Script Writing A
  - ALW736 Poetics of Writing A
  - ALW738 Editing

- **Trimester 2**
  - ACM733 My Story: Autobiographical and Experimental Video Production
  - ALL705 Short Stories: Writers and Readers**
  - ALL706 Histories, Fictions
  - ALW720 Travel Writing
  - ALW731 Creative Non-Fiction Writing B
  - ALW733 Fiction Writing: Ideas and Innovations
  - ALW735 Script Writing B
  - ALW737 Poetics of Writing B
  - ALW739 Publishing

- **Trimester 3**
  - ALW749 Crossing Borders – in Country Travel and Research Project (offered in alternate years 2013, 2015)

Note: You may complete any combination of units, however B units require A units as prerequisites.

** Also offered Trimester 3.

Graduate Diploma of Professional Writing

Course code: A661

Admission requirements: a bachelors degree from an approved tertiary institution or equivalent qualifications.

Deakin's Graduate Diploma of Professional Writing aims to develop the skills required to prepare work for publication.

In each area of study: fiction, non-fiction, writing for children, poetry, editing and scriptwriting, you will be given practical experience of the process of writing and revision.

Following the successful completion of the Graduate Diploma of Professional Writing you can continue your studies and gain credit in Deakin's Master of Communication or the Master of Arts (Writing and Literature).

Course structure

You must complete 8 credit points, comprising 4 credit points of ALW units and an additional 4 credit points of elective units from the remaining professional writing units and/or from the following areas:

- advertising
- children's literature
- journalism
- literary studies
- media and communication
- public relations.

See the Graduate Diploma of Journalism (A649) pages 12–13 for units available in the disciplines above. If you complete a specialisation of 4 credit points, you will have the specialisation indicated on your academic transcript. You can exit this course early (after 4 credit points) and receive a Graduate Certificate of Professional Writing.

You must complete 4 credit points of study from the list below:

- **Trimester 1**
  - ALR715 New Ventures in Creative Enterprise
  - ALW729 Writing for Communication Media
  - ALW730 Creative Non-Fiction Writing A
  - ALW732 Fiction Writing: Story, Structure and Starting Out
  - ALW734 Script Writing A
  - ALW736 Poetics of Writing A
  - ALW738 Editing

- **Trimester 2**
  - ACM733 My Story: Autobiographical and Experimental Video Production
  - ALL705 Short Stories: Writers and Readers**
  - ALL706 Histories, Fictions
  - ALW720 Travel Writing
  - ALW731 Creative Non-Fiction Writing B
  - ALW733 Fiction Writing: Ideas and Innovations
  - ALW735 Script Writing B
  - ALW737 Poetics of Writing B
  - ALW739 Publishing

- **Trimester 3**
  - ALW749 Crossing Borders – in Country Travel and Research Project (offered in alternate years 2013, 2015)

Note: You may complete any combination of units, however B units require A units as prerequisites.

** Also offered in Trimester 3.

For more information visit www.deakin.edu.au/arts-ed/wlit
Graduate Certificate of Public Relations

Course code: A543

Admission requirements: a bachelors degree from an approved tertiary institution or qualifications deemed to be equivalent, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

Deakin’s Graduate Certificate of Public Relations will provide you with the ability to design and implement public relations campaigns, contribute to the management of organisations, conduct appropriate research, understand the role of public relations in contemporary society and appreciate the social, administrative, cultural and ethical implications of public relations activity.

See also Graduate Diploma of Public Relations.

Course structure
You must complete 4 credit points of study from the list below:

Trimester 1
- ALR704 Public Relations Management
- ALR706 Online Public Relations and Communication
- ALR715 New Ventures in Creative Enterprise
- ALR731 Public Relations Theory and Practice
- ALR733 Advertising Theory and Practice
- ALR782 Public Affairs and Opinion Formation

Trimester 2
- ALR700 Public Relations Campaigns
- ALR701 Public Relations Writing and Tactics
- ALR710 Marketing Communication
- ALR732 Research Methods for Contemporary Society

Note: It is strongly recommended that you take unit ALR731 in your initial trimester of enrolment.

FOR MORE INFORMATION VISIT www.deakin.edu.au/arts-ed/comm

Graduate Diploma of Public Relations

Course code: A643

Admission requirements: a bachelors degree from an approved tertiary institution or equivalent.

Deakin’s Graduate Diploma of Public Relations will provide you with the ability to design and implement public relations campaigns, contribute to the management of organisations, conduct appropriate research, understand the role of public relations in contemporary society and appreciate the social, administrative, cultural and ethical implications of public relations activity.

Graduates are eligible for membership of the Public Relations Institute of Australia (PRIA).

Following the successful completion of the Graduate Diploma of Public Relations you can continue your studies and gain credit in Deakin’s Master of Communication.

See also Graduate Certificate and Graduate Diploma of Media and Communication, Graduate Certificate and Graduate Diploma of Journalism, and Master of Communication.

Course structure
You must complete 8 credit points of study, including 4 credit points of public relations units and 4 credit points of elective units from the remaining public relations units and/or the following disciplines:

» advertising
» children’s literature
» journalism
» literary studies
» media and communication
» professional writing
» public relations.

See the Graduate Diploma of Journalism (A649) pages 12–13 for units available in the disciplines above. Students wishing to qualify for membership of the Public Relations Institute of Australia (PRIA) must select 6 credit points of ALR-coded units, including ALR700, ALR704, ALR731 and ALR732. You can exit this course early (after 4 credit points) and receive a Graduate Certificate of Public Relations. If you complete a specialisation of 4 credit points you will have the specialisation indicated on your academic transcript.

Trimester 1
- ALP740 Public Policy Analysis
- ALR704 Public Relations Management
- ALR706 Online Public Relations and Communication
- ALR715 New Ventures in Creative Enterprise
- ALR731 Public Relations Theory and Practice
- ALR733 Advertising Theory and Practice
- ALR782 Public Affairs and Opinion Formation (online)

Trimester 2
- ALJ724 Law, Media and Communication
- ALR700 Public Relations Campaigns
- ALR701 Public Relations Writing and Tactics
- ALR710 Marketing Communication
- ALR718 New Activism, Communication and Citizenship*
- ALR732 Research Methods for Contemporary Society

Note: It is strongly recommended that you take ALR731 in your initial trimester of enrolment.

* ALR718 not offered 2012.
A love of working with words lured Marcus Williams to postgraduate studies in communication. Following a career in public relations, Marcus believes that effective communication is essential to the success of any initiative or endeavour ‘in business and in life,’ he says.

Marcus chose postgraduate studies at Deakin because it offered full-time study and subject offerings that were both focused and varied. ‘While I didn’t know it at the time, the small classes and extensive teacher interaction provided a much more satisfying experience than my undergraduate studies at another university,’ he says.

Marcus is currently the Public Relations Coordinator (Racing) for the Victorian Racing Club (VRC) and since completing his postgraduate studies at Deakin, says his career pathway has been a fortunate one. ‘With a bit of ‘right place, right time’ luck, I secured a three-month contract position with the Victoria Racing Club for the 2009 Melbourne Cup Carnival shortly after I completed my studies at Deakin. The contract position got my foot in the door and provided an opportunity to prove myself. After my initial contract I was offered a permanent position.’

‘My favourite day of the year is Emirates Melbourne Cup Day, when I get to manage all the media commitments of the winning jockey, trainer and owner of the “race that stops a nation”’. Enjoying the varied and fast-paced nature of his work at the VRC, Marcus says his job provides a breadth of experience that is rare for an in-house public relations role.

‘I work with racing, sport, social, fashion, lifestyle, political and business media. I also work on events that are of international interest and have a strong issues management focus. My favourite day of the year is Emirates Melbourne Cup Day, when I get to manage all the media commitments of the winning jockey, trainer and owner of the “race that stops a nation”’. His course also provided the opportunity for him to complete an internship in the corporate communications department at Mercedes-Benz Australia/Pacific.

‘This provided valuable, real-world experience and, coupled with a masters degree on my resume, ensured I had an attractive resume on completion of my degree.’
Coursework degrees

**Master of Arts (Writing and Literature)**

Course code: A748

Admission requirements: a bachelors degree from an approved tertiary institution or equivalent qualifications.

Deakin's Master of Arts (Writing and Literature) offers a unique combination of literary and creative writing options, together with the possibility for cross-disciplinary explorations and access to the more practical and applied areas of journalism, media and communications and public relations.

The course employs flexible, blended teaching and learning methodologies and offers a broad range of options to design your own program to suit your interests.

The course is designed to provide career enhancement and employment for those who wish to be employed in the fields of children's literature, literary studies and professional writing.

**Course rules**

You must successfully complete 12 credit points of study comprising:

- a minimum of 6 credit points to be taken from the following specialisations, including at least 4 credit points (including core units) from one specialisation:
  - children's literature
  - literary studies
  - professional writing.
- a further 6 credit points of elective units selected from units offered in the specialisations and/or from units offered in the Master of Communication (A747).

See the Graduate Diploma of Journalism (A649) pages 12–13 for units available in the disciplines above.

Students who complete a specialisation of 4 credit points will have the specialisation indicated on their academic transcript.

Note: Not all units in the specialisations are offered at the Melbourne Burwood Campus and off campus. Please carefully check availability of units in the course structure and unit descriptions.

**Research pathway**

You may also choose to include a research component within the Master of Arts (Writing and Literature) to enable you to proceed to research degree programs. You must complete 6 credit points of research units as part of the total 12 credit points required to complete the Master of Arts (Writing and Literature).

If you are interested in undertaking the research component you should seek advice from the unit chair or course coordinator.

Note: The research pathway may only be taken in a minimum of 2 years of study.

**Research units**

* AAR710 Research Methods
* AAR712 Research Theory

**Master of Communication**

Course code: A747

Admission requirements: a bachelors degree from an approved tertiary institution or equivalent qualifications.

The Master of Communication is a stimulating course which creates professionals with advanced communication skills. The course recognises the advances in communication technologies and the increasing globalisation of business enterprises.

The course is designed for those wanting to enter the professional communication industry and those already in the industry wanting to gain or add to their qualifications for career advancement prospects.

You will undertake specific and intensive professional training in the areas of journalism, media and communication, professional writing or public relations, with the possibility of cross-disciplinary explorations. The coherent and flexible course structure allows you to build on your knowledge base so you can move across professional fields. The course acknowledges that a broader range of skills is required to remain competitive and maintain competencies in the industry.

**Course structure**

You must complete 12 credit points of study comprising:

- a minimum of 6 credit points (including core units) from one of the following specialisations:
  - advertising
  - journalism
  - media and communication
  - professional writing
  - public relations.
- 6 credit points of elective units selected from units offered in the specialisations above and/or units offered in the Master of Arts (Writing and Literature) or any other elective units with the permission of the course director.

See the Graduate Diploma of Journalism (A649) pages 12–13 for units available in the disciplines above.

FOR MORE INFORMATION VISIT www.deakin.edu.au/arts-ed/wlit
Master of Arts (Creative Enterprise)

Course code: A758

Admission requirements: in addition to the completion of an undergraduate degree, one of the following will be required: a graduate certificate offered by the School of Communication and Creative Arts or similar award considered equivalent by the course coordinator, or extensive relevant work experience undertaken at a senior level as deemed appropriate by the course selection team.

The Master of Arts (Creative Enterprise) provides intensive training in developing a new creative venture, including business and strategic planning in the creative industries, alongside creative practice and development in writing, publishing, new media, performance and/or film. The final stages involve the development of a start-up creative enterprise or production outcomes for a project.

Students may undertake the Master of Arts (Creative Enterprise) in part-time or full-time mode. The course builds on core units of arts audiences, arts/media law and new ventures, with the option of an elective in areas such as photography, dance, events/working in creative teams and fundraising. It culminates in developing the project in a studio-based incubator environment. Every student will bring to the course a creative idea, concept or project that is to be developed through learning, practice and mentoring in enterprise skills and creative production. Industry practitioners and professionals will act as mentors to the ‘classroom as incubator’.

Course structure
You must complete 8 credit points of study from the units listed below:

Core units

Trimester 1
ALR715 New Ventures in Creative Enterprise

Trimester 2
ACE701 Developing Arts Audiences
ALJ724 Law, Media and Communication

Trimester 1 and 2
ACE704 Creative Enterprise Incubator (4 credit points)
or
ACE705 Creative Incubator A (2 credit points)
ACE706 Creative Incubator B (2 credit points)

Elective units
ACE707 Imaging for Media
ACM716 Building Creative Teams
AMC701 Motion Capture Boot Camp
MMM793 Managing Cultural Projects and Events
MMM799 Arts Fundraising and Sponsorship

Graduate Certificate of Arts and Entertainment Management

Course code: M519 (Full time Trimester 1 only)

Admission requirements: a bachelor’s degree or diploma, or significant relevant work experience in an arts or entertainment management environment.

This course aims to provide an understanding of the functions and principles of management as they apply to the arts and entertainment industry. You will gain an overview of the cultural industry and how arts and entertainment management is delivered in Australia and its links with international governing bodies.

You will also develop necessary skills to provide leadership and direction for the arts in Australia, to contribute to the growing internationalisation of the arts and the potential impact on Australia’s ability to attract major cultural events. If you successfully complete the Graduate Certificate of Arts and Entertainment Management you will be eligible for entry into the Master of Arts and Entertainment Management or the Master of Business Administration (with credit for units completed).

Course structure
You must complete 4 credit points of study comprising 2 credit points of core units and 2 credit points of elective units.

