

# Diploma of Communication

## Course Outline, T1 2025

<b>Campus</b>	Melbourne Burwood Campus / Jakarta Campus, Indonesia
<b>Intake</b>	March, June, October
<b>CRICOS</b>	097893M
<b>Course Duration</b>	Standard track (recommended) three trimesters (12 months). Fast track option available to complete two trimesters (8 months).
<b>Modes of Delivery</b>	<b>On Campus:</b> (International and Domestic Students) ~ Four hours of class contact per week are allocated to each unit. <b>Online:</b> (Domestic Students Only) Weekly self-directed study + one hour of scheduled contact per week administered online. *design electives not available online from T1 2025.
<b>Assessment</b>	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.
<b>Course Structure</b>	Eight units must be completed and passed to be awarded the Diploma.
<b>Units</b>	
<b>Academic Integrity</b>	DAI001 Academic Integrity and Respect at Deakin
<b>Employability</b>	AWL100 Your Future Direction
<b>Thematic (Communication) (Arts)</b>	ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life
<b>Core Unit</b>	LDM100 Language Development Module (0 credit points) – International students ONLY
<b>Major/Minor Steams</b>	<b>Advertising stream</b> ALA101 Advertising Principles and Practices ALA102 Creative Brand Communication

	<p><b>Public Relations stream</b>          ALR103 Introduction to Public Relations          ALR104 Strategic Communication and Writing</p> <p><b>Journalism stream</b>          ALJ111 Introduction to Journalism          ALJ112 News Reporting</p> <p><b>Digital Media stream</b>          ALM101 Making Social Media          ALM102 Making Video</p> <p><b>Criminology stream</b>          ACR101 Introducing Crime and Criminology          ACR102 Introducing Crime and Criminal Justice</p> <p><b>Psychology stream</b>          HPS111 Introduction to Psychology: Human Behavior          HPS121 Introduction to Psychology: Individual and Social Development</p> <p><b>Elective section for Bachelor of Communication and Arts minor sequencing (on campus only)</b>          ACI102 Digital Photography          ADA102 Designing 3D Animated Environments          ADD101 Design Thinking          ADD105 Design Fundamentals          ACF104 Screening History          ADA107 Principles of Animation          ADT103 UX Fundamentals          ACI102 Digital Photography          ADD106 Type Foundations</p> <p><b>Elective section for Bachelor Communication (Criminology) minor sequencing (on campus only)</b>          ADA102 Designing 3D Animated Environments          ADD101 Design Thinking          ACF104 Screening History          ADA107 Principles of Animation          ADT103 UX Fundamentals          ACI102 Digital Photography          ADD105 Design Fundamentals          ADD106 Type Foundations          ALW103 Scriptwriting Fundamentals          ADT102 Interaction Design          ACF103 Writing with the Camera</p> <p>LDM100 is compulsory for international students only and consists of a mandatory 2 hour on campus class per week for the duration of the trimester.</p>
<p><b>Transfer to Deakin</b></p>	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> <li>You must complete and pass eight Deakin College diploma units*.</li> </ul>

<b>University</b>	<ul style="list-style-type: none"> <li>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).</li> </ul> <p>Transfer to some degrees requires specific Deakin College units to be completed in order to receive the appropriate credits (see Deakin University degrees below for core units).</p> <p>For International students, you must have completed and passed the Language Development module LDM100</p>
<b>Study Mode</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
<b>Assessments</b>	<ul style="list-style-type: none"> <li>Assessment items are subject to change, please check Unit Outlines for specific assessment detail for individual units each trimester.</li> </ul>

## Units offered in each Trimester.

Unit	Trimester 1	Trimester 2	Trimester 3
	2025	2025	2025
ALW100 Your Future Direction	✓	✓	✓
AGC109 Global Challenges and Personal Agency	N/A	N/A	N/A
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	✓	✓	✓
ADA102 Designing 3D Animated Environments.	✓	✓	✓
ADA107 Principles of Animation	✓	✓	✓
ACF104 Screening History	✓	✓	✓
ACI102 Digital Photography	✓	✓	✓
ADD101 Design thinking	✓	✓	✓
ADD105 Design Fundamentals	✓	✓	✓
ADD106 Type Foundations	✓	✓	✓
ADT103 UX Fundamentals	✓	✓	✓
ACR101 Introducing Crime and Criminology	✓	✓	✓
ACR102 Introducing Crime and Criminal Justice	✓	✓	✓
HPS111 Introduction to Psychology: Human Behaviour	✓	✓	✓
HPS121 Introduction to Psychology: Individual and Social Development	✓	✓	✓

