The Bachelor of Media Arts provides an exciting opportunity for you to combine practical skills in Media with a theoretical grounding in a related discipline, and make connections to different industries or career paths.

In the practical element of the degree you take both Screen topics and Digital Media topics. In the Digital Media component topics are available in multimedia, digital graphic design, 3D animation and effects, and creating interactive media. Other topics in screen and media will help you understand how the creative industries work, including issues related to audiences, media policy, TV and gender.

There are seven related option areas from which you will study a selection of your choice:

- Creative Writing: develop writing skills to apply in a range of creative and professional contexts.
- Drama: understand the performing arts, plays, playwrights and directors. You can also audition for the Drama Workshop, a performance stream.
- Business: develop business skills in marketing, entrepreneurship and accounting to help you with your business future.
- International Studies: for those looking to apply their media skills to areas with an international focus, in the public and private sectors.
- Information Technology: for those interested in developing computing and programming skills an excellent companion to Digital Media.
- Public Policy: there are numerous pathways in the public sector for those with an understanding of media theory and practice, including in local, state and federal government offices.
- Tourism: there are many synergies between tourism and screen and media, including travel shows, documentaries, marketing, and interpretation. These may include tour guiding, festivals and events, and tourism management.
Bachelor of Media Arts

The Bachelor of Media Arts requires three years of full-time study (or the equivalent part-time). The course is offered by the Faculty of Education, Humanities and Law.

- Admission requirements
- Course aims
- Learning outcomes
- Program of study

Admission requirements

The minimum requirements for consideration for entry to all undergraduate courses are specified in detail in the University Entry Requirements.

Course aims

This course aims to:

- provide students with a broad knowledge and appreciation of the development and current role of media – especially digital media – nationally and internationally;
- allow students to develop and use transferable skills in media production;
- provide students with an appropriate theoretical underpinning for their knowledge and skills;
- equip students with a wider knowledge base by combining the study of media with study of a complementary discipline, thereby enabling them to apply their skills to a wider area of human activity;
- provide students with the ability to work productively in a team in a media environment.

Learning outcomes

At the completion of this course students are expected to:

- have developed skills in the production of media (especially digital media);
- be able to apply a range of technical and design options contributing to high quality media presentation;
- be able to discuss media theory and its practical application with a high level of competency;
- demonstrate fluency in the vocabulary of media, which is necessary to gain and maintain employment in media-related industries;
- have developed the ability to work productively as a team member in the production of media;
- demonstrate a high level of knowledge and understanding of a complementary discipline of study;
- be capable of producing media utilising their knowledge of the complementary discipline.
Program of study

To qualify for the Bachelor of Media Arts, a student must complete 108 units with a grade of P or NGP or better in each topic, according to the program of study below.

Core - Year 1 topics

27 units comprising:

- COMS1001 Academic and Professional Communication (4.5 units)
- SCME1000 Film Form & Analysis (4.5 units)
- SCME1001 Media Histories (4.5 units)
- SCME1002 Convergence Cultures (4.5 units)
- SCME1003 Essential Multimedia (4.5 units)
- SCME1060 Screen Production Techniques A (4.5 units)

Option – Year 1 topics

Complete 9 units of Option Topics from one of the listed option topics.

Core - Year 2 topics

22.5 units comprising:

- SCME2060 Screen Production Techniques B (4.5 units)
- SCME2061 Screen and Media Production - Research and Writing (4.5 units)
- SCME2004 Introduction to Digital Graphic Design (4.5 units)

Plus 9 units from:

- SCME2003 Non-fiction Form and Ethics (4.5 units)
- SCME2100 Media Policy (4.5 units)
- SCME2001 Television Studies (4.5 units)
- SCME2201 Interaction Design (4.5 units)

Option – Year 2 topics

Complete a further 9 units of Option Topics from your option topics chosen in Year 1

Electives – Year 2 topics

Choose 4.5 units of elective topics. Elective topics may be selected from any offered by the University, provided topic prerequisites are met. Students who want to continue on to Honours must contact the Course Coordinator for program advice on appropriate topic choices.

Core - Year 3 topics

22.5 units comprising:
SCME3060 Screen Production Techniques C (4.5 units)

Plus 9 units, not previously undertaken, from:

SCME2003 Non-fiction Form and Ethics (4.5 units)
SCME2100 Media Policy (4.5 units)
SCME2001 Television Studies (4.5 units)
SCME2201 Interaction Design (4.5 units)

And 9 units chosen from:

CREA3456 Cultural Policy and the Arts (4.5 units)
SCME2005 Media Audiences (4.5 units)
SCME2102 Gender, Media, and Technology (4.5 units)
SCME2108 Multimedia Production Part 1 (4.5 units)
SCME3100 Screen and Media Practicum (4.5 units)
SCME3072 Screen Production Techniques (4.5 units)
SCME2202 3D Media Studio B (4.5 units)
SCME2203 3D Media Studio C (4.5 units)

Option – Year 3 topics

Complete a further 4.5 units of Option Topics from your option topics

Electives – Year 3 topics

Choose 9 units of elective topics. Elective topics may be selected from any offered by the University, provided topic prerequisites are met. Students who want to continue on to Honours must contact the Course Coordinator for program advice on appropriate topic choices.