Core units
MMK792 Arts Marketing
MMM790 Arts Management

Elective units
MLC771 Law for Managers
MMM793 Managing Cultural Projects and Events
MMM796 Managing Arts in Community Settings
MMM799 Arts Fundraising and Sponsorship
MPA751 Financial Reporting and Analysis
or
MPR751 Financial Reporting and Analysis (Residential)^*

* MPR code denotes residential version of the unit.
^ MPT code denotes study tour version of the unit.
Coursework degrees

Master of Arts and Entertainment Management

Course code: M735

Admission requirements: a four-year bachelors degree or equivalent, or a three-year bachelors degree or equivalent and a minimum two years relevant professional, or managerial experience in an arts or entertainment environment. Alternative admission is available on completion of the Graduate Certificate of Arts and Entertainment Management.1

The arts and entertainment areas are booming, creating a demand for qualified graduates to manage festivals, mega-events, community events, facilities, publishing houses, music venues, performing arts, visual arts, film and video, radio and television, cultural heritage and museums, and communications technology organisations.

Deakin's course is structured within the framework of a business education, emphasising management, marketing and finance, with a series of industry-specific projects ideal for those working in the cultural industry.

On successful completion of the Master of Arts and Entertainment Management, you will be able to apply for membership of the Australian Institute of Arts Management.

Course structure
You must complete 8 credit points of study, comprising 4 credit points of core units and 4 credit points of elective units.

Core units
- MMK792 Arts Marketing
- MMM790 Arts Management
- MMM793 Managing Cultural Projects and Events
- MPA751 Financial Reporting and Analysis
  or
- MPR751 Financial Reporting and Analysis (Residential)*

Elective units
- ACE701 Developing Arts Audiences
- AIM704 Heritage and Sustainable Cultural Tourism
- MLC771 Law for Managers
- MMK737 Online Marketing
- MMM796 Managing Arts in Community Settings
- MMM799 Arts Fundraising and Sponsorship
- MPA711 Corporate Governance and Ethics
- MPI700 Postgraduate Internship
- MPM703 Business Strategy and Analysis
  or
- MPT722/MPR722 Human Resource Management (Residential)**
- MPM722 Human Resource Management
- MPR705 Entrepreneurship (Residential)

* MPR code denotes residential version of the unit.
** MPT code denotes study tour version of the unit.

Graduate Certificate of Marketing

Course code: M528

Admission requirements: a bachelors degree or equivalent with no marketing major, or seven years of relevant work experience in a marketing environment.

Deakin's Graduate Certificate of Marketing is designed to provide specialist knowledge and skills relating to the theoretical, practical, evaluative and research frameworks underpinning marketing.

The course allows articulation into the Master of Marketing1.

Course structure
You must complete 4 credit points of study, comprising one core unit and 3 credit points of elective units.

Core unit
- MPR732/MPK732 Marketing Management*

Elective units
- MLM790 Marketing Law
- MMK733 Strategic Marketing
- MMK737 Online Marketing
- MPK701 Research Design and Analysis
- MPK732 Advertising and Consumer Behaviour
- MPK736 International Marketing
- MMK751 Services Marketing
- MPK711 Strategic Customer Service

* MPR code denotes residential version of the unit.
1 Students articulating from the Graduate Certificate of Marketing will not receive any Credit for Prior Learning into the Master of Marketing for units completed.

FOR MORE INFORMATION VISIT www.deakin.edu.au/arts-management
Master of Marketing

Course code: M728

Admission requirements: a four-year bachelor’s degree or equivalent with no marketing major, or a three-year bachelor’s degree or equivalent with no marketing major and a minimum of two years of relevant professional or managerial experience in a marketing environment, or completion of the Graduate Certificate of Marketing1.

Deakin’s Master of Marketing is a specialist, professional course for graduates who have not studied marketing previously.

It is designed to provide an understanding of the theoretical, practical and research frameworks which underpin marketing and to develop the research, strategy and communication skills which are crucial in each of the key areas of marketing.

It will develop knowledge and skills in areas such as marketing research and integrated marketing communication which will enable graduates to analyse, plan, implement and control marketing activities in a variety of organisations.

Distinctive electives are available in sports marketing, arts marketing and public relations. The course has a particular emphasis on online, services and international marketing.

Course structure
You must complete 8 credit points of study, comprising 7 credit points of core units and one elective unit.

Core units
MLM790 Marketing Law
MMK733 Strategic Marketing
MMK737 Online Marketing
MPK712 Advertising and Consumer Behaviour
MPK732/MPR732 Marketing Management*
MPK736 International Marketing

Elective units
MMK751 Services Marketing
MPI700 Postgraduate Internship
MPK711 Strategic Customer Service
MPM705 Retailing

Students precluded from one or more of the compulsory units will be required to choose alternative units from:
ALR700 Public Relations Campaigns
ALR701 Public Relations Writing and Tactics
ALR704 Public Relations Management
ALR706 Online Public Relations and Communication
ALR731 Public Relations Theory and Practice
ALR782 Public Affairs and Opinion Formation
MMK792 Arts Marketing
MMM793 Managing Cultural Projects and Events
MMS712 Sport Marketing
MMS715 Sport Promotions and Public Relations
MMS773 Sport Broadcasting
MPP701 Research Project 1a
MPP702 Research Project 1b
MPP703 Research Project 2 (2 credit points)
MPP704 Research Project 4 (4 credit points)
or any other MBA Master of Business Administration unit with approval from the course team chair.

1 Students articulating from the Graduate Certificate of Marketing will not receive any Credit for Prior Learning into the Master of Marketing for units completed.

* MPR code denotes residential version of the unit.

For more information visit
www.deakin.edu.au/buslaw/dbs/course/mmkg
As an artist and an academic, Cameron Bishop has had the opportunity to work and teach in several Australian and international locations. However, he chose Deakin University for his PhD study on the recommendation of an academic colleague.

Through his multidisciplinary approach to art, writing, and teaching, Cameron’s PhD explored the ‘framing of identity’ – particularly in the history of Australian art.

‘In the body of artwork that I produced for my PhD thesis (sculptural installations, paintings, found objects, digital animations and drawings), I set out to conceptualise Australia as an ‘other space’, arguing that space – conceived as home and an identity affirming architecture – can also displace the subject,’ he says.

Between his masters degree and arriving at Deakin, Cameron travelled extensively throughout Australia and also worked overseas.

‘My partner and I moved to South Korea to teach English and I continued to work on my practice … then we moved to New Zealand where I took up a lecturing position at the School of Art in Dunedin. There, I had the chance to knit my research interests into curricula and also exhibit my work in one of the city’s galleries.’

Since commencing his PhD in 2005, Cameron has worked almost full time at the Geelong Waurn Ponds Campus and in 2011 is helping coordinate the expansion of the Visual Arts program into the Geelong Waterfront Campus.

‘I have been teaching studio art, painting and drawing for five years now at Deakin while also expanding my exhibition profile with many solo shows over the past ten years. Additionally, I have held major exhibitions with the collaborative group of artists that I coordinate, develop concepts for, and exhibit with,’ he says.

Cameron has also contributed essays to various artists’ exhibition catalogues and books, and written for journals. He is on the editorial for the interdisciplinary journal, *Junctures* and, late last year, published a chapter entitled ‘Self-Authorship: The Disturbing Identity of the Author’ in the book *Framing my Name: Extending Educational Boundaries* (2010).

‘Research is rigorously scrutinised and many ideas and collaborations are formed through networking with colleagues. The people I have met and shared conversations with, in particular my principal supervisor and other members of staff from the Faculty of Arts and Education, have allowed me insight into other areas of the arts and greatly enhanced my skills as a practitioner and researcher.’
Universities are about knowledge – creating, discovering, analysing, sharing and dispersing knowledge. Research is at the core of these activities and helps to make Deakin University a vibrant place to study.

At Deakin we take pride in being relevant to students and to their communities, not just in the courses we teach, but in the research we carry out.

Studying at a university that is committed to research that matters means you have the opportunity to learn from people who are making a real difference in the world.

Our academic and research staff are highly regarded and at the cutting edge in their fields of research. This is important, regardless of whether or not you want to pursue a research career, because it means that you will graduate with the latest knowledge in your chosen field.

Deakin is serious about providing excellent support and experiences for our research students, most of whom have opportunities to work with partner collaborators nationally and internationally, present at international conferences and use world-class facilities within Australia and abroad.

There has never been a more exciting or compelling time to be at Deakin University as it moves confidently towards the goal of improving the University’s research performance so that it is in the top third of the Australian higher education sector.

This is being achieved by building a critical mass of researchers who will develop a distinctive, broad-based portfolio of high quality discovery and applied and commercial research.

The creation of the Centre for Memory, Imagination and Invention (CMII) Strategic Research has also aided our research initiatives. Memory, imagination and invention are three pre-conditions for sustaining communities and environments. The CMII comprises a unique interdisciplinary group that addresses these interrelated concerns from both theoretical and applied perspectives. CMII’s primary aim is to promote the highest level of research excellence and become the foremost international centre in the field. To this end, CMII will produce new knowledge about ancient and contemporary places and texts, cultural practices, and environmental and social change. The research will be distinctive in its combination of the methodologies of critique and creativity, as well as interdisciplinary methods.

Deakin University provides research degree programs to match a variety of career plans and personal circumstances. Part-time or full-time study is available on campus and some programs may also be available off campus.

The two main types of research degree we provide are the research masters and the Doctor of Philosophy (PhD). A number of professional doctorate programs in Psychology (Doctor of Psychology) are also offered.

A masters degree is awarded to a candidate for making an original contribution to knowledge achieved in one to two years of full-time candidature or the part-time equivalent. The focus of these postgraduate degrees is on research, but some coursework may be included. The masters degree is an advanced qualification that is relevant for many careers.

A doctoral degree is awarded to a candidate for making a substantial original contribution to knowledge achieved in two to four years of full-time candidature or the part-time equivalent. The PhD is recommended for those interested in pursuing a career in academia or research and is an ideal basis for many other careers.

To ensure you enrol in a research program that meets your needs and expectations, please discuss the available options with the Faculty of Arts and Education.

Industry partnerships
The Faculty of Arts and Education has long standing partnerships with a number of organisations including:

- Australian Teachers of Media (ATOM)
- Geelong Advertiser
- Geelong Performing Arts Centre
- Melbourne Writers Festival
- Warrnambool Standard

These partnerships help to raise the profile of our programs, and provide students with professional development opportunities.

More information
Research Services Division
Phone: +61 3 9251 7124
research-hdr@deakin.edu.au
www.deakin.edu.au/future-students/research

Deakin Creative

Deakin Creative is an affiliation of scholars, artists and teachers committed to building their creative research through the procurement of new projects, and the better positioning and communication of the value of creativity in such fields as social innovation, sustainability, education, creative place-making and participatory governance.

Deakin Creative individually and collectively auspices and conducts research that locates creativity at the heart of problem solving.

Over the next three years Deakin Creative intends to develop a distinctive creative research platform that studies, facilitates and benefits from the translation of invention into innovation. Positioning itself ahead of creative applications (creative industries), it seeks to build creative research programs that incorporate the non-logical, non-linear aspects of invention into new models of social production and environmental design.

For more information, please visit www.deakin.edu.au/alt/edsmf/deakincreative.
Research in Media, Communication and Creative Arts

<table>
<thead>
<tr>
<th>Course name</th>
<th>Course code</th>
<th>Years full time and campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Arts</td>
<td>A800</td>
<td>2</td>
</tr>
<tr>
<td>Doctor of Philosophy</td>
<td>A900</td>
<td>3–4</td>
</tr>
<tr>
<td>Bachelor of Arts (Honours)</td>
<td>A400</td>
<td>1</td>
</tr>
</tbody>
</table>

Areas of study: anthropology, criminology, dance, drama, history, international relations, journalism, literary studies, languages, media arts (animation, film and video, photography), media and communication studies, philosophy, politics, professional and creative writing, public relations, sociology and visual arts.

The Faculty of Arts and Education has well established scholars with national and international links, working in a range of disciplines, focusing on important social, cultural, political, historical and philosophical research issues. The Faculty recognises the relevance these areas have to the demands of students, employers and society, both at a local and global level.

The School of Communication and Creative Arts offers research supervision in a range of specific fields within the following areas:

- animation and digital culture
- dance
- digital film
- drama
- journalism
- languages
- literary studies
- media and communication
- photography
- professional writing
- public relations
- visual arts
- visual communication design.

For more information about research within the Faculty of Arts and Education, please visit: www.deakin.edu.au/arts-ed/research or email artsed-research@deakin.edu.au. To discover more about Deakin's research strengths, please visit www.deakin.edu.au/research.

School of International and Political Studies
Arabic language and culture studies; Chinese language; Indonesian language and culture studies; international and community development studies; international relations and strategic studies; Middle East studies; philosophy; politics and policy studies; psychoanalytic studies.

Honours
Honours is a year of specialised study taken after the completion of an undergraduate degree. It builds on the foundations gained in your undergraduate degree and provides an excellent opportunity to learn new skills and obtain an in-depth understanding of a particular topic of personal interest.

The honours programs at Deakin are designed to provide you with the knowledge and research skills required to undertake a postgraduate course by research, advanced professional training or pursue diverse employment opportunities.

For more information you can contact an honours course adviser on +61 3 5227 2202 or email artsedstudentsupport@deakin.edu.au.

More information
Research Degree administrative officer
Phone: +61 3 5227 2226
artsed-research@deakin.edu.au
www.deakin.edu.au/arts-ed/research

Note: Please refer to page 32 for information about fees for these courses.

Research areas
Within the Faculty of Arts and Education, each School offers research opportunities in the following areas:

School of Communication and Creative Arts
Children's literature; communication studies; collaborative arts and professional practice; contemporary arts theory; corporate citizenship; cultural studies and policy; dance; digital culture and interactive media; drama; journalism; linguistics and applied linguistics; literary studies; media and communication; media arts; post colonial literature studies; professional writing; public relations; visual arts; visual communication.

