2020

CREATIVE INDUSTRIES

Arts / Aboriginal Studies / Communication and Media / Film and Television / Journalism and Writing / Media Arts / VFX
YOUR CAREER STARTS AT UniSA

Australia’s creative industries contribute more than $90 billion to the economy each year.

The Australian Government’s Creative Industries Innovation Centre report, Valuing Australia’s Creative Industries, 2013
Creative industries is one of the fastest developing employment areas in Australia, growing 40% faster than the economy.

Australian Creative Economy Report Card 2013, ARC Centre of Excellence for Creative Industries and Innovation (CCI).

Screen content production created more than 25,000 jobs in Australia in 2014–15 alone, with job forecasts continuing to grow in line with advancements in digital technology and gaming.

Develop your creative thinking in a dynamic and connected environment. Prepare for a career in today’s creative economy, learning how to transform your ideas into commercial products and services. Benefit from world-class industry partners and influential connections as you gain the knowledge to design, innovate and effect change. Explore diverse areas such as media and communication, creative writing, film and television, screen studies, visual effects and virtual reality, journalism, social and digital media, public relations, performing arts, Aboriginal studies, history and cultural studies, and sociology.

unisa.edu.au/study

**No.1 IN SA**
**FOR STUDENT SATISFACTION AND TEACHING QUALITY IN CREATIVE ARTS**

QLT: Graduate Outcomes Survey and Course Experience Questionnaire 2016–18 – Overall Satisfaction and Teaching Quality Indicators (Undergraduate). Public SA-founded universities only.

**#1 IN SA**
**FOR ARTS AND HUMANITIES**

2019 THE Subject Rankings.

**No.1 IN SA FOR GRADUATE CAREERS IN COMMUNICATIONS**

QLT: Graduate Outcomes Survey Course Experience Questionnaire 2016–18 – Full-time and Overall Employment Indicators (Undergraduate). Public SA-founded universities only.

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Creative revival sweeps South Australia

As South Australia continues to grow its base in major creative enterprises and startups, UniSA is leading the charge in creative education.

Several cutting-edge companies have made Adelaide their home, bringing new creative expertise to the state and complementing well-known and established South Australian studios like Rising Sun Pictures.

With jobs in the creative industries sector growing faster than the Australian economy, the boom is real. UniSA is offering studies at the forefront of creative thinking, which also bridge the arts, technology and business.

Media arts graduate Jodie Kirkbride is part of the next creative wave, having worked in various roles across the film industry, including a stint in Los Angeles in film sales and distribution. She currently works for KOJO – an independent creative business specialising in brand communication, film and television – and runs her own production company, Get Back JoJo Productions. Jodie also returned to UniSA to study the Graduate Certificate in Film and Television, learning from industry experts at Matchbox Pictures.

From Tinseltown to South Australia, the future of the creative sector is bright.
BROADEN YOUR EXPERIENCES
Complete an industry placement or internship during your studies, or contribute to project work to solve industry problems. You can even travel overseas and earn study credit through the Hawke Ambassador Program, where you’ll volunteer your time and skills with a non-government organisation such as Oxfam or World Vision. Benefit from an international perspective while you strengthen your leadership skills and experience a new culture.

TAKE CENTRE STAGE
There are plenty of ways to get involved and showcase your literary or artistic talents during your studies. Host your own radio show in our industry-standard studios on campus, or become a published writer through our student publications On the Record, Verse Magazine, The Globalist or Piping Shrike. Get on-camera or learn behind the scenes in our on-campus TV Studio. You can practise your news reporting, or build your own showreel. Create live and recorded music using our production facilities, or take to the stage in the Hartley Playhouse.

WRITE FOR AUSTRALIA’S BEST STUDENT PUBLICATION – VERSE MAGAZINE
2017 Tag Campuslink Awards

Rehabilitative radio
Creating meaningful media that blends traditional journalism with social justice is what Dr Heather Anderson (pictured), Senior Lecturer in Journalism at UniSA, is passionate about. She has been working with the Department of Correctional Services to explore the possibility of prison radio, helping to support prisoner rehabilitation and to break down stereotypes of criminalised people. Her research has already produced two audio resources, made by incarcerated people, aimed at supporting others when they first arrive.
Develop the skills you need to work internationally and increase your career opportunities by studying a second language. Learn French, Italian, Japanese or English (as an Additional Language) through a Diploma in Languages. Access the Multimedia Languages Lab at Magill Campus and connect with native speakers from around the world in real-time. Graduate with an additional qualification by studying the diploma alongside your undergraduate degree.

unisa.edu.au/languages

Enjoy life beyond the classroom by getting involved in campus culture. Connect with new people at O-Week, keep active with UniSA Sport and on-campus fitness centres, or find your tribe with over 100 student clubs to choose from. Discover our wide range of events throughout the year and connect with our student association, USASA.

unisa.edu.au/studentexperience

Prepare for your future career from first year with support from our Career Services team. Access our online Career Hub for self-help resources, including tips on resume writing and an interview simulator. There are also professional and exclusive job listings. Connect with a career adviser for help with career mapping, attend industry events to build your professional networks, and walk in to one of our drop-in centres on campus for general careers advice.

unisa.edu.au/careers

“My approach to teaching and learning is to encourage students to find their own unique voice as a creative artist, while preparing them for industry. Students looking to break into the creative workforce need to be highly motivated, multi-skilled and hardworking, so we start to prepare you from first year. The best part of working at UniSA is watching students develop and seeing them transition into their first job.”

Dr. Josh McCarthy | Program Director, Senior Lecturer and Discipline Leader in Visual Effects

No.1 YOUNG UNIVERSITY IN AUSTRALIA FOR TEACHING QUALITY

2018 THE Young University Rankings SA-founded universities only
PRACTICAL LEARNING
UniSA offers over 200 world-class degrees across a wide range of discipline areas. You will learn in a highly practical environment. Take the opportunity to complete an internship or placement during your studies, learning from experts in a real-world setting. Build your networks and graduate career-ready with the skills required of tomorrow's professionals.

TOP RANKING TEACHERS
Make your study experience relevant and learn from highly qualified academics and industry professionals. In fact, UniSA is Australia’s best young university for teaching quality (2018 THE Young University Rankings).

WORLD-CLASS FACILITIES
Study in modern, purpose-built facilities across all six UniSA campuses. Learn with the latest industry-standard tools and technologies that will take you from the classroom into the workplace. This includes state-of-the-art laboratories, collaborative learning areas, creative studios, workshops and simulation spaces.

GET CONNECTED
with Australia’s University of Enterprise

No.1 IN SA FOR EMPLOYER SATISFACTION
QILT 2018 Employer Satisfaction Survey, Overall Satisfaction Indicator – National Report

KPMG  Nestlé  ASC  Jam Factory  SAAB  Helping Hand  matchbox  ANZ  RSP  RISING SUN PICTURES
PRACTICAL LEARNING
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POWERFUL PARTNERSHIPS
We collaborate with over 2,500 companies worldwide to bring our students placement, project, research and work opportunities. Connect with industry professionals during your studies and benefit from curriculum informed by the latest industry practices.

REAL RESEARCH
Our research is innovative and inspired by challenges. We produce new knowledge that provides solutions to industry, businesses and the wider community. Explore cutting-edge insights in your chosen degree, influenced by our world-class research outcomes.

“An eagerness to learn and a proactive approach are key attributes for transitioning from tertiary studies into the workforce. Developing industry networks and understanding the practical application of knowledge and skills are also really important. There is no substitute for real world experience and the unique challenges that only workplace training can provide.”

