

Diploma of Film, Television and Animation

Course Outline, T1 2024

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|---|---|
| Campus | Melbourne Burwood Campus / Jakarta Campus, Indonesia |
| Intake | March, June, October |
| CRICOS | 097893M |
| Course Duration | Standard track (recommended) three trimesters (12 months). Fast track option available to complete two trimesters (8 months). |
| Modes of Delivery | On Campus: (International and Domestic Students) ~ Four hours of class contact per week are allocated to each unit. Online: (Domestic Students Only) Weekly self-directed study + one hour of scheduled contact per week administered online |
| Assessment | Assessment for all units is ongoing and continuous - consisting of quizzes, written reflections, case study analysis and practical projects. Both on-campus and online students are expected to complete assessments as per the scheduled dates provided in Unit Outlines. |
| Course Structure | Eight units must be completed and passed to be awarded the Diploma. |
| Units Academic Integrity Employability Thematic Major/Minor Core units | DAI001 Academic Integrity AWL100 Your Future Direction ACF104 Screening Film History ACF103 Writing with the Camera ADA107 Principals of Animation ADA102 Designing 3D Animated Environments ALW103 Scriptwriting Fundamentals |

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| Electives options | <p>ALJ111 Introduction to Journalism</p> <p>ALJ112 News Reporting</p> <p>ALR103 Introduction to Public Relations</p> <p>ALR104 Strategic Communications and Writing</p> <p>ALA101 Advertising Principles and Practices</p> <p>ALA102 Creative Brand Communication</p> <p>ALM101 Making Social Media</p> <p>ALM102 Making Video</p> <p>ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life</p> <p>ACI102 Digital Photography</p> <p>ADD101 Design Thinking</p> <p>ADD105 Design Fundamentals</p> <p>ADD106 Type Foundations</p> <p>ADT102 Interaction Design</p> <p>ADT103 UX Fundamentals</p> <p>ACR101 Introducing Crime and Criminology</p> <p>ACR102 Introducing Crime and Criminal Justice</p> |
| Units with on campus requirements | <p>The following units have compulsory on campus attendance requirements*</p> <ul style="list-style-type: none"> ACF103 Writing with the Camera <p>If you have any questions regarding these units, please reach out to your Academic Coordinator</p> <p>*Requirements are subject to change.</p> |
| Transfer to Deakin University | <p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> You must complete and pass eight Deakin College diploma units. You must achieve the required Weighted Average Mark (WAM) for your Deakin College diploma taking into account all units attempted at Deakin College (required WAM's are included under each Deakin University degree on the following pages). Transfer to some degrees requires specific Deakin College units to be completed in order to receive the appropriate credits (see course maps below for recommended core units). |
| Study Mode | <ul style="list-style-type: none"> If you are a domestic student, you can enrol in 1 to 4 units, also known as modules (25%-100% study load) each trimester. If you are seeking Centrelink assistance, you must enrol in 3 or 4 units. If you are an international student, we recommend you enrol in 3 or 4 units, also known as modules (75%-100% study load) per trimester in order to meet progression requirements to Deakin University, as outlined in your offer letter. If you cannot take full-time study load, you must contact your Academic Coordinator prior to your scheduled enrolment date for a discussion. You will not be able to enrol through the Student Portal if you try to enrol in one or two units and will need to seek assistance from your Academic Coordinator. |
| Assessments | <ul style="list-style-type: none"> Assessment items are subject to change, please check Unit Outlines for specific assessment detail for individual units each trimester. |

Units offered in each Trimester.

