POSTGRADUATE COMMUNICATION AND CREATIVE ARTS



Melbourne | Geelong | Warrnambool | Cloud (online)

CREATIVE ARTS

2015

COMMUNICATION Journalism Public relations Professional writing Television production Visual communication design

WRITING AND LITERATURE

Children's literature Creative writing Literary studies Professional writing

TRENT GRIFFITHS Doctor of Philosophy, page 24

EXPLORE THE WORLD OF COMMUNICATION AND CREATIVE ARTS AT DEAKIN

The mix of disciplines on offer to students within the School of Communication and Creative Arts gives you a wonderful opportunity to gain the knowledge needed to join the creative and communications professions.

You can study a wide variety of subjects, including literature, creative and professional writing, communication, film and television, journalism and public relations. Our courses enable you to undertake a journey of intellectual and artistic exploration while also gaining the professional skills that are attractive to employers. Your learning will be informed by innovative practices, creative thinking and state-of-the-art technologies and methods – Deakin is home to a world-class television studio, the internationally recognised Deakin *Motion.Lab*, and facilities specifically designed to support broadcast journalism. In addition, you will be taught by staff with outstanding reputations who have the right mix of academic and real-world professional experience.

I look forward to welcoming you to Deakin University.

Professor Matthew Allen Head of School School of Communication and Creative Arts

WE'RE NOT ONLY WORLDLY, WE'RE WORLD-CLASS

Deakin University is proud to have been awarded a QS five-star rating for excellence in 2013.

This rating cements our reputation as not only worldly, but world-class in a broad range of areas, with cutting-edge facilities and internationally renowned research and teaching.

QS provides a holistic view of a university's qualities, by rating universities against a broad range of criteria, from the employability of graduates, to sports facilities and community engagement.

Find out more about our QS five-star rating for excellence at www.topuniversities.com/qs-stars.



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Using this booklet

This booklet provides you with detailed information about Deakin's postgraduate courses in communication and creative arts (for domestic students), including course overviews, course structures and career opportunities.

It is designed to be read in conjunction with the 2015 Postgraduate Course Guide, which gives an overview of all of Deakin's postgraduate courses, study options, support services and campuses.

Detailed unit descriptions can be found online at **deakin.edu.au/courses**.

Deakin also produces course guides specifically for international students. To request a copy, please phone Deakin International on +61 3 9627 4877.

Applying to Deakin is easy

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 **deakin.edu.au/apply**. For application closing dates, please refer to page 24 or visit **deakin.edu.au/study-at-deakin/apply**.

Find out more

If you need more information, please phone 1300 DEGREE (1300 334 733), email enquire@deakin.edu.au or visit **deakin.edu.au**.

You can also connect with us on social media, order other publications or visit us. Turn to page 29 for more information.

CREATIVE ARTS AT DEAKIN

Deakin aspires to be the university of choice for those who wish to study in the areas of creative and performing arts.

Master of Creative Arts – a unique interdisciplinary approach

Deakin's new Master of Creative Arts is an exciting interdisciplinary program, designed to enhance your career opportunities by providing you with advanced academic and professional skills in practice-led research and creative arts production. Its unique cross-disciplinary approach allows you to work across Deakin's seven creative arts disciplines and the program provides entry into professional creative arts practice and serves as a pathway to further study. You will work in state-of-the-art facilities and in close consultation with a supervisor, focused on you, your work and most importantly, your future.

Seven areas of specialisation

- Animation and motion capture
- Dance
- Drama
- Film and television
- Photography
- Visual arts
- Visual communication design

ARE YOU LOOKING FOR A SHORTER-TERM COMMITMENT?

If you want to enhance your skills but would prefer a shorter-term commitment, why not consider our Graduate Diploma of Creative Arts and Graduate Certificate of Creative Arts.

You can complete the graduate diploma in one year or the graduate certificate in just six months. You then have the option to transition into the Master of Creative Arts, with your completed units contributing credit towards your continuing study.

Seven unique reasons to study creative arts at Deakin

Studios

With an array of industry-standard production and performance studios, you will have specialist facilities right at your fingertips. Our students use dedicated studios for dance, drama, visual arts, television and sound, along with photographic darkrooms and digital imaging suites.

Technologies

The state-of-the-art technology used to create *Avatar*, *The Lord of the Rings* and *Happy Feet* is on your doorstep here at Deakin. You will learn how to use world-class technologies to help you express your creative ideas.

The right mix

Combine advanced practice, great ideas and learn key freelancing skills to help boost your creative career. You can also study full time or part time, enabling you to fit your studies into your schedule.

Recognition of success

Already a successful creative artist looking to enhance your skills? If you have a related degree and significant industry experience you may be eligible to receive up to 8 credit points towards your Deakin degree, allowing you to complete the Master of Creative Arts in just one year.

Creative skills with research

Choosing to study creative arts at Deakin equips you with the necessary skills to allow you to excel in your chosen creative practice. The range of disciplines on offer, as well as the need to undertake research-based work, gives you the skills and knowledge that is highly sought-after in the creative arts fields.

Technical support staff

With a dedicated team of experts ready to assist and provide technical support, you are not alone. Our experienced technical staff are available to ensure that your creative ideas can continue to be developed, without the hindrance of technical issues.

Advance your skills

A creative arts postgraduate degree at Deakin can complement your previous studies and existing skills, helping you to expand your knowledge base and giving you the edge in the employment market.



The Bachelor of Creative Arts (Honours) will also contribute to one year of credit towards your master's degree. For more information about our honours program, see page 23.

Do you want to learn from industry professionals with expert knowledge and extensive experience? Meet Deakin's seven newest recruits to the creative arts academic team.



Patrick Pound

Course Director, Master of Creative Arts and Senior Lecturer in Photography

Patrick Pound holds a doctorate in art history, specialising in the history of photography. Patrick's

work has been displayed in numerous public collections, including the National Gallery of Australia, the National Gallery of Victoria, The Art Gallery of New South Wales, The Museum of New Zealand and the Auckland Art Gallery. His most recent exhibition, *The Gallery of Air*, was part of the recent *Melbourne Now* exhibition.



John McCormick Post-Doctoral Fellow (Motion Capture)

John McCormick is one of the pioneers of new media, dance, motion capture and telematic performance. John has collaborated on works worldwide, including at

peak festivals ZERO1SJ, SIGGRAPH, Melbourne Festival, Venice Biennale, Institute of Contemporary Art (ICA) London, Arts Electronica and Monaco Dance Forum. John was a founding member of Company In Space, Dancehouse and Squaretangle and was awarded an Australia Council Fellowship in 2007–2008 for real-time motion capture and networked performance. John has collaborated with the Deakin Motion.Lab team on many stereoscopic motion capture and augmented reality projects.



David Cross Professor of Visual Arts

Working as an artist, curator and writer, David's practice extends across performance, installation, sculpture, public art and video. He has performed in

international live art festivals in Poland and Croatia and was selected as a New Zealand representative at the 2011 Prague Quadrennial. David's skills continue to be highly sought-after and he has been commissioned to produce a number of works and installations, gaining him international recognition. David also writes regularly about contemporary art for international publications.



Donna McRae

As an accomplished director and filmmaker, Donna is enjoying international success, having received seven awards for her first feature film, including Best Female

Director and Best Feature. Donna completed her PhD in 2012 and prior to that, was successful in securing a grant from the Australia Council to support her video installation work in Melbourne and overseas. Donna is currently working on several feature film projects.



Rea Dennis Lecturer in Drama

Dr Rea Dennis is a contemporary performance artist and scholar. Her practice has been shown in the UK, France, Germany, USA, Japan, Hong Kong, Taiwan,

Brazil and Australia and she has completed residencies in UK, São Paulo and Taiwan. She is co-artistic director of contemporary theatre company, Lembrança. Rea has recently returned to Australia to join the dynamic creative arts team at Deakin, bringing her particular experience in practice-led approaches to research.



Olivia Millard

Lecturer in Creative Practice (Dance)

For the past 20 years, Olivia has worked as a performer, maker and lecturer of dance. She has performed with companies, independent choreographers and directors in

Australia and overseas and was the recipient of a Creative Development Fellowship from Arts WA. Since 2007 Olivia has taught dance at Deakin and commenced her current position as lecturer in creative practice (dance) at Deakin in February 2014. Olivia's PhD, undertaken at Deakin, was conferred in early 2013.