Nathan Kosmina | CEO | Adelaide United Football Club

COLLABORATING WITH OVER 2500 COMPANIES WORLDWIDE
GETTING TO CAMPUS

Jump on the tram
Take advantage of the new city tram service operating along North Terrace for a convenient ride between City East and City West campuses or stop at other destinations along the way. Visit the Adelaide Metro website for more information.
adelaidemetro.com.au
We run a free bus service between Magill and Mawson Lakes campuses to make travelling easier for students who need to make the journey, or live in surrounding suburbs. There is even free Wi-Fi on board! Go online for full timetable and route details.

unisa.edu.au/campusconnector
Student PROJECTS

1

2

3

DON'T THINK YOU'RE ALONE IN THE CAR WHEN YOU HAVE DRUGS IN YOUR SYSTEM

#Distracted
#findabettermatch

4

5

INFERNO

THURSDAY, JUNE 21  5.30PM - 8.00PM  2018
HARTLEY PLAYHOUSE & FOYER

Perceive Their Thoughts
1. Jeremy Kelly-Bakker et al, Graduate Certificate in Compositing and Tracking/Graduate Certificate in Dynamic Effects and Lighting
2. Delilah Phung, Bachelor of Media Arts
3. James Cornish and Meagan Kupke, Bachelor of Communication and Media
4. Sam Maiolo, Bachelor of Media Arts
5. Declan Luke, Bachelor of Design (Illustration and Animation)
6. Jacob Collier, Bachelor of Media Arts
7. Chelsea Colbert, Bachelor of Media Arts
8. Miranda Hurren, Bachelor of Communication and Media
9. Chandy Kien, Bachelor of Media Arts
UNDERGRADUATE

Your tertiary learning and career starts with undergraduate study.

To explore our 200+ degrees, visit unisa.edu.au/study

To learn more about how to apply, visit unisa.edu.au/apply

Note: Published Selection Rank scores are indicative of February 2019 cut-offs.

ARTS

Bachelor of Arts

unisa.edu.au/arts

Magill Campus

Selection Rank .......................... 60.40
Guaranteed Entry:
Selection Rank ....................... 70.00
Selection Rank (VET)............... Dip
honours available
part-time study available

On-campus

3 years full-time

Intakes: Feb, Jul

PROGRAM CODE: MBAA | SATAC CODE: 444341

UniSA College pathways: Foundation Studies or Diploma in Arts
Prerequisites: none
Assumed Knowledge: none

Enjoy a flexible degree that you can tailor to your specific interests. Study a double major combining two distinct but complementary fields. Develop your writing, communication, presentation, digital and research skills through practical learning and project-based work. Enrich your learning experience through community and industry engagement opportunities and connect with international NGOs through the prestigious Hawke Ambassador Volunteer Program. Access different learning spaces depending on your chosen majors, including an on-campus Multimedia Languages Lab, the Hartley Playhouse Theatre, TV Studio, Sound Studio, Digital Radio Studio and industry-standard Media Suite. Apply your knowledge to real-world situations across a variety of industry sectors through the Professional Directions Program in second year. Depending on your major, continue your studies to become a high school teacher through the Master of Teaching (Secondary).

CAREERS

Depending on your degree combination, your career options can include:
- Community aid worker / community relations officer / counsellor / human resources adviser / performer / musician / policy adviser / arts administrator / museum curator / copywriter / editorial assistant / publisher / writer / media adviser / researcher / social media officer / teacher (with further study)

YOU MIGHT ALSO LIKE
- Bachelor of Laws (Honours), Bachelor of Arts
- Bachelor of Journalism and Professional Writing
- Bachelor of Communication and Media

FURTHER STUDY
- Bachelor of Arts (Honours) – one year
- Graduate Diploma in Communication
- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication
- Master of Communication
- Master of Teaching (Secondary)

DEGREE STRUCTURE

FIRST YEAR

Ideas, Innovation and Communication
Major 1
Major 2
Minor

Intercultural Communication
Major 1
Major 2
Minor

SECOND YEAR

Major 1
Major 2
Minor
Elective OR Professional Directions Program 1

THIRD YEAR

Major 1
Major 2
Minor
Elective OR Professional Directions Program 2

Bachelor of Arts (Creative Writing and Literature)

PROGRAM CODE: MBAA | SATAC CODE: 444351

Selection Rank .................................. 66.05

Explore historical and contemporary fiction, non-fiction, poetry, autobiographies, films and plays. Complete courses involving a combination of creative writing and literary studies. Develop a comprehensive understanding of the contexts and cultural influences of different literature types. Explore how different oral and written texts impact the cultures of the world. Graduate with a defined set of writing, editing and analytical skills that can be applied to a broad range of professional contexts.

DEGREE STRUCTURE

FIRST YEAR

Ideas, Innovation and Communication
Creative Writing and Literature: An Introduction
Major 2
Minor

Intercultural Communication
Creative Writing Workshop
Major 2
Minor

SECOND YEAR

Writing and Reading Short Fiction and Poetry
Major 2
Minor
Elective OR Professional Directions Program 1

Reporting the Canon
Major 2
Minor
Elective OR Professional Directions Program 2

Bachelor of Arts (Applied Linguistics)

PROGRAM CODE: MBAA | SATAC CODE: 444391

Selection Rank .................................. 96.15

Develop a sophisticated understanding of language and how it shapes every aspect of human life. Learn how to analyse language and its role in the contemporary world. Explore the ways in which language is fundamental to human understanding, experience, communication and culture.
Bachelor of Arts
(Cultural Studies)

PROGRAM CODE: MBAA | SATAC CODE: 444593
Selection Rank ........................................... n/a

Uncover the nature and diversity of contemporary cultures, and the dynamic economic, social and historical legacies upon which local, national and global communities rest. Gain an in-depth understanding of how these key influences shape our behaviour and impact our everyday lives. Explore contemporary cultural and political contexts such as place, computer games, music and popular culture. Build research and analytical skills by considering current cultural issues and challenges and consider the varying perspectives.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Introduction to Cultural Studies
Major 2
Minor

Intercultural Communication
Everyday Cultures Now and Then
Major 2
Minor

SECOND YEAR
Popular Music: Industry, Culture and Identity
Major 2
Minor
Elective OR Professional Directions Program 1
Understanding Popular Culture
Major 2
Minor
Elective OR Professional Directions Program 2

THIRD YEAR
Games: Industry, Culture and Aesthetics
Researching Culture
Major 2
Major 2

Space, Place and Culture
A History of Ideas
Major 2
Major 2

Bachelor of Arts
(History and Global Politics)

PROGRAM CODE: MBAA | SATAC CODE: 444592
Selection Rank ........................................... 64.80

Examine the patterns and processes that have shaped our societies over time and develop the skills to analyse and predict events in our contemporary world. Study key areas such as framing global politics through film and television, global aid and development, world history trends, Australia in the Asian Century, and marginalisation in world affairs. Build the skills to work in aid organisations, research, higher education, or media and communications.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Global Politics and Development
Major 2
Minor

Intercultural Communication
World History Trends and Transformations
Major 2
Minor

SECOND YEAR
Australia in the Asian Century
Major 2
Minor
Elective OR Professional Directions Program 1
Framing the International: Representations of Global Politics
Major 2
Minor
Elective OR Professional Directions Program 2

Bachelor of Arts
(English Language)

PROGRAM CODE: MBAA | SATAC CODE: 444594
Selection Rank ........................................... n/a

Designed for students who speak English as a second language, this major is focused on developing proficiency in the English language and the intercultural expertise needed to undertake professional work in local and global contexts. Develop advanced English skills and a high-level understanding of how English affects the experience of individuals and communities around the world.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
English for Academic Use in Australia
Major 2
Minor

Intercultural Communication
English for Academic and International Communication
Major 2
Minor

SECOND YEAR
English and the Art of Speaking and Writing
Major 2
Minor
Elective OR Professional Directions Program 1