School of History, Heritage and Society
Anthropology; Australian studies; criminology and police studies; cultural heritage and museum studies; gender studies; history; museum studies; police studies; sociology.
Meylani Yo – who is a lecturer at the University Atma Jaya in Yogyakarta, Indonesia – is currently undertaking a PhD at Deakin’s Geelong Waurn Ponds Campus after recently completing a Master of Communication.

Born and raised in Nabire in West Papua, Meylani is researching health information in West Papuan communities and her career goal is to broaden her knowledge and skills in health communication.

Meylani chose to study her masters degree at Deakin because she says it offered her a quality communication studies course with great flexibility.

‘To achieve my specialisation in health communication, I was able to take some units from the health promotion course in the Faculty of Health,’ she says.

Her masters research topic was ‘Health communication interventions for refugees in a multicultural setting,’ and was based on a case study of a women’s health organisation in south-east Melbourne.

‘Deakin’s study skills advisers are very helpful with learning assistance, and the teaching staff offer cross-cultural communication … they are also excellent at delivering problem-based learning.’

Meylani says she is enjoying her own experience as an international student at Deakin. ‘I like the integration of student services and facilities … it is very important for international students. For example, Deakin’s study skills advisers are very helpful with learning assistance, and the teaching staff offer cross-cultural communication … they are also excellent at delivering problem-based learning.’

Importantly, Meylani believes her Deakin studies are enhancing her intercultural communication skills.

‘This includes a greater appreciation of the importance of cross-cultural communication … and this is definitely required for my position as a lecturer in Indonesia – especially when I am working with students from culturally diverse backgrounds.’
Choose how you study

Deakin offers you the flexibility and choice to make your learning experience fit with your lifestyle, work and personal commitments. With four campuses and off-campus study options, you choose where and when you study. You can choose from a variety of teaching delivery methods including traditional on-campus lectures, podcasts, lectures, online tutorials and residential programs. Flexible course entry and exit points, and full-time and part-time study all allow you to choose the pace of your study.

**Off-campus study**

Deakin supports more than 9500 off-campus students. Studying off-campus is a popular choice for postgraduate students as it allows flexibility in terms of when and where you study. Off-campus units, or units offered by distance education, are similar to on-campus units.

The only difference is that rather than attend classes in person, you study away from campus using a variety of other methods. These include online technologies, study guides, reading lists and audiovisual materials, as well as Deakin’s Software Essentials package, which provides you with access to software you may need for your study.

Deakin offers a variety of coursework and research programs in off-campus study mode, all of which are accredited by the Accrediting Commission of the Distance Education and Training Council (DETC). To find out if the course you are interested in is available off campus, please refer to both the coursework table on page 7 and the research table on page 28.

Deakin provides an online orientation with everything you will need to get started as an off-campus student, including information about exams and assessment, Deakin Card, Deakin Studies Online (DSO), course materials and textbooks, library, study skills, student services, disability services and the Deakin University Student Association (DUSA). In addition, a face-to-face study skills program for off-campus students is conducted in February at Deakin campuses. Details are available from January each year at [www.deakin.edu.au/current-students/transitio](http://www.deakin.edu.au/current-students/transitio).

Off-campus students are supported through our award-winning library services, interactive study methods such as iLectures and podcasts, online conferencing for peer support and communication between staff and students, and weekend classes for some subjects. Specialist off-campus career advisers and language and learning advisers can help you with course direction and the development of successful study skills and techniques.

You will also have a direct link to all your enrolment and fee records through StudentConnect, [www.deakin.edu.au/studentconnect](http://www.deakin.edu.au/studentconnect). StudentConnect allows you to access course completion details, eCAF (electronic Commonwealth Assistance Form) and eCAN (electronic Commonwealth Assistance Notice), exam timetables, fees information and results, make payments, find and print assignment coversheets, access Credit for Prior Learning information, re-enrol, receive confirmation of enrolment, track your assignments, update your address details and vary your enrolment.

For more information about off-campus study, please visit [www.deakin.edu.au/future-students/mature-age/study-online](http://www.deakin.edu.au/future-students/mature-age/study-online).

**On-campus study**

On-campus students usually receive a combination of lectures and tutorials. Lectures vary in size from 20 to 280 students, while tutorial classes are generally smaller, more informal and allow for open discussion of issues raised in lectures. Assessment may take a variety of forms, including written work and tests undertaken in class, participation in class or laboratory sessions, and final examinations each trimester. Fieldwork or practical experience can also form a large part of the content and assessment of some units.

**Combine on and off-campus study**

Another aspect of the flexibility available to Deakin students is the option to combine on- and off-campus study during your course (provided the units offered in your chosen course are available in both study modes). If you are undertaking your course on campus, you may find that some of the units in your course are also available in off-campus study mode, enabling you to combine on and off-campus study during your degree, if desired.

**Full-time or part-time study modes**

You can study full time or part time depending on the number of credit points you take in each trimester, and you can also switch between full-time and part-time study and vice versa throughout your degree. Every unit (subject) you enrol in has a credit point value and most postgraduate units are equivalent to 1 credit point. If you are enrolled in 3 or more credit points in a trimester, you are deemed to be a full-time student for that trimester. A small number of courses are only available full time, and some are only available part time.

**Online learning**

All courses have an online component. Access to online education adds another dimension to your degree and prepares you for success in your career. Online learning aims to complement, not replace, traditional teaching. Delivering units online creates an opportunity for you to learn in a variety of ways and gives you more control over your learning. You can access your online units 24/7, giving you the flexibility to study when and where it suits you. Online learning provides you with valuable experience in a world that is increasingly dependent on information technology.

*Not all courses or units are available through on-campus study and off-campus study.*

**Talking about creative practice – industry interviews**

Artists and others working in creative practices often find it difficult to get advice on various aspects of their practice. In our Creative Industries HUB, several artists have provided answers to some of the most commonly asked questions that emerging artists have asked throughout the Deakin creative arts courses.

Our Alumni Community

Once you complete your Deakin degree, you will be invited to become a member of our Deakin University Alumni Community to continue your relationship with the University and the networks you have developed while studying.

The Deakin University Alumni Community will enable you to keep or renew contact with your student and professional networks around the world and will help develop your career after you leave the University. Members have access to many exclusive benefits including discounts, professional networking opportunities and career development services.

Alumni membership is free and joining is easy.

Log on to www.deakin.edu.au/alumni/register to register for membership. Once you are registered you can then take advantage of the many benefits available.

Contact hours

The contact hours for a coursework degree can vary depending on the type of course and your mode of study. For example, off-campus students are advised to spend approximately 10 hours of study per week per unit. If you are enrolled as an on-campus student, most units require three contact hours per week, plus up to seven hours per week of individual study time. Undertaking a research degree requires a much greater commitment of time than a coursework degree – at least 36 hours per week for 48 weeks of the year, for a full-time student.

For more information, please visit www.deakin.edu.au/courses.

Trimesters

Deakin operates a trimester system, meaning there are three 12-week study periods during the teaching year. Deakin’s trimesters run from March to June, July to October and November to February. Our trimester system gives you greater flexibility and may create options for you to commence your degree sooner or at a more convenient time of year. It may enable you to speed up or slow down your study, or even fast-track the completion of your degree by taking extra units throughout the calendar year. You may even like to take a trimester off to fit your study around work, travel or family commitments. Undertaking study in Trimester 3 is not compulsory.

For more information, please visit www.deakin.edu.au/trimesters.

Single-subject (non-award) study

You can pursue your personal or professional interests with a Deakin single-subject (non-award) unit. Single-subject (non-award) study provides access to a wide variety of tertiary-level units. Most units offered by Deakin are available for non-award study. Some units have prerequisites or special requirements, but most are open to all. Enrolling in single-subject (non-award) study allows you to test the waters before enrolling in a full program. If successfully completed, the unit may be counted as Credit for Prior Learning towards your chosen course at Deakin, subject to admission to a course and approval by the Faculty.

International study experiences

Deakin’s Study Abroad and Exchange Office offers various programs including exchange, study abroad, short-term study programs, study tours and international volunteering opportunities which allow you to study overseas for a few weeks or a trimester while gaining credit towards your Deakin degree. Deakin has agreements with many universities around the world, giving you a broad range of destinations to choose from.

Studying overseas can be an enriching, life-changing experience, where you can gain in-depth knowledge and experience of another culture while learning more about your area of study through a new and exciting lens.

A range of travel grants and scholarships are available to help cover the cost of overseas study. For more information on study abroad, please visit www.deakin.edu.au/future-students/student-exchange/exchange.

Work-Integrated Learning

Many Deakin courses provide opportunities to gain discipline-specific work experience through Work-Integrated Learning (WIL) programs. Courses offering Industry-Based Learning (IBL) and internships are highly sought-after by employers and students alike as they play a critical role in the development of employability skills and job readiness.

Industry placements play a valuable role in preparing you for employment in your chosen field by giving you an opportunity to:

» apply and consolidate knowledge gained in your course
» explore career options relevant to your discipline
» develop professional competencies and networks.

A unique aspect of Deakin’s Work-Integrated Learning programs is that most of them (except law) are credit-bearing, which means by undertaking a WIL program, you can gain credit towards your degree while learning on the job.
Research degree fees
Australian citizens, Australian permanent residents and New Zealand citizens are not required to pay tuition fees for the normal duration of their research degree candidature, i.e. up to a maximum of four years of full-time equivalent study for a doctoral candidate and two years of full-time equivalent study for a masters candidate.

Coursework degree fees
When it comes to postgraduate study, some places are offered as Commonwealth Supported Places (CSPs); however, most places are available on a fee-paying basis only. The type of places available will depend on the course you are interested in.

Commonwealth Supported Place students
Some postgraduate courses at Deakin offer Commonwealth Supported Places (CSP) for students. A CSP is one in which the government pays a portion of the tuition costs and the student funds the balance. Depending on the course, a Commonwealth supported student at Deakin in 2011 can expect to pay between $4355 and $9080 per year of study. These fees may change for 2012.

CSP students can pay these fees up front or, if eligible, may defer payment by obtaining a loan via the Higher Education Contribution Scheme-Higher Education Loan Program (HECS-HELP). Repayments are made through the Australian taxation system once annual income exceeds the minimum threshold for repayment. Lump sum payments are also possible and attract a discount.

For more information visit the government’s Going to Uni web site at www.goingtouni.gov.au or phone the new student funding measures enquiry line on 1800 020 108.

Fee-paying students
As a fee-paying student you may be able to defer your course payment through the FEE-HELP loan program. Tuition fees are assessed based on the unit(s) in which you are enrolled. This means you pay fees for the units you choose in your course, rather than paying a fixed course price. Different units have different costs, based on how much it costs the University to provide the particular unit.

Course and unit details and associated fees can be found by using the course search tool www.deakin.edu.au/future-students/courses.

Please confirm fees when you are applying by visiting www.deakin.edu.au/future-students/fees or phoning 1300 DEGREE (1300 334 733).

FEE-HELP loan program
FEE-HELP is a loan program that assists fee-paying students to defer the payment of their tuition fees. FEE-HELP can cover all or part of your tuition fees. The Australian Government pays the amount of the loan direct to your higher education provider.

Over your lifetime you can borrow up to a maximum FEE-HELP limit which is indexed annually. For all courses except medicine the maximum limit is $86 422 (2011). For medicine the maximum limit is $108 029 (2011).

For postgraduate courses, there is no real interest charged on your debt. Your accumulated HELP debt is indexed annually to maintain its real value, by adjusting it in line with changes in the cost of living (as measured by the Consumer Price Index).
Scholarship opportunities

Deakin offers a variety of scholarships to help support you financially during your studies, including the Deakin Postgraduate Scholarship which aims to assist students who, because of hardship, disability or other form of disadvantage, may not otherwise be able to further their education in postgraduate studies.

General information about scholarships at Deakin is available at www.deakin.edu.au/scholarships. More detail on scholarships for students enrolling in postgraduate research degrees at Deakin University is available at www.deakin.edu.au/research/admin/scholarships.

The School of Communication and Creative Arts offers the following honours scholarships:

**Peter Davis Memorial Honours Scholarship**

The late Peter Davis was a respected colleague both for his commitment to the discipline area of Professional and Creative Writing and for his encouragement of commencing scholars in this area. He blended his love of scholarship with applied creative research within his own academic achievements. This scholarship provides a memorial to Peter Davis’ abilities and visionary contribution to the discipline area, and an acknowledgement and support of student achievement in completing honours studies within Professional and Creative Writing.

**Deakin May and Romeo Schiavon Honours Scholarship in rural and regional journalism**

This scholarship was established by the May and Romeo Schiavon Endowment to encourage students to undertake an honours project in regional journalism.

You can also visit the Commonwealth Department of Education, Employment and Workplace Relations (DEEWR) web site www.deewr.gov.au for links to a range of scholarships relevant to postgraduate study, including Australian postgraduate awards. Many industry and community scholarships are also available.

**International students**

For information about fees and courses available to international students, please contact Deakin International for a copy of the 2012 Postgraduate Course Guide for International Students via email, deakin-international@deakin.edu.au.

**Course fees and tax benefits**

When you enrol in a postgraduate course you may be entitled to an income tax deduction for your course fees and study-related expenses. You may be able to claim for your course fees, textbooks, stationery, student association fees, depreciation on equipment (for example your computer), or some of your travel expenses between home and the University or between work and the University.

For the Australian Taxation Office (ATO) to allow self-education expenses to be tax deductible a direct connection must exist between your course and your existing work. If you are studying the course in order to maintain or improve a skill or specific knowledge that is required in your existing work, your course expenses might be tax deductible.

To clearly demonstrate to the ATO that a direct connection exists, you might have to provide a supporting statement from your employer.

Please note that this information is provided as a guide only. For more information about study and tax arrangements, please speak with your accountant or tax adviser or visit the ATO web site www.ato.gov.au.

Cost-sharing with employers

Some employers provide financial and other support, such as study leave, for staff members who are completing study that is directly related to their employment and the employer’s core business. At Deakin, many people are studying a postgraduate course with their employer's help.