| Unit | Trimester 3 2023 | Trimester 1 2024 | Trimester 2 2024 |
|--|---------------------|---------------------|---------------------|
| ALW100 Your Future Direction | NA | ✓ | ✓ |
| ACF104 Screening History | ✓ | ✓ | ✓ |
| ACF103 Writing with the Camera | ✓ | ✓ | ✓ |
| ADA107 Principles of Animation | ✓ | ✓ | ✓ |
| ADA102 Designing 3D Animated Environments. | ✓ | ✓ | ✓ |
| ALW103 Scriptwriting Fundamentals | ✓ | ✓ | ✓ |
| ADD101 Design thinking | ✓ | ✓ | ✓ |
| ADD105 Design Fundamentals | ✓ | ✓ | ✓ |
| ADD106 Type Foundations | ✓ | ✓ | ✓ |
| ADT103 UX Fundamentals | ✓ | ✓ | ✓ |
| ADT102 Design Interaction | ✓ | ✓ | ✓ |
| ACI102 Digital Photography | ✓ | ✓ | ✓ |
| ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life | ✓ | ✓ | ✓ |
| ALA101 Advertising Principles and Practices | ✓ | ✓ | ✓ |
| ALA102 Creative Brand Communication | ✓ | ✓ | ✓ |
| ALR103 Introduction to Public Relations | ✓ | ✓ | ✓ |
| ALR104 Strategic Communication and Writing | ✓ | ✓ | ✓ |
| ALJ111 Introduction to Journalism | ✓ | ✓ | ✓ |
| ALJ112 News Reporting | ✓ | ✓ | ✓ |
| ALM101 Making Social Media | ✓ | ✓ | ✓ |
| ALM102 Making Video | ✓ | ✓ | ✓ |
| ACR101 Introducing Crime and Criminology | ✓ | ✓ | ✓ |
| ACR102 Introducing Crime and Criminal Justice | ✓ | ✓ | ✓ |

* Zero credit point unit DAI001 Academic Integrity available online each trimester

Diploma of Film, Television and Animation.

Example Course Plans for Students

Example Course Plans for Students

The following are example course plans for students studying in the Diploma of Film, Television and Animation. Please note that core and elective units can be taken in any order. The following course plan should be used as a guide only.

How to use the Plan

Students need to select or choose which Deakin University Degree Course they wish to transfer into once they have completed their studies at Deakin College. Deakin University offers direct transfer into the following courses from the Diploma of Film, Television and Animation

- A351 Bachelor of Film, Television and Animation
(Majors in Producing Screen Content and Animation)

Deakin University Campuses and Trimester codes

B Melbourne Burwood Campus **WP** Geelong Waurin Ponds Campus **WF** Geelong Waterfront Campus **C** Cloud (online)

T1 Trimester 1 entry **T2** Trimester 2 entry **T3** Trimester 3 Entry

NOTE: for Australian students entry is for T1 only. T2 entry is subject to availability of places.

CRICOS Codes: 095258K

Bachelor of Film, Television and Animation (A351)

When I transfer to Deakin University, I want to study

Bachelor of Film, Television and Animation

International Students WAM: **B 50 WP 50 C 50**

Australian Students WAM: **B 50 WP 50 C 50**

Credits for Transfer: 8

Optional Majors offered at Deakin University include

● Producing Screen Content (B) ● Animation (B)

| Fast Track (Completing In 8 months/2 trimesters) | | | | | |
|--|---|--|--|----------------------|--|
| 1 st Trimester | Thematic Core ACF104 Screening History | Major Sequence ADA107 Principles of Animation | Major Sequence ALW103 Scriptwriting Fundamentals | Elective unit | REQUIRED DAI001 Academic Integrity |
| 2 nd Trimester | Employability Sequence ALW100 Your Future Direction | Major OR Minor Sequence ADA102 Designing 3D Animated Environments | Major Sequence ACF103 Writing with the Camera | Elective unit | |

| Normal Track (Completing In 12 months/3 trimesters) | | | | |
|---|---|---|--|---|
| 1 st Trimester | Thematic Core ACF104 Screening History | Major OR Minor Sequence ADA107 Principles of Animation | Major Sequence ALW103 Scriptwriting Fundamentals | REQUIRED DAI001 Academic Integrity |
| 2 nd Trimester | Employability Sequence ALW100 Your Future Direction | Major Sequence ADA102 Designing 3D Animated Environments | Major Sequence ACF103 Writing with the Camera | |
| 3 rd Trimester | Elective unit | Elective unit | | |

Diploma of Film, TV and Animation into Bachelor of Film, TV and Animation Course Rules:

- Students need to complete Employability Sequence unit, Thematic unit, 2 x Major sequences and 2 x elective units plus compulsory online zero credit point unit.