English in the Professions
Major 2
Minor
Elective OR Professional Directions Program 2

THIRD YEAR
World Literatures and English
Language Ideology and Policy
Major 2
Major 2
Multilingualism: Contact, Change and Mobility
Language Learning and Assessment
Major 2
Major 2

Bachelor of Arts
(Languages)

PROGRAM CODE: MBAA | SATAC CODE: 444381
Selection Rank ........................................... 64.80

Immerse yourself in another language. Learn French, Italian or Japanese and enhance your skills by experiencing the language and culture firsthand through international exchange opportunities. Access the Multimedia Languages Lab at Magill campus, where you can connect with native speakers from around the world in real-time. Graduate with a competitive advantage and take your career around the globe.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Major 1
Major 2
Minor

Intercultural Communication
Major 1
Major 2
Minor

SECOND YEAR
Major 1
Major 2
Minor
Elective OR Professional Directions Program 1

Major 1
Major 2
Minor
Elective OR Professional Directions Program 2

THIRD YEAR
Major 1
Major 2
Major 2
Major 1
Major 2
Elective OR Professional Directions Program 1

Major 1
Major 2
Major 2
Major 1
Major 2
Elective OR Professional Directions Program 2

Major 1
Major 2
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Elective OR Professional Directions Program 1

Major 1
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Major 1
Major 2
Elective OR Professional Directions Program 2

Major 1
Major 2
Major 2
Major 1
Major 2
Elective OR Professional Directions Program 1

Major 1
Major 2
Major 2
Major 1
Major 2
Elective OR Professional Directions Program 2
“The beauty of music is that it can be as complex or as simple as you make it. You can spend days upon weeks theorising about music, or just play something you think sounds cool. It’s because of that, I want to pursue a career in music.”

Brodie Bailey, performing arts graduate
DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Stage Performance
Major 2
Minor

SECOND YEAR
Cabinet: Context and Practice
Major 2
Minor
Elective OR Professional Directions Program 1

THIRD YEAR
Live Performance Production
Major 2
Major 2
World Music Theatre
Digital Performance
Major 2
Major 2

Bachelor of Arts
(Psychology)

PROGRAM CODE: MBAA | SATAC CODE: 444595
Selection Rank ................................................. 60.60

Develop a broad knowledge of psychological science including psychology, mental health, social services and human resources. Choose from a range of courses in areas like personality psychology, clinical and abnormal psychology, and social and community psychology. Build advanced skills in professional writing, communication, research and problem solving. Pursue a career in diverse fields such as counselling, human resource management, marketing and policy work.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Psychology 1A
Major 2
Minor
Introductory Research Methods
Psychology 1B
Major 2
Minor

SECOND YEAR
Cognitive Psychology OR Developmental Psychology
Major 2
Minor
Elective OR Professional Directions Program 1

THIRD YEAR
Personality Psychology
Elective OR Professional Directions Program 2
Major 2
Major 2

Clinical and Abnormal Psychology

SPECIALIST PSYCHOLOGY COURSE

Major 2
Major 2

Specialist Psychology Course Options (select 1)

• Advanced Research Methods
• Health Psychology
• Psychophysiology of Sleep
• Conservation Psychology
• Psychological Assessment
• Work and Organisational Psychology
• Language, Context and Social Behaviour

Bachelor of Arts
(Screen Studies)

PROGRAM CODE: MBAA | SATAC CODE: 444597
Selection Rank ................................................. 67.25

Develop a deep understanding of the historic and contemporary contexts that inform film, television and digital media. Learn about the formal language of film and media through written and creative forms of assessment. Study courses that explore Hollywood, global cinema, film and media theory, authorship, genres, experimental media and popular culture. Prepare for a career in screen and arts-related programming, festivals, education, or in the film and television industry.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Hollywood Film and Television
Major 2
Minor
Intercultural Communication
Global Film and Television
Major 2
Minor

SECOND YEAR
Screen Genres and Media Hybrids
Major 2
Minor
Elective OR Professional Directions Program 1
Understanding Popular Culture
Major 2
Minor
Elective OR Professional Directions Program 2

THIRD YEAR
Experimental Studio
Screen Media Authorships
Major 2
Major 2
Digital Mediascapes
Screen Media Research Methods
Major 2
Major 2

Bachelor of Arts
(Sociology)

PROGRAM CODE: MBAA | SATAC CODE: 444411
Selection Rank ................................................. 69.70

Analyse why the social world operates the way it does. Understand the impact and influence of contemporary issues around social conformity and deviance, globalisation, culture, and social movements. Gain a deep understanding of the social influences that impact individuals, groups and communities as you explore the functions of ethnicity, family, gender and intimacy, and social diversity and inequality.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
The Social World
Major 2
Minor

SECOND YEAR
Understanding Globalisation
Sociological Perspectives
Major 2
Minor

Bachelor of Arts
(Social Media)

PROGRAM CODE: MBAA | SATAC CODE: 444596
Selection Rank ................................................. 64.70

Study South Australia’s only social media major, and just one of four nationally. Learn how to develop social media campaigns and online content, and understand how to manage and interpret social media data, optimisations and metrics. Develop your writing skills, ability to align social media platforms to target audiences and knowledge of how to grow and manage online communities.

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Introduction to Social Media
Major 2
Minor

SECOND YEAR
Introduction to Digital Media
Major 2
Minor
Elective OR Professional Directions Program 1

THIRD YEAR
Content Creation for Media
Applications for Social Media Data
Major 2
Major 2
Virtual Reality Storytelling
Social Media Engagement
Major 2
Major 2

unisa.edu.au/study | 15
Bachelor of Social Science (Human Services)

Bachelor of Arts
unisa.edu.au/human-services

| Package the Bachelor of Arts and the Master of Teaching (Secondary) to become a humanities and social sciences, english, languages, media arts, music or drama teacher. Find out more at unisa.edu.au/become-a-teacher |
| SATAC CODE: 444521 |

| Study a double degree combining arts and law. Find out more at unisa.edu.au/law |
| SATAC CODE: 424831 |

THIRD YEAR
Social Theory for the 21st Century
Contemporary Culture and Social Change
Major 2
Major 2
Sociology of Gender and Intimacy
Migration, Diversity and Belonging
Major 2
Major 2

FURTHER STUDY
• Bachelor of Arts (Honours) — one year
• Master of Social Work

YOU MIGHT ALSO LIKE
• Bachelor of Arts
• Bachelor of Social Work
• Bachelor of Social Science (Human Services), Bachelor of Psychological Science (Counselling and Interpersonal Skills)
• Bachelor of Social Science (Human Services)

Bachelor of Social Arts (Aboriginal Cultures and Australian Society)

unisa.edu.au/aboriginal-studies

| Magill Campus |
| On-campus/ Online |
| 3 years full-time |
| Selection Rank .......... 69.30 |
| Guaranteed Entry: Selection Rank .......... 70.00 |
| 3 years full-time |
| Intakes: Feb, Jul |

PROGRAM CODE: MBAP | SATAC CODE: 444561

UniSA College Pathways: Foundation Studies or Diploma in Arts
Prerequisites: none
Assumed Knowledge: none

Develop in-depth knowledge and a deep understanding of the economic, social, political and cultural influences that impact Aboriginal communities. Learn about Aboriginal cultures and Australian society, Aboriginal writing, archaeology and its role in Aboriginal heritage, and Aboriginal history and colonialism. Study a mix of core courses and electives, and choose a major study area that is tailored to your interests. Gain practical experience by completing an internship or real-world project in your final year. Benefit from flexible learning with the option to study this degree completely online or through a blended mode. Package this degree with the Master of Teaching (Secondary) to become a humanities and social sciences teacher.

