Communication and creative arts
Melbourne | Geelong | Online

- Advertising
- Children’s literature
- Creative writing
- Dance
- Digital media
- Digital technologies design
- Drama
- Film, television and animation
- Gender and sexuality studies
- Journalism
- Literary studies
- Photography
- Public relations
- 3D animation design
- Visual arts
- Visual communication design

2021 Undergraduate
Discover your talent and explore your passion

Pursue a career in media, communication and creative arts at a university that’s ranked in the top 100 universities in the world for communication and media studies, and performing arts.1

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

Your future in communication and creative arts

Tailor your studies to your interests

Complement your major area of study with other communication and creative arts disciplines to give you an edge in the market and the skills to take your career in many directions. You’ll also have the chance to collaborate with students across other arts disciplines, broadening your understanding and expertise, to graduate as a well-rounded creative practitioner.

Enjoy state-of-the-art facilities

Access a range of resources at Deakin, including our:

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

The Deakin Motion.Lab – one of the most technologically advanced motion capture facilities in Australia – is a centrepiece of our facilities at the Melbourne Burwood Campus, as is the innovative Phoenix Gallery, well suited to mixed-media and pop-up installations. The Project Space at the Geelong Waterfront Campus is a contemporary and experimental exhibition space. The campus is also home to an inspiring creative arts hub, housing the latest technology, dedicated studio spaces and a collaborative work atmosphere.

Workplace learning to get ahead

Students in the Bachelor of Communication (all specialisations) complete a professional internship as part of the course. An internship is a bridge between university and the professional world; it gives you an invaluable opportunity to develop the discipline-specific and transferable skills that are valued by employers.
Your future in communication and creative arts

Gain industry experience and travel overseas

Our graduates hit the ground running thanks to work integrated learning. You can take up an internship as part of your degree to add to your portfolio, while gaining valuable industry contacts and experience. For example, our journalism students can see their work published on D*scribe news website, and through internships, secure firsthand broadcasting, radio or print experience with metropolitan and regional media outlets. Meanwhile, design students get to design for non-profit clients as part of their assessment in their final year, giving them real world experience so that they graduate job-ready.

You can also see the world with an international internship, exchange, study tour or volunteer placement. Get a competitive edge and gain world expertise and practical skills. Deakin has partner universities in more than 40 countries.

Learn from leaders in their field

Our academic staff will inspire, encourage and support you at every stage of your studies. Staff are experienced industry professionals who are enthusiastic about sharing their skills and knowledge and providing you with valuable industry insights. Just some of the industry names our experienced academic staff have worked with include:

- Arts Victoria
- Associated Press
- BBC
- Fairfax
- Optus
- Penguin Books
- Samsung.

Access professional equipment wherever you need it

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

Skills to get you a job

Gain a competitive edge in the workplace with real-world expertise and practical skills. Deakin is ranked the #1 university for both generic skills and good teaching in Victoria.¹

Deakin provided me with the theory, practical skills and industry contacts to enter the workplace as soon as I graduated. The compulsory internship unit was key to getting my foot in the door of the PR industry and provided me with crucial on-the-ground experience of what a graduate PR role might be like.

Jenna Handreck
Bachelor of Arts (Public Relations)¹ graduate
Media and Communications Manager, Netball Australia

¹ Now titled Bachelor of Communication (Public Relations).

Communication

Advertising

Designed to inspire the next generation of ‘big idea’ thinkers, advertising at Deakin prepares you for the challenges and excitement of developing incisive brand communication for the digital era. Explore the industry’s strategic planning and creative aspects to succeed in advertising agencies and emerging brand communication roles.

Digital media

Combine your interests in communication technologies, social media and content production to discover a career in digital media. You’ll develop confidence in your creative, analytic and production skills to communicate professionally across traditional and digital platforms. You will learn how to engage audiences, build communities and help organisations with digital content solutions.

Journalism

Get hands-on learning experience with one of the most respected courses in the industry. You’ll be taught by our expert team of journalism and media practitioners with extensive experience across all the key media platforms, including print, television, radio and online. You’ll learn how to identify, research, plan and produce newsworthy stories and have opportunities to get your work published on our student-led news website D*scribe before graduating.

Public relations

Build the reputation of brands, people and organisations with skills and techniques developed through real world practical learning. Explore how innovative and ethical communication fosters meaningful relationships with stakeholders as you develop the capabilities to create inspiring campaigns and events, manage issues and become an adaptive communications expert.

Disciplines

Take a look through our disciplines (also known as study areas) to choose your area of expertise. Knowing which discipline you’re interested in helps career advisors find the best course for your interests. Corresponding courses are featured in the following pages, so you can learn more about what you’ll study, work experience opportunities and the types of careers you could pursue. When you choose a course, you can then pick which discipline to specialise in within that course. Visit deakin.edu.au for detailed discipline and course information, including a description of the units within each degree.

#1 university in Victoria for student satisfaction

Year on year, our students are the most satisfied students of all Victorian universities¹. We’ve ranked this highly for the past 10 years, with students being particularly happy with our:

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

Prepares for a future-focused career with Deakin’s design courses. You’ll have access to sought-after industry links and the latest technology and equipment. Learn more about our design disciplines (below) and related courses on page 12 and in Deakin’s 2021 Undergraduate Design booklet.