Russell Kennedy

Senior Lecturer in Visual Communication Design

Russell is an academic and practitioner of communication design and filmmaking. Before joining Deakin, Russell was an adjunct research fellow at Swinburne University

of Technology and prior to that a senior lecturer at Monash University. He has also been the principal of Russell Kennedy Design and co-owner of Onset Productions, a film and documentary company. From 2009 to 2011, Russell was president of the International Council of Communication Design (Icograda) and a long-standing board member, from 2003 to 2013. He is currently undertaking a candidature for a Doctor of Philosophy (PhD).

	Years full time and campus ³	Trimester intake options ²	Indicative 2014 annual fee FT ¹	Page
CREATIVE ARTS				
Master of Creative Arts A759	2 B WF	T1 T2	\$20 920	4
Graduate Diploma of Creative Arts A659	1 B WF	T1 T2	\$20 920	5
Graduate Certificate of Creative Arts A559	0.5 B WF	T1 T2	\$10 460	5

Information correct at July 2014. 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. Master's program students please note: where the length of the master's program is 12 units or 1.5 years of full-time study equivalent, the indicative fee may not be a full fee for the course. For further fee information, including information about the FEE-HELP loan program, please visit 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.

3 Course lengths may vary in response to requirements within the Australian Qualifications Framework. Applicants should refer to the handbook for the latest information, deakin.edu.au/handbook.



For more information, including unit descriptions, please visit **deakin.edu.au/creativearts**.

MASTER OF CREATIVE ARTS 2 B

DEAKIN CODE	ADMISSION REQUIREMENTS
A759	A relevant bachelor's degree from an approved tertiary institution or qualifications deemed to be equivalent.

The Master of Creative Arts provides students with advanced academic and professional skills in practice-led research and creative arts production. The course enables students to understand and explore the social, political and cultural contexts and history of ideas that inform contemporary approaches to the creative arts. Students build and develop sustainable cultural practices as independent or commissioned practitioners with advanced knowledge and skills in art-making and creative arts research.

Discipline availability

Melbourne Burwood Campus – Animation and motion capture, dance, drama, film and TV, photography, visual communication design and visual arts

Geelong Waterfront Campus – Photography and visual arts

Course structure

Students to complete 16 credit points of core units.

Core units

Year 1

Trimester 1

ACA701 Advanced Creative Practice A: The Artist's Brief (2 credit points) ACA710 Contemporary Debates in the Creative Arts ACA711 Investigating Creative Methods

Trimester 2

ACA702 Advanced Creative Practice B: Critique and Engagement (2 credit points) ACA712 Art and the Politics of Censorship ALR715 New Ventures in Creative Enterprise

Year 2

Trimester 1 ACA703 Advanced Creative Practice C: What Could Be (2 credit points) ALX702 Practice-Led Research Methods and Design (2 credit points)

Trimester 2 ALX703 Creative Research Project A (2 credit points) ALX704 Creative Research Project B (2 credit points)

 3
 Course duration in years

 FT
 Full time

 PT
 Part time

 B
 Melbourne Burwood Campus

 WF
 Geelong Waterfront Campus

 WP
 Geelong Waurn Ponds Campus

 WB
 Warrnambool Campus

 X
 Cloud (online)

CSP Commonwealth Supported Place FPP Fee Paying Place Til Trimester 1 Ti2 Trimester 2 Ti3 Trimester 3

GRADUATE DIPLOMA OF CREATIVE ARTS 1 B WE

 DEAKIN CODE
 ADMISSION REQUIREMENTS

 A659
 A bachelor's degree from an approved tertiary institution or equivalent qualifications.

The Graduate Diploma of Creative Arts provides students with specialist academic and professional knowledge of creative arts and technical skills for professional creative arts practice. You will have the opportunity to develop knowledge and skills around creative arts practice as both an interdisciplinary field and an individual.

Discipline availability

Melbourne Burwood Campus – Animation and motion capture, dance, drama, film and TV, photography, visual communication design and visual arts

Geelong Waterfront Campus - Photography and visual arts

Course structure

Students must complete 8 credit points of core units.

Core units

Year 1

Trimester 1

ACA701 Advanced Creative Practice A: The Artist's Brief (2 credit points) ACA710 Contemporary Debates in the Creative Arts ACA711 Investigating Creative Methods

Trimester 2

A559

ACA702 Advanced Creative Practice B: Critique and Engagement (2 credit points) ACA712 Art and the Politics of Censorship ALR715 New Ventures in Creative Enterprise

GRADUATE CERTIFICATE OF CREATIVE ARTS DIS DI WE

DEAKIN CODE 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 Creative Arts provides students with advanced academic and professional knowledge of creative arts skills for professional creative arts practice. The course focuses on the creative arts practice and the development of the artist's identity grounded in cultural, historical and political contexts.

Discipline availability

Melbourne Burwood Campus – Animation and motion capture, dance, drama, film and TV, photography, visual communication design and visual arts

Geelong Waterfront Campus - Photography and visual arts

Course structure

Students must complete 4 credit points of core units.

Core units

ACA701 Advanced Creative Practice A: The Artist's Brief (2 credit points) ACA710 Contemporary Debates in the Creative Arts ACA711 Investigating Creative Methods



DR OLIVIA MILLARD

LECTURER IN CREATIVE PRACTICE (DANCE)

'I have worked for 20 years as a dance practitioner, as a performer in dance companies and on projects in Australia and internationally; and as a choreographer, producing works with the support of grants, as well as undertaking commissions for dance companies, institutions and cooperatives.

I have an extremely rewarding job! Many of the classes I teach are practical dance classes so I have the great privilege of working with and sharing information through dance. We work on dance technique, as well as the creative contexts of dance production and composition.

The dance course at Deakin is unparalleled. As one of only two university-level dance courses in Victoria, Deakin dance enables the development of physical, creative, conceptual and historical understandings to enable students to shape their own career as dance artists.'

COMMUNICATION AT DEAKIN

If you are looking for an exciting new career, have a desire to break into the communication industry or want to refine your skills to excel in your career, look no further. Communication at Deakin offers a world of choices. With five areas of specialisation on offer, your degree will give you a leading edge.

Five reasons to study communication at Deakin

Active in research

Have you ever wanted to conduct a research project with an expert in the communication industry? Our experienced academic staff will work with you to design a research project that best suits your needs, enhances your skills and meets any industry requirements.

Gain valuable industry insights

At Deakin our students really do learn from the best. Our academic staff are experienced industry professionals who are enthusiastic about sharing their skills and knowledge and providing you with valuable industry insights as you learn.

Just some of the industry names our experienced academic staff have worked with include:

- Arts Victoria
- Associated Press
- BBC
- BHP
- Fairfax
- Optus
- Penguin Books
- Public Relations Institute of Australia (PRIA)
- Samsung
- Veuve Clicquot.

ARE YOU INTERESTED IN STUDYING ...

Fractured TV, investigative journalism, critical PR, design practices, travel writing?

Make communication at Deakin your number one choice.

Flexibility

Study where you want, when you want. With flexible study options, such as campus or cloud (online) learning, being able to swap from full-time to part-time study and the ability to fast-track your studies, Deakin's communication courses can work around you and your schedule.

Please note the Graduate Diploma of Television Production is not available via cloud (online) learning.

Specialise or generalise

Deakin's communication courses give you the option of choosing one area of specialisation or a cross-disciplinary approach, allowing you to expand your skill set and work across a number of closely related discipline areas, including:

Journalism

Develop the analytical skills necessary to become a well-equipped, capable and successful journalist prepared for the challenges of the 21st century.

Professional writing

Writers have never been more in demand. Enhance your skills and learn to use language to become an in-demand, first-class writer in your chosen industry.

Public relations

Learn how to become an expert in managing the communication between people, agencies and the public and gain membership into the Public Relations Institute of Australia (PRIA),

giving you access to industry resources and networking events.

Television production

Students produce broadcast quality television and television advertisements and learn to develop and create programs that respond to the new ways in which audiences receive and interact with television.