Academic Integrity Unit: DAI001 Academic Integrity

Employability Sequence: ALW100 Your Future Direction

Thematic Unit: ACF104 Screening History

PLUS Major sequencing (4 units in total)

Producing Screen Content

ALW103 Scriptwriting Fundamentals
ACF103 Writing with the Camera

Animation

ADA107 Principles of Animation
ADA102 Designing 3D Animated Environments

Elective/Minor Options (2 units below):

ALM102 Making Video
ALA102 Creative Brand and Communication
ADT102 Design Interaction
ADT103 UX Fundamentals
ACI102 Digital Photography
ADD105 Design Fundamentals
ADD106 Type Foundations
ACR101 Introducing Crime and Criminology
ACR102 Introducing Crime and Criminal Justice

ACC100 Communication in Everyday Life
ALA101 Advertising Principles and Practices
ALR103 Introduction to Public Relations
ALR104 Strategic Communication and Writing
ALJ111 News Reporting 1
ALJ112 News Reporting 2
ALM101 Making Social Media

Minors sequences from elective list

Communication Minor (Creative Advertising) ACC100, ALA102
Communication Minor (Digital Media) ACC100, ALM101
Communication Minor (Integrated Communication) ACC100, ALR104
Communication Minor (Journalism) ACC100, ALJ111
Communication Minor (Photo Journalism) ACC100, ACI102
Communication Minor (Public Relations) ACC100, ALR103
Communication Minor (Social Media) ACC100, ALM101
Communication Minor (Strategic Advertising) ACC100, ALA101

Design Minor (Brand Design) ADD101, ADD105
Design Minor (Design for Social Media) ADD101, ADD105
Design Minor (Interactive Design) ADD101, ADT102
Design Minor (Publication Design) ADD101, ADD106

Unit Outlines

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

This unit explores communication theory through practice, using dynamic and creative participatory learning activities to discover how communication theory 'plays' out in everyday life.

Students examine the motivation for and consequences of communication in their daily life, exploring how we communicate changing social norms and use agency to reproduce and redefine things like 'friends', 'work' and what are 'acceptable' modern communication practices. The unit brings communication theory to life by drawing on a range of learning materials – reading text, newspapers, television, web-based resources and film in order to examine how individuals participate in social construction, the process of meaning making and the building of social capital.

Assessment 1 - Interpretation & digital objects 30%

Assignment 2 – Interactive presentation 30%

Assignment 3 – Digital Workbook 40%

ALA101 Advertising Principles and Practices

This unit will introduce students to the theory and practice of contemporary advertising by exploring the industry's history and rapidly changing nature in the digital era. The social, ethical and regulatory contexts of advertising are established to encourage students to become reflective future producers or consumers of advertising messages. The strategic imperatives of advertising and notions of effectiveness are examined to build students' abilities to solve communication problems that are commonly faced by private, public and non-for-profit sector clients.

Assessment 1 - Online quiz 20%

Assessment 2 - Group Presentation 30%

Assessment 3 - Research and Planning Report 40%

ALA102 Creative Brand Communication

Students will explore the nexus of creativity and strategy that is fundamental to successful brand communication. They will examine the nature of creativity in the communication industry and practitioner approaches to the creative process. The advertising messages produced by international brands will be analysed to help students prepare for global mobility as future practitioners. Students will be introduced to the key creative roles within communication companies and build the research, planning and ideation skills required of contemporary practitioners.

Assessment 1 - Advertising Challenge Tasks 20%

Assessment 2 - Essay 40%

Assessment 3 - Written Project 40%

ALR103 Introduction to Public Relations

The unit provides an introduction to the field of public relations. Students learn about what public relations people do, and how they do it. Topics include planning, media relations, employee relations, community relations, international public relations, ethics and public relations law.