- 3D animation design
- Digital technologies design
- Visual communication design

**Design**

Prepare for a future-focused career with Deakin’s design courses. You’ll have access to sought-after industry links and the latest technology and equipment. Learn more about our design disciplines (below) and related courses on page 12 and in Deakin’s 2021 Undergraduate Design booklet.

**Film, television and animation**

From the screens of televisions and films to mobile phones, computers and tablets, film, television and animation at Deakin explores the relationship between the design, production, reception and exhibition of contemporary culture and through our newest technologies.

**Visual and performing arts**

Dance

Develop your physical, creative and intellectual capacities through the study and practice of dance. Learning from passionate and experienced industry specialists, you’ll explore how dance intersects with creativity, innovative thinking, community enrichment and technology. You’ll also have opportunities to develop individual and group performance projects.

Drama

Explore a dynamic combination of acting, improvisation and devised theatre through the theory and practice of different performance styles and processes, textual studies and digital theatre crafts. Deakin’s team of professional practitioners and technicians will help you find your creative voice, develop the technical skills required to create new stories and forge your path as a creative in the industry.

Photography

Photography is a global, pervasive visual culture practised in journalism, fine art, social media, fashion, advertising, cinema, web design and more. Immerse yourself in the theories, techniques and practices of photography and build your critical practice so that you can achieve your artistic, academic or professional aspirations.

Visual arts

Learn how to harness your individual skill and knowledge with a unique program that combines digital technologies, traditional techniques and future-focused interdisciplinary practices. This course will place you at the heart of an adventurous contemporary art education, preparing you to engage in shaping our cultural vision for the future.

**Writing and literature**

Children’s literature

Discover why children read, what you can write for them, and why that matters through studying children’s literature. The discipline explores the major trends in children’s texts across a range of media and is highly-relevant if you want to produce texts for young people or intend to work with children and young people as a librarian or primary/secondary teacher.

Creative writing

Explore narrative-driven works, experimental innovations, editing, creative nonfiction and script writing, as well as new takes on traditional genres of poetry, and short and extended fiction writing. You’ll identify and pursue opportunities for writing/editing in new media, cross-genre experimentation and creative production with an awareness of entrepreneurial initiative and know-how.

**Gender and sexuality studies**

Gender and sexuality play important roles in people’s lives and society. This discipline gives you an analytical approach to the significance of sex, gender and sexuality and the important roles they often play in how we understand ourselves and the structures we live in. Develop the skills and knowledge to research, analyse and discuss expressions of gender and sexuality in different historical periods and in different cultural contexts.

**Literary studies**

Gain new understandings of cultures and histories as you explore a range of literary genres, including fantasy literature, poetry, fiction, and creative non-fiction. You will be guided in critical and creative journeys through works by Shakespeare, major aesthetic movements like modernism, Australian literature, history of the book, and literatures that engage with crucial contemporary issues.

**Courses to careers**

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

**Cross-disciplinary learning**

Our courses let you collaborate with students across disciplines. Explore complementary skills to become a well-rounded creative practitioner and maximise your career options. Choose from:

- specialist design electives
- visual arts
- photography
- communication
- drama
- dance.

‘The most beneficial aspect of studying photography at Deakin was the people I was fortunate to meet. This includes the teachers and the students. They help you see your artwork and your style from a different angle and also interpret the artwork in their own way.’

Natalie Polizzi

Bachelor of Creative Arts (Photography) graduate
Bachelor of Communication (Advertising)  A2  1  2  3

Courses

Designed to inspire the next generation of ‘big idea’ thinkers, advertising at Deakin allows you to understand complex audiences, analyse media effectiveness and hone your creative thinking. Experiment with future-focused approaches to brand communication, and critically evaluate the role and impact of advertising on society. Connect with advertising practitioners and work on real-world projects that will give you the edge you need to establish a stimulating career.

Careers
Pursue a career in agencies, or work in-house in the commercial, corporate, government and not-for-profit sectors. Deakin graduates find work in the following organisations from multimedia businesses, to content providers.

• account manager
• advertising art director
• advertising copywriter
• digital creative
• brand specialist
• digital marketer or media specialist
• marketing and communications officer
• media analyst
• media researcher or planner
• social media coordinator

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

Gain industry experience
Study the Bachelor of Communications (all specialisations) and participate in work integrated learning (WIL) programs throughout your course, including a final year industry-based internship in a communications or media-based organisation where you will gain valuable experience and broaden your network. Opportunities include:

• national broadcasting internships
• public relations and advertising agency-based internships
• rural and regional community journalism internships
• sports media and publicity internships.

Gain industry experience

Bachelor of Communication (Digital Media)  A2  1  2  3

Gain an understanding of the function and influence of communications industries locally and globally, and learn practical skills in social media content creation, podcasting, website creation and video-making. With an emphasis on emerging technologies and real-world learning, you’ll explore building social media identities, managing social media in organisations, digital media entrepreneurship and much more. Graduate with a dynamic network, digital portfolio and strong professional-personal brand that will give you an edge with future employers.