Visual communication design

Design students at Deakin consider the broader applications of graphic design and visual communication in a multifaceted contemporary environment.



Exciting new courses

Visual communication design

Deakin's new Graduate Diploma of Visual Communication Design offers a dynamic combination of practical and theoretical skills. You will learn from staff with an international working background and who are active practitioners in their field, equipping you with specialised industry skills and knowledge.

Television production

Deakin's new Graduate Diploma of Television Production focuses on creating television content in a rapidly changing environment. Step into the world of television production and aspire to lead the next generation of television makers. Discover the possibilities for television in the 21st century and gain hands-on experience in Australia's leading university TV production facility, home of the *Marngrook Footy Show*.

Master of Communication

Deakin's Master of Communication is designed to develop professionals with advanced communication skills. The unique interdisciplinary structure of the course means you will gain professional skills in five discipline areas, offering flexible options to suit your needs.

Recognition of success

Already a successful communications professional looking to enhance your skills? If you have studied a related degree, you may be eligible to receive up to 4 credit points towards your Deakin degree, allowing you to complete the Master of Communication in 1.5 years.

If you have studied a related degree and have significant industry experience, you may be eligible to receive up to 8 credit points towards your Deakin degree, allowing you to complete the Master of Communication in just one year.

No bachelor's degree? You are still eligible for course entry to complete the Master of Communication in two years.

Other courses you may be interested in

Arts and Cultural Management

- Master of Arts and Cultural Management | M765
- Graduate Diploma of Arts and Cultural Management | M665
- Graduate Certificate of Arts and Cultural Management | M519

Marketing

- Master of Marketing | M758
- Graduate Certificate of Marketing | M528

For more information, please visit **deakin.edu.au/business**.

WE'RE NOT ONLY WORLDLY, WE'RE WORLD-CLASS

Deakin University is proud to have been awarded a QS five-star rating for excellence in 2013, with Communication and Media at Deakin ranked in the top 151–200 in the world, an outstanding result.



	Years full time and campus ³	Trimester intake options ²	Indicative 2014 annual fee FT ¹	Page
COMMUNICATION				
Master of Communication A747	2 B X	T1 T2 T3	\$19 480	8
Graduate Diploma of Communication A639	1 B X	T1 T2	\$19 550	10
Graduate Certificate of Communication A539	0.5 B X	T1	\$10 155	11
Graduate Diploma of Television Production A637	1 B	T1 T2	\$20 920	13
Graduate Diploma of Visual Communication Design A638	1 B X	T1 T2	\$20 280	12
JOURNALISM				
Graduate Diploma of Journalism A649	1 B X	T1 T2	\$20 030	12
PUBLIC RELATIONS				
Graduate Diploma of Public Relations A643	1 B X	T1 T2	\$17 970	11

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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.

3 Course lengths may vary in response to requirements within the Australian Qualifications Framework. Applicants should refer to the handbook for the latest information, deakin.edu.au/handbook.

MASTER OF COMMUNICATION 2 🛚 🛛

DEAKIN CODE	ADMISSION REQUIREMENTS
A747	A bachelor's degree from an approved tertiary institution
	or equivalent qualifications

The Master of Communication is a stimulating course creating 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, 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, allowing you to 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

Students without an AQF level 7 or 8 qualification in a cognate communication discipline must successfully complete 16 credit points of study comprising:

- 8 credits points of study chosen from all available units for a cross-disciplinary program in communication, including at least four core communication units (see communication below); or
- 8 credits points of study within one of the following specialisations: journalism, professional writing, public relations, television production or visual communication design (see specialisations below); and
- 8 credit points of concepts, methods and advanced research units (see research pathway below)

Students must complete at least 4 and no more than 8 of the following credit points of study:

ALI724 Law Media and Communication ALI722 Investigative and Narrative Journalism ALI721 International News ALR704 Reputation Management: Crisis, Risk and Responsibility ALR715 Creative Enterprise ALR782 Public Affairs and Opinion Formation ALR718 New Activism, Communication and Citizenship ALR733 Advertising Theory and Practice ALR710 Marketing Communication ACM701 Global Media and War ACM714 Fractured TV: Audiences, Formats, Technology and Regulation ALC705 Organisational Communication ALC706 Culture, Communication and Globalisation

ACG707 Professional Practice in Design

 3
 Course duration in years

 FT
 Full time

 Part time
 Part time

 B
 Melbourne Burwood Campus

 WF
 Geelong Waterfront Campus

 WP
 Geelong Waurn Ponds Campus

 WB
 Warrnambool Campus

 X
 Cloud (online)

CSP Commonwealth Supported Place FPP Fee Paying Place T1 Trimester 1 T2 Trimester 2 T3 Trimester 3

Research pathway

Students must complete the following 8 credit points of study:

ACO411 Communication Concepts (2 credit points)

ACO410 Communication Research Methods ACO412 Advanced Communication Research A ACO413 Advanced Communication Research A

ACO414 Advanced Communication Research C

ACO415 Advanced Communication Research D

Note: Students wishing to qualify for membership of the Public Relations Institute of Australia (PRIA) must select at least 6 credit points of ALR-coded units and complete their research thesis on an approved public relations project.

Elective communication units

Students completing a 16-credit-point master's may select up to a maximum of four elective communication units from the list below.

ACM712 Writing with the Camera ACM717 Television Commercial Production ACM711 Television Studio Production ACM718 Documentary Production Practice ALJ729 Contemporary Journalism ALJ728 Feature Writing ALJ710 Multiplatform Reporting ALJ725 Editing and Design in a Multiple Media Environment ALR701 Public Relations Writing and Tactics ALR731 Public Relations Theory and Practice ALR7xx Strategic Communication in an Organisational Context ALR700 Public Relations Campaigns ACG702 Digital Publishing ACG703 Design and Digital Skills ACG706 Designing for Web Environments ACM708 Introduction to Digital Photography ALW720 Travel Writing ALW729 Writing for Communication Media ALW738 Editing ALW739 Publishing (L9)

Specialisations

Students may elect to specialise in one of the following communication disciplines:

JOURNALISM

Students must complete the following 8 credit points of study:

ALJ729 Contemporary Journalism ALJ728 Feature Writing ALJ710 Multiplatform Journalism ALJ725 Editing and Design in a Multiple Media Environment ALJ724 Law, Media and Communication ALJ722 Investigative and Narrative Journalism ALJ721 International News ACM701 Global Media and War

PROFESSIONAL WRITING

Students must complete the following 8 credit points of study:

ALW720 Travel Writing ALW729 Writing for Communication Media ALW738 Editing ALW739 Publishing ALJ724 Law, Media and Communication ALR715 Creative Enterprise ALW733 Fiction Writing: Ideas and Innovations ALL748 Writing and Film

PUBLIC RELATIONS

Students must complete 8 of the following 9 credit points of study:

ALR701 Public Relations Writing and Tactics ALR731 Public Relations Theory and Practice ALR7xx Strategic Communication in an Organisational Context ALR700 Public Relations Campaigns ALJ724 Law, Media and Communication ALR704 Reputation Management: Crisis, Risk and Responsibility ALR718 New Activism, Communication and Citizenship ALR710 Marketing Communications ALR782 Public Affairs and Opinion Formation

TELEVISION PRODUCTION

Students must complete the following 8 credit points of study:

ACM712 Writing with the Camera ACM717 Television Commercial Production ACM711 Television Studio Production ACM718 Documentary Production Practice ALJ724 Law, Media and Communication ACM701 Global Media and War ACM714 Fractured TV: Audiences, Formats, Technology and Regulation ALR733 Advertising Theory and Practice

VISUAL COMMUNICATION DESIGN

Students must complete the following 8 credit points of study:

ACG702 Digital Publishing ACG703 Design and Digital Skills ACG706 Designing for Web Environments ACM708 Introduction to Digital Photography ALJ724 Law, Media and Communication ACG707 Professional Practice in Design ALR715 Creative Enterprise ALR733 Advertising Theory and Practice

For more information, including unit descriptions, please visit **deakin.edu.au/communication**.



TAMARA HEANEY

DOCTOR OF PHILOSOPHY MELBOURNE BURWOOD CAMPUS

'I've always been interested in popular culture, film and media. It opens up my world and shows me new possibilities and different ways of life. It enriches my imagination and my everyday life. These days celebrities are everywhere and I'm interested in how women my age feel about celebrity culture.