Study support policies benefit both the employer and the employee.

For employers, when they support relevant study programs, they can help attract and retain well-qualified and experienced staff members. Before you approach your employer for study assistance, you should check to see whether a support policy is in place.

Try to give your employer every reason to agree to your application. It can help if you provide your employer with a written submission outlining the benefits and the direct and indirect costs involved. The submission could include information about:

» the course you wish to study
» any tax-deductible aspects of the program
» a summary of the short and long-term benefits that would flow to you and your employer
» an estimate of the total course costs of fees, textbooks and other materials
» an estimate of the time you would be required to be away from work in order to attend classes and exams, prepare reports and so on
» what assistance you are requesting for aspects such as sharing of costs and granting of time off work.

Many employers are willing to share the course costs. They might either reimburse you after you have successfully completed the course or pay a percentage of the individual unit fees at the end of each trimester. If your employer is reluctant to support your study application, consider forming an agreement to cover contingencies. For example, propose that if you withdraw from or fail a subject or leave your job within a year of finishing the course, you will offer to pay back some of the fees your employer has paid.

Your employer might be concerned about how your studies will affect your availability and productivity at work. In the case of off-campus study it is easier to complete your studies outside working hours. In many on-campus programs, classes are held outside regular working hours.
Applying for postgraduate programs at Deakin is easy – you can even track the progress of your application online.

Coursework applications

Most students applying for a postgraduate coursework degree will need to have previously completed an undergraduate degree, however, there are other pathways. If you have considerable work or life experience you may be able to use this to obtain admission into a graduate certificate or graduate diploma course. You may then progress to a masters degree.

A postgraduate qualification can advance your career or you may use it to help change direction to a completely new industry. There are no application fees for Australian students, and if you are an international student there are no application fees if you apply online. Once you have applied, you can track the progress of your application online.

Application process

**Step 1 – Choose your program**
You can select up to three course preferences.

**Step 2 – Register**
Register as a user www.deakin.edu.au/apply.

**Step 3 – Apply online**
Start your online application.

**Step 4 – Documentation**
Provide supporting documentation including:
- certified copies of your undergraduate and/or postgraduate qualification/s
- curriculum vitae detailing work experience applicable to your course application
- certified copy of name change documentation if you have previously studied at Deakin under a different name.

You may also be asked to provide a personal statement outlining what you hope to obtain from your qualification.

**Step 5 – Submit**
Submit the completed online application.

**Step 6 – Verification**
Once the application has been submitted you will receive an email to confirm the successful submission of the application including an application number.

You can track the progress of your application by logging into www.deakin.edu.au/apply where the status of your application will appear.

**Step 7 – Accept your offer**
If you are offered a place, you will need to accept it online within a specified timeframe.

**Step 8 – Enrolment**
If you have been offered and subsequently accepted a place you will receive enrolment information with further details in the mail.

Application dates


We encourage you to submit your application early because some courses have limited places or quotas. Applications received after the quotas have been filled for Trimester 1 commencement will be considered for a place in Trimester 2.

Some postgraduate courses have alternative application processes and closing dates. For more information, please visit www.deakin.edu.au/apply.

For more information

Please visit our web site www.deakin.edu.au/postgrad or phone our customer service team on 1300 DEGREE (1300 334 733).
Research applications

To be eligible for admission to a masters by research, you must have completed an honours degree with a minimum second class result or other equivalent qualification.

To be eligible for admission to a PhD, you must have completed an honours degree with a minimum upper second class result, or a relevant masters degree that includes a research thesis component, or other equivalent qualification.

Undertaking a research degree requires the candidate to complete an approved program of research under the guidance of one or more supervisors within a time period. The supervisors will be experienced and active researchers with expertise in the field of study.

Application process

Step 1 – Entry pathways

Demonstrated capacity to undertake significant research in your proposed field is needed. Depending on the type of research you want to undertake, this includes:

- completion of an honours degree
- completion of a research or coursework masters degree
- comparable qualifications from international universities
- relevant postgraduate research experience
- independently peer-reviewed journal articles, publications, or conference papers
- professional reporting or prior learning
- research related awards or prizes
- other evidence of research ability.

Step 2 – Find our research strengths

Search our websites and publications or speak to the relevant School or Faculty to confirm that Deakin has the expertise to supervise your project.

Step 3 – Research proposal

Write a 750-word proposal to demonstrate a clear vision of what you want to study, why this is a topic of personal interest, and how you will approach the research question.

Step 4 – Further documents

Other documents you are required to submit include:

- any published research – including the name of the publication and a copy of the contents and abstract pages.

Post a certified copy of:

- proof of Australian citizenship or permanent residency, or New Zealand citizenship (e.g. birth certificate, passport, citizenship certificate or visa)
- transcripts of all of your tertiary education studies except those undertaken at Deakin University
- proof of your start date and evidence of any intermissions or changes of candidature (e.g. from full time to part time) if you are applying to transfer a research degree from another institution
- proof of any name changes (e.g. marriage certificate).

Step 5 – Academic referees’ reports

Confidential reports from two academic referees are required. Request reports from current or former lecturers, or academic or employment supervisors who are able to comment on your research expertise and potential.

Step 6 – Apply now

Once you have the relevant information register your application online. Visit www.deakin.edu.au/research/admin/hdradmin/online-forms/hdr-application.

Step 7 – Enrolment

If you have been offered a place you will receive enrolment information with further details via email.

English language requirements

If your first language is not English, Deakin University reserves the right to seek further documentary evidence of English proficiency. For more information, please visit www.deakin.edu.au/future-students/international/apply-entry/english-req.

Please note, individual Faculties or Schools may have higher requirements. For more information, please phone 1300 DEGREE (1300 334 733).

Application dates

Applications for candidature without scholarship may be made at any time. Applications for scholarships have deadlines. For domestic applicants (citizens and permanent residents of Australia, and citizens of New Zealand) the scholarship round closes at the end of October.

For more information visit www.deakin.edu.au/future-students/research/scholarships.

For more information

If you are interested in a research degree, please contact:

Research Services Division
Phone: +61 3 9251 7124
research-hdr@deakin.edu.au
Unit descriptions

AAR710 Research Methods 
Trimester 1, 1 credit point
Topics to be addressed in this unit include:
> what is research?
> the location of print and non-print resources
> finding, reviewing and appropriating others’ research
> paradigm shifts – new research questions and ways to answer them
> collaborative and cross arts/interdisciplinary possibilities
> ethical issues in arts research
> participation observation – the subjective voice in research
> journalising and recording research
> writing research and funding proposals and reports
> structuring an effective exegesis
> sharing and publicising research.

AAR712 Research Theory 
Trimester 1, 1 credit point
This unit provides an introduction to a wide range of influential theories and positions in the arts and theory and analysis. Topics to be addressed in this unit may include: structuralist theory, psychoanalytical theories, post-structuralism, Marxist and literary theory, new historicism, feminism and gender studies, post-colonialism.

ACC707 Developing a Project: Ideas to Scripts 
Trimester 1, 1 credit point
The unit will begin with screenings and analysis of examples of short films appropriate for production in ACC716 Film and Video Major Project. These examples will set some of the narrative, formal and stylistic criteria within which project proposals will be reviewed.
Students will then be taken through a process of self-reflection and resource gathering to find, then pitch, story ideas. The refined idea will be scripted through two drafts in preparation for a live presentation of a representative scene.
Students will complete a comprehensive analysis of short film festivals to identify entry criteria to aid them in the development of a suitable script. This script will then be taken into production in second trimester to produce a festival-ready film for entry into the student’s nominated short film festival.

ACD711 Dance and Technology 
Trimester 1, 1 credit point
This unit introduces students to the concepts and principles of dance and technology. The unit aims to provide students with an understanding of the strategic uses of technology in dance as a means of documenting and marketing dance, and as an emerging choreographic medium in its own right. Dance’s relationship with technology extends from the relatively ‘low tech’ realm of video documentation of performances to more ‘high-tech’ contexts such as real-time processing, sensor systems and motion capture.
This unit will address the strategic uses of technology in dance from two distinct but interrelated perspectives. The first is the important role digital technology plays in enabling dance artists to create high quality portfolios and show reels of their work, and to generate video and still images that will effectively represent, brand and market their work for publicity, grant applications or employment opportunities. The unit will provide students with an understanding of, and basic skills in, use of readily available ‘desk top’ technologies so that they can create their own portfolios throughout the dance course and beyond.
The second perspective is the extension of these techniques to create choreographic and performance environments. This unit will provide students with a studio-based introduction to creating these kinds of hybrid performance/technology environments.

ACE701 Developing Arts Audiences 
Trimester 2, 1 credit point
This unit examines the growth of the creative economy and its economic, political and social significance to the creator. It tracks changes in the composition and location of the creative industries through technological trends and convergence. It encourages students to reflect on how these influences have affected their own areas of creative endeavour. It examines the arts audience and trends in the local, regional and international patterns of cultural literacy and consumption, as they affect creative projects. It identifies current research tools and resources examining the role of the arts audience as arts consumer and also in some contexts as creator. It incorporates strategic targeting of arts consumers for cultural tourism and export possibilities. It considers how to build an arts audience in creative enterprises, within the context of an analysis that identifies and targets the arts audience for a stipulated creative project.

ACE704 Creative Enterprise Incubator A 
Trimester 1 or 2, 4 credit point
This unit offers students the opportunity to focus on their business concept/project to the point of developing it into a creative enterprise or finished production. They will experience the driving force of creative entrepreneurship and immerse themselves in the dynamics of building their creative concept into a business model ready for investment and consumer distribution.
Two mentors will act as coaches, one in the development of the creative concept of product, and one in the building of the business model. Students will have access to a dedicated incubator space on the Burwood campus, or may choose to work within their own enterprise space or an equivalent virtual incubator space.

ACE705 Creative Incubator B 
Trimester 1 or 2, 2 credit points
This unit enables students to undertake a Creative Incubator project over two trimesters. It is paired with ACE706. Students will submit an initial creative project/business proposal identifying aims, approach, organisation and creative enterprise context. This outline is a hurdle requirement. Students will develop a full research plan developed from their initial creative project/business proposal, indicating the relevance of that plan to their own creative project. The format of the research plan will be negotiated with their mentor, and will form a part of the final submission in ACE706.

ACE706 Creative Incubator B 
Trimester 1 or 2, 2 credit points
This unit, paired with ACE705 Creative Incubator A, enables students to undertake a 4 credit point Creative Incubator project over two trimesters. Students will determine the content of their concept proposals/projects/creative enterprises through negotiation and consultation with their mentors. Projects may involve creative projects combined with a business plan, a production schedule and/or other planning tool. For this unit, they will be the equivalent of a 9000–10 000 word final draft presentation compiled into the final oral/written presentation of the 20 000 word creative enterprise project.
ACE707 Imaging for Media
Trimester 2, 1 credit point

This unit will introduce students to photographic production for a variety of media and contexts and will facilitate technical and conceptual skills in photography. Consideration will be given to professional, creative and vocational contexts. Students will begin with an introduction to the digital SLR camera, basic Photoshop correction, photographic file management and output, including an introduction to the large format printer.

The second part of the unit examines documentary photography. Students will explore photography as a storytelling medium and produce a photo essay in their local community. Key issues of narrative and the combination of text and image will be explored. Students will also examine law and ethics for photographers and the importance of cultural sensitivity, copyright and model release.

The third part of the unit focuses on photographic production for the client driven image. Topics to be addressed include editorial photography, advertising, magazine layout, working with a design team, self-promotion and professional agencies and memberships.

ACM701 Global Media and War
Trimester 2, 1 credit point

This unit is an interdisciplinary enquiry into explanations of the relationship between media and war, and struggles for diverse representations in relation to entertainment industry agendas and politically influenced or controlled media. Historical developments in global media representations of conflicts are studied alongside contemporaneous fictional war images in visual popular culture. Spun by protagonists and reported by newsmakers using global information technologies, war and suffering readily become infotechwars and commercial media spectacle. These issues are considered alongside the psycho-social dynamics of audience interpretations and responses and the influence of alternative and independent anti-war media and practices. Topics include the military’s use of video war-games to train combatants, information and surveillance wars, the CNN effect, compassion fatigue and amnesia, and whether mediated violence has become a central constitutive element in personal and group identities like nation and responsibility. Viewing films, television and video games is required.

ACM702 Directing: Techniques and Aesthetics
Trimester 1, 1 credit point

Topics to be addressed in this unit include:
» text, script and scene analysis
» styles and methods of historical and contemporary directors
» casting, rehearsal and recording techniques
» performance for the camera
» collaborations between cast and production crew.

ACM703 Cinematography
Trimester 1, 1 credit point

Topics to be addressed in this unit include:
» the role of the cinematographer
» how cinematography contributes to the ‘writing’ of the film
» camera equipment, testing and operation
» lighting equipment, testing and operation
» safety on set
» lens theory and shot composition
» exposure theory and principles of lighting design
» visual interpretation from script to screen
» operation and management of a camera crew
» collaboration with other production personnel.

ACM704 Film and Video Editing
Trimester 1, 1 credit point

Topics to be addressed in this unit include:
» script preparation, documentation and planning
» decoupage and montage
» graphic, rhythmic, spatial and temporal relationships between shots
» picture and sound relationships
» continuous, parallel and iterative structures
» editing principles and techniques
» editing systems
» offline and online approaches.

ACM710 Film Business
Trimester 2, 1 credit point

This unit will examine the role of the producer in realising film and video projects, tracking the process from idea development through scripting, preproduction, production, postproduction and distribution. Identifying industry practices and standards in the areas of creative decision making, funding, management, legal issues, insurance and occupational health and safety that impact on production planning and execution. Students will develop their own creative ideas for a short film into a viable production plan.