Careers
Work across a range of industries and organisations from multimedia businesses, to public relations agencies to content providers.

Deakin graduates find work in the following roles:

• content producer/digital producer
• social media officer/coordinator
• communication and digital media assistant
• digital marketing assistant
• marketing communications officer
• various social media specialist freelance work.

Course structure

Bachelor of Communication (Advertising)

Trimester 1

Year 1
Communication in Everyday Life
Advertising Principles and Practices
Course elective from List A
Elective

Year 2
Copper King and Ideation
Media Law and Ethics
Course elective from List B
Elective

Year 3
Transmedia storytelling
Communication Internship A: Placement
International Advertising Campaigns
Elective

dee kin.edu.au/course/bachelor-communication-advertising

Trimester 2

Year 1
Creative Brand Communication
Course elective from List A x 2
Elective

Year 2
Art Direction and Visualisation
Integrated Communication
Course elective from List B
Elective

Year 3
Creative Advertising Campaigns
Communication Internship B: Career Development
Course elective from List B
Elective

dee kin.edu.au/course/bachelor-communication-advertising

Bachelor of Communication (Digital Media)

Trimester 1

Year 1
Communication in Everyday Life
Making Social Media
Course elective from List A
Elective

Year 2
Gamified Media
Global Media
Course elective from List B
Elective

Year 3
Media Ecologies
Communication Internship A: Placement
Course elective from List B
Elective

dee kin.edu.au/course/bachelor-communication-digital-media

Trimester 2

Year 1
Making Video
Course elective from List A x 2
Elective

Year 2
Quantified Media
Media Law and Ethics
Course elective from List B
Elective

Year 3
Digital Media Entrepreneurship
(2 credit points)
Communication Internship B: Career Development
Elective

dee kin.edu.au/course/bachelor-communication-digital-media

1. Academic Integrity (A4101) is a compulsory 0-credit-point unit that you must undertake as part of this course.
2. Total of three course electives (from a pool of eight).
3. Total of three course electives (from a pool of 10).
4. Total of three course electives (from a pool of eight).

Deakin University
Geelong Waurn Ponds Campus
Melbourne Burwood Campus
Geelong Waterfront Campus
Warrnambool Campus
Cloud Campus
Institute

6  Communication and creative arts

7  Communication and creative arts
The Bachelor of Communication (Journalism) will give you the skills to unearth a great news story, engage with your audience and deliver the news across a range of media platforms. You’ll have opportunities to identify, research and plan news and feature stories and write, edit and publish them straight from our newsroom and creative media labs on campus. Through guidance from media practitioners with expert experience, you’ll learn about community journalism, feature writing, interview techniques, media law and ethics, newsroom and creative media labs on campus. You’ll have opportunities to identify, research the news across a range of media platforms.

You’ll have the skills to conduct strategic and tactical communication research, writing, planning and evaluation. You’ll also establish links with professionals in the industry, work with clients in real-life scenarios and undertake work-based internships.

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

CAREERS
Deakin graduates work in-house or freelance for print, radio, television and multimedia newsrooms. They also work in business, government and the not-for-profit sector, taking up roles as:

- journalists
- sports journalists
- news presenters or reporters
- food or travel writers
- magazine writers
- book, magazine or newspaper editors
- copywriters
- speechwriters
- digital content or social media coordinators
- media and communications advisors.

Courses

Bachelor of Communication (Journalism)
A331
1, 2, 3

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- copywriters
- speechwriters
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- media and communications advisors.

Courses

Bachelor of Communication (Public Relations)
A325
1, 2, 3

Develop a thorough understanding of public relations in the digital era and the social, administrative, cultural and ethical implications of public relations activity. Under the guidance of academics who are active in their field, you will gain the professional skills to conduct strategic and tactical communication research, writing, planning and evaluation. You’ll also establish links with professionals in the industry, work with clients in real-life scenarios and undertake work-based internships.

Professional recognition
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CAREERS
Deakin graduates work in-house or freelance for print, radio, television and multimedia newsrooms. They also work in business, government and the not-for-profit sector, taking up roles as:

- account executives
- advertising copywriters
- community relations officers
- customer relations officers
- digital content coordinators
- event management officers
- government relations officers
- marketing and communications coordinator
- media relations adviser
- public relations officer
- social media account managers
- stakeholder engagement officer.

Courses

Bachelor of Communication (Public Relations)
A325
1, 2, 3

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- government relations officers
- marketing and communications coordinator
- media relations adviser
- public relations officer
- social media account managers
- stakeholder engagement officer.

Courses
Courses

Bachelor of Communication (Honours)

Undertake advanced study in a communication discipline that interests you most (advertising, journalism, public relations, digital media) with the Bachelor of Communication (Honours). In this specialised year of study, you will conduct in-depth research to further develop your knowledge and gain valuable research skills that will set you apart from the rest.

