

Diploma of Communication

Course Outline, T3 2020

| | |
|-------------------------|--|
| Campus | Melbourne Burwood Campus / Jakarta Campus, Indonesia |
| Intake | March, June, October |
| CRICOS | 097893M |
| Course Duration | The duration of the Diploma course is three trimesters (12 months). There is an option, however, to fast track the course and complete it in two trimesters (8 months). |
| Teaching Methods | Instruction for all units is classroom based. Generally, four hours of class contact per week are allocated to each unit. Some units have additional laboratory hours/practical classes. |
| Assessment | Assessment for all units is ongoing and continuous consisting of tests, assignments and case study analysis. Some units may have a final two-hour examination. |
| Course Structure | Eight units must be completed and passed to be awarded the Diploma. |
| Units | <p>TWO core unit: ACC100 Communication in Everyday Life ACG103 Design Skills *AAI018 Academic Integrity (* compulsory online zero credit point unit)</p> <p>Plus three streams (6 units in total) from the following list:</p> <p>Advertising stream ALA101 Advertising Principles and Practices ALA102 Creative Brand Communication</p> <p>Public Relations stream ALR103 Introduction to Public Relations ALR104 Strategic Communication and Writing</p> <p>Journalism stream ALJ111 News Reporting 1 ALJ112 News Reporting 2</p> <p>Digital Media stream ALM101 Making Social Media ALM102 Making Video</p> |



**Transfer to
Deakin
University**

The following transfer criteria apply:

- 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 Deakin University degrees below for core units).

Units offered in each Trimester.

| Unit | Trimester 3 | Trimester 1 | Trimester 2 |
|---|-------------|-------------|-------------|
| | 2020 | 2021 | 2021 |
| ACC100 Communication in Everyday Life | ✓ | ✓ | ✓ |
| ALA101 Advertising Principles and Practices | ✓ | ✓ | ✓ |
| ALA102 Creative Brand Communication | ✓ | ✓ | ✓ |
| ACG103 Design Skills | ✓ | ✓ | ✓ |
| ALR103 Introduction to Public Relations | ✓ | ✓ | ✓ |
| ALR104 Strategic Communication and Writing | ✓ | ✓ | ✓ |
| ALJ111 News Reporting 1 | ✓ | ✓ | ✓ |
| ALJ112 News Reporting 2 | ✓ | ✓ | ✓ |
| ALM101 Making Social Media | ✓ | ✓ | ✓ |
| ALM102 Making Video | ✓ | ✓ | ✓ |

* Zero credit point unit AAI018 Academic Integrity available online 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

- Bachelor of Arts (majors in Journalism, Public Relations, Advertising, Digital Media) A300
- Bachelor of Communication (Public Relations) A325
- Bachelor of Communication (Journalism) A331
- Bachelor of Communication (Digital Media) A333
- Bachelor of Communication (Advertising) A334

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:

Bachelor of Arts 012762C

Bachelor of Communication (Public Relationships) 083990C

Bachelor of Communication (Journalism) 083978K

Bachelor of Communication (Digital Media) 089296K

Bachelor of Communication (Advertising) 095289C

**When I transfer to Deakin University I want to study
Bachelor of Arts (B WP C T1 T2 T3)**

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

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

Credits for Transfer: 8

Majors offered at Deakin University students include:

- Journalism ● Public Relations ● Advertising

| Fast Track (Completing In 8 months/2 trimesters) | | | | | |
|---|---|--------------|----------|----------|--|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | Major Stream | Elective | Elective | Zero credit point unit AAI018 Academic Integrity |
| C2 nd Trimester | CORE ACG103 Design Skills | Major Stream | Elective | Elective | |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | | |
|--|--|-----------------|----------|--|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | Major Stream | Elective | Zero credit point unit AAI018 Academic Integrity |
| 2 nd Trimester | CORE ALR104 Strategic Communications and Writing | Major Stream | Elective | |
| 3 rd Trimester | Elective | Elective | | |

Bachelor of art Major and minor sequencing:

Students also need to complete a one major from the following options:

Advertising Major (must take both units)

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

Journalism Major (must take both units)

ALJ111 News Reporting 1

ALJ112 News Reporting 2

Public Relations Major (must take both units)

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

**Electives are selected from the remaining 6 unit options above

**When I transfer to Deakin University I want to study
Bachelor of Communication (Public Relations)**

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

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

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|--|---|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALR103 Introduction to Public Relations | Stream 1 | Stream 1 |
| 2 nd Trimester | CORE ALR104 Strategic Communications and Writing | CORE ACG103 Design Skills | Stream 2 | Stream 2 |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|--|---|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALR103 Introduction to Public Relations | Stream 1 |
| 2 nd Trimester | CORE ALR104 Strategic Communications and Writing | CORE ACG103 Design Skills | Stream 2 |
| 3 rd Trimester | Stream 1 | Stream 2 | |