I chose to study at Deakin because my primary supervisor Associate Professor Sean Redmond is here. His work related to celebrity is renowned and I'm lucky that he is now in Melbourne to supervise me!

At uni I've had the opportunity to not only have Associate Professor Redmond as my supervisor, but I have had the chance to work as a research assistant for him and Professor David Marshall at Melbourne. Professor Marshall is a leading scholar in the field of persona and celebrity studies and I've learned so much working for both of them. I've also had the opportunity to work as a casual tutor in new media and advertising subjects. It's been great to not only learn more about teaching at university level, but also to share my love of popular culture and new media with students.

I'll be speaking at a Celebrity Studies conference in London later this year. This opportunity would not have been possible if not for the financial support offered to Higher Degree by Research (HDR) students by the faculty and the University.'

GRADUATE DIPLOMA OF

DEAKIN CODE	ADMISSION REQUIREMENTS
A639	A bachelor's degree from an approved tertiary institution or equivalent qualifications.

Deakin's Graduate Diploma of Communication integrates several disciplines and emphasises commonalties 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 Communication you can continue your studies and gain credit in Deakin's Master of Communication.

See also Master of Communication (page 8).

Course structure

Students must successfully complete 8 credit points of study, comprising 4 credit points of cross-disciplinary communication units from the specified list below; and 4 credit points of electives chosen from the following communication specialisations:

- journalism
- professional writing
- public relations
- television production
- visual communication design.

See Master of Communication (page 8) for specialisation details.

Core communication units

(from which four credit points of study must be completed)

Trimester 1

ACM717 Television Commercial Production ALJ729 Newsroom Practice ALJ728 Feature Writing ALJ710 Multiplatform Reporting ALR731 Public Relations Theory and Practice ALW738 Editing

Trimester 2

ALR702 Strategic Communication in an Organisational Context ALR700 Public Relations Campaigns ALJ725 Editing and Design in a Multiple Media Environment ACM708 Introduction to Digital Photography ALW720 Travel Writing ALW729 Writing for Communication Media ALW739 Publishing

Trimester 1 and 2 ACM712 Writing with the Camera ACM711 Television Studio Production ACM718 Documentary Production Practice ALR701 Public Relations Writing and Tactics

Trimester 1, 2 and 3 ACG702 Digital Publishing ACG703 Design and Digital Skills ACG706 Designing for Web Environments

GRADUATE CERTIFICATE OF COMMUNICATION DE

DEAKIN CODE	ADMISSION REQUIREMENTS
A539	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 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 Communication (page 10).

Course structure

Students must successfully complete 4 credit points of study, comprising 4 credit points of cross-disciplinary communication units from the specified list below.

Core units

(from which 4 credit points of study must be completed)

Trimester 1 ACM717 Television Commercial Production ALJ729 Newsroom Practice ALJ728 Feature Writing ALJ710 Multiplatform Reporting ALR731 Public Relations Theory and Practice ALW738 Editing

Trimester 2

ALR702 Strategic Communication in an Organisational Context ALR700 Public Relations Campaigns ALJ725 Editing and Design in a Multiple Media Environment ACM708 Introduction to Digital Photography ALW720 Travel Writing ALW729 Writing for Communication Media

Trimester 1 and 2

ACM712 Writing with the Camera ACM711 Television Studio Production ACM718 Documentary Production Practice ALR701 Public Relations Writing and Tactics

Trimester 1, 2 and 3 ACG702 Digital Publishing ACG703 Design and Digital Skills ACG706 Designing for Web Environments

For more information, including unit descriptions, please visit **deakin.edu.au/communication**.

GRADUATE DIPLOMA OF PUBLIC RELATIONS 1

DEAKIN CODE	ADMISSION REQUIREMENTS
A643	A bachelor's degree from an approved tertiary institution or equivalent.

Deakin's Graduate Diploma of Public Relations provides 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 of Communication (page 11), Graduate Diploma of Communication (page 10), Graduate Diploma of Journalism (page 12) and Master of Communication (page 8).

Course structure

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

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

See the Graduate Diploma of Journalism (A649) on page 12 for units available in these disciplines. 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 may apply to exit this course early (after successfully completing 4 credit points of specified units) 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

AIP740 Public Policy Analysis ALR704 Reputation Management: Crisis, Risk and Responsibility 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 ALR706 Online Public Relations and Communication 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.

GRADUATE DIPLOMA OF JOURNALISM 🗉 🖬 🛛

DEAKIN CODE	ADMISSION REQUIREMENTS
A649	A bachelor's 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. The course provides you 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 of Communication (page 11), Graduate Diploma of Communication (page 10), Graduate Diploma of Public Relations (page 11) and the Master of Communication (page 8).

Course structure

You must complete 8 credit points of study, comprising 4 credit points of journalism units from the specified list of units below and 4 credit points of elective units from the remaining journalism units and/or from the following disciplines:

- · children's literature
- communication
- journalism
- literary studies
- professional writing
- public relations.

If you complete a specialisation of 4 credit points, you will have the specialisation indicated on your academic transcript. You may apply to exit this course early (after successfully completing 4 credit points of specified units) to receive a Graduate Certificate of Journalism.

Trimester 1 ALJ710 Multimedia Reporting ALJ721 International News ALJ728 Feature Writing ALJ729 Newsroom Practice ALR715 New Ventures in Creative Enterprise

Trimester 2 A⊔722 Journalism in Contemporary Society A⊔724 Law, Media and Communication A⊔725 Editing and Design in a Multiple Media Environment

GRADUATE DIPLOMA OF VISUAL COMMUNICATION DESIGN 1

DEAKIN CODE	ADMISSION REQUIREMENTS
A638	A bachelor's degree from an approved tertiary institution or equivalent qualifications.

The Graduate Diploma in Visual Communication Design provides practical and theoretical skills in visual communication design. This is achieved through a combination of contemporary design theory, professional design skills and focus on the social, cultural and ethical implications of professional design practices in an electronically proficient society.

Course structure

Students must complete 8 credit points of the following core units:

Trimester 1, 2 and 3 ACG702 Digital Publishing ACG703 Design and Digital Skills ACG706 Designing for Web Environments

Note: Units offered in Trimester 3 are cloud (online) only.

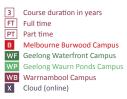
Trimester 1 and 2 ACG707 Professional Practice in Design

Trimester 1 ALR715 Creative Enterprise

ALR733 Advertising Theory and Practice

Trimester 2 ACM708 Introduction to Digital Photography ALJ724 Law, Media and Communication

For more information, including unit descriptions, please visit **deakin.edu.au/communication**.



GRADUATE DIPLOMA OF TELEVISION PRODUCTION 1

 DEAKIN CODE
 ADMISSION REQUIREMENTS

 A637
 A bachelor's degree from an approved tertiary institution or equivalent qualifications.

The Graduate Diploma of Television Production provides film and television and communication students and professionals with advanced academic and professional skills in television production. Knowledge in the practise and theory of television production is addressed through 8 credit points of compulsory core units. These units offer specific depth in design, creation and evaluation of television programs, the organisation and management of television production collaborative teams and provide scholarly and critical perspectives on contemporary and emerging television production practices within media and communication industries.

Students have the opportunity to develop professional skills in a problembased learning environment, challenging students to solve complex problems autonomously, which is a key industry graduate attribute. Your learning will be evidenced by a portfolio of industry-standard programs that graduates will be able to show potential employers and future project funders.

Course structure

Students must complete 8 credit points of the following core units:

Trimester 1 and 2 ACM712 Writing with the Camera ACM711 Television Studio Production ACM718 Documentary Production Practice

Trimester 1

ALR733 Advertising Theory and Practice ACM717 Television Commercial Production ACM714 Fractured TV: Audiences, Formats, Technology and Regulation

Trimester 2 ACM715 Television Presenting and Interviewing ALJ724 Law Media and Communication

DEAKIN'S BROADCAST STUDIO PROUDLY CONTINUES TO HOST THE MARNGROOK FOOTY SHOW

From humble beginnings in 2006, the *Marngrook Footy Show* has grown into the most popular Indigenous television program in Australia, with a huge and growing non-Indigenous audience.