Careers

Completing an additional year of specialised study gives you a competitive edge on other degree graduates. This honours degree will open doors to a career in one of the fastest growing group of industries such as content production companies, multimedia businesses, government agencies, marketing and entertainment industries, public relations, and social and market research entities. Graduates can apply their knowledge and skills in diverse professional contexts with responsibility and accountability in research and professional practice.

After graduation, you can build on your honours research in a coursework masters degree or, if high achieving, a PhD.

Course structure

You will complete 8 credit points of core units.

deaakin.edu.au/course/bachelor-communication-honours

1 1 T rimester 2 and Trimester 3 intakes only available at Cloud Campus.
2 Academic Integrity (AAI018) is a compulsory 0-credit-point unit that you must undertake as part of this course.

Get hands-on in our newsroom and creative media lab

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

The lab and newsroom include:

- a green-screen studio linked to the newsroom and other creative production suites, to produce video content
- a collaborative news production area with an editorial hub, workstations and monitors to stream live TV news channels
- editing booths for audio and audiovisual editing and to conduct recorded interviews in acoustically quiet spaces
- shared computer spaces for students to work together on a single digital production
- creative spaces for collaborative learning and team projects.

‘I had a really positive experience at Deakin and the units offered prepare you for the workforce. The assignments and tasks I undertook were actually used throughout the internships. The course is not just about theoretical learning, it is also about application in the workforce.’

Tara Lupus
Bachelor of Communication (Public Relations) graduate
Bachelor of Design (3D Animation) (AM5)<br><br>Deakin’s Bachelor of Design (3D Animation) embeds animation into design, focusing on the requirements of the client, delivering projects to suit industry standards across digital platforms. Explore design histories and theories and develop creative, technical and analytical skills in animation production through the exploration of computer graphics animation (3D CG modelling, character design and rigging, CG lighting and rendering) and motion capture techniques.

Careers<br>Graduate as a well-equipped multidisciplinary designer ready to work in motion design, animation, film, television, web design, augmented reality (AR) and virtual reality (VR).<br><br>Roles include:<br>• 2D or 3D animator<br>• augmented reality or virtual reality designer<br>• arts editor<br>• cartoonist<br>• digital designer<br>• game developer<br>• illustrator or modeller<br>• motion capture technician<br>• motion graphics designer<br>• multimedia developer.

Bachelor of Design (Digital Technologies) (AM6)<br><br>Creative problem-solvers with a love of design and an aptitude for technical IT skills should explore our Bachelor of Design (Digital Technologies). Learn about user experience (UX), design strategies, digital technologies and interactive media, to deliver impactful digital solutions for creative and social issues in our changing world.

Careers<br>Graduates are open to many career opportunities in creative agencies, advertising and design studios and corporate companies, taking up roles as:<br>• design engineers<br>• digital designers<br>• graphic designers<br>• industrial designers<br>• user interface (UI) designers<br>• virtual reality experience designers<br>• web designers.

Bachelor of Design (Visual Communication) (AM7)<br><br>Get introduced to the professional design world through Deakin’s Bachelor of Design (Visual Communication). Learn the tools, strategies and design thinking methodologies required to be an adaptive, multidisciplinary communications designer. From day one you’ll learn to shape your ideas into smart and appealing concepts for users, customers and society as a whole, under the guidance of industry leaders and established designers.

Careers<br>Graduates are open to many career opportunities, including in the areas of advertising, graphic design studios, print houses, publishers, corporate companies, government and private practises. Potential careers include:<br>• animation and motion designer<br>• communications designer<br>• graphic designer<br>• illustrator<br>• interactive designer<br>• packaging (FMCG) designer<br>• web designer.

Courses<br><br>Course structure:<br>Through a unique course structure, we challenge you to be a big-picture thinker.

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

Gain a strong foundation in design thinking and methodologies and learn the tools required for industry.<br>Develop your knowledge and applied skills within specialist core studies in your chosen field. This equips you with the professional capabilities required for when you begin to work in the real world.<br>Complement your studies and develop your skills through core units unique to your discipline. This may include principles of animation, creative coding, digital photography, drawing and illustration or application and design of virtual and augmented reality.

Stand out to employers with a recognised degree<br>Design degrees at Deakin are informed by industry leaders across the world. We’re active members of the Design Institute of Australia (DIA) and the International Council of Design (Ico-D) and support the Australian Graphic Design Association (AGDA). Our three design degrees are formally recognised by the DIA and meet industry standards, so that you stand out to employers when you graduate.

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

‘We do a lot of practical assignments and learn how to use programs and equipment common to the animation industry. The teaching staff have been amazing, with many of them freelancing and being hired for animation work, giving them valuable first-hand knowledge of the industry.’

Mykael Covey-Banfield<br>Bachelor of Creative Arts (Animation and Motion Capture) graduate<br>1 Now titled Bachelor of Design (3D Animation).

1 Students who are applying to commence in Trimester 2 under a pathway agreement and/or with Recognition of Prior Learning may not reduce course duration. Students should seek advice before applying for this intake.
2 Trimester 2 intake is only available at the Melbourne Burwood Campus.
3 Design students should refer to Deakin’s 2023 Undergraduate Design booklet for a complete course breakdown for each specialist design course.
4 Academic Integrity (AAG1018) is a compulsory 0-credit point unit that you must undertake as part of the course.
Courses

Bachelor of Film, Television and Animation

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

Animation

Prepare for a career specialising in the creative and technical fields of animation, film, television, and games design. Learn the art of storytelling in 2D and access Deakin’s 3D animation program. You’ll develop clever and creative ways of manipulating and animating images and gain an understanding of animation principles and production techniques.