CAREERS
Community services adviser / community liaison officer / Aboriginal engagement adviser / policy adviser / teacher (with further study)

YOU MIGHT ALSO LIKE
• Bachelor of Arts
• Bachelor of Social Science (Human Services)
• Bachelor of Social Science (Human Services), Bachelor of Arts
• Bachelor of Social Work

FURTHER STUDY
• Bachelor of Arts (Honours) — one year
• Master of Teaching (Secondary)

DEGREE STRUCTURE

FIRST YEAR
Human Service Provision
Communication Skills in Social Work and Human Services
Major 1
Major 2
Aboriginal Australians and the Human Services
Group Work
Major 1
Major 2

SECOND YEAR
Applied Psychology
Australian Social Policy
Major 1
Major 2

Policy Practice
Working with Community
Major 1
Major 2

THIRD YEAR
Human Service Intervention
Interviewing Skills in Social Work and Human Services
Major 1
Major 2
Human Service Project Management
Case Management
Major 1
Major 1

FOURTH YEAR
Human Service Field Placement A
Major 1
Major 2
Human Service Field Placement B
Major 1
Major 2

Study a unique double degree combining studies in social sciences with the arts. Tailor your studies by selecting two majors, including Applied Linguistics, Sociology, or languages including French, Italian or Japanese. Develop the knowledge and intercultural expertise needed to work with individuals, families, groups and communities who have experienced personal or social difficulties. Explore the human services sector, social policy, psychology theory, communication studies and case management. Learn in purpose-built facilities on campus including our human services studios and Multimedia Languages Lab, where you can connect with native speakers from around the world in real-time. Immerse yourself in your chosen language and culture through an overseas exchange or in-country study program. Gain valuable practical experience and build your industry networks through supervised work placements. Following graduation you will also be eligible for membership with the Australian Community Workers Association (ACWA).

Note: Students are required to undertake Criminal History Checks through the Department of Human Services (DHS) for working with children, in the Aged Care Sector and in Disability Services, obtain a SAPOL National Police Record Check and complete a one-day Child Safe Environments Course. Some placements may require students to hold a current driver’s licence, Mandatory Basic Life Support (BLS) training, vaccinations, or a recognised First Aid Certificate.

CAREERS
Community development officer / community services worker / case manager / social researcher / youth worker / humanitarian aid officer / ministerial adviser / policy analyst / foreign policy adviser / interpreter / counsellor (with further study)

YOU MIGHT ALSO LIKE
• Bachelor of Arts
• Bachelor of Social Work
• Bachelor of Social Science (Human Services), Bachelor of Psychological Science (Counselling and Interpersonal Skills)
• Bachelor of Social Science (Human Services)
COMMUNICATIONS

Bachelor of Communication and Media

unisa.edu.au/communication

Program Code: MBCD | SATAC Code: 444471

UniSA College pathways: Foundation Studies or Diploma in Arts

Prerequisites: none

Assumed Knowledge: none

Learn to create, develop and deliver communication strategies for both traditional and online media. Practise your writing skills for print, radio, television, social media and digital platforms. Learn to manage media and public relations in contemporary society, including the analytical thinking required for strategic planning and communication management. Study emerging trends within the communications industry, along with media law and ethics. You will study a major in Communication and Media covering areas such as advertising, marketing, professional and technical communication, and public relations. You can also select a sub-major in areas including Digital Media, Film and Television, Journalism, Languages, Marketing, Psychology, or Social Media. Gain valuable professional experience by completing an industry placement or project in your final year.

Careers

Communications officer / media adviser / public relations adviser / marketing and communications officer / copywriter / content coordinator / corporate communications manager / public relations account manager / stakeholder engagement adviser / internal communications adviser / social media coordinator

You Might Also Like

• Bachelor of Journalism and Professional Writing
• Bachelor of Marketing and Communication
• Bachelor of Arts

Further Study

• Graduate Certificate in Social and Digital Media Management
• Graduate Certificate in Strategic Communication
• Graduate Diploma in Communication
• Master of Communication

DEGREE STRUCTURE

First Year

Ideas, Innovation and Communication

Communication and Media

Professional and Technical Communication

Sub-major

Intercultural Communication

Public Relations Theory and Practice

Digital Design Essentials

Sub-major

Second Year

Elective

Content Creation for Media

Professional Writing

Sub-major

Promotional Communication: Advertising, Publicity and Marketing

Industry and Practice

Advanced Professional Writing

Sub-major

Integrated Communication Planning

Communication Management in Practice

Internship or Project

Sub-major

Third Year

Elective

Segregation and Resistance: Aboriginal People

Forging a Nation: Australian History 1920–Present OR

Elective

Colonial Experiment: Australian History 1788–1918

Caring for Country

SECOND YEAR

Major

Australia’s Past

and Government

Rights and Racism

THIRD YEAR

Minor

Segregation and Resistance: Aboriginal People

Forging a Nation: Australian History 1920–Present OR

Elective

Colonial Experiment: Australian History 1788–1918

Caring for Country

UNDERGRADUATE DEGREES

UNIVERSITY OF SOUTH AUSTRALIA

FURTHER STUDY

YOU MIGHT ALSO LIKE

• Bachelor of Journalism and Professional Writing
• Bachelor of Marketing and Communication
• Bachelor of Arts

Further Study

• Graduate Certificate in Social and Digital Media Management
• Graduate Certificate in Strategic Communication
• Graduate Diploma in Communication
• Master of Communication

Package this program with the Master of Teaching (Secondary) to become a humanities and social sciences teacher.

Find out more at unisa.edu.au/become-a-teacher

SATAC Code: 444471

"UniSA has one of the best conversion rates for graduates going into full-time jobs, so I thought it was the perfect place to pursue a career in public relations. The tutors are incredibly supportive and always have time for you.”

Hannah Robson-Thoo, communication and media student

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Second Year

Minor

Australia’s Past

and Government

Rights and Racism

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“UniSA has one of the best conversion rates for graduates going into full-time jobs, so I thought it was the perfect place to pursue a career in public relations. The tutors are incredibly supportive and always have time for you.”

Hannah Robson-Thoo, communication and media student

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Bachelor of Marketing and Communication

unisa.edu.au/marketing

Program Code: DBMN | SATAC Code: 424451

UniSA College pathways: Foundation Studies or Diploma in Arts

Prerequisites: none

Assumed Knowledge: none

Combine the business of marketing with the social sciences of communication to help organisations meet their corporate objectives and promote their products and services. Develop the practical skills needed to become a marketing and communications expert by studying consumer psychology, the scientific laws of brand growth, business management, strategic marketing, advertising, communication management, professional writing, and public relations. You will also develop skills in professional practice through the integration, planning and management of key communication projects in an organisational context. Learn from marketing scientists who advise global brands like Procter & Gamble, ESPN and Nestlé. Connect with our in-house Marketing Clinic and provide advice to small businesses under the supervision of marketing professionals. Gain valuable practical
experience by completing a marketing practicum during your studies. Graduate with a degree evaluated and accredited by the Australian Marketing Institute (AMI).