Each week during the AFL Premiership Season, the program is broadcast live in front of a studio audience throughout all of Australia on the NITV network (Channel 34 on free-to-air, Channel 144 on Foxtel, Austar and Optus) from the Deakin Television Broadcasting Studio.

The Marngrook Footy Show is jam-packed with relevant footy information, including all the teams for each round, as well as news and detailed analysis of footy issues and matches. It is a family-orientated program that examines the great Australian game from an Indigenous perspective, including feature stories on past and current Indigenous players and their significant contributions to the game. The program's regular panel and invited guests are comprised of some of the biggest names to have played, or currently playing, in the AFL.

Through our partnership with Toombak Indigenous Production Pty Ltd, Deakin University has been the proud broadcasting facility host of the show for four years and we are looking forward to once again hosting the program in 2015. While this is primarily a commercial arrangement, the main benefit to Deakin is the opportunity for students to be involved in the production and broadcast of weekly episodes. Some students who have worked on the show have gone on to secure meaningful careers with the major broadcast networks as well as with Toombak. Indeed, the current director of the *Marngrook Footy Show* is an alumnus of Deakin's film and television course.

For more information about the *Marngrook Footy Show*, please visit **marngrookfootyshow.com.au**.



WRITING AND LITERATURE AT DEAKIN

Are you looking to pursue a new direction or are you motivated to develop your writing talent? Studying writing and literature at Deakin gives you the opportunity to grow as a writer and to explore a unique combination of writing and literary options, both creative and professional.

MAKE WRITING AND LITERATURE AT DEAKIN YOUR NUMBER ONE CHOICE

Flexible learning options

To help juggle competing demands, yet still focus on your career goals and creative aspirations, Deakin offers flexible learning options to suit you. You can choose to study at a Deakin campus or through cloud (online) learning, providing you with the flexibility to study when and where it suits you.

Recognition of success

Are you already a successful writer looking to develop your skills? If you have a related degree or have studied a related discipline, you may be eligible for up to 4 credit points towards your Deakin degree, allowing you to complete the Master of Arts (Writing and Literature) in 1.5 years.

Four unique specialisations Children's literature

Gain specialist knowledge and skills related to children's texts, with a focus on the historical and cultural context in which children's texts are produced, while learning from professionals working in fields associated with children's literature.

Creative writing

You will gain the skills and techniques to take your creative writing to the next level. Explore the history and context of writing genres currently read and published in Australia and internationally, including fiction and creative non-fiction, poetry and script writing.

Literary studies

Study at an advanced level a number of topics related to English or literary studies. You will undertake analysis of literature and literary theory, critical and generic traditions and creative and critical approaches.

Professional writing

You will develop the skills required to prepare work for publication and gain practical experience in the process of writing and revision, while developing your understanding of the requirements of writing and editing for different readerships.

Master of Arts (Writing and Literature)

Deakin's Master of Arts (Writing and Literature) is a two-year degree. During your 2nd year you will gain practical experience in the process of writing and revision, developing an appreciation of the requirements of writing and editing for different readerships.



LEARN FROM THE BEST

Deakin's writing and literature academic staff combine both literary study and criticism with creative writing. Work closely with Deakin's experienced academic staff, who will provide you with critical insights and help guide and develop your talent as a writer.



Marion Campbell

Associate Professor of Professional and Creative Writing

Marion's fiction has been shortlisted for major Australian literary awards and twice for the Canada-

Australian Literary Prize with *Not Being Miriam* winning the WA Week Literary Awards (1989). She was awarded the Victoria University Vice Chancellor's Citation for Excellence in Research (Postgraduate 2012). As associate professor in professional and creative writing at Deakin she teaches and supervises many research projects. She is a founding member of the inter-university research group, Parody Moves, and focuses on feminist poetics and experimental writing.



Clare Bradford

Professor of Literary Studies and Director, Centre for Memory, Imagination and Invention

Clare's books include *Reading Race: Aboriginality in Australian Children's Literature* (2001), which won both the Children's Literature Association Book Award and the International Research Society for Children's Literature Award; *Unsettling Narratives: Postcolonial Readings of Children's Literature* (2007); *New World Orders in Contemporary Children's Literature: Utopian Transformations* (2009) (with Mallan, Stephens and McCallum); and *Contemporary Children's Literature and Film* (2011) (with Mallan). She was president of the International Research Society for Children's Literature from 2007 to 2011. Clare is currently a fellow of the Australian Academy of Humanities.

To read more profiles of our experienced writing and literature academic staff, please visit **deakin.edu.au/arts-ed/scca/staff-directory.php**.

DO YOU HAVE AN EDUCATION DEGREE?

Many of our students are experienced teachers or have recently studied education and have chosen to direct their focus towards professional and creative writing. Why not combine your teaching skills and experience with your passion for writing by studying children's literature or any of Deakin's unique writing and literature disciplines.

If you have an existing education qualification and significant teaching experience, you may be eligible to receive up to 4 credit points towards your Deakin degree, allowing you to complete the Master of Arts (Writing and Literature) in 1.5 years.

	Years full time and campus ³	Trimester intake options ²	Indicative 2014 annual fee FT ¹	Page
CREATIVE WRITING				
Graduate Diploma of Creative Writing A636	2PT B X	T1 T2	\$19 530	20
PROFESSIONAL WRITING				
Graduate Diploma of Professional Writing A661	1 B X	T1 T2	\$19 580	21
WRITING AND LITERATURE				
Master of Arts (Writing and Literature) A748	2 B X	T1 T2	\$17 740	16
Graduate Diploma of Writing and Literature A664	1 B X	T1 T2	\$18 130	18
Graduate Certificate of Writing and Literature A535	0.5 B X	T1 T2	\$8185	19
Graduate Diploma of Literary Studies A635	2PT B X	T1	\$15 970	20
Graduate Diploma of Children's Literature A641	2 PT X	T1 T2	\$15 750	19

Information correct at July 2014. 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. Master's program students please note: where the length of the master's program is 12 units or 1.5 years of full-time study equivalent, the indicative fee may not be a full fee for the course. For further fee information, including information about the FEE-HELP loan program, please visit **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.

3 Course lengths may vary in response to requirements within the Australian Qualifications Framework. Applicants should refer to the handbook for the latest information, deakin.edu.au/handbook.

MASTER OF ARTS (WRITING AND LITERATURE) 2 8 X

DEAKIN CODE	ADMISSION REQUIREMENTS
A748	A bachelor's 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, 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 structure

To qualify for the Master of Arts (Writing and Literature), a student must successfully complete 16 credit points of study, comprising 8 credit points in one of the specialisation options (children's literature, creative writing, literary studies, professional writing, cross-disciplinary study); and 8 credit points of theory, methods and advanced research units (see below, research project).

Specialisations

CHILDREN'S LITERATURE

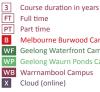
ALL701 Retelling Myths and Tales: Classic to Contemporary ALL702 Criticism of Literature for Children: A Variety of Approaches ALL708 The Picture Book: Reading and Writing ALL721 Driven to Write ALL722 Texts for Young Adults ALL743 Narrative Theory and Children's Literature *plus* 2 credit points of elective units chosen from literary studies, creative writing and professional writing.

CREATIVE WRITING

ALW730 Creative Nonfiction: Telling it Slant ALW732 Fiction Writing ALW733 Fiction Writing: Ideas and Innovations ALW734 Script Writing A *plus* A minimum of two elective units from the creative writing discipline area:

ALW720 Travel Writing ALW735 Script Writing B ALW736 Poetics of Writing ALW783 Life Writing: Theory and Practice plus

A maximum of two elective units in the specialisations of literary studies, children's literature or professional writing.



Melbourne Burwood Campus Geelong Waterfront Campus Geelong Waurn Ponds Campus Warrnambool Campus

CSP Commonwealth Supported Place Fee Paying Place FPP Trimester 1 Trimester 2 Trimester 3

LITERARY STUDIES

ALL743 Narrative Theory ALL727 Contemporary Poetry ALL755 The Other Side of the World: Literature of Sadness -The Body-Mind in Crisis ALL705 Short Stories: Writers and Readers ALL706 Histories, Fictions ALL784 Writing and Film plus Any 2 credit points of units from children's literature, creative writing

or professional writing.