Film and television

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

Course structure

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Trimester 1</th>
<th>Trimester 2</th>
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</thead>
<tbody>
<tr>
<td>Principles of Animation</td>
<td>Course elective from List A1</td>
<td>Writing with the Camera</td>
</tr>
<tr>
<td>Screening History</td>
<td>Elective</td>
<td>Screen Practices</td>
</tr>
<tr>
<td></td>
<td>Course elective from List A1</td>
<td>Course elective from List A1</td>
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<td></td>
<td>Elective</td>
<td>Elective</td>
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<td></td>
<td>Elective</td>
<td>Elective x 2</td>
</tr>
<tr>
<td>Year 2</td>
<td>Course elective from List A2</td>
<td>Screen Careers</td>
</tr>
<tr>
<td></td>
<td>Elective x 2</td>
<td>Course elective from List A2</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>Elective</td>
</tr>
<tr>
<td>Year 3</td>
<td>Major Screen Project A – Development</td>
<td>Major Screen Project B – Production</td>
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<td></td>
<td>2 credit points</td>
<td>2 credit points</td>
</tr>
<tr>
<td></td>
<td>Communication and Creative Arts Internship A</td>
<td>The Australian Moving Image</td>
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<td></td>
<td>Elective</td>
<td>Elective</td>
</tr>
</tbody>
</table>

Course elective from List A2

Course elective from List B3 x 2

Elective

Elective

Elective

Major Screen Project A – Development

The Australian Moving Image (2 credit points)

Screen Careers

Writing with the Camera

Screen Practices

Course elective from List A1

Have a shot at live broadcasting

Our communication and creative arts students gain invaluable industry experience. For example, Deakin’s film, television and animation students have been behind the scenes, broadcasting the Women’s National Basketball League competition through a live stream on Fox Sports. The crew of 18 students broadcast all of the Deakin Melbourne Boomers’ home games.

1 I interned with Deakin Live during my third-year study. Deakin Live provided professional training and an opportunity to visit Fox Sports during their livestream. I have gained a lot of professional knowledge regarding sports broadcast throughout the internship.

Neve Yau
Bachelor of Creative Arts (Film and Television)

Have a shot at live broadcasting

Deakin code

Bachelor of Film, Television and Animation (Honours)

Take your screen practice to the next level with Deakin’s Bachelor of Film, Television and Animation (Honours). Build your current skills, critical engagement and depth of knowledge by undertaking research in an area that interests you and developing an advanced screen project. The honours program opens doors to a career in the screen industry or the opportunity to delve deeper into your research with a masters degree or PhD.

Careers

Completing an additional year of specialised study gives you a competitive edge on other degree graduates. The aim of the Bachelor of Film, TV, Animation (Honours) is to use real-world learning strategies to increase your employability by producing a significant screen production project/folio.

This will position you to apply for jobs within film production, television production, independent production houses, advertising agencies, education facilities, independent crewing projects and anywhere where screen-based work exists.

1 Now titled Bachelor of Film, Television and Animation.

1 Academic Integrity (AAI018) is a compulsory 0-credit-point unit that you must undertake as part of this course.

2 Total of three course electives (from a pool of seven).

3 Total of four course electives (from a pool of 12).

deakin.edu.au/course/bachelor-film-television-and-animation

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

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

After graduation, you can build on your honours research in a Master of Film and Television or, if high achieving, a PhD.

Course structure

You will complete 8 credit points of core units.

Bachelor of Film, Television and Animation (Honours)

Take your screen practice to the next level with Deakin’s Bachelor of Film, Television and Animation (Honours). Build your current skills, critical engagement and depth of knowledge by undertaking research in an area that interests you and developing an advanced screen project. The honours program opens doors to a career in the screen industry or the opportunity to delve deeper into your research with a masters degree or PhD.

Careers

Completing an additional year of specialised study gives you a competitive edge on other degree graduates. The aim of the Bachelor of Film, TV, Animation (Honours) is to use real-world learning strategies to increase your employability by producing a significant screen production project/folio.

This will position you to apply for jobs within film production, television production, independent production houses, advertising agencies, education facilities, independent crewing projects and anywhere where screen-based work exists.

1 Academic Integrity (AAI018) is a compulsory 0-credit-point unit that you must undertake as part of this course.

2 Total of three course electives (from a pool of seven).

3 Total of four course electives (from a pool of 12).

1 I interned with Deakin Live during my third-year study. Deakin Live provided professional training and an opportunity to visit Fox Sports during their livestream. I have gained a lot of professional knowledge regarding sports broadcast throughout the internship.

