

**BA (MASS COMMUNICATION)
COURSE CODE: B-MASCOMS
ENROLMENT ADVICE
2017**

Congratulations, and welcome to the Bachelor of Arts (Mass Communication) program, which is offered by the School of Media, Culture & Creative Arts.

About the Course

The BA (Mass Communication) program has been running at Curtin for around 20 years, and has achieved a great deal of recognition both in Australia and overseas. It is a program that has been designed to provide students like you with a broad understanding of applied media and the necessary skills to enable them to pursue a career in the media or the area of corporate media and communications. The course combines the specialist media practices of corporate screen production, web media, and journalism with areas such as graphic communication for advertising, public relations, marketing, photography and digital design.

Graduates of the program have had a high degree of success in moving quickly into employment, due to the high demand for media practitioners with the unique combination of skills and understandings developed through the course.

The BA (Mass Communication) is a flexible program which allows a great deal of choice, and it will help you to start thinking about some of the choices you can make now, if you have not already done so. Before you can make those choices, there are a few things you need to know about the structure of the program.

Course Structure

For a normal full-time study program, you will take four 25 credit units each semester. When you enrol online, you will be asked to select four units for each semester for the first year. The first year enrolment pattern is more or less standard for all Mass Communication students. It has been designed to make enrolment simpler, to give you a broader base of professional skills than is normally acquired when majoring in a single area, and to keep your options open until second year.

After completing the standard first year, you will be asked to choose two streams (or specialisations), which will fill out the bulk of your upper-level (2nd and 3rd year) study. **One of these streams must be a Media stream**, while the second may be either another Media stream or a stream from Design or one from Business.

Media streams (offered by the School of Media, Culture & Creative Arts)

- Corporate Screen Production
- Journalism
- Web Media

Design streams (taught by the School of Design and Art)

- Graphic Communication

- Digital Design
- Photography

Business streams (taught by the Curtin Business School)

- Marketing
- Public Relations

Alongside your Media and other specialisations, you will continue to study theoretical and social issues relating to mass communication professions, practice, and criticism, in the following upper-level units:

COMS2001 Asian Media in Transition
COMS2000 Consuming Culture

You will also have 4 elective units (100 credit points) in second and third year, allowing you to pursue other academic interests, or to add to your mass communication training by taking more units from the media and other streams.

If you have already undertaken some tertiary education and are seeking Credit for Recognised Learning (CRL), you must make an appointment with the Course Coordinator to seek advice on your enrolment.

Course Contacts

For advice on course options, Credit for Recognised Learning, and any other matters relating to course content and structure, please contact the Mass Communication Course Coordinator:

Dr Kara-Jane Lombard
k.lombard@curtin.edu.au
08 9266 2679
Bd: 209 Rm: 339

I would encourage you to contact me any time you have a question about the course or are unsure about which units to take in a semester, or which order to study units in.

For assistance with online enrolment, access to Oasis, applications for entry or deferred enrolment, and other administrative services, please contact Student Services:

Student Services
humanities@curtin.edu.au
08 9266 3400

For assistance with all other matters, including unit coordinator information, please contact the Media, Culture & Creative Arts School Student Services Office:

School of Media, Culture & Creative Arts Student Services
MCCASStudents@curtin.edu.au
08 9266 7140

Standard First Year Enrolment

Your first year of study includes 4 Core units, plus 4 Option units, which allow you to sample the Streams available in Mass Communication. Some Option units also act as pre-requisite units for particular Streams, so you should think about which Streams you might like to specialise in now, and enrol in those pre-requisite units. If you are unsure about which Streams to specialise in, doing the pre-requisite first year Option units can often give you an idea of what a particular stream will be like, and whether it is one you wish to do.