PROFESSIONAL WRITING

ALI724 Law. Media and Communication ALR715 New Ventures in Creative Enterprise ALW729 Writing for Communication Media ALW733 Fiction Writing: Ideas and Innovations ALW738 Editing ALW739 Publishing plus

2 credit points of elective units from children's literature, creative writing or professional writing, or course A747 Master of Communication.

CROSS-DISCIPLINARY STUDY

A maximum of at least 4 credit points of electives from Group 1 plus

Up to 4 credit points of elective units from Group 2

Group 1 elective units

FOUNDATIONAL UNITS ALL743 Narrative Theory* ALW733 Fiction Writing: Ideas and Innovations*

CHILDREN'S LITERATURE

ALL702 Criticism of Literature for Children: A Variety of Approaches ALL722 Texts for Young Adults

CREATIVE WRITING

ALW730 Creative Nonfiction: Telling it Slant ALW732 Fiction Writing: Story, Structure and Starting Out ALW734 Scriptwriting A

LITERARY STUDIES

ALL706 Histories, Fictions ALL727 Contemporary Poetry

PROFESSIONAL WRITING

ALW729 Writing for Communication Media ALW738 Editing

It is recommended that students include either ALW733 or ALL743 or both in their first trimester of study.

For more information, including unit descriptions, please visit deakin.edu.au/writing.

Group 2 elective units

CHILDREN'S LITERATURE

ALL701 Retelling Myth and Tales: Classic to Contemporary ALL708 The Picture Book: Reading and Writing ALL721 Driven to Write

CREATIVE WRITING

ALL783 Life Writing ALW736 Poetics of Writing ALW720 Travel Writing ALW735 Script Writing B

LITERARY STUDIES

ALL705 Short Stories ALL755 The Other Side of the World: Literature of Sadness -The Body-Mind in Crisis ALL784 Writing and Film

PROFESSIONAL WRITING

ALJ724 Law Media and Communication ALR715 New Ventures in Creative Enterprise ALW739 Publishing

Research project

Students must complete the following 8 credit points of study:

ALX709 Writing a Thesis (2 credit points) ALX7xx Masters Thesis Unit A ALX7xx Masters Thesis Unit B ALX7xx Masters Thesis Unit C ALX7xx Masters Thesis Unit D ALX7xx Masters Research Theory A ALX7xx Masters Research Theory B





PROFESSOR DAVID McCOOEY SCHOOL OF COMMUNICATION AND CREATIVE ARTS

Professor David McCooey is a prize-winning poet and critic. His latest book of poems, Outside (Salt Publishing, 2011) was shortlisted for a Queensland Literary Award and was a Finalist for the Melbourne Prize for Literature's 'Best Writing Award'. His first collection of poems, Blister Pack (Salt Publishing, 2005), won the Mary Gilmore Award and was shortlisted for four other major literary awards. Professor McCooey is the deputy general editor of the Macquarie PEN Anthology of Australian Literature (Allen & Unwin, 2009), which was published internationally by Norton as The Literature of Australia. David's critical work, Artful Histories: Modern Australian Autobiography (CUP, 1996/2009) won a NSW Premier's Literary Award. Professor McCooey's essays, poems and reviews have been published nationally and internationally in numerous books, journals and newspapers. Professor McCooey is also a musician and sound artist. Outside Broadcast, his album of 'poetry soundtracks' (original poetry, music and sound design), was released as a digital download in 2013. A number of these poetry soundtracks appeared in the Poems, Places and Soundscapes exhibition at the Cube Gallery in Leicester (UK).

In his role at Deakin, Professor McCooey supervises PhD candidates and honours students, as well as teaching professional and creative writing (poetry and creative non-fiction) and literary studies.

Professor McCooey has been the co-recipient of a number of ARC grants, including a Discovery Grant on 'Australian literature and the public sphere'. His current research projects are *Life Lines: Poetry in the World*, a critical study of poetry in extra-poetic contexts, and *Star Struck*, a collection of poems.

GRADUATE DIPLOMA OF WRITING AND LITERATURE 1 D

DEAKIN CODE	ADMISSION REQUIREMENTS
A664	A bachelor's degree from an approved tertiary institution or equivalent qualifications.

The Graduate Diploma of Writing and Literature provides a cross-disciplinary writing and Literature qualification and/or a pathway to master's or further study.

Course structure

Students must successfully complete 8 credit points of study, comprising a minimum of 4 credit points of elective units from Group 1; and a maximum of 4 credit points of elective units from Group 2.

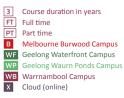
Group 1 elective units

ALL743 Narrative Theory* ALW733 Fiction Writing: Ideas and Innovations* ALL702 Criticism of Literature for Children: A Variety of Approaches ALL722 Texts for Young Adults ALW732 Fiction Writing: Story, Structure and Starting Out ALW730 Creative Nonfiction: Telling it Slant ALW734 Scriptwriting A ALL706 Histories, Fictions ALL727 Contemporary Poetry ALW729 Writing for Communication Media ALW738 Editing * It is recommended that students include either ALW733 or ALL743 or bot

 It is recommended that students include either ALW733 or ALL743 or both in their first trimester of study.

Group 2 elective units

ALL701 Retelling Myth and Tales: Classic to Contemporary ALL708 The Picture Book: Reading and Writing ALL721 Driven to Write ALL783 Life Writing ALW736 Poetics of Writing ALW720 Travel Writing ALW725 Script Writing B ALL705 Short Stories ALL755 The Other Side of the World: Literature of Sadness – The Body–Mind in Crisis ALL784 Writing and Film ALJ724 Law Media and Communication ALR715 New Ventures in Creative Enterprise ALW739 Publishing



GRADUATE CERTIFICATE OF WRITING AND LITERATURE 0.5 0 X

DEAKIN CODE	ADMISSION REQUIREMENTS
A535	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 Writing and Literature 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 19th and early 20th 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

Students must successfully complete 4 credit points of study, comprising a minimum of at least 2 credit points of electives from Group 1; and a maximum of 2 credit points of electives from Group 2.

See Master of Arts (Writing and Literature) (page 16) for units available in Groups 1 and 2.



GRADUATE DIPLOMA OF CHILDREN'S LITERATURE 2PT

DEAKIN CODE	ADMISSION REQUIREMENTS
A641	A bachelor's 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 introduces 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 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 and communication.

See also Master of Arts (Writing and Literature) (page 16).

Course structure

Students must successfully complete 8 credit points of study, comprising 6 credit points of compulsory core children's literature units; and 2 credit points of elective units selected from literary studies, creative writing and professional writing.

Core units

Trimester 1

ALL702 Criticism of Literature for Children: A Variety of Approaches ALL701 Retelling Myths and Tales: Classic to Contemporary ALL721 Driven to Write

Trimester 2

ALL743 Narrative Theory and Children's Literature ALL708 The Picture Book: Reading and Writing ALL722 Texts for Young Adults

2 credit points of electives chosen from literary studies, creative writing and professional writing.

See Master of Arts (Writing and Literature) (page 16) for units available in the disciplines above.

For more information, including unit descriptions, please visit **deakin.edu.au/writing**.

GRADUATE DIPLOMA OF LITERARY STUDIES 2PT B

DEAKIN CODE	ADMISSION REQUIREMENTS
A635	A bachelor's 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 19th and early 20th 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 a diverse skill set enhances employment opportunities. Units studied in the Graduate Certificate and Graduate Diploma of Literary Studies gain credit in Deakin's Master of Arts (Writing and Literature). See also Master of Arts (Writing and Literature) (page 16).

Course structure

Students must successfully complete 8 credit points of study, comprising six core units and two elective units.

Core units

ALL743 Narrative Theory ALL727 Contemporary Poetry ALL755 The Other Side of the World: Literature of Sadness – The Body–Mind in Crisis ALL705 Short Stories: Writers and Readers ALL706 Histories, Fictions ALL784 Writing and Film

Elective units

Any 2 credit points of units from children's literature, creative writing or professional writing disciplines.