\* Zero credit point unit DAI001 Academic Integrity and Respect at Deakin available online each trimester

\* Zero credit point unit LDM100 Language Development Module available each trimester

# Diploma of Communication

## Example Course Plans for Students

### Example Course Plans for Students

The following are example course plans for students studying in the Diploma of Communication. 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 Communication

### A310 Bachelor of Arts

#### Majors/Minors

- Strategic Advertising
- Public Relations Studies
- Social Media
- Media and Communication
- Media Studies

#### Minors only

- Animation
- Design Thinking
- Film and TV studies
- Sports Journalism
- Visual Arts and Photography

### A301 Bachelor of Arts (Psychology)

#### Majors

- Psychology

### A318 Bachelor of Communication

#### Majors

- Public Relations
- Journalism
- Digital and Social Media
- Advertising

#### Minors only

- Creative Advertising
- Digital Media
- Integrated Communication
- Photojournalism
- Social Media
- Strategic Advertising
- Public Relations

## A329 Bachelor of Criminology

- Journalism

### Majors

- Criminology
- Politics and policy studies
- International relations
- Anthropology
- Philosophy
- Languages

### Minors only

- Animation
- Design Thinking
- Sports Journalism
- Visual Arts and Photography
- Web Design

### Deakin University Campuses and Trimester codes

**B** Melbourne Burwood Campus **WP** Geelong Waurm Ponds 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:

Bachelor of Arts 109270F Burwood (Melbourne), Waurm Ponds (Geelong)

Bachelor of Communication 109272D Burwood Melbourne

## When I transfer to Deakin University, I want to study A318 Bachelor of Communication

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

● Advertising (B, C) ● Digital and Social Media (B, C) ● Journalism (B, WP, C) ● Public Relations (B, WP, C)

**Minors include** ● Creative Advertising (B, C) ● Digital Media (B, C) ● Integrated Communication (B, C) ● Social Media (B, C)

● Journalism (B, WP, C) ● Photo Journalism (B) ● Public Relations (B, WP, C) ● Strategic Advertising (B, C)

Fast Track (Completing in 8 months/2 trimesters)						
1 <sup>st</sup> Trimester	<b>Thematic Core</b> ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Employability Sequence</b> ALW100 Your Future Direction	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>Elective unit OR Minor sequence</b>		

Standard Track (Completing In 12 months/3 trimesters)					
1 <sup>st</sup> Trimester	<b>Thematic Core</b> ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Employability Sequence</b> ALW100 Your Future Direction	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>		
3 <sup>rd</sup> Trimester	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>Elective unit OR Minor sequence</b>			

### Diploma of Communication into Bachelor of Communication Course Rules:

- Students need to complete Employability Sequence unit, Thematic unit, 2 x Major sequences OR 1 x Major sequence plus 2 x Minor and 2 x elective units or additional minor sequence and 2 x compulsory zero credit point units.

**Academic Integrity Unit:** DAI001 Academic Integrity and Respect at Deakin

**Employability Sequence:** ALW100 Your Future Direction

**Thematic Unit:** ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

**PLUS Major sequencing, must complete 2 units with sequence below for a Major (minimum of 1 Major sequence)**

### Unit Sequences

#### Public Relations Studies

ALR103 Introduction to Public Relations  
ALR104 Strategic Communication and Writing

#### Social Media

ALM101 Making Social Media  
ALM102 Making Video

#### Media and Communication

ALJ111 Introduction to Journalism  
ALJ112 News Reporting

#### Strategic Advertising

ALA101 Advertising Principles and Practices  
ALA102 Creative Brand Communication

**PLUS Minor sequencing, must complete 1 unit in sequence for Minor (minor options will be dependant major selection, minimum of 1 Minor sequence)**

*Minor options will be dependant on other major/minors selections, units can only be applied once for a given sequence.*