Neve Yau
Bachelor of Creative Arts (Film and Television)

Have a shot at live broadcasting

Our communication and creative arts students gain invaluable industry experience. For example, Deakin’s film, television and animation students have been behind the scenes, broadcasting the Women’s National Basketball League competition through a live stream on Fox Sports. The crew of 18 students broadcast all of the Deakin Melbourne Boomers’ home games.
Courses

What will I study?

Indicative course overview for dance, drama, photography and visual arts students.  

Year 1
Explore the basic foundations of your chosen field of study in a collaborative art school environment. You’ll develop fundamental skills in your specialisation and undertake two units in another creative arts discipline to enhance your creative practice. In your studio units, you’ll work alongside your peers in other creative arts disciplines, exploring your creative intentions and how to communicate them.

Year 2
Develop the compositional, contextual and critical thinking that is vital for the realisation of your arts practice. The immersive studio-based units focus on developing your craft through a combination of theory and practice-based learning. You’ll research and evaluate creative works and develop a professional proposal to present to a public audience. There’ll also be further opportunities to develop your skills in your second discipline with two electives.

Year 3
Build the skills and knowledge required to develop an independent, critical and professional art and performance practice through student-led studio work. You’ll engage directly with professional practitioners and workplaces, developing key skills to be successful in the industry. Through project-based learning, you’ll learn how to execute a festival of exhibitions and performances of work, equipping you with high-level business and management skills.

1 Information is indicative only. Refer to the University Handbook for a complete course map.
deaquin.edu.au

Bachelor of Creative Arts (Dance)

Immerse yourself in the exciting physical, social and conceptual possibilities of contemporary dance. Through core studies in technique, choreography, history and theory, you’ll learn how dance intersects with creativity, innovative thinking, community enrichment and technology. Through individual and group performance projects, you’ll gain the practical experience to forge a rewarding career in the expanding arts and entertainment industries.

Careers
Graduates are equipped with the skills to create and perform dance works and to work in a variety of contexts including initiating independent arts projects, or using their skills and knowledge as dance teachers, which are in strong demand both in the school system and in private studios.

Careers include:
- arts administration and curation
- community art practice
- dance education
- dance therapies
- event, festival and production management.

deakin.edu.au/course/bachelor-creative-arts-dance

Course structure

1. Academic Integrity (AAX18) is a compulsory 0-credit-point unit that you must undertake as part of this course.
2. Total of two course electives (from a pool of 12).

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Communication and creative arts
deakin.edu.au/communication-and-creative-arts
opportunities in roles and fields like:

- Our graduates have moved into career opportunities in roles and fields like:

CAREERS

Drama graduates are equipped with the skills to create and perform theatre works and to work in a variety of professional theatre contexts, including initiating their own work as independent theatre makers and pursuing various roles throughout the arts and entertainment industries.

Our graduates have moved into career opportunities in roles and fields like:

- acting
- community theatre
- drama educator
- festival or event management
- producing
- stage management
- theatre director
- youth theatre.

Develop the specialist photography knowledge, critical awareness and confidence required to establish yourself as an adaptive creative professional. You will experiment, research and develop your own aesthetic sensibilities in this key medium of expression. You will explore professional analogue and digital photographic formats, fundamentals of natural and artificial lighting and photographic storytelling.

Careers

Photography graduates are equipped to pursue careers as professional practitioners throughout the arts and commercial sectors. Our graduates have moved into career opportunities in roles and fields like:

- commercial portraiture
- community-based arts
- event and sports photographer
- fashion or product photographer
- gallery director or assistant
- independent fine arts practitioner.

Bachelor of Creative Arts (Photography)

Bachelor of Creative Arts

Course structure

Trimester 1

Year 1

Introductory Creative Studio 1A
Improvisation in Drama
Course elective from List A2
Elective

Year 2

Creative Studio 2A (2 credit points)
Dramatic Plot, Story, Character and Theme for Performance
Elective

Year 3

Creative Studio 3A (2 credit points)
Creative Careers and Contexts
Elective

deaakin.edu.au/course/bachelor-creative-arts-drama

Trimester 2

Year 1

Introductory Creative Studio 1B
Acting Studio
Course elective from List A2
Elective

Year 2

Creative Studio 2B (2 credit points)
Creative Careers and Contexts
Elective

Year 3

Creative Studio 3B (2 credit points)
Creative Careers and Contexts
Elective

deaakin.edu.au/course/bachelor-creative-arts-photography

Course structure

Trimester 1

Year 1

Introductory Creative Studio 1A
Digital Photography
Course elective from List A2 or Elective
Elective

Year 2

Creative Studio 2A (2 credit points)
Photographic Storytelling
Course elective from List A2 or Elective
Elective

Year 3

Creative Studio 3A (2 credit points)
Creative Careers and Contexts
Elective

deaakin.edu.au/course/bachelor-creative-arts-photography

Trimester 2

Year 1

Introductory Creative Studio 1B
Photographic Storytelling
Course elective from List A2
Elective

Year 2

Creative Studio 2B (2 credit points)
Photographic Storytelling
Elective

Year 3

Creative Studio 3B (2 credit points)
Creative Careers and Contexts
Elective

What surprised me about the drama course was that they’re not only training you as an actor but also as a writer, deviser, dramaturg, director, backstage member, stage manager and more. They understand the importance of being versatile within the entertainment business and do their best to teach us a vast array of applicable skills used in the industry.