See Master of Arts (Writing and Literature) (page 16) for units available in the disciplines above.

GRADUATE DIPLOMA OF CREATIVE WRITING 2PT B

DEAKIN CODE	ADMISSION REQUIREMENTS
A636	A bachelor's degree from an approved tertiary institution or equivalent qualifications.

The Graduate Diploma of Creative Writing advances and consolidates knowledge of creative writing theories, practice and skills for the conception, crafting, production and dissemination of creative writing outputs. Students will understand the complexities and opportunities of industries that employ creative writers, as well as possible careers within an international and domestic context.

Course structure

You must complete 8 credit points of study as detailed below.

Core unit

ALW733 Fiction Writing Ideas and Innovations

Elective units Students to select 3 credit points:

ALL783 Life Writing: Theory and Practice ALW732 Fiction Writing ALW730 Creative Nonfiction: Telling it Slant ALW734 Script Writing

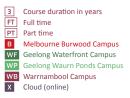
Specialisations

Students to select a further 4 credit points from within the following specialisations:

- creative writing
- literary studies
- children's literature
- professional writing.

See Master of Arts (Writing and Literature) (page 16) for units available in the disciplines above.





GRADUATE DIPLOMA OF PROFESSIONAL WRITING 1

DEAKIN CODE	ADMISSION REQUIREMENTS
A661	A bachelor's degree from an approved tertiary institution
	or equivalent gualifications.

Deakin's Graduate Diploma of Professional Writing develops 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 gain practical experience in 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

Students must successfully complete 8 credit points of study, comprising six core units and two elective units.

Core units

ALJ724 Law, Media and Communication ALR715 New Ventures in Creative Enterprise ALW729 Writing for Communication Media ALW733 Fiction Writing: Ideas and Innovations ALW738 Editing ALW739 Publishing

Elective units

2 credit points of electives from children's literature, creative writing or literary studies, or from course A747 Master of Communication.

See Master of Arts (Writing and Literature) (page 16) for units available in the disciplines above.



For the latest information about new courses at Deakin University, please visit **deakin.edu.au**.

STUDENT SUPPORT SERVICES

Deakin University offers a complete range of services and programs to support students throughout their studies.

- Accommodation services including campus accommodation, with a short-term stay option, and a local housing referral service.
- 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.
- **Multifaith services** including spiritual counselling, faith support services and worship and prayer spaces.
- Medical centre confidential, bulk-billed medical and nursing health care to students across all campuses. Services include vaccinations, tests and screenings, referrals to specialists and mental wellbeing information.
- Legal advice qualified lawyers are available through DUSA's confidential free campus service to assist with all sorts of legal issues.
- Library access more than 1.5 million books, journals, newspapers, videos, CDs and DVDs across the campus libraries. Cloud (online) students 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.
- **Peer support** experienced and trained Deakin students are available to help with questions or concerns about anything related to being a student at Deakin.
- IT at Deakin all students can access 24-hour computer laboratories at each campus, as well as email and internet access for study purposes.
- Disability services the Disability Resource Centre provides 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 student support services and life at Deakin, please visit **deakin.edu.au/life-at-deakin**.

RESEARCH IN COMMUNICATION AND CREATIVE ARTS

No matter what field you want to study, learning at a university that is committed to research that matters, should matter to you.

Why? Because it means that you have the opportunity to learn from people who are making a real difference in the world. This is important, regardless of whether or not you want to pursue a research career, because it means that you graduate with the latest knowledge in your chosen field.

Through research-infused teaching and learning, we aim to strengthen the evidence base of learning, stimulating discussion, innovation, debate and dissemination of ideas. All this means a richer learning experience for you.

Using our industry, government and institutional networks, we're striving to further build on our global research footprint. To help us achieve this, we're seeking the best and brightest research candidates from around the world.

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.

Course name Course code	Years full time and campus
Research degrees	
Master of Arts A800	2 B WP WB X
Doctor of Philosophy A900	3-4 B WP WF WB X
Bachelor of Arts (Honours) A400	1 B WP X
Bachelor of Creative Arts (Honours)	1 B WF
Bachelor of Communication (Honours)	1 B WP X

 3
 Course duration in years

 B
 Melbourne Burwood Campus

 WF
 Geelong Waterfront Campus

 WP
 Geelong Waurn Ponds Campus

 WP
 WP

 WP
 Geolong Campus

 WP
 Geolong Campus

 WP
 Geolong Campus

 WP
 Geolong Campus

Research areas

Within the Faculty of Arts and Education, each school offers research opportunities including but not restricted to the following areas.

School of Communication and Creative Arts

- Celebrity studies
 - Children's literature
 - Communication
 - Contemporary arts theory
 - Collaborative arts and professional practice
 - Creative writing
 - Cultural studies and policy
 - Dance
 - Drama
 - Digital culture and interactive media
 - Internet and new media
 - Journalism
 - Literary studies
- Media
 - Motion capture
 - Persona studies
 - Post colonial literature studies
 - Practice as research
 - Professional writing
 - Public relations
 - Visual arts
 - Visual communication design



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.

An honours degree can be studied at any time and can contribute credit towards your master's degree, should you choose to undertake further study and continue to grow and develop your skills.

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

More information

Faculty of Arts and Education Phone: +61 3 5227 2226 artsed-research@deakin.edu.au deakin.edu.au/arts-ed/research/programs

Deakin Research

Phone: +61 3 9251 7124 research-hdr@deakin.edu.au deakin.edu.au/research

BENEFITS OF POSTGRADUATE STUDY

- **Prepare yourself for success** postgraduate study can empower you to pursue new opportunities that were previously out of reach.
- Invest in yourself postgraduate study is an investment; in your sense of achievement, your job satisfaction and your financial security.
- Change the way you see the world postgraduate study can help you to get that promotion, enjoy a better work–life balance or pursue a new direction.
- Don't just keep up, lead postgraduate study can help you to stay in touch with the rapidly changing technological world we live in today.
- Stand out from the crowd a postgraduate degree can complement your earlier studies and expand your knowledge base, giving you the edge in the employment market.
- Make connections that can open doors studying with people who share your interests and ambitions is a great way to build and strengthen your professional network.

STUDY OPTIONS AND HOW TO APPLY



TRENT GRIFFITHS DOCTOR OF PHILOSOPHY

MELBOURNE BURWOOD CAMPUS 'The research community in the arts, social sciences and

humanities at Deakin is excellent – there are so many fascinating projects and there is such a good spirit among the HDR students and staff alike.

I also lecture at Deakin, so my work and my research intersect in many ways. Critical concepts and examples from my research are indispensable for work in the classroom and many times I have been inspired by ideas and conversations with students that I bring back to my research.

For me, research is the best time of your life and the most rewarding intellectual experience you can have, but you have to be ready. What you get out of study is proportional to what you put in, and that starts with a thirst for knowledge and a joy of learning. University gives you the chance to explore the world in rare depth and from angles previously unknown, but learning needs to be an active process. You meet it halfway, you run together, and your life is so much richer for it.'

Read more about Trent's experience at deakin.is/trent-griffiths.

STUDY OPTIONS

We provide a range of options and choices to allow your postgraduate study to suit your needs:

- If you're studying via cloud (online) learning you really can study anywhere or any time. Our use of the cloud means you don't have to attend a campus to have a rich, interactive, personal and empowering learning experience.
- If you do choose campus learning, our four campuses in Melbourne, Geelong (Waterfront and Waurn Ponds) and Warrnambool, give you plenty of options.
- Life can change very quickly and what suits you one year, might not the next. That's why many courses give you the option to switch between full-time and part-time study, as your needs shift.
- With more than 150 postgraduate courses, there's plenty to choose from at Deakin.

Many courses also give you the flexibility to tailor your studies to your interests and aspirations through your choice of elective subjects.

- We can help you fast-track your degree through our trimester system.
- Our three trimesters, which includes a third (optional) trimester, over the summer, means that, for some courses, you may be able to study year-round and complete your degree sooner.