If you are studying full-time, you should plan your enrolment as follows:

Semester 1

COMS1010 Academic and Professional Communications

COMS1003 Culture to Cultures

Choose TWO First Year Options (see list below)

Semester 2

COMS1001 Engaging Media

NETS1001 Web Communications

Choose TWO First Year Options (see list below)

FIRST YEAR OPTIONS

JOUR1000 Journalism Introduction to Print — *Pre-requisite for Journalism stream*

MKTG1000 Discovering Marketing — *Pre-requisite for Marketing stream*

PUBR2002 Public Relations Foundations — *Pre-requisite for Public Relations stream*

PWRP1003 Writing Rhetoric & Persuasion

SPRO1000 Introduction to Screen Practice** — *Pre-requisite for Corporate Screen Production stream*

GRDE1004 Design Computing 1** — *Pre-requisite for Graphic Communication stream*

GRDE1016 Digital Design Process — *Pre-requisite for Digital Design stream*

Students interested in Design Computing 1 and/or Introduction to Screen Practice should enrol in these units in Semester 2. Please note: the above standard enrolment pattern is fixed for full-time students and must be followed to ensure minimum timetable clashes and to allow you to progress through to second year. If you are seeking to apply for Credit for Recognised Learning or have some other reason why you believe you may need to deviate from the above pattern, you **MUST CONTACT THE COURSE COORDINATOR before completing your enrolment.

IMPORTANT NOTE ABOUT OPTION UNITS: The First Year Options you select have implications for the streams you may take in second and third year, as some of these streams require prior completion of the relevant first year unit. If you know which streams you're most interested in taking from second year, you should choose the appropriate First Year Options. For instance, if you wish to study Journalism and Public Relations, you should choose Introduction to Print and Public Relations Foundations, plus any two other Options.

Do not worry if you do not yet know which streams you wish to study from second year. This is your opportunity to test out the areas you think you might be interested in. If your experience in a first year unit tells you that you're not as interested in the area as you first thought, there is scope to change your mind and to try different areas. Even when you start

second year, you can use Elective credit to try out other First Year Options, before settling on your preferred streams. Remember too: you can always contact the Course Coordinator for advice.

Part-time Enrolment

Please keep in mind that studying at university full-time is equivalent to working in a full-time job. You need to allow for at least 36-40 hours a week to sufficiently prepare for and attend classes, to complete assessment tasks and to undertake independent study. If you are employed for more than 20 hours a week, or you have other commitments (e.g. family, sporting, volunteering) that will reduce the amount of time available for study, you should enrol in your course on a part-time basis.

The number of units you should enrol in depends on how much time you need to devote to your other commitments. If you're working on a full-time basis, it is recommended that you take no more than TWO units per semester:

Semester 1

COMS1010 Academic and Professional Communications
COMS1003 Culture to Cultures

Semester 2

COMS1001 Engaging Media
1 x First Year Option

If you would like to take three units per semester, then you should add one First Year Option to your first semester enrolment, and NETS1001 Web Communications to your second semester enrolment.

External/Online study

The Mass Communication course as a whole is not available for study in an External or Online mode, as some of the Option and Stream units are workshop-based and must be studied on-campus.

However, a number of units can be studied Externally or Online. In first year, these include Discovering Marketing, Web Communications, Culture to Cultures, Academic and Professional Communications, and Engaging Media. It is also possible to undertake some or all of your 2nd and 3rd year study in an External mode, depending on your stream selection, as all units in the Web Media and Marketing streams can be completed online.

Note: Journalism, Corporate Screen Production, Graphic Communication, Photography, Digital Design and Public Relations are all available for on-campus study only, and none of the units in those streams can be taken externally or online.

For more advice on how to minimise on-campus study while completing the Mass Communication course, please contact the Course Coordinator.

Planning Your Upper-level Enrolment

Care needs to be taken when planning your Mass Communication enrolment for each semester to ensure that you meet the requirements of the program whilst giving yourself the freedom to choose stream options and elective units that suit your interests. The course

structure provides space for four elective units to be taken, which may be used to take additional units in your chosen streams, or to take a sequence of units in a third area. The way you choose to use your elective credit will impact on the order in which you take your units.

Most streams require you to take the units in a particular order, while for some streams required units run only in one semester. The most suitable pattern of enrolment thus varies depending on which streams you've chosen to study. Generally, however, you should structure your enrolment according to the table below, using the details on Stream structures (see pp. 6-16).

* You may choose to defer one (or both) of your 2nd year electives until third year, by taking a stream unit in its place, if the structure or progression in your chosen stream(s) allows you to do so.

If you are unsure about which units you should enrol in for any given semester or you wish to know more about your options, seek enrolment advice from the Course Coordinator.