OPTION TOPICS

Students must choose at least 22.5 units from one of the following options. Students may choose up to 36 units from one of these options by substituting option topics in place of elective topics.

Creative Writing

ENGL1101 Approaches to Literature (4.5 units)
ENGL1102 Reading and Writing Short Stories (4.5 units)
ENGL2143 Approaches to Creative Writing (4.5 units)
ENGL2145 Creative Writing Workshop (4.5 units)
ENGL3210 Prose Fiction Writing (4.5 units)
ENGL3211 Exploring Genres in Creative Writing (4.5 units)

Additional 9 units can be selected from the following topics:
ENGL3110 The Big Books 1 (4.5 units)
ENGL3111 The Big Books 2 (4.5 units)
ENGL3311 English and Creative Writing Research* (4.5 units)

* ENGL3311 is recommended for students who intend to apply for Honours in English.

Drama

DRAM1001 Drama 1A: First Stages (4.5 units)
DRAM1002 Drama 1B: Bodies of Work (4.5 units)
DRAM2100 Modern Theatre: The Rise of the Director (4.5 units)
DRAM2101 Modern Theatre: Companies and Directors (4.5 units)
DRAM2102 Reading Theatre: Theories and Performance (4.5 units)
DRAM3102 Live Arts and Performance (4.5 units)

Additional 9 units can be selected from the following topics:

DRAM3100 Performance Theories: Time, Space and the Body (4.5 units)
DRAM3101 Postmodern Directions (4.5 units)
DRAM3102 Live Arts and Performance (4.5 units)
DRAM3103 Song and Dance (4.5 units)
DRAM3105 Asian Theatres (4.5 units)

Students may seek permission from the Director of Studies for Drama to substitute Drama Workshop topics in place of some of the above listed topics. The Workshop topics are only available via audition.

Business

BUSN1011 Accounting For Managers (4.5 units)
BUSN1022 Marketing Principles (4.5 units)
BUSN2020 Consumer Behaviour (4.5 units)
BUSN2026 Entrepreneurship and Small Business (4.5 units)
BUSN2028 Market Research (4.5 units)
BUSN2033 Marketing Communications (4.5 units)
BUSN3030 Marketing Applications (4.5 units)
BUSN3052 Leadership in Business and Society (4.5 units)

International Studies

INST1001 Introduction to International Studies 1a: Regions in Global Contexts (4.5 units)
INST1002 Introduction to International Studies 1b: Understanding the International (4.5 units)
INST2001 Global Mindset (4.5 units)
INST3004 Your International Career (4.5 units)
INST3002 Perspectives in International Studies (4.5 units)

Additional 13.5 units can be selected from the following topics:
INTR1006 International Relations: An Introduction (4.5 units)
INTR2003 Political Economy of the Asia-Pacific Region (4.5 units)
INTR2015 New Security Agenda (4.5 units)

Information Technology

COMP1001 Fundamentals of Computing (4.5 units)
COMP1101 Fundamentals of Information and Communications Technology (4.5 units)
COMP1102 Computer Programming 1 (4.5 units)
COMP1111 Fundamentals of Enterprise Systems (4.5 units)
COMP2711 Computer Programming 2 (4.5 units)
COMP2741 Application Development (4.5 units)
COMP2772 Web-Based Systems Development (4.5 units)

Additional 4.5 units can be selected from the following topics #:

COMP3712 Computer Programming 3 (4.5 units)
COMP3751 Interactive Computer Systems (4.5 units)
COMP3752 Computer Game Development (4.5 units)

# Students may replace this component with one core topic, subject to prerequisites,
appearing in any of the following courses: Bachelor of Information Technology; Bachelor of
Computer Science; or Bachelor of Information Technology (Network Systems)

Public Policy

POLI1003 An Introduction to Democracy and Government (4.5 units)
POLI1012 Introduction to Political Ideas and Public Policy (4.5 units)
POLI2002 Government, Business and Society (4.5 units)
POLI2010 Basic Issues in Contemporary Political Theory (4.5 units)
POLI2011 Australian Public Policy: Applications, Issues and Dilemmas (4.5 units)
POLI2012 Environmental Politics (4.5 units)
POLI3010 Advanced Perspectives on Public Policy (4.5 units)
POLI3103 Politics and the Internet (4.5 units)

Tourism

TOUR1101 Introduction to International Tourism Management (4.5 units)
TOUR1102 Interpretive Tour Guiding (4.5 units)
TOUR1103 Event Design and Practice A (4.5 units)
TOUR2101 Place, Culture and Tourism (4.5 units)
TOUR2102 Introduction to Tourism Research (4.5 units)
TOUR2103 Event Design and Practice B (4.5 units)
TOUR3101 Contemporary Issues in Tourism (4.5 units)