ACM712 Writing with the Camera
Trimester 1 and 2, 1 credit point

Topics to be addressed in this unit include:
» digital video camera operation and handling
» manual and automatic control of exposure and focus
» shot framing and composition
» shooting techniques
» visual language
» cinematography and style
» the role of the cinematographer
» recording and working with audio in digital video
» basic editing techniques.

ACM713 Genre Form and Structure
Trimester 2, 1 credit point

The learning, assignment work and assessment task of this Unit is the process of making a film as a ‘total system’. The work will be undertaken in teams that are established in week one. This team will then take responsibility for maintaining the high standard of its work and for identifying and collecting the technical and conceptual resources required to make the project it has devised. The team will then undertake the planning, organising and execution of pre-production, production and post-production. The unit will begin by covering topics such as teamwork and team management, consensus decision making, collaborative idea development and film production management. The production will be shot on 16mm film or high-definition video and post-produced using digital picture and sound editing systems.

Through this production, students will be required to review and analyse their working methods and their production, to make judgements about the feedback they receive and to develop appropriate responses.
ACM716 Building Creative Teams

Trimester 2, 1 credit point

This unit will be offered in two streams to suit the industry project requirements of those enrolled in different disciplinary areas of Film and Video, Communications – Advertising, Journalism, Media Communications, Professional Writing and Public Relations, and Creative Enterprise.

Stream A
This stream will examine the role of the producer in realising film and video projects, tracking the process from idea development through scripting, preproduction, production, postproduction and distribution. The stream will identify industry practices and standards in the areas of creative decision making, funding, management, legal issues, insurance and occupational health and safety that impact on production planning and execution. Students will develop their own creative ideas for a short film into a viable production plan. They will present a written proposal including a treatment or script, industry standard budget, production schedule and plan, development notes and supporting material.

Stream B
This stream will involve students working in small groups to develop a creative project/event. Projects may include, for example, a showcase festival event, a virtual/real exhibition, and a creative industry event launch. The stream will identify industry requirements in working in collaborative teams, project planning and problem solving for creative industries projects, including budgetary and reporting procedures. The workplace-based project will incorporate teams in creative concept development for a client, marketing and promotion, managing the event/production and evaluating/measuring the effectiveness of the outcome.

ACM717 Television Commercial Production

Trimester 1, 1 credit point

The television commercial (TVC) is a significant screen industry activity that is used to promote products, services, ideas and brand identities. TVC producers draw upon ideas and techniques from all genres of film and video making and often seek to turn social values and trends to the benefit of their corporate clients. The unit aims to provide students with experience of design and production in this short format, within the discipline of client briefs and tight schedules. The practical skills and knowledge gained should enhance student’s capacity to critically analyse television advertising and better understand its social, political and cultural function.

Topics to be addressed in this unit include:
- the TVC form and its sub-genres including social advocacy and community service announcements
- the structure of the television advertising industry, its client base, professions and creative teams
- techniques of propaganda and persuasion in the short form
- the design and creation of multi-layer messages and meaning in audio-visual media
- creating, and working creatively to, a tightly specified, research-based brief
- writing, producing and directing short format film and video to a budget and a timeline
- the production process: development, pre-production, production, post-production and delivery.

ACM718 Documentary Methods and Theory

Trimester 2, 1 credit point

In this unit students will undertake the production of a documentary either initiated by themselves or offered by external organisations. This production will be undertaken in teams using appropriate strategies for collaboration. This process will include the development of a proposal encompassing an exploration of the sources of documentary ideas, individual perspectives, the relationship between themes and social institutions and balancing the needs of sponsors and audiences. Treatments will be developed through several drafts that respond to feedback and critique. Students will then plan, schedule and shoot their productions. The post-production process will involve regular critical screenings through which students will explore the formal and structural demands of documentary story-telling.

ACM723 Visual Research: Theory and Methodology

Trimester 1 or 2, 1 credit point

This unit addresses the specific needs of students researching visual culture, and in particular students pursuing research in film and video, animation and photography. The unit will examine the notion of the ‘iconic turn’ within the contemporary interdisciplinary research field as well as situate the importance of photographic and cinematographic research in the early 21st century. Theories of the image will be examined from the Renaissance up until the theories associated with 20th century Modernism and Postmodernism. Various methodological approaches to the study of visual culture will be outlined and specific case-studies examined in detail. This examination will serve as the scholarly background that will enable students to conceive, plan and execute their own creative research project to a very high level. Students will create and complete their own research project within their discipline area, a project that will help to prepare them for further research associated with the masters degree.

ACM725 Effects, Graphics and Compositing

Trimester 1, 1 credit point

The unit aims to develop skills in the techniques of creating, manipulating and interacting with images and sound through the use of special effects and titling. The aim is to understand the range of possible outcomes provided by new and emerging digital production methods such as motion graphics. Topics covered will include strategies for integrating disparate source material, audio and video systems, sampling and sequencing, the nature of computer based and non-computer based outputs. Exercises in the creation of various digital content will be accompanied by research into the way such disparate content is used across mediums.
ACM727 Media Design
Trimester 2, 1 credit point
The unit aims to provide students with an understanding of the use of images and design principles in the context of the digital environments of multimedia and entertainment. This unit introduces the fundamentals of graphic design, including design processes, visual aesthetics, conceptual development and colour theory, as they are applied to issues of communication in electronic media. The principles and practice of interface design for new technologies will be introduced by way of practical projects and written assignments. Course content will also focus on the ethical considerations confronting those engaged in creation of visual media content. Allied subject such as visual symbio and typographic will also be examined by way of lecture and tutorial participation.

ACM730 Images, Symbols and Identity
Trimester 1, 1 credit point
The unit aims to provide students with an understanding of the use of images and symbols in the context of graphic design for both traditional print media and the digital environment. Students will be introduced to the relationship between type and image and the manipulation of each in the creation of new symbols and meanings as solutions to communication issues. The unit will emphasise the use of digital technology for the capture and manipulation of images specifically intended for use in aspects of graphic design. Students will also be required to research currently available advertising material for the purpose of classifying and analysing the underlying principles and ideologies inherent in various genres of graphic design.

ACM733 My Story: Autobiographical and Experimental Video Production
Trimester 2, 1 credit point
This unit examines the issues, practitioners and practices associated with autobiographical and experimental film and video production. It provides an opportunity for students to research, devise, and direct a subjective screen-based media arts project.

Topics to be addressed in this unit include: narrativity, subjectivity and representation; memory and reflexive autobiographical memoir; personal production forms such as the diary, essay, travelogue, and direct address to monologue; the performative role of the director; the uses of re-enactment and reconstruction; the mediating impact of the camera; the relationship between writing, sounds and images; and the future of digital screen practices.

ACM737 Creative Arts International Project or Study Tour
Trimester 1, 2 or 3, 1 credit point
This unit allows students to develop knowledge and skills through experiential learning in international situations. The learning occurs through programs and projects that are organised by Deakin staff such as:

- in-country study tours. Such tours are conducted by Deakin staff, usually during non-teaching periods
- in-country educational programs not covered under exchange agreements. Student participation in these programs is coordinated by Deakin staff in conjunction with partner educational institutions outside Australia
- other projects or programs that may arise from time to time.

AIM704 Heritage and Sustainable Cultural Tourism
Trimester 1, 1 credit point
Module 1: Cultural Tourism
- dimensions of global tourism
- what is tourism and who are the tourists?
- a brief history of tourism
- definitions of cultural tourism
- issues of culture and tourism.

Module 2: Sustainability and Cultural Tourism
- economic, socio-cultural and physical effects of tourism
- tourism and host cultures
- sustainable development and sustainable tourism in Australia.

Module 3: Cultural Tourism: Policy and Practice Issues
- case studies from the Asia-Pacific region.

AIP740 Public Policy Analysis
Trimester 1, 1 credit point
Government policy decisions affect every area of our lives. This unit concentrates on analysing public policy, policy implementation and outcomes of policy from different perspectives. Students are introduced to the tools of analysis in the policy process, concentrating on the institutions, actors and policy context. The unit grounds the theoretical discussions of public policy in a number of case studies relating to taxation, industry policy, industrial relations, social policy, gender and the environment.

ALC705 Organisational Communication: Culture, Diversity, Technology and Change
Trimester 1, 1 credit point
This unit introduces students to the main approaches to the study of organisational communication from various perspectives including critical studies, cultural studies and postmodern theory. It will examine the nature and function of organisational culture and the role of communication in cultural change within organisations during periods of transition, mergers, technological innovations and globalisation. Taking a global perspective, the unit introduces students to the issues relevant to the international multicultural workplace as well as those of power, ideology and hegemony within organisations and society. It critically analyses how communication technologies change the nature of work and organisations from the point of view of the individual and discusses the importance of member involvement in the change processes.

ALC706 Culture, Communication and Globalisation: Critical Practices in and Local Cultures
Trimester 1, 1 credit point
This unit examines the specific roles that the cultural and communication industries have played and continue to play in globalisation. It introduces students to some major models of globalisation and then examines how changes in the national and international regulation of trade have enabled and enhanced the production and distribution of cultural and communicational goods and services on a global scale. The unit complements its focus on producers and regulators with an examination of the ways in which ‘global’ products are consumed and used at ‘local’ levels, with emphasis on instances of ‘counter-global cultures’ and some of the techniques through which they have been created.
Unit descriptions

ALC714 Advertising: Designing Desires
Trimester 2, 1 credit point

Advertising is the subject of a continuing territorial war between disciplines as diverse as management, media, sociology, psychology, graphic design and economics. This unit explores intellectual solutions to that territorial war that link theory and practice across academic disciplines. It examines how companies produce advertisements and how advertisements ‘produce’ consumers. This unit challenges students to extend their thinking, while staying relevant to their personal, educational and career goals.

The structure and content of this unit reflect the integration in the contemporary communications industry of the knowledge, skills and practices of hitherto separate disciplines and occupations. In the Faculty of Arts and Education, the unit’s constituency includes students of journalism, public relations, graphic design, literary studies, professional writing, politics, media and communication and media arts. In the Faculty of Business and Law the unit is relevant to students of management, commerce and marketing; and in the Faculty of Health students of health education and communication will find that this unit offers practical and theoretical support to their studies.

This unit introduces students to two tools of analysis (economy and discourse) which they can use to understand three issues (fact, identity and brand). Each tool of analysis is applicable across the communications industry; each issue is specific to the advertising sector of that industry. Each combination of a tool and an issue creates one of the unit’s six topics:
- value by association (economy meets fact)
- consumer cultures (economy meets identity)
- hollow corporations (economy meets brand)
- ideology (discourse meets fact)
- individualism (discourse meets identity)
- hollow personalities (discourse meets brand).

ALJ710 Multimedia Reporting
Trimester 1, 1 credit point

Journalists are increasingly being asked to work in bi-media or multimedia environments where their work appears on multiple platforms. This unit provides students with an understanding of the complexities of this new media environment. It looks at the newsgathering and news writing skills required to work in this environment and the types of multi-skilling used in multimedia newsrooms. It also addresses industrial, ethical and other issues raised by the new work practices used in this environment.

ALJ722 Journalism in Contemporary Society
Trimester 2, 1 credit point

The contemporary context for the practice of journalism in Australia today is becoming increasingly complex. The new multi-media environment is the subject of many social debates. This unit provides the means to explore these contemporary debates. The unit aims to enable students to understand the complexities of the contemporary journalistic environment and understand the changes in modern journalistic professional practice. Students will be encouraged to critically assess theories, which attempt to explain the nexus between the media and society and the role of journalists. Changes in professional practice will be examined along with the impact of new technologies, globalisation and ownership changes. Perceived trends including ‘infotainment’ and the ‘dumbing down’ of news will also be analysed to determine the extent to which today’s journalists can balance ethical and commercial imperatives.

ALJ724 Law Media and Communication
Trimester 2, 1 credit point

This unit examines the legal framework regulating freelancing and specific job roles in media and communications in Australia. This unit is particularly relevant to journalists, public relations practitioners, writers and freelancers in film/video, creative enterprise and media.

Delivered in a case study environment, this unit aims to provide both a theoretical and practical insight into the legal rights and risks of communicators. The unit will focus in particular on legal issues such as defamation, contempt of court, contracts, copyright and intellectual property.

ALJ725 Editing and Design in a Multiple Media Environment
Trimester 2, 1 credit point

This unit aims to enable students to understand the theories, which underpin editing and design in a multi-media environment, including print and online publications. The unit also helps students apply the principles of editing and design to multi-media products and enables them to conceptualise the role/s of the sub-editor and/or online producer in the production of news.

ALJ728 Feature Writing
Trimester 1, 1 credit point

This unit provides students with the skills to report, interpret and comment in depth on public affairs and to work as specialists in different branches of journalism and local government. These include business journalism, political journalism, religious affairs journalism, ethnic affairs journalism and crime and police reporting journalism. This unit enables students to develop skills in the gathering and delivery of news and feature items. It also helps students develop advanced reporting and analytical skills essential to interpreting while outlining the rights, duties and obligations of reporters engaged in feature writing.

ALJ729 Newsroom Practice
Trimester 1, 1 credit point

This unit aims to help students gain an understanding of modern professional practice in newsrooms and in particular to gain an understanding of news values and news writing. This unit introduces students to the professional practices of the modern newsroom with particular focus on the news format, news angles and news writing including the theoretical underpinnings of the editorial process. Students will undertake a variety of news writing exercises making use of HOTcopy, the virtual newsroom.
ALL701 Origins in Children's Literature
Trimester 1, 1 credit point
This unit tracks the three main traditional genres on which children's literature in English draws: myth, hero tale and fairy tale. It considers traditional tales and their contemporary reversions as products of the cultures in which they are produced and consumed, thus reflecting societal values and agendas for the socialization of children.

This unit will introduce students to a range of theoretical resources for the interpretation of novel, picture book and film versions of traditional tales in respect to assumptions they encode about gender, race, class and other identity categories.