	2nd year (200 credits)	3rd year (200 credits)
Sem 1	COMS2001 Asian Media in Transition (<i>first semester only</i>)	Media Stream unit
	Media Stream unit	Second Stream unit
	Second Stream unit	Media Stream unit OR Second Stream unit
	Mass Communication Elective *	Mass Communication Elective
Sem 2	COMS2000 Consuming Culture (<i>second semester only</i>)	Media Stream unit
	Media Stream unit	Second Stream unit
	Second Stream unit	Media Stream unit OR Second Stream unit
	Mass Communication Elective *	Mass Communication Elective

Streams: Units and Structure

The following pages contain details of the Streams that may be selected as part of your Mass Communication study. Most Streams include a mix of Core units, which all students enrolled in the Stream must complete, and Option units, which allow students in the Stream to choose from a list of options. In all cases completion of the Stream will open up opportunities for further study in the area (see Course Coordinator for further information).

In selecting your two streams and planning your enrolment, there are a few points to note:

- **Students must choose at least one Media stream:** Journalism, Corporate Screen Production or Web Media. You may choose to take *both* streams from these three choices, or you may select your second stream from Business or Design.
- Most streams require you to complete specific first or second year units ('pre-requisites') before enrolling in more advanced units.
- Each stream begins with either a pre-requisite or recommended First Year Option. Pre-requisite First Year Options (**shown in bold**) must be completed in order to advance further in the stream. Recommended First Year Options will provide you with skills and knowledge that are applicable to the stream, but you do not have to complete the unit to enrol in the stream. The First Year Option corresponding to each stream is as follows:

Journalism — Introduction to Print (**Pre-requisite**)

Corporate Screen Production — Introduction to Screen Practice (**Pre-requisite**)

Web Media — Web Communications (**Pre-requisite**)

Graphic Communication — Design Computing 1 (**Pre-requisite**)

Marketing — Discovering Marketing (**Pre-requisite**)

Public Relations — Public Relations Foundations (**Pre-requisite**)

Digital Design — Digital Design Process (**Pre-requisite**)

Photography — Design Computing 1 (Recommended)

- Pre-requisites for advanced stream units are listed directly beneath the relevant advanced unit.
- The majority of the units in the Web Media, Visual Communication, Digital Design and Photography streams are offered only in one semester, which will impact on your study pattern.
- Please consult the standard enrolment pattern for guidance on which units to enrol in at each stage in your study. For further advice, contact the Course Coordinator.

Unit Codes and Name Changes from 2014

Please note that since 2014, all unit codes and some unit names have changed at Curtin.

The BA (Mass Communication) units affected by name changes include:

- Advertising and Music Video Production (previously Ads and Music Videos 233)
- Advertising Design 2 (previously Brand Communication 272)
- Consuming Culture (previously Consumers, Audiences, Publics and Users)
- Creative Design Studio (previously Design Studio 271)
- Design Computing 1 (previously Design Practice 172)
- Discovering Marketing (previously Marketing 100)
- Contemporary Practice (previously Corporate Public Relations)
- Graphic Design 3 (previously Graphic Design 371)
- Graphic Design 4 (previously Graphic Design 372)
- Introduction to Screen Cultures (previously Screen Arts 111)
- Transmedia Content Creation (previously Multiplatform and Transmedia Creation AND Multi-Platform Content Creation)
- Photography Contexts and Practice (previously Design Photography 271)
- Photography Professional Practices 1 (previously Design Photography 371)
- Photography Professional Practices 2 (previously Design Photography 372)
- Photography Studio Processes (previously Design Photography 272)
- Photography Studio Processes (previously Design Photography 272)
- Public Relations Foundations (previously PR Principles 201)
- Public Relations Planning and Evaluation (previously Public Relations Consultancy)
- Services Marketing (previously Marketing of Services)
- Transmedia Storytelling (Media Relations)
- TV Studio Workshop (previously Screen Practice Studio 221)
- Digital Culture and Everyday Life (previously Internet and Everyday Life)
- The Digital Economy (previously Internet Commerce and Consumers)
- Social Media, Communities and Networks (previously Internet Communities and Social Networks)
- Online Games, Play and Gamification (previously Web Play, Online Games and Gamification)
- Visualising Complex Ideas (previously Corporate Documentary Screenwriting)
- Transmedia Production (previously Corporate Documentary Production)
- Writing on the Web (previously Web Publishing)

Relevant Websites and the Handbook

This document is a guide only, please check Curtin's websites for the most up to date information.