Assessment 1 - Quizzes 20%

Assessment 2 – Essay 30%

Assessment 3 - Planning Project 50%

ALR104 Strategic Communication and Writing

This unit sits at the nexus of theory and practice to help you understand the role of strategic communication in organisational contexts. Put simply, strategic communication refers to the ability to develop and disseminate messages that achieve specific and measurable objectives. Whether that objective is to inform, change opinion or adapt behaviour, successful strategic communication revolves around people.

Assessment 1 - Online quiz 20%

Assessment 2 - Group planning project 40%

Assessment 3 - Portfolio 40%

ALJ111 Introduction to Journalism

This unit is an introduction to the practice and theory of multimedia journalism. It sets the social, professional and legal context for journalism practice, and introduces students to the convention of news writing and reporting stories. Students will also focus on combining text with photos and audio clips to produce news stories; critically examining their own production processes, and learn to report multimedia news stories to a deadline.

Assessment 1 - Research file 20%

Assessment 2 - News story for print media 40%

Assessment 3 - Multimedia news story 40%

ALJ112 News Reporting

This unit in the practice and theory of multimedia journalism focuses on news reporting processes. It outlines professional, social and legal factors that impact on reporting of local, regional and national news. The unit introduces students to key news beats, including reporting stories about politics, business, sport and local newsworthy events and issues. Students will build contacts in their preferred news beat/s and engage with social media tools to report and produce their news stories. They will also gain skills in reporting a news story (to a deadline) for broadcast and online media platforms.

Assessment 1 - Social media for reporting 20%

Assessment 2 - Photojournalism assignment 40%

Assessment 3 - 40% Video based assignment 40%

ALM101 Making Social Media

This unit enables students to explore and experience present day digital media culture in critical and creative ways. The unit is built on multi-platformed content, delivery and assessment, providing a user-friendly engagement with social media that facilitates practical, hands-on work in micro-blogging, blogging and podcasting. Creating and sharing different forms of media content, students learn how to communicate across different online platforms as part of a highly interactive community. Highlighting the benefits of media-making for

personal and professional use, the unit allows students to develop their portfolios and discover how to use social media to strategically build a dynamic online identity.

Assessment 1 - Portfolio Exercise 20%

Assessment 2 - Portfolio Output 40%

Assessment 3 - Portfolio Output 40%

ALM102 Making Video

This unit enables students to critically and creatively engage with present day digital media culture, with a particular emphasis on making videos. Highlighting the crucial importance of creating audio-visual content for different purposes and audiences, the unit guides students through various video-making practices and strategies. Emphasising the benefits of making videos in a wide range of industry settings, the unit allows students to develop their portfolios and learn how to use video to strategically build a dynamic online identity.

Assessment 1 - Video Exercise 1 20%

Assessment 2 - Video Exercise 2 30%

Assessment 3 - Video Project & Reflection 50%

ACF103 Writing with the Camera

This unit explores digital video camera operation and handling manual and automatic control of exposure and focus. The unit also focusses on shot framing and composition, camera movement, preparing to shoot. It includes topics on shooting techniques, visual language, cinematography and style the role of the cinematographer. It introduces students to concepts of recording and working with audio in digital video basic editing techniques.

Assessment 1 - Topic tests 20%

Assessment 2 - Folio 1 30%

Assessment 3 - Folio 2 50%

ACF104 Screening History

The unit will introduce key aspects of the history and development of film, its language, style and genres, through a survey of seminal works and influential movements and genres. This includes: Early Cinema, German Expressionism, Surrealism, Film Noir, Experimental film, French New Wave, Hong Kong Cinema, American and Italian Westerns, and Horror cinema.

Assessment 1 - A presentation task 40%

Assignment 2 – Online quiz 2 parts/sessions 20%

Assignment 3 – Final essay 40%

ADA107 Principles of Animation

In this unit students explore the making of animation through a range of techniques, methods and approaches for a variety of animation practices. Students will study established principles of 2D animation (Timing, Squash and Stretch, Staging, etc.) and story-telling, learn under-camera techniques (time-lapse and stop-motion), and develop basic project management skills to take an idea from storyboard to animated short film. The unit allows students to focus on specific interests, such as experimental non-narrative, or character and story-based animation.