CAREERS
Marketing and communications officer / corporate communications adviser / marketing assistant / brand manager / campaign manager / market researcher / copywriter / media buyer / social media manager / sponsorship officer / media planner / advertising executive / digital marketer

YOU MIGHT ALSO LIKE
- Bachelor of Business (Marketing)
- Bachelor of Business (Design and Marketing)
- Bachelor of Communication and Media

FURTHER STUDY
- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication
- Master of Communication
- Graduate Diploma in Communication

DEGREE STRUCTURE

**FIRST YEAR**
- Marketing Principles: Trading and Exchange
- Business Law
- Ideas, Innovation and Communication
- Communication and Media
- Accounting for Business
- Consumer Behaviour
- Public Relations Theory and Practice
- Digital Design Essentials

**SECOND YEAR**
- Marketing Analytics
- Professional Development in Marketing
- Professional Writing
- Design for Digital Technologies OR Content Creation for Media
- Advertising
- Communication Research Methods
- Media Law and Ethics
- Essentials of Marketing Planning

**THIRD YEAR**
- Digital Marketing
- Industry and Practice
- Promotional Communication: Advertising, Publicity and Marketing
- Marketing Elective
- Integrated Marketing
- Integrated Communication Planning
- Communication Management in Practice
- Marketing Elective

Students may be required to undertake a combination of on-campus or online study. Students may be required to attend on-campus lectures, tutorials and practicals.

STUDY ON DEMAND
Study a 100% online communications degree designed specifically for flexible learning. Learn how to develop effective communication strategies across a range of traditional and emerging media platforms with a strong focus on journalism, social media and content creation. Develop the critical and analytical thinking skills required for a career in communication.

Program Code: XBCD

Time commitment: 10–15 hours per week per course
Pathways: Literacy and Numeracy Test with relevant work experience (UniSA Online); or Foundation Studies or Diploma in Arts (UniSA College)
Prerequisites: none
Assumed Knowledge: none

STUDY OPTIONS
- Bachelor of Business (Marketing)
- Bachelor of Business (Design and Marketing)
- Bachelor of Communication and Media
- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication
- Master of Communication
- Graduate Diploma in Communication

“You never thought about a career in developing mobile games until I had a blast creating art assets at Mighty Kingdom as part of my UniSA internship. Now I’m surrounded by super talented people, and work as a full-time user interface and user experience artist.”

Keachie Manalastas, media arts graduate
for strategic planning and communications management. Benefit from a degree developed in consultation with industry experts and be guided by academics who are leaders in their field. Access online support services seven days a week, view learning resources 24/7 and log in to the interactive online environment anywhere, anytime, and on any device. Benefit from flexible study with no need to attend lectures or come on campus — all courses and assessments are delivered online. Scholarships and grants are also available for eligible students.

CAREERS
Communications officer / content creator / copywriter / digital and social media manager / media liaison officer / marketing and communications officer / online editor

CHECK YOUR CREDIT
Fast-track your degree and receive credit for past study and/or work experience.

HOW TO APPLY
1. Check your eligibility at unisaonline.edu.au/eligibility
2. Gather your relevant documents
3. Complete your application and send through your documents

Apply directly at unisaonline.edu.au or call 1800 531 962

DEGREE STRUCTURE

FIRST YEAR
Critical Approaches to Online Learning
Introduction to Social Media
Communication and Media
Intercultural Communication
News Reporting
Public Relations: Theory and Practice
Marketing Principles: Trading and Exchange
Professional and Technical Communication

SECOND YEAR
Content Creation for Media
Language and the Media
Writing and Editing for Publication
Communication Research Methods
Media Law and Ethics
Broadcast Journalism
2 x Electives

THIRD YEAR
Promotional Communication: Advertising, Publicity and Marketing
Industry and Practice
Social Media Engagement
Communication Management in Practice
Integrated Communication Planning
Advanced News Writing
2 x Electives

YOU MIGHT ALSO LIKE
- Bachelor of Design (Illustration and Animation)
- Bachelor of Design (Communication Design)
- Bachelor of Information Technology (Games and Entertainment Design)
- Bachelor of Arts (Screen Studies)

FURTHER STUDY
- Graduate Certificate in Film and Television
- Graduate Certificate in Compositing and Tracking
- Graduate Certificate in Dynamic Effects and Lighting
- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication
- Graduate Diploma in Communication
- Master of Communication

DEGREE STRUCTURE

FIRST YEAR
Hollywood Film and Television
Cinematic Design
Introduction to Digital Media
Introduction to Screenwriting
Global Film and Television
Introduction to CGI
Introduction to Screen Sound
Digital Design Essentials

SECOND YEAR
Narrative Film
Screen Genres and Media Hybrids
Digital Compositing
Design for Digital Technologies OR Modelling and Texturing
Documentary Film
Dynamic Effects
Character Performance
Web Design and Development OR Development and Lighting

THIRD YEAR
Study the following four courses:
- Elective
- Film, Entertainment and Aesthetics
- Experimental Studio
- Web Design Technology
Or you can apply to study:
- VFX Placement: Compositing and Tracking (RSP)

Study the following four courses:
- Internship or Project
- Creative Production
- Screen Media Research Methods
- Digital Mediascapes
Or you can apply to study:
- VFX Project: Dynamic Effects and Lighting (RSP)

Package this program with the Master of Teaching (Secondary) to become a media arts teacher.

Find out more at unisa.edu.au/become-a-teacher
SATAC CODE: 444531

unisa.edu.au/study | 19
Bachelor of Design (Illustration and Animation)

unisa.edu.au/design

City West Campus
On-campus
3 years full-time
Intakes: Feb, Jul

PROGRAM CODE: DBIA | SATAC CODE: 424791

UnISA College pathways: Foundation Studies or Diploma in Arts
Prerequisites: none
Assumed knowledge: none

Study Australia’s only degree in illustration and animation. Gain the technical and theoretical skills to become a visual storyteller across a variety of mediums. Learn a broad range of techniques needed to produce professional standard pictures for industries such as book and comic publishing, gaming, film, advertising, and animation and design. Develop your skills in free-hand drawing, alongside in-depth knowledge of digital software for moving and static pictures. Study in custom-built workshops on campus fitted with the latest tools and technologies. Complete an industry internship, mentorship or collaborative project in your final year.

CAREERS
Animator / graphic designer / illustrator / technical illustrator / cartoonist / storyboard artist / graphic artist / game designer

YOU MIGHT ALSO LIKE
• Bachelor of Design (Communication Design)
• Bachelor of Contemporary Art
• Bachelor of Media Arts

FURTHER STUDY
• Graduate Certificate in Compositing and Tracking
• Graduate Certificate in Dynamic Effects and Lighting
• Graduate Certificate in Film and Television

DEGREE STRUCTURE

FIRST YEAR
Illustration Animation Studio 1
Creative Thinking Methods

SECOND YEAR
Life Drawing
Design Language in Media Arts
Digital Compositing

Animation Design
Illustration Animation Studio 3
Character Performance

Bachelor of Digital Media

unisonline.edu.au/digital-media

100% online
Intakes: Jan, Apr, Jul, Sept

PROGRAM CODE: XBDM
Time commitment: 10-15 hours per week per course
Pathways: Literacy and Numeracy, Test with relevant work experience (Unisa Online), or Foundation Studies or Diploma in Arts (Unisa College)
Prerequisites: none
Assumed knowledge: none

STUDY ON DEMAND
Study a 100% online digital media degree designed specifically for flexible learning. Develop essential skills in graphic and web design, social media management, content creation, video and audio production, animation and digital storytelling. Get hands-on using the latest digital software and graduate with an industry-standard portfolio of work. Prepare for a career in the growing digital space, with many organisations bringing their digital capabilities and functions in-house. Access online support services seven days a week, view learning resources 24/7 and log in to the interactive online environment anywhere, anytime, and on any device. Benefit from flexible study with no need to attend lectures or come on campus — all courses and assessments are delivered online. Scholarships and grants are also available for eligible students.

CAREERS
Digital content creator / social media manager / online journalist / visual communication designer / digital content strategist / videographer / digital storyteller / freelancer

CHECK YOUR CREDIT
Fast-track your degree and receive credit for past study and/or work experience.