About the course: http://courses.curtin.edu.au/course_overview/undergraduate/mass-communication

Mass Communication Humanities website:

<http://humanities.curtin.edu.au/schools/mcca/ccs/mass-communication/>

Handbook: <http://handbook.curtin.edu.au/courses/31/319240.html>

MEDIA STREAMS (MCCA)

(STRU-CSCR) CORPORATE SCREEN PRODUCTION

This stream teaches concepts and skills for client-based screen production such as advertising and promotion, corporate communications, informational and educational media. Class activities and assignments are designed to closely model industry practice and as such there is a strong emphasis on collaboration and professionalism in all units. Students are encouraged to make the best use their resources and to create work of a high standard suitable for their portfolio. When taken in combination with the other elements of the BA (Mass Communication) this stream provides students with the ability to use the technologies of screen production to understand the planning and implementation of corporate production projects. Corporate Screen Production may usefully be combined with Journalism, Visual Communication (Advertising), Web Media or Digital Design streams.

PRE-REQUISITE FIRST YEAR OPTION:

SPRO1000 - Introduction to Screen Practice

CORE UNITS:

SCWR2001 - Visualising Complex Ideas (previously Corporate Documentary Screenwriting) *semester 1 only
{Pre-req: Introduction to Screen Practice OR Screen Practice 111}

SPRO2000 - TV Studio Workshop
{Pre-req: Introduction to Screen Practice OR Screen Practice 111}

SPRO3006 - Transmedia Content Creation

SPRO3004 - Transmedia Production (previously Corporate Documentary Production) *semester 2 only
{Pre-req: Documentary Production 324 OR Screen Practice - Studio 221 OR Documentary Production Workshop OR TV Studio Workshop AND Corp. Doc. Screenwriting OR Visualising Complex Ideas}

SELECT 1 SCREEN OPTION:

SPRO3001 - Advertising & Music Video Production *semester 1 only
{Pre-req: Introduction to Screen Practice OR Screen Practice 111}

SPRO3003 - Broadcast Production *semester 2 only
{Pre-req: Introduction to Screen Practice OR Screen Practice 111 OR TV Studio Workshop OR Screen Practice - Studio 221}

SCST1000 - Introduction to Screen Cultures

SPRO3009 Sports Media Production
{Pre-req: TV Studio Workshop}

(STRU-WEBMD) WEB MEDIA

This stream provides a pathway into employment in the rapidly expanding field of web-based media and communications, from web production to online community management. The stream emphasises social media and networking, and all units involve practical components as well as the core concepts to put you at the forefront of web media. Combined with marketing or public relations, you will learn the key skills to work in online marketing and corporate communications; combined with digital design, or screen production you will become a multi-skilled web content producer; combined with journalism, you will be a cross-platform writer and reporter.

PRE-REQUISITE FIRST YEAR UNIT:

NETS1000 - Web Communications

CORE UNITS:

NETS1000 – Digital Culture and Everyday Life (previously Internet and Everyday Life) *semester 2 only

NETS2001 – Writing on the Web (previously Web Publishing) *semester 2 only
{Pre-req: Web Communications OR Web Communications 101}

NETS2000 - Web Media *semester 1 only
{Pre-req: Web Communications OR Web Communications 101}

SELECT 2 WEB OPTIONS:

NETS2002 – Social Media, Communities and Networks (previously Internet Communities and Social Networks) *semester 1 only
{Pre-req: Internet and Everyday OR Digital Culture and Everyday Life}

NETS2003 – The Digital Economy (previously Internet Commerce and Consumers) *semester 2 only

NETS3010 – Online Games, Play and Gamification (previously Web Play, Online Games and Gamification) *semester 1 only

(STRU-JOURN) JOURNALISM

This stream covers journalism theory and practice through print, broadcast and online media, including learning the legal and ethical conditions under which journalism is practised. When taken in combination with the other elements of the Bachelor of Arts (Mass Communication) this stream provides students with the ability to communicate effectively, produce news and current affairs material for print and electronic media, and understand how contemporary news media operate. Journalism may usefully be combined with the streams in Corporate Screen Production, Public Relations, Web Media or Photography.