**Integrated Communication**

ALR104 Strategic Communication and Writing

**Digital Media**

ALM101 Making Social Media

**Journalism**

ALJ111 Introduction to Journalism

**Creative Advertising**

ALA102 Creative Brand Communication

**Photo Journalism**

ACI102 Digital Photography

**Public Relations**

ALR103 Introduction to Public Relations

**Social Media**

ALM101 Making Social Media

**Strategic Advertising**

ALA101 Advertising Principles and Practices

**PLUS Electives unit (maximum 1 unit) OR additional minor sequence**

ACF104 Screening History

ADA107 Principles of Animation

ADD101 Design Thinking

ADD106 Type Foundations

ACR102 Introducing Crime and Criminal Justice

ADA102 Designing 3D Environments

ADT103 UX Fundamentals

ADD105 Design Fundamentals

ACR101 Introducing Crime and Criminology

**Language Development Module LDM100 Notes:**

1. The English Language Development module (unit) is mandatory for all international students enrolled in the Diploma of Communication.
2. This zero-credit unit must be completed during the student's first trimester.
3. The unit is conducted on campus, requiring students to attend a mandatory two-hour weekly class throughout the trimester. Attendance will be recorded.
4. This unit is free for international students commencing their course in trimester 2, 2024. If a student fails the unit on the first attempt, the second attempt will also be free of charge (subject to review).
5. Passing this unit is a prerequisite for transferring to Deakin University.

**When I transfer to Deakin University, I want to study**

**A310 Bachelor of Arts**

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

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

Credits for Transfer: 8

**Optional Majors/Minors offered at Deakin University include**



● Film and Television Studies (B, C) ● Media and Communications (B, Wp, C) ● Media Studies (B, WP, C) ● Public Relations (B, WP, C) ● Strategic Advertising (B, C) ● Social Media\* (B, WP, C) ● Sports Journalism\* (B, WP, C) ● Visual Communication Design (B, WP, C) ● Strategic Advertising (B, C) ● Animation\* (B, C) ● Design Thinking\* (B, WP, C) ● Visual Arts and Photography\* (B, C) ● Web Design\* (B, C) \*minor study only

Fast Track (Completing In 8 months/2 trimesters)						
1 <sup>st</sup> Trimester	<b>Thematic Core</b> ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Employability Sequence</b> ALW100 Your Future Direction	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>Elective unit OR Minor sequence</b>		

Standard Track (Completing In 12 months/3 trimesters)					
1 <sup>st</sup> Trimester	<b>Thematic Core</b> ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Employability Sequence</b> ALW100 Your Future Direction	<b>Major Sequence</b>	<b>2<sup>nd</sup> Major OR Minor Sequence</b>		
3 <sup>rd</sup> Trimester	<b>2<sup>nd</sup> Major OR Minor Sequence</b>	<b>Elective unit OR Minor sequence</b>			

## Diploma of Communication into Bachelor of Arts Course Rules:

- Students need to complete Employability Sequence unit, Thematic unit, 2 x Major sequences OR 1 x Major sequence and 2 x Minor and 1 x elective unit plus compulsory online zero credit point unit.

**Academic Integrity Unit:** DAI001 Academic Integrity and Respect at Deakin

**Employability Sequence:** ALW100 Your Future Direction

**Thematic Unit:** ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

**PLUS Major sequencing; must complete 2 units with sequence below for a Major (minimum of 1 Major sequence) PLUS Minor sequencing; must complete 1 unit in sequence for Minor (minimum of 2 Minor sequences and or Elective)**

*Minor options will be dependant on other major/minors selections, units can only be applied once for a given sequence.*

## Unit Sequences

### Public Relation Studies

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life  
ALR104 Strategic Communication and Writing

### Media and Communication

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life  
ALM101 Making Social Media

### Media studies

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life  
ADA107 Principles of Animation

### Animation

ADA102 Designing 3D Animated Environments

### Film and TV Studies

ACF104 Screen History

### Sports Journalism

ALJ111 Introduction to Journalism

### Criminology

ACR101 Introducing Crime and Criminology  
ACR102 Introducing Crime and Criminal Justice

### Social Media

ALM101 Making Social Media  
ALM102 Making Video

### Strategic Advertising

ALA101 Advertising Principles and Practices  
ALA102 Creative Brand Communication