ALL702 Criticism of Literature for Children: A Variety of Approaches
Trimester 1, 1 credit point
This unit considers a number of theoretical approaches to the study of text and places the study of children's literature within this context. Alongside the theoretical texts which they are asked to read, students will analyse a range of children's books of various genres and periods, so integrating theory with practice.

ALL705 Short Stories: Writers and Readers
Trimester 2 (B, X) or 3 (X), 1 credit point
The unit offers the opportunity to discuss in depth a very wide range of short story, from its nineteenth century origins in Poe and others, through to very recent Australian and regional writing. Classes will offer candidates the opportunity to workshop both their critical and theoretical essays and/or their creative work. Special attention will be given to formal and genre considerations, in looking at the most effective ways to combine fiction and history. Text may be varied from year to year, according to student interest.

ALL706 Histories, Fictions
Trimester 2, 1 credit point
The unit offers the opportunity to discuss in depth a very wide range of literary texts, from Homer's Odyssey through to very recent Australian writing, in the context of recent literary and historiographical theory. Classes will offer the opportunity for candidates to workshop both their critical and theoretical essays and/or their creative work. Special attention will be given to formal and genre considerations, in looking at the most effective ways to combine fiction and history. Text may be varied from year to year, according to student interest.

ALL708 The Picture Book: Reading and Writing
Trimester 2, 1 credit point
Students will study the picture-book from an aesthetic and semiotic perspective, considering the ways in which visual and verbal text interact to produce various kinds of meaning. Nineteenth and early twentieth-century illustrated books are discussed in relation to their artistic and literary contexts, leading to a focus on recent and contemporary picture books. Students will be given the option of writing a picture-book text and will receive instruction in this form of writing.

ALL721 Driven to Write
Trimester 1, 1 credit point
This unit is designed for students interested in reading and writing narratives for teenage readers. Students will select a genre in which to write a creative fiction, for example fantasy, gritty realism, romance, adventure. They will intellectually frame their creative process by reading and interrogating a selection of published books in their chosen genre. This analysis of published texts will underpin their exegesis and hone their ability to critically assess the issues and agendas in their own work.

ALL722 Texts for Young Adults
Trimester 2, 1 credit point
This unit focuses on novels and films for young adults, an increasingly prominent market segment. Students will consider young adults as an implied audience and identify the ideological thrusts and socializing agendas in texts, identifying the ways in which novels and film texts of their choice map the processes of maturity to adulthood. Attention is paid to theories dealing with notions of adolescence as a cultural and historical construct, and to the ways in which discursive modes create subjectivities that have the potential to reinforce and remodel identity and power structures, both within texts and in contemporary culture.

ALL743 Narrative Theory and Children's Literature
Trimester 2, 1 credit point
Drawing on both theoretical texts and works of fiction, this unit examines the critical application of key aspects of narrative theories to children's fiction. Topics include:
» types of narration, point of view and focalisation in narrative
» beginnings and endings
» narrative time
» characterisation
» theory of genres and modes; and
» metafiction and experimental fiction.
ALL755 The Other Side of the World: Literature of Sadness – The Body – Mind in Crisis
Trimester 1, 1 credit point
The aim of this unit is to access in literary and other texts representations of physical and mental pain, suffering and sadness. In medical, legal, social, psychiatric and familial contexts the need to give expression to the extent and nature of pain and its attendant alienating effects is crucial. Significantly the inexpressible qualities of pain and sadness isolate its victims and cause a breakdown between those who wish to help and those who desperately require it. This unit will attempt to negotiate this 'inexpressible terrain' by identifying successful manifestations of expressed pain in works of fiction as well as factual narratives whether pathographies or related discursive writings. The aim is not merely to interpret these texts but rather to meet the challenge of finding a language that communicates, explicates and legitimises forms of illness in the eyes of both a hostile and/ or fearful society and sceptical or ill-informed medical, legal and social-work practitioners.

ALL771 Postmodern Fiction and Popular Culture
Trimester 2, 1 credit point
This unit examines the debate about 'postmodernism' by considering key texts together with core theoretical readings. The unit addresses a short selection of writings on postmodernism as a multi-disciplinary cultural phenomenon with a view to defining alleged major characteristics, to re-examining the relationships between literary production and cultural formations, and to analysing particular works of literary fiction and popular culture. The unit introduces basic concepts and applies them to some postmodern authors. Then it turns to some manifestations of postmodernism in cinema and popular culture.

ALL783 Life Writing: Theory and Practice
Trimester 2, 1 credit point
This unit examines the various meanings and modes of the diverse group of writings (memoir, biography, autobiography and ficto-criticism) brought together under the term of 'life writing'. The unit offers theoretical perspectives on life writing and related issues (to do with identity, agency, embodiment, memory, testimony, and truth) and the opportunity to undertake practically in a mode of life writing in the light of such theory. The aim is to encourage students to engage (both critically and creatively) with issues-to do with identity, life stories, and experience-that highlight the complex and complementary relationship between 'life' and 'writing'.

ALL784 Writing and Film
Trimester 2, 1 credit point
Writing and film-making are intricately connected activities. Books are made into films. Films have their genesis in the written word as screen plays, treatments, synopses and pitches, and are written about in reviews, critiques, analyses, histories and promotions. They also inspire writing in the form of creative responses in poetry, novels, plays and blogs. Films from a diverse range of genres, cultures and historical periods will be interpreted using a combination of cultural and film theory. The unit engages students in the interplay between writing and film whereby, through the production of critical and creative responses to films, students learn to interrogate cinematic representation and to hone their skills in writing for, about and back to film.

ALR701 Public Relations Writing and Tactics
Trimester 2, 1 credit point
Students learn to write by writing and rewriting. The unit blends the strategic with the practical in a range of public relations writing tasks including media releases, newsletters and speeches and web-writing. While strategic planning and thinking is a major component, creativity in developing and implementing communication solutions to PR problems is encouraged.

ALR704 Public Relations Management
Trimester 1, 1 credit point
This unit covers a systems approach to public relations strategy and planning, management by objectives including the development of measurable public relations objectives. A key focus is to research, plan, implement and evaluate public relations programs and campaigns. It provides students with knowledge and skills to analyse publics and develop effective communication strategies and tactics. The unit explores issues and crisis management techniques within a strategic planning framework, how to anticipate issues, plan for crises and understand organisational actions and responses in uncertain operating environments.

ALR706 Online Public Relations and Communication
Trimester 1, 1 credit point
This unit examines the application of digital communication technologies and social networking developments to the practice of public relations and professional communication. Students will learn about contemporary digital communication technologies and tactics employed by public relations professionals to build effective relationships with internal and external audiences.

ALR710 Marketing Communication
Trimester 2, 1 credit point
The unit will provide an overview of the key elements of the marketing process with an emphasis on integrating public relations and marketing strategies in the formulation of campaigns. Key elements of the marketing process to be examined include analysis of the marketing environment, consumer behaviour, marketing research methods and forecasting, market segmentation and the implementation of the promotional mix (advertising, sales promotion, direct marketing, public relations, personal selling). Particular attention will be drawn to the role of public relations in the promotional mix and to the concepts of relationship marketing and social cause marketing.
ALR715 New Ventures in Creative Enterprise  
**Trimester 1, 1 credit point**  
This unit aims to assist the student in preparing for a transformed twenty first century work environment - with focus on entrepreneurship and individual skills analysis, creative business problem solving and research into current theory on creative/cultural industry context. This includes an overview of marketing, organisational and financial planning, with a focus on development of business pitch presentations and personal strategic capability.

ALR718 New Activism, Communication and Citizenship  
**Trimester 2, 1 credit point**  
Note: ALR718 is not offered in 2012. It will be re-offered in 2013.

This unit engages with contemporary developments in organisations' communication practice to explore links with citizenship, responsibility and accountability. It assesses diverse approaches to public communication from state, business and civil society including activism outlining core elements of ethical community consultation and corporate citizenship. In particular it examines how traditional and 'new' media frame society and construct 'knowledge' about it. The unit sets key case studies in the context of some major theories of citizenship and communication, including 'the risk society' (Beck), 'the network society' (Castells) and 'the public sphere' (Habermas). The unit's assessment encourages students to use the case studies and their theoretical foundations to both broaden and deepen their understandings of social, cultural and political change, and to examine how those changes contribute to how we understand truth, citizenship, empowerment and democracy.

ALR731 Public Relations Theory and Practice  
**Trimester 1, 1 credit point**  
This unit will be taught as a social science with both an academic and a professional emphasis. It will provide a comprehensive conceptual framework that demonstrates how public relations practitioners work. It covers the role of the public relations practitioner, the public relations process from research and planning to implementation and evaluation; strategic thinking; tactics such as media releases and newsletters, and the application of public relations in a range of circumstances from sports and cultural organisations to corporations.

ALR732 Research Methods for Contemporary Society  
**Trimester 2, 1 credit point**  
This unit will be offered in two streams to suit the needs of those enrolled in different disciplinary areas such as media and communication, journalism, public relations, professional writing and advertising; and their future academic and professional goals in doctoral study, research, policy making, management and professional practice.

Stream A:  
The unit will cover the applications of social science research methods to public relations. This includes defining methodological problems or issues to be addressed. Students will study developing the research plan; qualitative and quantitative methods; primary and secondary research, deciding on the population, sampling techniques; and collecting the information, interview strategy and techniques; approaches to fieldwork, analysis of results, and presenting the findings and research ethics. A key focus will be on applying research techniques for communication programs and campaigns, including their development, implementation, monitoring and final evaluation.

Stream B:  
This unit covers the research process from choosing a research topic to writing a scholarly or non-scholarly report. It will examine in-depth the quantitative (surveys, content analysis); qualitative (depth interviews, focus groups, field studies); and other (case studies, historical analysis) research methods commonly used in studying media messages, audiences and industries. It discusses selecting a suitable theoretical framework for a project, searching for and reviewing the relevant research literature, research design, ethics, sampling, measurement, data collection, analysis, and interpretation of results. It also introduces students to the use of computer software such as SPSS and NVivo for data analysis.

The unit also examines how these research methods are applied in the everyday professional practices of media production, journalism, advertising, professional writing and public relations and how research findings are used in the policy or decision making and professional practices related to these disciplines. It provides a strong foundation for students aiming for masters and doctoral level study in the future and/or careers in media production, research, policy making and management.

ALR733 Advertising Theory and Practice  
**Trimester 1, 1 credit point**  
This unit will provide students with a theoretical foundation for exploring and understanding:  
- advertising practice  
- the role of advertising as a persuasive communication technique to achieve business objectives  
- the consequent economic, social and cultural impact that advertising has on society.

ALR782 Public Affairs and Opinion Formation (Online)  
**Trimester 1, 1 credit point**  
Topics to be addressed include:  
- theories of public opinion formation  
- structures of government in Australia  
- government policy formation processes  
- lobbying, government relations and public affairs activities  
- peak industry bodies and their activities  
- NGOs and their activities – the ‘third sector’  
- think tanks and their activities  
- political communication  
- the role of media in opinion formation  
- trends in public participation in policy formation  
- trends is public concerns over risk, the environment, and political literacy  
- the ethics of influencing public opinion  
- comparing Australian public opinion processes globally.

ALW720 Travel Writing  
**Trimester 2, 1 credit point**  
This unit offers students opportunities to hone their skills as story tellers with a focus on travel narrative. By encouraging an examination of the conventions and techniques of different types of travel writing and facilitating an understanding of marketing strategies and publishing opportunities, this unit will also help raise and sustain industry standards. This unit recognises that a travel writer can draw on local as well as foreign places to construct sound travel narratives, it is therefore offered to students regardless of how much they have travelled.
ALW729 Writing for Communication Media  
Trimester 1, 1 credit point  
This unit enables students to strengthen their skills in writing, research and presenting. Students will explore the power of language and the characteristics of effective and ineffective writing; the relationships between written and spoken language; strategies for developing arguments; and the requirements of a range of types of writing including reports, letters, resumes, academic essays, summaries, media releases and persuasive writing. 
The unit will support students in their written tasks in other subject areas, as well as providing them with workplace-oriented skills that will enhance their performance in professional fields. Students will participate in a hypothetical scenario. They will be required to employ different forms of writing and communication tools to tackle issues that arise from this scenario.  

ALW730 Creative Non-Fiction Writing A  
Trimester 1, 1 credit point  
This unit will introduce and explore a range of creative non-fiction genres such as feature writing, profiles, review writing, travel writing, personal narrative, biography and investigative reporting. Related techniques will also be explored including interviewing, observation, reporting, research and marketing. Intensive workshop of ideas and work in progress will take place, as well as critical reading of a range of published materials.  

ALW731 Creative Non-Fiction Writing B  
Trimester 2, 1 credit point  
This unit will expand upon the strategies and techniques developed in Trimester 1. It will involve in-depth examination of feature writing, satire and social comment, extended profiles and travel narratives, biography and autobiography. Related issues will also be examined including ethics, defamation and boundaries of creative non-fiction. Intensive workshop of ideas and work-in-progress will take place, as well as critical reading of a range of published materials.  

ALW732 Fiction Writing: Story, Structure and Starting Out  
Trimester 1, 1 credit point  
This unit explores technical and discursive aspects of fiction-writing, with reference to highly regarded texts. The unit involves much exploration of creativity and experimentation, improvisation and revision. Students must be prepared to do considerable practical work in tutorials, or online in the case of off campus students. Each student will submit a complete original work or works of fiction. This work may be presented in a number of forms, including short story, hypertext, and fiction for installation or exhibition, for examples.  

ALW733 Fiction Writing: Ideas and Innovations  
Trimester 2, 1 credit point  
This unit is an advanced study of the theory and practice of creating works of fiction. The unit is informed by the study of adventurous and innovative texts. Concepts explored in those works will be used by students in developing their creativity and range of skills and approaches to writing fiction. Students must be prepared to do considerable practical work in tutorials, or online in the case of off campus students. Each student will submit a complete original work or works of fiction. This work may be presented in a number of forms for example, short story, hypertext, fiction for installation or exhibition.  