HOW TO APPLY
1. Check your eligibility at unisonline.edu.au/eligibility
2. Gather your relevant documents
3. Complete your application and send through your documents
Apply directly at unisonline.edu.au or call 1800 531 962

Bachelor of Creative Industries

unisa.edu.au/creative-industries

City West Campus
On-campus
3 years full-time
Intakes: Feb

PROGRAM CODE: 424930

Unisa College pathways: Foundation Studies or Diploma in Arts
Prerequisites: none
Assumed knowledge: none

Prepare for a career in the growing creative industries. Study a degree delivered in collaboration with leading industry partners and explore your creativity in an area that interests you most. Design your own degree by choosing from 12 industry majors, each with a unique focus. You can then select either a secondary major, or two minors from across a range of creative and business disciplines depending on your areas of interest. Engage with industry from day one as you develop your creative practice while gaining professional knowledge and skills. You will also study core courses in business, design and entrepreneurship, providing you with highly practical and transferable skills to give your career a competitive head-start. Complete an internship or placement, go on an international exchange, work on real-world projects and build a portfolio of work.
You can also choose to study a start-up/entrepreneurship stream in your final year.

**Industry Majors:**
- Animation and Visual Effects
- Comicbook Creation
- Communication and Media
- Contemporary Art Studies
- Creative Writing and Literature
- Digital Media
- Festivals
- Film and Television
- Games Design and Production
- Performing Arts
- Screen Studies
- Social Media

**Secondary Majors:**
- Cultural Studies
- Design Studies
- English Language
- Event Management
- Games
- Innovation and Entrepreneurship
- Journalism
- Marketing
- Sports Management
- Tourism Management

**DEGREE STRUCTURE**

**FIRST YEAR**
- Introduction to Creative Industries
- Industry Major
  - Major or Minor 1
  - Elective
- Match Studio Projects
- Industry Major
  - Major or Minor 1
  - Elective

**SECOND YEAR**
- Freelance and Enterprise for the Creative Industries
- Industry Major
  - Major or Minor 1
  - Major or Minor 2
- Creative Spaces and Places
- Industry Major
  - Major or Minor 1
  - Major or Minor 2
- AAD Negotiated Study 1 OR Enterprise Design and Value Creation
- Industry Major
- Industry Major
  - Major or Minor 2
- Internship OR Project OR Creative Ventures
- Industry Major
- Industry Major
  - Major or Minor 2

**THIRD YEAR**
- Graduate Certificate in Dynamic Effects and Lighting
- Graduate Certificate in Compositing and Tracking

**FURTHER STUDY**
- Introduction to CGI
- Modelling and Texturing (RSP)
- Character Performance OR Development and Lighting (RSP)
- Digital Compositing
- Experimental Studio
- Creative Production
- Dynamic Effects

**Animation and Visual Effects**

Explore a range of animation forms and techniques, including pixilation, 3D modelling and animation, character design and performance, and experimental storytelling. Gain an in-depth understanding of the core disciplines within visual effects, including compositing, tracking, dynamic effects and lighting. You will also have the opportunity to learn first-hand from VFX professionals at the world-renowned Rising Sun Pictures.

**Communication and Media**

Build your knowledge and skills in media relations, social media management, communication, media technologies, public relations and professional writing. Learn how to apply these principles to develop strategic and integrated communication plans.

**CAREERS**
- Communications officer / content creator / writer / media adviser / public relations coordinator / marketing and communications officer / strategic communications manager / communications consultant
- Communications consultant / media adviser / public relations writer / media adviser / public relations officer / strategic communications/ content creator / writer / media adviser / public relations officer / public affairs officer / media relations coordinator / marketing and communications officer / strategic communications manager / communications consultant

**Contemporary Art Studies**

Explore the foundational concepts of art theory and practice. Expand your knowledge and skills in contemporary art disciplines such as ceramics, drawing, glass, jewellery and metal, new media arts, painting, printmaking, sculpture, textiles, and contemporary art history and theory. Learn in custom-built studios and workshops on-campus and be taught by practicing artists, highly skilled teachers and academics.

**CAREERS**
- Artist / curator / exhibitions manager / arts administrator / art critic / art director / entrepreneur
- Arts administrator / art critic / art director / entrepreneur
- Artist / curator / exhibitions manager / arts administrator / art critic / art director / entrepreneur
- Art and Australian Culture
  - 2 x Advanced Art Electives

**Creative Writing and Literature**

Examine creative writing techniques across fiction, poetry, creative non-fiction, autobiographies, essays, and plays. Discover the interplay between writers, readers and texts, and how literature both informs and challenges social constructs through the notions of narrative, genre and canon. Produce your own creative and analytical literature under the guidance of professional writers and poets.

**CAREERS**
- Creative writer / author / content creator / publisher / editor / commentator / literary critic / teacher (with further study)
- Creative writer / author / content creator / publisher / editor / commentator / literary critic / teacher (with further study)
- Creative writer / author / content creator / publisher / editor / commentator / literary critic / teacher (with further study)
- Creative writer / author / content creator / publisher / editor / commentator / literary critic / teacher (with further study)
- Creative writer / author / content creator / publisher / editor / commentator / literary critic / teacher (with further study)
FURTHER STUDY
- Graduate Diploma in Communication
- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication
- Master of Communication
- Master of Management (Arts and Cultural Management)

IN ASSOCIATION WITH

Digital Media

Develop your knowledge of design principles, using industry-standard software to analyse, design and create a variety of digital media across print, video, web and mobile platforms. Develop essential skills in graphic and web design, social media management, content creation, video and audio production, animation and digital storytelling.

CAREERS
Digital marketing officer / web designer / graphic designer / online editor / videographer / digital producer / digital coordinator / digital project manager

INDUSTRY MAJOR COURSES
- Introduction to Digital Media
- Design for Digital Technologies
- Web Design and Development
- Web Design Technology
- Creative Production
- Professional Writing
- Digital Mediascapes

Film and Television

Immerse yourself in the theory and practice of film and television and explore its communicative and creative possibilities. Ranging from documentary and narrative film through to experimental work, develop the storytelling skills, production values and creative techniques needed to inform and entertain an audience. From conceptualisation to post-production, gain hands-on experience and insight into the production cycle and learn what it takes to develop content for the screen.

CAREERS
Film editor / location manager / video editor / TV director / camera operator / content producer / videographer

INDUSTRY MAJOR COURSES
- Hollywood Film and Television
- Global Film and Television
- Narrative Film
- Documentary Film
- Experimental Studio
- Creative Production
- Film, Entertainment and Aesthetics
- Virtual Reality Storytelling

Games Design and Production

Build your expertise in games and interactive media development, along with skills in project management for game development, storytelling, and user experience and user interface design. Complete an internship at Mighty Kingdom in your final year of study, working alongside professional game producers.

FURTHER STUDY
- Master of Teaching (Secondary)

IN ASSOCIATION WITH

Screen Studies

Explore the different creative contexts that shape filmmaking and contemporary screen cultures. Engage directly with the world of screen curatorialship and film festival programming. Learn about Hollywood and the global diversity of film and media. Study contemporary world cinemas, screen media authorships, popular genres, experimental media and the age of digital convergence.

CAREERS
Game designer / game programmer / app designer / digital project manager / production manager / multimedia specialist

IN ASSOCIATION WITH

Performing Arts

Create live music and drama performance, and produce aural and visual media using the latest digital technologies and production facilities. Develop your own creative practice within a global context and in a collaborative environment guided by industry practitioners.