PRE-REQUISITE FIRST YEAR OPTION:

JOUR1000 - Introduction to Print

CORE UNITS:

JOUR1001 - Introduction to Broadcast

JOUR2005- Journalism Media Law

{Pre-req: Introduction to Print OR Journalism 111 AND Introduction to Broadcast OR Journalism 112}

JOUR2001 - Media Ethics

{Pre-req: Introduction to Print OR Journalism 111 AND Introduction to Broadcast OR Journalism 112}

SELECT 2 JOURNALISM OPTIONS:

JOUR2003 - News Writing and Reporting

{Pre-req: Introduction to Print OR Journalism 111}

JOUR2000 - Radio News

{Pre-req: Introduction to Broadcast OR Journalism 112}

JOUR2002 - Television News

{Pre-req: Introduction to Print OR Journalism 111 AND Introduction to Broadcast OR Journalism 112}

JOUR3003 - Online Journalism *semester 1 only

{Pre-req: Introduction to Print OR Journalism 111}

DESIGN STREAMS (SODA)

(STRU-VSCOM) GRAPHIC COMMUNICATION (previously VISUAL COMMUNICATION)

Visual Communication develops an understanding of the principles and practice of communication design in the fields of Creative Advertising and Graphic Design. The stream provides students with an understanding of the creative processes and skills to produce relevant graphic design solutions. Graphic Communication must be combined with a Media Stream (Corporate Screen Production, Web Media or Journalism).

PRE-REQUISITE FIRST YEAR OPTION:

GRDE1004 - Design Computing 1 (unit should be done semester 1 of first year)

CORE UNITS:

GRDE1005 – Typography *semester 2 only
{Pre-req: Design Computing OR Design Practice 172}

GRDE2001 – Graphic Design 1
{Pre-req: Design Computing OR Design Practice 172}

GRDE2026 – Creative Design Studio
{Pre-req: Design Computing 1 OR Design Practice 172 AND Typography}

GRDE2002 – Advertising Design 1 *semester 1 only
{Pre-req: Design Computing OR Design Practice 172}

SELECT 1 GRAPHIC COMMUNICATION OPTIONS:

GRDE2009 - Advertising Design 2 *semester 2 only
{Pre-req: Advertising Design 1 AND Typography}

GRDE2007 - Graphic Design 2
{Pre-req: Typography}

IMPORTANT NOTE FOR THOSE PLANNING ON ENROLLING IN THE GRAPHIC COMMUNICATION STREAM:

Due to the the nature of the pre-requisites in this stream and the particular semesters units are offered, it is suggested that you complete the units in this order in order to avoid adding extra time to your degree:

Year 1 semester 1: Design Computing

Year 2 semester 1: Advertising Design 1 AND Graphic Design 1 (GRDE2001 can also be done year 2 semester 2)

Year 2 semester 2: Typography

Year 3 semester 1: Creative Design Studio; Graphic Design 2 (if selected as an Option unit)

Year 3 semester 2: Advertising Design 2 (if selected as an Option unit); Graphic Design 2 (if selected as an Option unit)

(STRU-DGDES) DIGITAL DESIGN

The Digital Design stream provides you with a comprehensive theory- and practice- based education in digital design. The Major core units focus on key principles and techniques in website design, user interaction/ experience design (UI/UX) and app design. In this stream you will use digital technologies to develop forward-thinking and innovative solutions to real-world problems. Digital Design must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production)

REQUIRED FIRST YEAR OPTION:

GRDE1016 Digital Design Process

CORE UNITS:

ICTE2002 User Interface and Experience Design *semester 1 only

GRDE2011 Internet Design Introduction

GRDE2040 Multiplatform Design *semester 2 only

{Pre-req: Digital design Process OR Universal Design Principles}

SELECT 2 DIGITAL DESIGN OPTIONS:

GRDE1018 - Universal Design Principles *semester 2 only

GRDE2013 – Programming for Digital Design *semester 2 only

{Pre-req: Universal Design Principles OR Digital Design Process

GRDE3014 – Web Authoring Design *semester 1 only

{Pre-req: Programming for Digital Design OR Internet Interactivity Design OR Internet Design Introduction)

GRDE3017 - Digital Portfolio Development *semester 2 only

{Pre-req: Advanced Animation OR Web Authoring Design OR Internet Dynamic Environment Design)

NETS3010 – Online Games, Play and Gamification *semester 1 only

MEDA3000 – Mobile, Locative and Ubiquitous Media *semester 1 only

(STRU-PHOTO) PHOTOGRAPHY

Photography develops an understanding of concepts and skills in still photography. The stream provides students with a practical appreciation of visual language and composition, and an ability to utilise photography as an integral part of corporate communications. Photography must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

RECOMMENDED FIRST YEAR OPTION:

GRDE1004 - Design Computing 1

CORE UNITS:

GRDE2027 - Photography Contexts and Practice

GRDE2025 - Photography Studio Processes

{Pre-req: Photography Contexts and Practice OR Design Photography 271}

VISA3018 - Photography Professional Practices 1 *semester 1 only

{Pre-req: Photography Studio Processes OR Design Photography 272}

VISA3019 - Photography Professional Practices 2 *semester 2 only

{Pre-req: Photography Studio Processes OR Design Photography 272 AND Design Photography 371 OR Photography Professional Practices 1}

SELECT 1 PHOTOGRAPHY OPTION:

GRDE2032 – Photography Project

GRDE2016 – Image Design Culture *semester 1 only

{Pre-req: Design Computing OR Design Practice 172}

BUSINESS STREAMS (CBS)

(STRU-MRKTG) MARKETING

The Marketing stream introduces the key skills and knowledge needed for successful marketing. It provides students with an understanding of marketing principles, consumer behaviour and a range of specialisations in marketing including international and Internet marketing. Marketing must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

PRE-REQUISITE FIRST YEAR OPTION:

MKTG1000 – Discovering Marketing

CORE UNITS:

MKTG2004 - Consumer Behaviour

{Pre-req: Discovering Marketing OR Marketing 100}

MKTG2000 - Integrated Marketing Communications

{Pre-req: Discover Marketing OR Marketing 100}

SELECT 3 MARKETING OPTIONS:

MKTG2005 - Marketing Research

{Pre-req: Consumer Behaviour}

MKTG2003 - Tourism Marketing

{Pre-req: Discovering Marketing OR Marketing 100}

MKTG2002 - International Marketing *semester 1 only

{Pre-req: Discovering Marketing OR Marketing 100}

MKGT3003 - Internet Marketing *semester 1 only

{Pre-req: Discovering Marketing OR Marketing 100}

MKGT3007 - Retail Marketing & Distribution

{Pre-req: Discovering Marketing OR Marketing 100}

MKGT3006 - Services Marketing

{Pre-req: Consumer Behaviour}

MKGT3004 - Strategic Marketing

{Pre-req: Marketing Research}

MKTG2006 – Digital Communication Management

(STRU-PUBRL) PUBLIC RELATIONS

Public Relations develops an understanding of the fundamentals of professional public relations practice. This stream provides students with skills and knowledge in the principles, techniques and specific issues of contemporary public relations. The Public Relations stream must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

PRE-REQUISITE FIRST YEAR OPTION:

PUBR2002 - Public Relations Foundations

CORE UNITS:

PUBR2001 - Public Relations Techniques

{Pre-req: Public Relations Principles OR Public Relations Foundations}

PUBR2000 – Transmedia Storytelling

{Pre-req: 10854 Public Relations Techniques}

PUBR3001 - Public Relations Planning & Evaluation

{Pre-req: Media Relations OR Transmedia Storytelling}

SELECT 2 PUBLIC RELATIONS OPTIONS:

PUBR3002 - Public Relations Internship

{Pre-req: 3992 Public Relations Consultancy OR Corporate Public Relations OR Public Relations Planning & Evaluation OR Contemporary Practice}

PUBR3003 - Cross-Cultural Communication

{Pre-req: Transmedia Storytelling}

PUBR3000 – Contemporary Practice

{Pre-req: Media Relations OR Transmedia Storytelling}