Assignment 1 – Animation Exercises 25%

Assessment 2 - Storyboard Project 30%

Assessment 3 - Short Film Project 45%

ADD106 Design Fundamentals

This unit introduces students to the digital tools necessary for visual communication design. Students will be introduced to the Adobe imaging suite. Consideration will be given to the theoretical concepts and implications of digital technology as they relate to other art and design processes. Techniques including digital mark making, graphic illustration, design elements and principles, creative thinking and layout explored through practical projects. This unit is a combination of practical skills and theory exploring the design elements and principals.

Assessment 1 - Design project 30%

Assessment 2 - Research project 30%

Assessment 3 - Design project 40%

ADD101 Design Thinking

This unit will investigate 'design thinking' as a strategic methodology and problem solving process. Taking a multi-discipline, interdisciplinary approach, students will be required to use 'design thinking' as a problem solving process. 'Design thinking' methods will require students to adopt a human-centered approach to innovation that draws on their skills to integrate the needs of people, the possibilities of technology, and the requirements of business and society as a whole. Students will work individually and in workshop teams, the final assessments will be a combination of research and practice outcomes. Students will use 'Design thinking' methods to address a 'wicked problem'.

Assessment 1 - Research Essay 30%

Assessment 2 - Collaborative Workshop 30%

Assessment 3 - Final Report of Process 40%

ADT103 UX Fundamentals

This unit introduces students to the tools necessary to create digital and physical interfaces for human interaction. This is achieved through a combination of practical skills and research exploring interaction design, prototyping and creative thinking. Students will be introduced to vector graphic and 3D design software, following an idea from sketch to functional prototype. Practical and research projects will require students to: understand user interface, create a graphic user interface (GUI), build basic shapes in 3D, and prepare an object for rapid prototyping (3D printing).

Assessment 1 - Practical Project TBC

Assessment 2 - Research Presentation TBC

Assessment 3 - Practical TBC

ACI102 Digital Photography

This unit introduces ideas and processes associated with digital photography. The construction and manipulation of photographic images is creatively

and critically explored through a variety of conceptual frameworks. Workflow techniques include the fundamentals of using Digital Single Lens Reflex (DSLR) cameras, color management, RAW image processing, scanning, photo compositing in Photoshop, and the production of exhibition quality prints. Assignments and lectures provide students with an overview the medium's history and contemporary issues

Assessment 1 - Capture and interpret 60%

Assessment 2 - Montage 40%

ACR102 Introducing Crime and Criminal Justice

This unit provides an introduction to the structures and procedures of the criminal justice system from a critical perspective. The unit outlines the major characteristics of the investigation, prosecution, adjudication and correctional processes within the criminal justice system, and the key issues which impinge on contemporary criminal justice administration in Australia. The conduct of police investigations, prosecutorial decision-making and the executive administration of the prison system are explored. The unit adopts an interdisciplinary approach to the study of criminal justice institutions and practices, and critically assesses the

effectiveness of the system using contemporary criminological/socio-legal evidence.

Assessment 1: Presentation

Assessment 2: Report

Assessment 3: Research and Writing Exercise

Assessment 4: Essay

ACR101 Introducing Crime and Criminology

This unit introduces students to the various ways in which we think about and respond to crime and its control. It introduces some of the key frameworks for understanding and explaining crime and examines some of the main types of crime. Examples include crimes between persons, groups and organisations, and crimes at local, national and international levels. The unit also provides a foundation for future study in criminology subjects.

Assessment 1: Seminar/Online Exercise

Assessment 2: Quiz

Assessment 3: Research and Writing Exercise

Assessment 4: Essay

ADA102 Designing 3D Environments

Students will explore aspects of animation design through the creation of virtual objects and animated environments in this introductory 3D computer animation unit. Consideration will be given to how these elements can express a meaningful visual experience as students consider form, visual identity, aesthetics, and layout. Students gain a solid understanding of 3D techniques in modelling, texturing, animation, lighting, composition and rendering.

Assessment 1 - Object design & 3D model 50%

Assessment 2 - Environment design 50%