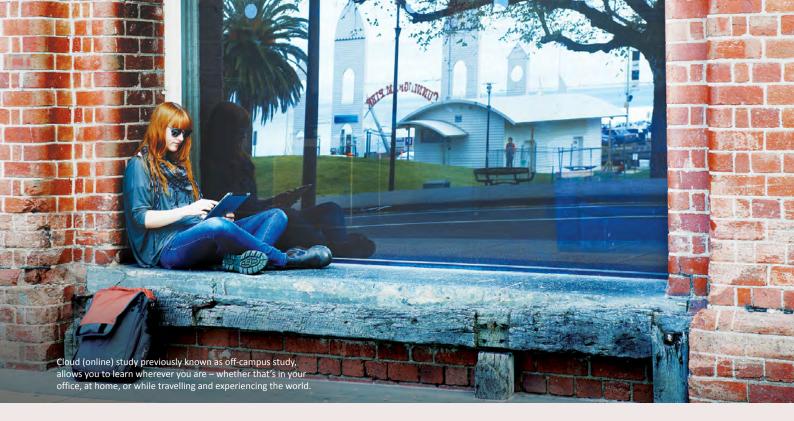
Campus study

Traditionally, campus learning involves attending classes (previously known as lectures), discussing and debating in seminars (previously known as tutorials), getting hands-on experience in practicals and studying or researching in the library. While these things are still a big part of campus study at Deakin, the student experience is evolving fast.

Learning doesn't stop when you finish a class or leave a campus. We recognise that for many students, significant learning can take place while you're doing fieldwork, at a work placement or volunteering. So as well as the traditional combination of classes, seminars, assignments and exams, fieldwork or practical experience can also form a large part of the content and assessment of some units.

Cloud (online) study

It's a lot easier to manage your commitments when you're not pinned down to being in a certain place at a certain time. Cloud (online) study gives you the freedom to study when and where it suits you. Listen and watch recorded classes online from the comfort of your couch. Read your texts on your tablet or laptop while you're on the train. Compare notes with other students online during your lunch break. We don't set the limits, you do. For more information about cloud (online) study, please visit **deakin.edu.au/study-at-deakin/ study-options-and-pathways**.



HOW TO APPLY

Coursework applications

To apply for a postgraduate coursework degree you will usually need to have completed an undergraduate degree; however, there are other pathways. If you have considerable work or life experience, in some instances you may be able to use this to obtain admission into a graduate certificate or graduate diploma course. You may then progress to a master's degree subject to University approval.

A postgraduate qualification can advance your career or you may use it to help change direction and move to a completely new industry.

Application dates

Applications for enrolment in Trimester 3, 2014 and Trimester 1, 2015 open in August 2014. Applications for Trimester 2, 2015 open in April 2015.

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 **deakin.edu.au/study-at-deakin/apply** or phone our customer service team on 1300 DEGREE (1300 334 733).

For more information

Division of Student Administration Phone 1300 DEGREE (1300 334 733) enquire@deakin.edu.au deakin.edu.au/study-at-deakin/apply

STUDENT COMPUTING REQUIREMENTS

CloudDeakin is Deakin University's online learning environment. It incorporates a range of spaces and tools to enable interactive and engaging learning. In most courses, you will be expected to use CloudDeakin using a modern browser to access unit and course sites and tools. Most students also need to be able to:

- access text, image and audio files on the web
- communicate using email and attachments
- create basic documents, spreadsheets and presentations
- manage and back up files using common file formats
- use a common operating system to install and uninstall software, as well as manage software and settings.

Please ensure you check course and unit requirements carefully prior to enrolment and purchasing or connecting devices.

For more information, please visit deakin.edu.au/study-at-deakin/ apply/computer-standards.

Postgraduate studies at Deakin enable you to expand your professional and social networks, and study with like-minded people who share similar interests.

STUDY OPTIONS AND HOW TO APPLY

Research applications

Deakin offers three types of research degrees: Master's by Research, Doctor of Philosophy (PhD) and Doctor of Psychology.

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.

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 **deakin.edu.au/study-at-deakin/apply/ apply-for-a-research-degree**.

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 more information, please visit deakin.edu.au/study-at-deakin/ apply/apply-for-a-research-degree.

For more information

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

Deakin Research Phone +61 3 9251 7124 research-hdr@deakin.edu.au deakin.edu.au/study-at-deakin/research-degrees-doctoral-and-masters

WHAT IS CREDIT TRANSFER AND RECOGNITION?

Credit transfer and recognition is credit granted towards your Deakin course for relevant approved study or work experience. There are two aspects to credit transfer and recognition:

- credit may be transferred to your Deakin course from completed or partially completed studies you have undertaken at other accredited institutions; and/or
- credit may be granted on the basis of knowledge and skills acquired through uncredentialled learning.

International students

For information about how to apply, please contact Deakin International by email deakin-international@deakin.edu.au, phone +61 3 9627 4877 or online **deakin.edu.au/international**.





DEAKIN STUDENTS ATTEND ANIMATION AND STORY DEVELOPMENT MASTERCLASS

In 2013 Deakin University's partnership with VanArts (Vancouver Institute of Media Arts) brought two world renowned animation artists to the Melbourne Burwood Campus.

Andrew Gordon (animator) and Matthew Luhn (head of story), veteran artists from Pixar Studios, captivated a full audience over two days, sharing their knowledge of the animation industry and inspiring those studying and working in this dynamic field. Participants travelled from around Australia to attend this innovative event and Deakin animation students were given scholarships to attend. Scholarships were also given to several secondary school students who expressed an interest in this field. Matthew Luhn began his career at Pixar Animation Studios in 1992 as an animator on the very first CG movie, *Toy Story*. Since that time, Matthew has worked as a storyboard artist generating new ideas and characters on *Toy Story 2*, *Monsters Inc.*, *Finding Nemo*, *Cars*, *Ratatouille*, *UP*, *Toy Story 3*, and current Pixar movies in development.

Andrew Gordon has been animating characters at Pixar Animation Studios for 16 years. He joined Pixar in 1997 where he has been an animator on *A Bug's Life, Toy Story 2, Monsters Inc., Finding Nemo, The Incredibles, Ratatouille* and *Toy Story 3.* The characters he has worked on include Mike Wazowski from *Monsters Inc.,* Gill from *Finding Nemo,* Edna Mode, the costume designer in *The Incredibles,* and Linguini from *Ratatouille.* He supervised animation on Pixar's Academy Award-nominated short film *Presto* and most recently was a directing animator on *Monsters University.*

FIND OUT MORE

Talk to us

For more information and all general enquiries, phone 1300 DEGREE (1300 334 733). You can also contact us via email at enquire@deakin.edu.au.

Websites

Deakin on the web, deakin.edu.au, contains detailed information on everything at Deakin.

For more information about studying communication and creative arts at Deakin, please visit: deakin.edu.au/arts or deakin.edu.au/communication or deakin.edu.au/creativearts.

Other useful websites

Fees deakin.edu.au/fees

Future students deakin.edu.au/study-at-deakin

Library deakin.edu.au/library

Scholarships deakin.edu.au/study-at-deakin/ scholarships-and-awards

Study skills support deakin.edu.au/students/study-support

Current students deakin.edu.au/students

Social media@Deakin

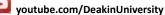
Connect with Deakin University on Facebook, Twitter and YouTube. Talk with other future students and ask current students and staff about life and study at Deakin.











Visit us

There are many opportunities throughout the year to visit Deakin and talk with representatives in person.

For information on Deakin's postgraduate information events, please visit deakin.edu.au/worldly-events.

Further reading

Deakin University produces a range of booklets to help you choose the right course.

You can download copies of these brochures at deakin.edu.au/course-guides or to request copies of any of the above, email enquire@deakin.edu.au or phone 1300 DEGREE (1300 334 733).

Deakin University also produces course guides specifically for international students.

To request a copy phone Deakin International on +61 3 9627 4877 or email deakin-international@deakin.edu.au.



MORE INFORMATION | COMMUNICATION AND CREATIVE ARTS

1300 DEGREE (1300 334 733) | enquire@deakin.edu.au | deakin.edu.au/communication | deakin.edu.au/creativearts

2014 POSTGRADUATE INFORMATION EVENING

07.10.14

DEAKIN EDGE Federation Square, Flinders Street Melbourne Victoria

deakin.edu.au/worldly-events

deakin.edu.au

Published by Deakin University in July 2014. 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 view our website at deakin.edu.au.