Robin Oyales
Bachelor of Creative Arts (Drama) student
Courses

Bachelor of Creative Arts (Visual Arts) A359 B WF

Develop your skills as a contemporary art practitioner through Deakin’s Bachelor of Creative Arts (Visual Arts). Through specialised studio practice and opportunities to exhibit your work in galleries and exhibitions, you’ll develop your physical, creative and intellectual capacities to engage with the world through new and traditional media. You’ll explore painting, drawing, 3D modelling and installation, public art and performance and investigate the interplay between art and technology.

Careers

Graduates are equipped with a dynamic and entrepreneurial skill set, ready for a career as creatives in the expanding arts industries. Our graduates have moved into career opportunities in roles and fields like:

- independent artist and creative practitioner
- gallery curator, technician, director or education officer
- arts programming and development
- commercial art director, designer, or illustrator.

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

Careers

Completing an additional year of specialised study gives you a competitive edge on other degree graduates. Whether you choose to work in industry as an individual practitioner, or within a creative team, this honours program will help you develop as a critically engaged thinker and highly skilled practitioner and researcher.

After graduating, you can further your studies in research or professional practice by applying for direct entry into second year of the Master of Creative Arts by coursework, a Master of Arts by Research, or you could pursue a PhD.

Course structure

1. Trimester 3 intake is only available at the Melbourne Burwood Campus.
2. Academic Integrity (AAI018) is a compulsory 0-credit-point unit that you must undertake as part of this course.
3. Total of two course electives (from a pool of 12).

Get a head start in the creative industries

Study a Bachelor of Creative Arts (all specialisations) and gain hands-on experience in the creative industries through a range of work integrated learning experiences, locally and overseas. You could find yourself building practical skills and growing a network with opportunities such as:

- artist mentorship internship placements
- exhibition and arts festival team internships
- museum and gallery internships
- programming and curatorial internships.

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deakin.edu.au/communication-and-creative-arts
Courses

Bachelor of Creative Writing

Generate new, original works, consolidate your craft and secure your place in the transforming and transformative field that is professional creative writing. You’ll gain expertise from published authors and experienced practitioners who know their industry and how to help you find your niche within it. Working to deadline, editing and being edited, meeting professional practice requirements will make your dream into a lived pathway of focused creativity with tangible outcomes. Explore cutting-edge approaches to creative nonfiction, scriptwriting and poetry, along with short and extended fiction writing. You’ll have access to writing, publishing and editorial internships in Australia and overseas including a creative writing team internship in Jaipur, India. You might also see your work published before you graduate with opportunities for writing and editing in new media, including for our own international writing journal, Verandah.

Careers

As a creative writing graduate, you can apply your skills in numerous sectors from publishing, media and entertainment to finance, health and consumer goods.

Career opportunities include:

- author
- book or copy editor
- copywriter
- journalist
- magazine editor or writer
- publisher
- scriptwriter
- speechwriter
- technical writer.

You may also choose to transition into fourth-year solo projects in Deakin’s selective honours program, or postgraduate studies in creative writing, research and production.

Course structure

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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<tbody>
<tr>
<td>Trimester 1</td>
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<tr>
<td>Writer’s Toolkit: Craft and Creativity</td>
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<td>The Stories We Tell: Interesting Selves and Others</td>
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<td>Course elective from List A³ x 2</td>
<td>Course elective from List B² x 3</td>
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<td>Creativity Nonfiction: Inquiry, Integrity, Vulnerability</td>
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<td>Scriptwriting: Character, Event, Consequence</td>
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<td>Producing Digital Anthologies: From Concept to Publication (2 credit points)</td>
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[deakin.edu.au/course/bachelor-creative-writing](deakin.edu.au/course/bachelor-creative-writing)

Notes:

1. Trimester 3 intake only available at the Melbourne Burwood Campus and Cloud Campus.
2. Academic Integrity (AAI018) is a compulsory 0-credit-point unit that you must undertake as part of this course.
3. Total of three course electives (from a pool of eight).
4. Total of four course electives (from a pool of 11).
5. Total of one course elective (from a pool of two).

‘My degree at Deakin taught me to think outside myself, to examine the world I live in and to question the stories I want to tell. Not only have I learnt to think critically about my space in the world, I have been nurtured, supported, and challenged by my peers and tutors.’

Katelin Farnsworth
Bachelor of Arts (Professional and Creative Writing) graduate

[deakin.edu.au/communication-and-creative-arts](deakin.edu.au/communication-and-creative-arts)
Courses

Bachelor of Arts

Study a Bachelor of Arts at Deakin and open the door to a world of opportunities. You can tailor your degree to complement your interests and set yourself up to be flexible across the jobs of the future. You will develop specialist knowledge in your chosen disciplines and learn how to apply critical, creative and strategic thinking to real-world issues.

Careers

The Bachelor of Arts builds valuable and transferable career skills, making you highly employable within many industries. The range of disciplines on offer also lets you follow your passion and develop the specialist skills to pursue the career you want.