CAREERS
Actor / performance artist / musician / playwright / director / producer / arts administrator / arts coordinator / stage technician / stage designer / teacher (with further study)

IN ASSOCIATION WITH


UNDERGRADUATE DEGREES

JOURNALISM

Bachelor of Journalism and Professional Writing

uni.sa.edu.au/journalism

PROGRAM CODE: MBJR | SATAC CODE: 444431

UniSA College pathways: Foundation Studies or Diploma in Arts
Prerequisites: none
Assumed Knowledge: none

Prepare for a career as a journalist or professional writer. Learn about the fundamental principles of journalism along with technical writing, editing, scriptwriting, and producing strategic communication materials. Develop the production skills required for news and online media including filming and editing functions. Complete a major in Journalism and Professional Writing covering topics such as journalism principles and practices, news writing, production and reporting, and intercultural communication. You can then select a sub-major from areas including Digital Media, Film and Television, Communication, Languages, or Marketing. Access modern, purpose-built facilities on campus including industry-standard TV and radio studios. Gain practical experience writing for student publications or broadcasting at our internet radio station. Participate in an internship or industry project during your final year. Third year students can also join the Media, Entertainment and Arts Alliance as adjunct members.

CAREERS

Journalist / communications officer / copywriter / editor / sub-editor / reporter / scriptwriter / TV presenter / submissions writer / foreign correspondent / blogger / media adviser / public relations specialist

YOU MIGHT ALSO LIKE

- Bachelor of Journalism and Professional Writing
- Bachelor of Arts (Creative Writing and Literature)
- Bachelor or Journalism and Professional Writing Bachelor of Laws (Honours)
- Bachelor of Communication and Media

FURTHER STUDY

- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication
- Graduate Diploma in Communication
- Master of Communication

INDUSTRY MAJOR COURSES

- Production for News and Social Media
- Intercultural Communication
- Understanding Popular Culture
- Screen Genres and Media Hybrids
- Digital Mediascapes
- Digital Communications Officer

In association with

KOJO

Social Media

Study South Australia’s only social media major, and just one of four nationally. Learn how to develop social media campaigns and online content, and understand how to manage and interpret social media data, optimisations and metrics. Develop your digital writing skills, ability to align social media platforms to target audiences, and knowledge of how to grow and manage online communities.

CAREERS

Digital communications officer / social media liaison officer / social media adviser / event copywriter / editor / sub-editor / reporter / scriptwriter / TV presenter / submissions writer / foreign correspondent / blogger / media adviser / public relations specialist

FURTHER STUDY

- Master of Management (Arts and Cultural Management)
- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication

INDUSTRY MAJOR COURSES

- Filmmaking
- Film and Television
- Screen Media Research Methods
- Understanding Popular Culture
- Experimental Studio

In association with

ADL FILM FEST

unisa.edu.au/study | 23
feature writing, coupled with the exploration of different literature types including historical and contemporary fiction, non-fiction, poetry and plays. Discover how different oral and written texts have impacted cultures around the world, and learn how to author and edit written and visual texts. Access modern, purpose-built facilities on campus including industry-standard TV and radio studios. Gain practical experience writing for student publications or broadcasting at our internet radio station. Participate in an internship or industry project during your final year. Third year students can participate in an internship or industry project during their final year. Participate in an internship or industry project during their final year. Participate in an internship or industry project during their final year.

CAREERS
Journalist / publisher / author / copywriter / editor / sub-editor / reporter / scriptwriter / TV presenter / foreign correspondent / blogger / media adviser / communications officer

YOU MIGHT ALSO LIKE
- Bachelor or Journalism and Professional Writing, Bachelor of Laws (Honours)
- Bachelor of Communication and Media
- Bachelor of Arts

FURTHER STUDY
- Graduate Certificate in Social and Digital Media Management
- Graduate Certificate in Strategic Communication
- Graduate Diploma in Communication
- Master of Communication

DEGREE STRUCTURE

FIRST YEAR
Ideas, Innovation and Communication
Journalism: Principles and Practices
News Reporting
English and Creative Writing: An Introduction
Intercultural Communication
Production for News and Social Media
Media Contacts
Writing and Text Workshop

SECOND YEAR
Radio Journalism and Podcasts
Rewriting the Canon OR Writing and Reading Short Fiction
Writing and Editing for Publication
Sub Major

Media Law and Ethics
The Power of Story OR Writing and Reading Poetry
Professional Writing
Sub Major

THIRD YEAR
Journalism Research Capstone
The Writer’s World
World Literatures and English
Sub Major
Television and Video Journalism
Advanced Professional Writing
Elective
Sub Major

FOURTH YEAR
Advanced News Writing
Advanced Writing and Editing for Publication
Elective
Sub Major
Internship or Project
Literary and Creative Writing Practice
Sub Major

Bachelor of Arts (Honours)
unisa.edu.au/arts

Magill Campus
Selection Rank .......... n/a
Guaranteed Entry:
Selection Rank .......... n/a
Selection Rank (VET) .......... n/a

On-campus
1 year
full-time
Intakes:
Feb, Jul

PROGRAM CODE: MHar | SATAC CODE: n/a
Prerequisites: none
Assumed Knowledge: none

Continue your studies with a one year honours program following your undergraduate degree, aimed at further developing your knowledge and research skills in a chosen subject area. Explore areas such as Australian studies and Indigenous knowledge, politics, linguistics and language studies, screen studies, sociology, media and communications, literature and creative communications, or media arts. Prepare an in-depth honours or creative practice thesis and be guided by an academic supervisor who is well-established in their field. Graduate with a competitive advantage and a qualification that will broaden your career prospects or prepare you for postgraduate study.

CAREERS
Depending on your chosen area of focus, this qualification can lead to a variety of careers in the following settings:
Publishing / creative industries / government / media / the arts / arts management / community and social services / policy and research

ENTRY REQUIREMENTS
- Entry is available to students who have successfully completed an undergraduate degree or an equivalent qualification with an overall Grade Point Average (GPA) of 5 (credit level average) or above in the topic area they wish to study at the honours level.
- Applicants from alternatively approved qualifications must have a record of academic achievement equal to a credit level average or above in the topic area they wish to study at the honours level.
- Applications are considered on the basis of academic merit and the availability of a supervisor in the proposed area of research.

FURTHER STUDY
- Masters by Research
- Doctor of Philosophy (PhD)

DEGREE STRUCTURE

FIRST YEAR
Honours Thesis 1
Research Methodologies and Methods
Honours Thesis 2
Seminars: Ideas, Theories and Contemporary Debates

LANGUAGES

Diploma in Languages
unisa.edu.au/languages

Explore your interests or advance your career by learning another language. Study the Diploma in Languages alongside your undergraduate degree or as a standalone postgraduate qualification. Learn French, Italian, Japanese or English (as an Additional Language). Access the Multimedia Languages Lab at Magill Campus, where you can connect with native speakers from around the world in real-time. Develop your proficiency in listening, speaking, reading and writing in your chosen language, along with your understanding of the related culture and society. Take the opportunity to study in the country of your chosen language through our exchange or in-country study programs.

ENTRY REQUIREMENTS
- This program is open to all students who have completed or are enrolled in a bachelor degree at the University of South Australia or any other Australian university.
- This program is also open to students who have completed or are currently enrolled in a bachelor or master degree, or equivalent qualification, from an approved higher education institution outside of Australia.
- For postgraduate students, this program can be completed as a standalone qualification.

DEGREE STRUCTURE

INDICATIVE OF FRENCH STUDIES

FIRST YEAR
French 1A
French 1B

SECOND YEAR
French 2A
French 2B

THIRD YEAR
French 3A
French 3B

European Languages In-Country OR Advanced Languages Studies: Translation and Research
POSTGRADUATE

Take your career to the next level and develop your knowledge further through postgraduate study.