ALW734 Script Writing A  
Trimester 1, 1 credit point  
This unit introduces the principles and techniques of script writing. The emphasis is on writing for film and television rather than playwriting, although many of the principles are the same. Students will explore the concepts of dramatic construction, exposition, character development, dialogue, suspense and resolution.  

ALW735 Script Writing B  
Trimester 2, 1 credit point  
This unit involves detailed exploration into the concepts introduced in ALW734 Script Writing A. Students will be encouraged to take a keen interest in current developments in the film and theatre industries.  

ALW736 Poetics of Writing A  
Trimester 1, 1 credit point  
Introduction to the methods and concepts underlying the poetic nature of strong writing in both poems and prose form. Students will read, discuss and demonstrate the use of devices such as metaphor, diction, narrative variety, voice and dialogue in poems, prose poems, fiction and non-fiction works. The unit will explore how writers combine these poetic devices into a flexible practice across genre and then students will develop a folio of original work in their chosen combination of such practices. Emphasis will also be placed on each student writing towards a personal poetic. Students will also become acquainted with performance methods and publication.  

ALW737 Poetics of Writing B  
Trimester 2, 1 credit point  
Continuing from ALW736 Poetics of Writing A, students will look at writing and practices which further emphasise poetic language use, the exploration of voice and structure and so develop an understanding of how these methods can inform their own writing practice and poetics. More discussion will be made of poetics and students will discuss and analyse a variety of authors relevant to these themes. Emphasis will be on developing the student's own creative writing in their chosen form and on the writing of a poetic. Promotion and performance will also feature in the later stages of this unit.  

ALW738 Editing  
Trimester 1, 1 credit point  
This unit aims to give students a grounding in key editorial principles and skills. Students are encouraged to develop their understanding of the relationship between editor, author and reader, with a primary focus on project appraisal, structural and copy-editing strategies and proofreading. The unit will acquaint students with the ethical responsibilities of editors, authors and publishers, particularly with regard to copyright and defamation. The unit is also designed to assist writers to refresh their technical skills and deepen their understanding of the editing and publishing process.
**ALW739 Publishing**

*Trimester 2, 1 credit point*

The unit extends students’ understanding of the publishing industry and processes. It provides students with an understanding of how authors’ proposals for publication are reviewed by acquisitions editors and examines trends in publishing in Australia and internationally. It provides knowledge on topics and trends such as intellectual property and defamation law, production processes and new forms of publishing. Students work collaboratively to present a book or electronic publishing company and to showcase proposals for publication.

**ALW749 Crossing Borders – in Country Travel and Research Project**

*Trimester 3, 1 credit point
Offered in alternating years 2013, 2015.
Not offered in 2012.*

The unit will deal with the following as part of the pre-tour briefing notes and in-country discussions and workshops:
- travel as story telling
- travel and the post colonial condition
- active observation and research techniques
- impact of tourism and contradictions of globalisation
- reading images – construction of visual narratives
- dilemmas and contexts of representation
- myths, symbols and belief systems
- practical in-country research.

**ALX715 Research Project A**

*Trimester 1 or 2, 2 credit points*

This unit enables students to undertake a four credit point research project over two trimesters. It is paired with ALX716. Students will determine the content of their research projects through negotiation and consultation with their supervisors. Projects may involve creative projects combined with an exegesis, or may constitute a 9000–10 000 word report which is based on primary and secondary sources. They may also draw on fieldwork or other data and will involve theoretical, interpretative and analytical work.

**ALX716 Research Project B**

*Trimester 1 or 2, 2 credit points*

This unit, paired with ALX715 Research Project A, enables students to undertake a four credit point research project over two trimesters. Students will determine the content of their research projects through negotiation and consultation with their supervisors. Projects may involve creative projects combined with an exegesis, or may constitute a 9000–10 000 word report which is based on primary and secondary sources. They may also draw on fieldwork or other data and will involve theoretical, interpretative and analytical work.

**ALX720 Minor Research Project**

*Trimester 1 or 2, 2 credit points*

This unit enables students to undertake a 2 credit point research project on a topic of their choice negotiated with their supervisor. Students will determine the content of their minor research projects through negotiation and consultation with their supervisors. Projects may involve creative projects combined with an exegesis, or may constitute a 9000–10 000 word report which is based on primary and secondary sources. They may also draw on fieldwork or other data and will involve theoretical, interpretative and analytical work.

**ALX721 Creative Industries Internship**

*Trimester 1 (B), 2 (B, X-OS) or 3 (B), 1 credit point*

The Internship unit offers students an opportunity to gain first hand work experience in a region or employment sector closely associated with topics studied at university, and to explore the practical applications of their academic study. It also provides professional experience that may assist them to further their career goals. Students are expected to complete a minimum of 100 hours of work experience in their chosen site. The unit provides a framework for student assessment of their knowledge, skills and work choices in relation to the practices and implementation of selected topics in professional communication.

**AMC701 Motion Capture Boot Camp**

*Trimester 1, 2 or 3, 1 credit point*

This unit gives students an understanding of and practical grounding in motion capture technology. It provides students with foundational skills in the use and aesthetics of motion capture that will enable them to undertake more advanced motion capture projects either in their discipline-specific work, or as they move through the minor sequence in motion capture. Using the facilities of the Deakin Motion.Lab, the largest animation motion capture studio in Australia, students will gain practical experience in calibrating or as they move through the minor sequence in motion capture. Using the facilities of the Deakin Motion.Lab, the largest animation motion capture studio in Australia, students will gain practical experience in calibrating and operating a motion capture system and in planning and implementing a motion capture shoot. The unit will also provide an introduction to post-processing. Students will also gain an overview of the broader context of motion capture, and its use in the animation and game development industries and in interactive performance.
AMC702 Animating Motion
Trimester 1, 1 credit point
This unit builds paths to understanding the creative applications of motion capture technology, focusing on the relationship between movement and its representation through motion capture data and post-processing in animation programs. The unit develops skills of visualisation, representation and manipulation of human motion through reference to established principles of character animation. Students will develop a working knowledge of Motion Builder, which opens up the expressive capabilities of motion capture. Through focused study of human and non-human form and movement within three-dimensional space, students gain creative control of the expressive outcomes of this high-end technology. The unit contextualises motion capture technology in terms of the aesthetic and conceptual aspects of the motion capture concept, and explores issues involved in developing high level creative control of motion capture outcomes. Students will work collaboratively on a number of tasks, including research, planning, presentation, and technical skills development.

AMC703 Digital Puppetry
Trimester 1, 1 credit point
This unit allows students to progress and specialise in developing practical and conceptual ideas that are based in motion capture technology. It focuses on the screen-based potential of motion capture in traditional and non-traditional modes. It allows students to experience working as a production team to explore ideas that emphasise techniques in 3D animation, motion capture, puppetry and performance. This course will use motion capture for the production of screen-based work (animation, computer games, installation and visual effects). It is an advanced level course that will investigate both commercial and experimental methodologies for the creation and application of real-time data capture. The emphasis will be on student-centred group learning activities for the planning and creation of high-end motion capture works. This might include a 3D animated short film, a computer game, or a special effects sequence in a digital movie.

MLC771 Law for Managers
Trimester 1, 1 credit point
The unit is designed to develop an understanding of the legal principles underlying business activity and its social control through law; to create an awareness of the legal implications of business transactions; to develop a capacity to identify legal problems encountered; and to obtain and evaluate professional advice. The emphasis is on the measures available to ensure contractual obligations are met and to minimise the risk of losses caused by avoidance of legal liability. Topics include: the Australian legal system, the laws of contract, agency, partnership, business torts, corporation law and industrial law.

MLM790 Marketing Law
Trimester 2, 1 credit point
Topics to be addressed include: the competition and consumer provisions of the Trade Practices Act 1974 (Parts IV and V) with particular focus on their implications for advertising, sales, marketing and distribution; intellectual property issues relevant to sales and marketing including registrable forms of intellectual property and common law protection; and enforcement and compliance issues, remedies and defences.

MMK733 Strategic Marketing
Trimester 1, 1 credit point
The unit provides a thorough examination of the two major aspects of strategic marketing. The first is the analytical framework for strategic market planning: the nature of strategic market planning; analysing market opportunity and competitive capability. The second major aspect examines managerial aspects of planning: defining the business; industries and their evolution; global marketing policy and planning systems; and organisation, implementation and control. The overall objective of the unit is to demonstrate the role of strategic marketing in creating sustainable competitive advantage.

MMK737 Online Marketing
Trimester 1, 1 credit point
This unit examines and discusses the impact of the Internet on marketing science and practice. Particular emphasis is given to the role of the World Wide Web in current and future integrated marketing communication, customer fulfilment strategy and customer relationship management.

MMK751 Services Marketing
Trimester 2, 1 credit point
Service industries currently account for approximately 70–80 per cent of Australia’s GDP and employ approximately 90–95 per cent of the workforce. It is anticipated that 90 per cent of all new jobs created during this decade will be in the service sector. Service organisations differ in many important respects from manufacturing organisations, requiring a distinctive approach to planning and implementing marketing strategy. This subject builds on the knowledge gained in marketing management by providing a detailed analysis of how to tailor marketing goals and strategies to service organisations. This is a highly practical unit that allows students the opportunity to apply theory to real-life situations on an ongoing basis.

MMK792 Arts Marketing
Trimester 1, 1 credit point
The change in the way arts marketing has been perceived over the years provides an opportunity for students to learn how arts marketing can assist an organisation to expand its audience and ensure the consumer finds the experience rewarding and enriching while remaining true to the artistic mission. Arts marketing includes a range of activities which centre on research, planning, promotions, publicity and public relations, product and price.

MMM790 Arts Management
Trimester 1, 1 credit point
The unit introduces foundational management theory and its application to the arts and entertainment field. Topics include: cultural policy and its context; arts management and leadership; arts organisations and boards; strategy and arts managers.

MMM793 Managing Cultural Projects and Events
Trimester 2, 1 credit point
This unit is a pathway to understanding the concept of project and event management as a ‘theatre of learning’, including the framework and life cycle of projects as defined events and the flexibility needed in managing projects and venues in an environment of change.
MMM796 Managing Arts in Community Settings  
Trimester 2, 1 credit point
This unit explores the changing definitions of culture, its breadth and scope in quality of life, and the viability and vitality of the built and natural contexts. Topics include: definitions of culture; managing culture and community; cultural policy; quality of life; and diversity in the community, with a focus on the built environment.

MMM799 Arts Fundraising and Sponsorship  
Trimester 2, 1 credit point
Not offered in 2012.
This unit explores the benefits fundraising and sponsorship offer cultural organisations in an environment that has shifted from a product to a market focus and with a declining government funding base. The unit will give students the opportunity to understand and analyse a fundraising or sponsorship case study and the contextual pressures that affect its outcome. The topics to be addressed in this unit include the nature and role of fundraising; the principles and practices of government relations and corporate sponsorship; philanthropy and donors.

MMS712 Sport Marketing (Online)  
Trimester 2, 1 credit point
The unit will introduce students to the marketing management process. The use of the marketing mix, product, price, promotion and distribution will be developed and related to sport. Traditional use of marketing theory in sport will be examined and an analysis of sport marketing functions will be conducted. This will include positioning the sport product, market segmentation, sport marketing and technology, and the development of marketing plans.

MMS715 Sport Promotions and Public Relations (Online)  
Trimester 1, 1 credit point
The unit examines promotional management strategies as they apply to sporting organisations. Students will examine the promotion mix including advertising, sales promotions, personal selling and public relations. Special emphasis will be placed on the study of public relations and its role in managing the media within the sport management industry.

MMS773 Sport Broadcasting (Online)  
Trimester 2, 1 credit point
The unit will expose students to the television sports business. Specifically it will focus on the increasing influence of broadcasting on sport in Australia. Issues to be examined include rights revenue and contracts, game and rule changes influenced by television, scheduling and promotional benefits plus a consideration of the production process of live sporting events. The terms ‘rating’ and ‘share’ will be introduced, focusing on their translation into revenue for the networks and the related advertising industry and corporate sectors.

MPA711 Corporate Governance and Ethics  
Trimester 2, 1 credit point
This unit considers the environment for corporate accountability and the role of people within the context of professional and business ethics. This unit specifically gives an international perspective on the introduction of competing expectations about the purpose of organisations and hence raises questions concerning the appropriate responsibility of their managers. It develops the position that the responsibility of managers for effective action extends not only to the familiar economic and market considerations but also to the wider social/public arena. Students will learn to analyse, question critically and perhaps challenge the ethical and moral standards and priorities that they apply to business and professional behaviour.

MPA751 Financial Reporting and Analysis  
Trimester 1 or 2, 1 credit point
This unit aims to develop the student's ability to interpret and use corporate financial reports and other relevant information. The unit is concerned primarily with developing a strong understanding of accounting concepts and issues, which can be applied to a range of theoretical and practical problem-solving demands encountered by managers.

MPI700 Postgraduate Internship  
Trimester 1 or 2, 1 credit point
The Postgraduate Internship is designed to allow students to gain first-hand experience of graduate-level employment in an organisation. Students will work on a non-employment basis within an approved organisation for a minimum of two days per week for 12 weeks (or equivalent). It provides an opportunity to use the discipline specific and generic skills learned earlier in their studies and to reflect on their own performance, the nature of professional work and the business context of the host organisation. This unit will help students refine their skills, build their confidence and increase their awareness of the requirements for successful professional business practice.