Streams:

Students also need to complete two streams from the following options:

Advertising stream (must take both units)

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

Journalism stream (must take both units)

*ALJ111 News Reporting 1

ALJ112 News Reporting 2

Digital Media stream (must take both units)

ALM101 Making Social Media

ALM102 Making Video

(*ALJ111 must be completed before undertaking ALJ112)

**When I transfer to Deakin University I want to study
Bachelor of Communication (Journalism)**

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

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

Credits for Transfer: 8

| Fast Track (Completing In 8 months/2 trimesters) | | | | |
|---|---|---|-----------------|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | *CORE ALJ111 News Reporting 1 | Stream 1 | Stream 1 |
| 2 nd Trimester | CORE ALJ112 News Reporting 2 | CORE ACG103 Design Skills | Stream 2 | Stream 2 |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|---|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | *CORE ALJ111 News Reporting 1 | Stream 1 |
| 2 nd Trimester | CORE ALJ112 News Reporting 2 | CORE ACG103 Design Skills | Stream 2 |
| 3 rd Trimester | Stream 1 | Stream 2 | |

Streams:

Students also need to complete two streams from the following options:

Advertising stream (must take both units)

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

Public Relations stream (must take both units)

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

Digital Media stream (must take both units)

ALM101 Making Social Media

ALM102 Making Video

(*ALJ111 must be completed before undertaking ALJ112)

**When I transfer to Deakin University I want to study
Bachelor of Communication (Digital Media)**

International Students WAM: **B 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 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACG103 Design Skills | Stream 1 | Stream 1 |
| 2 nd Trimester | CORE ALM102 Making Video | CORE ALM101 Making Social Media | Stream 2 | Stream 2 |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|---|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACG103 Design Skills | Stream 1 |
| 2 nd Trimester | CORE ALM102 Making Video | CORE ALM101 Making Social Media | Stream 2 |
| 3 rd Trimester | Stream 1 | Stream 2 | |

Streams:

Students also need to complete two streams from the following options:

Advertising stream (must take both units)

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

Public Relations stream (must take both units)

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

Journalism stream (must take both units)

ALJ111 News Reporting 1

ALJ112 News Reporting

(*ALJ111 must be completed before undertaking ALJ112)

**When I transfer to Deakin University I want to study
Bachelor of Communication (Advertising)**

International Students WAM: **B 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 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ACG103 Design Skills | Stream 1 | Stream 1 |
| 2 nd Trimester | CORE ALA102 Creative Brand Communication | CORE ALA101 Advertising Principles and Practice | Stream 2 | Stream 2 |

| Normal Track (Completing course in 12 months/ 3 Trimesters) | | | |
|--|---|--|-----------------|
| 1 st Trimester | CORE ACC100 Communication in Everyday Life | CORE ALA101 Advertising Principles and Practice | Stream 1 |
| 2 nd Trimester | CORE ALA102 Creative Brand Communication | CORE ACG103 Design Skills | Stream 2 |
| 3 rd Trimester | Stream 1 | Stream 2 | |

Streams:

Students also need to complete two streams from the following options:

Public Relations stream (must take both units)

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

Journalism stream (must take both units)

ALJ111 News Reporting 1

ALJ112 News Reporting 2

Digital Media stream (must take both units)

ALM101 Making Social Media

ALM102 Making Video

(*ALJ111 must be completed before undertaking ALJ112)

Unit Outlines

ACC100 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. A key element of this unit is the use of the students' own imagination to drive participatory learning; teaching materials are responsive and interactive, students will be encouraged to interact with the weekly topic and 'learn by doing'.

Assessment: 30% interpretation of online digital objects; 30% interactive presentation; 40% digital workbook

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: 30% Quizzes (individual); 30% Group Presentation; 40% Research and Planning Report (individual)

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: 20% Advertising Challenge Tasks; 40% Essay; 40% Written Project

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: 10% reader critique/participation; 40% assignments, 50% final assessment

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: 20% online quizzes; 40% group planning and writing project; 40% portfolio

ALJ111 News Reporting 1

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: 20% research file; 40% news story for print media; 40% multimedia news story

ALJ112 News Reporting 2

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: 20% social media for reporting; 40% photojournalism assignment; 40% video based assignment

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: 20% Portfolio Exercise; 40% Portfolio Output 1; 40% % Portfolio Output 2

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: 20% Video Exercise 1; 30% Video Exercise 2; 50% % Video Project with Critical Reflection

ACG103 Design Skills

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: 30% design project; 30% research project; 40% design project

****Assessment items are subject to change, please check Unit Outlines and Moddle page for specific assessment detail.***