NIKERI Institute

The National Indigenous Knowledge, Education, Research and Innovation Institute provides rights-based, culturally safe and safe learning environments for Indigenous students. The Bachelor of Arts course (above) is offered through Community Based Delivery – a mix of on-campus intensives and cloud-based learning. This means students can access higher education while maintaining their work, community and family commitments.

Indigenous Studies

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

dea.edu.au/nikeri

You’ll be able to take your degree into a range of careers, including:

- advertising and marketing
- business
- communications, public relations and media
- community services and social work
- criminal justice
- ethics affairs
- Galleries, Libraries, Archives, and Museums (GLAM) sector
- government
- human rights
- journalism and publishing
- not-for-profits
- performing and visual arts
- personnel and industrial relations
- policing
- politics and policy development
- research.

Professional recognition

Depending on your specialisation, certain majors are accredited by relevant bodies.

If you choose public relations, you’ll study subjects accredited by the Public Relations Institute of Australia. Our design-related units are also recognised by the Design Institute of Australia.

Course structure

24 credit points – at least two 8-credit-point majors or one 8-credit-point arts major sequence plus one 4-credit-point arts minor sequence. An honours year may be available upon completion of this degree.

NIKERI Institute

The National Indigenous Knowledge, Education, Research and Innovation Institute provides flexible delivery of Deakin courses to Indigenous Australian students. Our Bachelor of Arts course (above) is offered through Community Based Delivery – a mix of on-campus intensives and cloud-based learning. This means students can access higher education while maintaining their work, community and family commitments.

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Taken as an elective in any course, these units promote diversity and cultural understanding and help to build a well-rounded degree. They’re also valued for their transferable knowledge and the way they build vital communications skills.

Majors

- Advertising
- Anthropology
- Arabic
- Chinese
- Creative writing
- Criminology
- Dance
- Digital media
- Drama
- Education
- Gender and sexuality studies
- Geography and society
- History
- Indonesian
- International relations
- Journalism
- Language and culture studies
- Literary studies
- Media studies
- Middle East
- Philosophy
- Photography
- Politics and policy studies
- Public relations
- Religious studies
- Sociology
- Spanish
- Visual Arts

Minors

- Buddha studies
- Design
- Film, television and animation
- Islamic studies
- Professional experience and practice
- Sport and society
- Sustainability and society

1 This course is also available at the National Indigenous Knowledge, Education, Research and Innovation Institute. Find out more at deakin.edu.au/nikeri.
2 Academic Integrity (AA0038) is a compulsory 4-credit-point unit that you must undertake as part of this course.
3 All majors except Dance and Language and culture studies can be taken as minors.
4 A full major sequence in Chinese is not available at the Cloud Campus.
5 Students wishing to complete multiple majors under creative arts are recommended to apply for a Bachelor of Creative Arts.
6 Offered to Geelong Waurn Ponds Campus students by combination of online and campus-based learning.

Liam Ellison

Bachelor of Arts (Journalism and Public Relations) student
Course and entry requirements

<table>
<thead>
<tr>
<th>Course and ATAR</th>
<th>Course duration</th>
<th>Trimester intakes</th>
<th>Fee</th>
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<th>Fee</th>
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<td>A350</td>
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<tr>
<td>VCE units 3 and 4 – a study score of at least 20 in English other than EAL or 25 in English (EAL).</td>
<td>3 T1, T2, T3</td>
<td>$6859</td>
<td></td>
</tr>
</tbody>
</table>

1. The 2020 indicative Commonwealth Supported Place (CSP) fee is based on a typical enrollment for an Australian domestic student enrolled in two trimesters of full-time study, or 6 credit points, unless otherwise indicated. This fee should be used as a guide only and is subject to change.
2. For information on combined arts degrees, visit deakin.edu.au/courses.
3. Recent secondary education applicants include current Year 12 students in 2020, as well as Year 12 graduates from 2019 and 2018.
4. International student entry requirements can be found on deakin.edu.au/international.
5. There are four categories under which non-Year 12 applicants may apply to Deakin:
   - applicants with higher education study
   - applicants with Vocational Education and Training (VET) study
   - applicants with work and life experience
   - applicants who completed Year 12 in 2017 or earlier
   Visit deakin.edu.au/course and head to the course of interest to find out further details on admission requirements.

This course is also available at the National Indigenous Knowledges, Education, Research and Innovation Institute. Find out more at deakin.edu.au/institute.

7. Trimester 3 Cloud Campus intake for international students is only available to off-shore international students.
8. Trimester 3 intake is available at the Melbourne Burwood Campus and Cloud Campus only.

9. To be eligible for entry into this course, applicants must present a portfolio of work to a satisfactory standard.
10. Trimester 3 intake is available at the Melbourne Burwood Campus only.
11. Students enrolled in this course in Geelong will be required to undertake units of study at both the Geelong Waterfront and Geelong Waurn Ponds campuses.
12. Trimester 3 intake is available to domestic students only.
13. This course is not available to international students.

NP means not published—less than five offers made to recent secondary education applicants. RC means admission is based on a range of criteria.

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9am–3pm

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