MPK701 Research Design and Analysis  
Trimester 1, 1 credit point
The unit will develop students' appreciation of the scope of research in business marketing, together with the processes and techniques used commonly in research. Topics include: an introduction to research in marketing; problem definition; research design; qualitative and quantitative methods; measurement concepts; qualitative and quantitative data analysis; univariate and multivariate statistical analysis; sensitivity analysis; the development of business modeling; reporting and presentation of results. Applications of research in business marketing in the areas of strategic analysis, pricing, brand management, consumer behaviour or sales forecasting will also be discussed.

MPK711 Strategic Customer Service  
Trimester 1, 1 credit point
Topics to be addressed in this unit include: an introduction to customer service; customer service within a strategic framework; leadership and organisational culture for customer service excellence; supporting customer service; organisational structure and resources; the role and management of customer service personnel; internal marketing; managing and measuring service quality; managing and measuring customer perceived value; managing customer complaints; e-customer service: the role of technology in delivering customer service; and practising customer service excellence.
Unit descriptions

MPK712 Advertising and Consumer Behaviour 3
Trimester 2, 1 credit point
The intent of this unit is to develop students’ understanding of the importance of consumer behaviour theory and research in the formulation and execution of marketing communications. Topics include: consumer decision processes, factors influencing consumer behaviour (individual, psychological and environmental factors), brand positioning and marketing communications campaign objectives, creative strategy, media strategy and other marketing communications (i.e. sales promotion, corporate image advertising, sponsorships, public relations, personal selling and direct marketing). A variety of marketing communications campaigns, from both profit and non-profit organisations, will be used to illustrate the interplay between consumer behaviour and marketing communications.

MPK732 Marketing Management 4
Trimester 1, 2 or 3, 1 credit point
The unit consists of 11 modules built around the integrative nature of the marketing process and its role in achieving corporate objectives. Topics include: the marketing process; the marketing environment; market research and information systems; segmentation; targeting and positioning; buyer behaviour, pricing consideration and approaches; integrated marketing communication; products and new product development; distribution; international marketing; marketing strategy and planning and the implementation and control of marketing programs. Emphasis is placed on the management decision-making process through the use of case studies. The unit not only introduces participants to core marketing concepts and techniques, but also encourages the application of these within the context of the participants’ work environment.

MPK736 International Marketing 4
Trimester 2, 1 credit point
The purpose of this unit is to examine the key elements in the formulation and implementation of international marketing strategy. The unit analyses the stages through which the firm moves in formulating its global strategy; initial entry; local market expansion; and global rationalisation. The formulation and implementation of strategy is discussed within the context of increasing interdependence of country markets and regional market integration.

MPM703 Business Strategy and Analysis 4
Trimester 1 (B X) or 3 (B), 1 credit point
This unit introduces students to the role of business strategy in developing and sustaining competitive advantage. The broad aim of this unit is to equip students with an introductory knowledge of business strategy concepts and tools, together with an ability to apply this knowledge to a variety of macro environment, industry, and business situations.

MPM705 Retailing 4
Trimester 1, 1 credit point
Retailing presents and sells goods and services to customers. Retailing is the final economic activity before the goods and services are consumed. This deceptively simple activity is now a highly competitive industry that faces many challenges such as changes to international trade, new and emerging markets, and rapid developments in technology coinciding with an increasingly demanding and well informed customer. Globalisation, the growth of new economies, and developments in technology has influenced the development of the retail industry in the last decade. This unit presents the basic elements of retailing and explores influences such as corporate social responsibility and ethics in retail, demographic changes plus the influence of new social movements such as anti consumption and environment protection. The unit prepares students for careers in the retail and associated industries such as banking and finance, supply chain and logistics, manufacturing, advertising and promotion, and marketing.

MPM722 Human Resource Management 4
Trimester 2 or 3, 1 credit point
The objective of the first section of this unit is to develop an understanding of strategic human resource management and the policies, methods and techniques utilised in human resource management functions with particular emphasis on the workplace. Specific attention is given to issues of recruitment, selection, human resources planning, human resources development, and managing for performance. The study and practice of human resources will develop skills and understanding of how human resources fit within processes of strategy formulation and organisational change. The focus is on Australian issues and solutions.

MPP701 Research Project 1a 4
Trimester 1 or 2, 1 credit point
Students will complete a comprehensive research study under the guidance of a supervisor, who must be a member of academic staff at Deakin University. The study will require students to identify and define a problem, review relevant literature, design a study method, present findings, interpret results and present conclusions and recommendations.

MPP702 Research Project 1b 4
Trimester 1 or 2, 1 credit point
Students will complete a comprehensive research study under the guidance of a supervisor, who must be a member of academic staff at Deakin University. The study will require students to identify and define a problem, review relevant literature, design a study method, present findings, interpret results and present conclusions and recommendations.

MPP703 Research Project 2 4
Trimester 1 or 2, 2 credit points
This unit is designed to enable students to undertake independent research, under the guidance of a supervisor knowledgeable in the research area, and to prepare a project report in a thesis format that contributes to the stock of knowledge in the research area. The supervisor must be a member of academic staff at Deakin University.

MPP704 Research Project 4
Trimester 1 or 2, 4 credit points
This unit is designed to enable students to undertake independent research, under the guidance of a supervisor knowledgeable in the research area, and to prepare a project report in a thesis format that contributes to the stock of knowledge in the research area. The supervisor must be a member of academic staff at Deakin University.
When Kathryn Davis decided to study for a Graduate Diploma of Media and Communication, her aim was to acquire some skills and experience in communication and issues management which would help to broaden her skills behind veterinary science.

Not only has it done that, Kathryn says that it was thanks largely to her demonstrated interest and expertise in communications that she was able to secure a senior position at the Australian dairy industry’s peak body.

‘My career path since (and during) my postgraduate course has been given a significant boost, as my qualification from Deakin has clearly differentiated me from most others working in the veterinary field,’ she notes.

Kathryn chose to study off campus due to living in a rural community interstate, having the responsibilities of three school-aged children and running her own veterinary consultancy business.

She says that not only did she enjoy the online interaction with fellow students, Deakin also provided access to a ‘vast selection’ of online learning resources.

Now enrolled in the Master of Communication majoring in public relations at Deakin, Kathryn says she intends to further develop her communication skills.

‘In the future I would like to continue to refine my communication skills, and find opportunities to harness new technologies to build knowledge and enhance relationships within the dairy industry and the broader community.’
MPR705 Entrepreneurship (Residential)
Trimester 2 (Residential), 1 credit point
The unit introduces participants to the concept and processes of entrepreneurship. Students gain an understanding of venture start-ups through the development of a venture proposal into a venture plan. In this way practical experience of the entrepreneurial process is gained. The unit requires students to examine the skills that entrepreneurs and intrapreneurs need, in small business and in larger organisations. Participants are exposed to techniques and tools necessary to new venture development, as well as to entrepreneurs who share their experience.

MPR722 Human Resource Management (Residential)
Trimester 2 (Residential), 1 credit point
The objective of the first section of this unit is to develop an understanding of strategic human resource management and the policies, methods and techniques utilised in human resource management functions with particular emphasis on the workplace. Specific attention is given to issues of recruitment, selection, human resources planning, human resources development, employee relations and managing for performance. The study and practice of human resources will develop skills and understanding of how human resources fit within processes of strategy formulation and organisational change. The focus is on Australian issues and solutions.

MPR732 Marketing Management (Residential)
Trimester 3 (Residential), 1 credit point
The unit consists of 12 modules built around the integrative nature of the marketing process and its role in achieving corporate objectives. Topics include: the marketing process; the marketing environment; market research and information systems; segmentation; targeting and positioning; buyer behaviour, pricing consideration and approaches; integrated marketing communication; products and new product development; distribution; international marketing; marketing strategy and planning; and the implementation and control of marketing programs. Emphasis is placed on the management decision-making process through the use of case studies. The unit not only introduces participants to core marketing concepts and techniques, but also encourages the application of these within the context of the participants' work environment.

MPR751 Financial Reporting and Analysis (Residential)
Trimester 1 (Residential), 1 credit point
The unit develops students’ ability to read, interpret and use corporate financial reports and other relevant information such as internal accounting reports. The unit is primarily concerned with developing a strong understanding of accounting concepts and issues from perspectives both internal and external to the entity. This understanding can then be applied to a range of theoretical and practical problems often encountered by managers. The student’s appreciation of the complexities of financial measurement, accounting policy selection, and techniques of managerial accounting is developed using case studies and practical problems. No previous accounting background is assumed.

MPT722 Human Resource Management
Trimester 3 (as part of a study tour), 1 credit point
The objective of the first section of this unit is to develop students’ understanding of strategic human resource management and the policies, methods and techniques utilised in human resource management functions with particular emphasis on the international workplace. Specific attention is given to issues of recruitment, selection, human resource planning, human resources development, and managing the performance. The study and practice of human resources will develop skills and understanding of how human resources fit within processes of strategy formulation and organisational change. The focus is on international and comparative issues and solutions.
Amy Goulding

Master of Arts (Professional Communication)*
Internship: City of Boroondara
November 2009—February 2010

*I now offer as Master of Communication.

‘I chose to undertake a postgraduate Creative Industries Internship through Deakin University as one of my final units of the Master of Arts (Professional Communication). Within the local government public relations and communications industry, I contributed to developing a language services communications plan to assist culturally and linguistically diverse communities access council service information and increase their awareness of their local council. I cannot recommend this opportunity enough. Being able to practically apply theoretical knowledge in a professional environment has provided me with invaluable experience and skills that textbooks alone simply cannot provide!’

‘I chose to undertake a postgraduate Creative Industries Internship through Deakin University as one of my final units of the Master of Arts (Professional Communication) . . . I cannot recommend this opportunity enough.’
Where to get more information

Web site
Deakin on the web, www.deakin.edu.au, contains detailed information on everything at Deakin, including:
» courses
» unit descriptions
» student profiles
» campuses
» facilities and services
» applications and scholarships
» research.

To find detailed course information, including unit descriptions, you can visit the following sites:
» Course search – search for Deakin's courses online www.deakin.edu.au/courses, find the course you are looking for and view a full description of that unit.
» Postgraduate Studies Handbook – the handbook provides a listing and description of all units and course structures www.deakin.edu.au/handbook.

Other useful web sites
Fees
www.deakin.edu.au/future-students/fees

Library
www.deakin.edu.au/library

Research scholarships
www.deakin.edu.au/future-students/research/scholarships

Study skills
www.deakin.edu.au/future-students/services-facilities

Course enquiries
For additional course guides and brochures or more information about application, selection and enrolment, as well as fees and charges, please contact:
1300 DEGREE (1300 334 733)
enquire@deakin.edu.au
www.deakin.edu.au/courses

Research degree enquiries
Research Services Division
Phone: +61 3 9251 7124
research-hdr@deakin.edu.au
www.deakin.edu.au/research

Disability services
For details, phone:
» Geelong 03 5227 1221
» Melbourne 03 9244 6255
» Warrnambool 03 5563 3256
visit www.deakin.edu.au/disability or email dcentre@deakin.edu.au.

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

Further reading
Postgraduate study area booklets:
» Architecture and Built Environment
» Arts, Humanities and Social Sciences
» Business and Law
» Education
» Engineering
» Health
» Information Technology
» Media, Communication and Creative Arts
» Medicine
» Nursing and Midwifery
» Nutrition and Dietetics
» Optometry
» Psychology
» Science and Environment.

To request a copy of any of the above publications please email enquire@deakin.edu.au, phone 1300 DEGREE (1300 334 733), or download at www.deakin.edu.au/future-students/brochures.

Open Days 2011

Warrnambool Campus
Sunday 14 August

Geelong Waurn Ponds Campus
Sunday 21 August

Geelong Waterfront Campus
Sunday 21 August

Melbourne Burwood Campus
Sunday 28 August

www.deakin.edu.au/openday

Social media@Deakin

You can find us on social media sites Facebook, Twitter and YouTube using the links on our social media page.

Keep in-the-know about all things Deakin, including upcoming events and general information, and have your questions answered.

We also have an iTunesU channel, where you can learn about our research activities, teaching and learning initiatives and view highlights of student work, training guides and videos of public lectures.

Visit www.deakin.edu.au/socialmedia to get connected with Deakin.

Postgraduate Information Nights

RACV Club, Melbourne
Tuesday 4 October 2011, 5–7 pm

Melbourne Burwood Campus
Tuesday 11 October 2011, 5–7 pm

Postgraduate Information Nights will also be held in February and May 2012. Please visit www.deakin.edu.au/postgrad or phone 1300 DEGREE (1300 334 733) closer to the time for specific dates and event details.
Important dates

2011

14 August
Open Day at Warrnambool Campus

21 August
Open Day at Geelong Waurn Ponds Campus
Open Day at Geelong Waterfront Campus

28 August
Open Day at Melbourne Burwood Campus

4 October
Postgraduate Information Night, 5–7 pm
RACV Club, Melbourne
To register visit www.deakin.edu.au/pgevents.

11 October
Postgraduate Information Night, 5–7 pm
Melbourne Burwood Campus
To register visit www.deakin.edu.au/pgevents.

31 October
Closing date for applications for research scholarships – Australian and New Zealand citizens and Australian permanent residents.

14 November
Trimester 3 begins

Application closing dates

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<th>Trimester 3, 2011</th>
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Note: Research degree applications can be made at any time. Some postgraduate courses have alternative application requirements and closing dates. For more information, please visit www.deakin.edu.au/apply.

2012

Trimester 1
Teaching period 5 March–1 June
Easter holiday/intra-trimester break 6–15 April
Examination period 7–15 June
Trimester break 18 June–6 July

Trimester 2
Teaching period 9 July–5 October
Intra-trimester break 24–30 September
Examination period 11–19 October
Trimester break 22 October–9 November

Trimester 3
Teaching period 12 November–15 February 2013
Intra-trimester break 24 December–2 January 2013
Examination period 21 February–1 March 2013
Trimester break 4–8 March 2013

For details, please visit www.deakin.edu.au/future-students.