### Visual Communication Design

ADD105 Design Fundamentals  
ADD106 Type Foundations

### Design Thinking

ADD101 Design Thinking

### Visual Arts and Photography

ACI102 Digital Photography

### Web Design

ADT103 UX Fundamentals

**When I transfer to Deakin University, I want to study  
A329 Bachelor of Criminology**

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

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

Credits for Transfer: 8

<b>Fast Track (Completing In 8 months/2 trimesters)</b>						
1 <sup>st</sup> Trimester	<b>Major Sequence</b>  ACR101 Introducing Crime and Criminology	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Major Sequence</b>  ACR102 Introducing Crime and Criminal Justice	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>		

<b>Standard Track (Completing In 12 months/3 trimesters)</b>					
1 <sup>st</sup> Trimester	<b>Major Sequence</b>  ACR101 Introducing Crime and Criminology	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Major Sequence</b>  ACR102 Introducing Crime and Criminal Justice	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>		
3 <sup>rd</sup> Trimester	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>			

## Diploma of Communication into Bachelor of Criminology Course Rules:

- Students need to complete 1 x Major sequence AND 3 x Minor sequences or 6 elective units plus compulsory online zero credit point unit.

**Academic Integrity Unit:** DAI001 Academic Integrity and Respect at Deakin

**Core Major Sequence:** ACR101 Introducing Crime and Criminology and ACR102 Introducing Crime and Criminal Justice

## Unit Sequences

### Public Relation Studies

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life  
ALR104 Strategic Communication and Writing

### Media and Communication

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life  
ALM101 Making Social Media

### Media studies

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life  
ADA107 Principles of Animation

### Animation

ADA102 Designing 3D Animated Environments

### Film and TV Studies

ACF104 Screen History

### Sports Journalism

ALJ111 Introduction to Journalism

### Social Media

ALM101 Making Social Media  
ALM102 Making Video

### Strategic Advertising

ALA101 Advertising Principles and Practices  
ALA102 Creative Brand Communication

### Visual Communication Design

ADD105 Design Fundamentals  
ADD106 Type Foundations

### Design Thinking

ADD101 Design Thinking

### Visual Arts and Photography

ACI102 Digital Photography

### Web Design

ADT103 UX Fundamentals

**When I transfer to Deakin University, I want to study  
A329 Bachelor of Arts (Psychology)**

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

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

Credits for Transfer: 8

Fast Track (Completing In 8 months/2 trimesters)						
1 <sup>st</sup> Trimester	<b>Major Sequence</b>  HPS111 Introduction to Psychology: Human Behaviour	<b>Major Sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Major Sequence</b>  HPS121 Introduction to Psychology: Individual and Social Development	<b>Major Sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>Elective unit OR Minor sequence</b>		

Standard Track (Completing In 12 months/3 trimesters)					
1 <sup>st</sup> Trimester	<b>Major Sequence</b>  HPS111 Introduction to Psychology: Human Behaviour	<b>Major Sequence</b>	<b>Elective unit OR Minor sequence</b>	<b>REQUIRED</b> DAI001 Academic Integrity and Respect at Deakin	<b>REQUIRED</b> LDM100 Language Development Module (International students only)
2 <sup>nd</sup> Trimester	<b>Major Sequence</b>  HPS121 Introduction to Psychology: Individual and Social Development	<b>Major Sequence</b>	<b>Elective unit OR Minor sequence</b>		

3 <sup>rd</sup> Trimester	Elective unit OR Minor sequence	Elective unit OR Minor sequence	
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### Diploma of Arts into Bachelor of Arts (Psychology) Course Rules:

- Students need to complete 2 core units (HPS111 and HPS121), plus 6 credit point units from the list of major and minor sequences, AND compulsory online zero credit point unit DAI001.
- To qualify for the Bachelor of Arts (Psychology), a student must successfully complete 24 credit points of study including:
  - 10 credit points of Psychology units including the approved 10-credit-point Psychology major sequence
  - 10 credit points of Arts units including an approved Arts major sequence of at least 8 credit points.
  - 4 electives credit points from units offered by either Faculty or by another Faculty
  - no more than 10 credit points at Level 1
  - a minimum 6 credit points at level 3 or above
  - DAI001 Academic Integrity and Respect at Deakin Module (0-credit-point compulsory unit)

**Academic Integrity Unit:** DAI001 Academic Integrity and Respect at Deakin

### Core Major Sequence:

#### Psychology

HPS111 Introduction to Psychology: Human Behaviour

HPS121 Introduction to Psychology: Individual and Social Development

**PLUS Major sequencing; must complete 2 units with sequence below for a Major (minimum of 1 Major sequence) PLUS Minor sequencing; must complete 1 unit in sequence for Minor (minimum of 2 Minor sequences and or Elective)**

*Minor options will be dependant on other major/minors selections, units can only be applied once for a given sequence.*

### Unit Sequences

#### Public Relation Studies

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

ALR104 Strategic Communication and Writing

#### Media and Communication

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

ALM101 Making Social Media

#### Social Media

ALM101 Making Social Media

ALM102 Making Video

#### Strategic Advertising

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

### **Media studies**

ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life  
ADA107 Principles of Animation

### **Animation**

ADA102 Designing 3D Animated Environments

### **Film and TV Studies**

ACF104 Screen History

### **Sports Journalism**

ALJ111 Introduction to Journalism

### **Criminology**

ACR101 Introducing Crime and Criminology  
ACR102 Introducing Crime and Criminal Justice

### **Visual Communication Design**

ADD105 Design Fundamentals  
ADD106 Type Foundations

### **Design Thinking**

ADD101 Design Thinking

### **Visual Arts and Photography**

ACI102 Digital Photography

### **Web Design**

ADT103 UX Fundamentals

## **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%**

### **ADD105 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 – Photographic Strategies: Part 1 - 30%**

**Assessment 2 – Photographic Strategies: Part 2 - 30%**

**Assessment 3 - Montage 40%**

### **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%**

### **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**

### **AWL100 Your Future Direction**

This unit is designed to help you make the most of your time at Deakin. It aims to empower you to make informed decisions about course pathways and career strategies that can support your personal values and professional aspirations, build your industry contacts and peer networks, and help you achieve the impact you want to make in the world – no matter where you currently are in your career journey. Students will also be introduced to digital tools that can help you evidence your personal and professional competencies and craft a compelling narrative about the contributions you want to make to the communities in which you live and work.

**Assessment 1 - Quizzes 20%**

**Assessment 2- Interview and Reflection 40%**

**Assessment 3 – Professional Development Plan 40%**

### **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**

### **LDM100 Language Development Module**

This module is designed to provide students with opportunities to review, develop and practice the English language systems and skills required to successfully participate in an undergraduate degree program.

**Assessment: There are multiple forms of assessment throughout the trimester to assess your English language skills.**

### **HPS111 Introduction to Psychology: Human Behaviour**

This introductory unit explores the fundamental principles underpinning the study of human psychology. As such, it will cover the definition and scope of the discipline of psychology; the primitive roots of our behaviour; the neurological structures and processes that are responsible for our mental life; and the important elements in our adapting to

the world as individuals such as learning and intelligence.

This unit will provide an integrated and challenging introduction to psychology as a science, while also providing training in important skills for tertiary education as a whole through the seminar series. In completing this unit, students will gain new insights into the science of behaviour, a mastery of important research and writing skills, and a strong platform for learning advanced topics in psychology. Students may do the two introductory psychology units in either order or do either unit individually.

***Assessment 1: Short Answer Booklet (25%)***

***Assessment 2: Critical Analysis (35%)***

***Assessment 3: Multiple Choice Exam (40%)***

## **HPS121 Introduction to Psychology: Individual and Social Development**

The Introductory to Psychology: Individual and Social Development teaching team aim to deliver challenging and fascinating psychological concepts in a way that you can apply to your own personal experiences, future study and career. In the class series, the unit will incorporate the content areas into a holistic understanding of the interactions and relationships between the topics, all within the context of psychology as a scientific discipline. The seminar series will enable you to develop real-world applied skills that will help you work through the unit as well as expose you to some of the processes involved in working as an allied health professional. The assessment tasks are designed to help you develop industry-related skills and knowledge.

Students may do the two introductory psychology units in either order or do either unit individually.

***Assessment 1: Lab Report (Part A) (25%)***

***Assessment 2: Lab Report (Part B) (25%)***

***Assessment 3: In-class Test (10%)***

***Assessment 4: Examination (40%)***