To explore our 200+ degrees, visit unis.edu.au/study

To learn more about how to apply, visit unis.edu.au/apply

Studying a one-of-a-kind qualification unique in Australia, and develop the technical knowledge and skills to transition straight into your film and television career through a 12-week intensive qualification. Offered in association with Matchbox Pictures – one of Australia’s most successful and award-winning production companies – you will learn in an immersive, real-world business environment with exclusive access to industry. Benefit from working alongside highly skilled production professionals using the latest industry-standard tools and technologies. You will complete studies that focus on understanding the screen industry, exploring the role of creative producer, idea generation, pitching and financing, pre-production and post-production, and marketing. You will also gain practical experience by working directly on an industry project, including the opportunity to pitch directly to a major industry broadcaster, and will graduate with a professional portfolio of work.

CAREERS

Film editor / location manager / TV producer / screenwriter / cinematographer / production designer / video editor / TV director / talent agent / content producer / videographer

ENTRY REQUIREMENTS

- Bachelor degree from a recognised higher education institution in film, television or a related discipline; or
- Advanced Diploma in Screen and Media or equivalent qualification from an accredited Registered Training Organisation.
- Applicants are also required to submit a showreel of their own work and a curriculum vitae outlining their relevant experience.
- Alternatively, applications will be considered from graduates holding a completed bachelor degree from a recognised higher education institution in an unrelated field who are able to demonstrate substantial experience in film and/or television, in their showreel and curriculum vitae submissions.

Apply directly at unis.edu.au/applyonline

*Meg Martin, film and tv graduate

DEGREE STRUCTURE

FIRST YEAR

The Screen Industry: Business, Creativity and Content
Screen Content Project 1
Screen Content Project 2
Professional Film and Television Practice

PROGRAM CODE: MCFT | SATAC CODE: n/a

INTAKES: Feb, Jul

PROGRAM CODE: ICVE | SATAC CODE: n/a

*see page 28 for more information

“There is no other course like this in Australia! My highlight was meeting and learning from some of the industry’s top producers, directors, executives and writers. I was also able to pitch my short documentary to ABC iView. This is a fantastic experience to have under my belt.”

Meg Martin, film and tv graduate
unisa.edu.au/study

POSTGRADUATE DEGREES

ENTRY REQUIREMENTS

- Applicants are also required to submit a showreel of their own work and a curriculum vitae outlining their relevant experience.

- Alternatively, applications will be considered from students holding a completed academic qualification from a recognised higher education institution in an unrelated field who are able to demonstrate substantial experience in media arts or visual effects, demonstrable in the showreel and curriculum vitae submissions.

For more information, visit unisa.edu.au/rsp-admissions-requirements

Apply directly at unisa.edu.au/applyonline

DEGREE STRUCTURE

FIRST YEAR
Visual Effects Professional Practice
Effects Skills Development
Looking Development and Lighting

SECOND YEAR (RESEARCH STREAM)
Research Methodologies and Methods M

SECOND YEAR (PROFESSIONAL STREAM)
Digital Entrepreneurship

SECOND YEAR (RESEARCH STREAM)
Research Methodologies and Methods M
Research Thesis 2

Study the only qualification of its kind in South Australia and gain specialised skills and advanced knowledge to be well-prepared for management roles within the communications, media and creative industries. You can choose to complete a specialised research thesis or a professional project/placement pathway during your studies. Develop an in-depth understanding and build professional skills in social and digital media management, public relations, strategic communication and digital entrepreneurship. Learn how to explore, interrogate and navigate a time of extreme digital disruption, big data, artificial intelligence and platform economies, and how to apply these to your industry/sector. Study in a workshop based environment with connections to industry partners, real-world projects, and placement and networking opportunities. Benefit from flexible learning options, including part-time and online study.

CAREERS

Strategic communications manager / communications manager / digital and social media manager / marketing manager / public relations manager / public affairs manager / public relations consultant / media adviser / online editor / content creator / copywriter

Entry requirements

- Bachelor degree, graduate certificate or graduate diploma from a recognised higher education institution.

DEGREE STRUCTURE

INDICATIVE OF MASTER OF COMMUNICATION

FIRST YEAR
Communication, Media and Creative Industries
Social Media Management
Managing Digital Design
Industry 4.0 and Society
Communication Contexts
Campaigns and Crises
Content Creation
Digital Entrepreneurship

SECOND YEAR (PROFESSIONAL STREAM)
Research Methodologies and Methods M
Professional Project 1
Key Ideas and Theories

SECOND YEAR (RESEARCH STREAM)
Research Methodologies and Methods M
Research Thesis 1
Key Ideas and Theories
Research Thesis 2

Students may be required to undertake a combination of on-campus or online study. Students may be required to attend on-campus lectures, tutorials and practicals.
ABORIGINAL STUDIES

Master of Aboriginal Studies

Nested with:
- Graduate Certificate in Aboriginal Studies (DCAG)
- Graduate Diploma in Aboriginal Studies (DGAG)

unisa.edu.au/aboriginal-studies

<table>
<thead>
<tr>
<th>City West Campus</th>
<th>Intakes: Feb, Jul</th>
<th>Commonwealth supported*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td></td>
<td>part-time study available</td>
</tr>
</tbody>
</table>

2 years
PROGRAM CODE: DMAL | SATAC CODE: 4CM130
1.5 years with Advanced Standing
PROGRAM CODE: DMAL | SATAC CODE: 4CM138
1 year with Advanced Standing
PROGRAM CODE: DMAL | SATAC CODE: 4CM139
*see page 28 for more information

Study the only postgraduate program of its kind in South Australia. Explore Aboriginal issues and world views relating to Aboriginal health, law, history, education, environment, policy and research. Complete a selection of core courses and electives as well as a major research project or minor thesis in an area that interests you most. Attend guest lectures and engage with highly respected Aboriginal academics and professionals who are leaders in their field. Benefit from flexible learning options including part-time, intensive and online study.

CAREERS
This program can lead to a variety of project, advisory, management and leadership roles in the following settings.
- Government / education / media and communications / law / social work / social policy / community services / private sector / corporate / research

ENTRY REQUIREMENTS
- Bachelor degree in any discipline or equivalent qualification from a recognised higher education institution.
- Some applicants may be eligible for Advanced Standing and can complete the program in 10 or 15 years full-time study or equivalent part-time study.

FURTHER STUDY
- Masters by Research
- Doctor of Philosophy (PhD)

DEGREE STRUCTURE

FIRST YEAR
Cultural Competency: Challenging Racism in Australian and Indigenous Contexts
Law and Land
Aboriginal Health and Wellbeing
Australian Indigenous Languages, Identity and Belonging
Aboriginal Futures
The Politics of Representation
Indigenous Perspectives on Globalisation
Aboriginal Studies Master Class

SECOND YEAR
Aboriginal Research Methods and Ethics
Pitjantjatjara Culture and Language
Elective

RESEARCH STREAM
Aboriginal Studies Minor Thesis 1
Aboriginal Studies Minor Thesis 2

PROFESSIONAL STREAM
Aboriginal Studies Applied Project 1
Aboriginal Studies Applied Project 2

Core courses will be available online. There may be some on-campus study required depending on course selection.

RESEARCH
Make a positive and lasting contribution to your field through a research degree.

To explore our research degrees, visit unisa.edu.au/resdegrees

To learn more about how to apply, visit unisa.edu.au/apply

Masters by Research
Doctor of Philosophy

DIVISION OF EDUCATION, ARTS AND SOCIAL SCIENCES

- School of Creative Industries

Masters by Research | PROGRAM CODE: MMRD
Doctor of Philosophy | PROGRAM CODE: MPHID

Thrive in a vibrant postgraduate culture at the forefront of creativity and innovation. Develop new knowledge to meet contemporary challenges, and spark new ways of thinking and producing. Be inspired by visiting scholars who are leaders in their field. Engage in thought-provoking symposiums, work-in-progress seminars and critiques. Learn under the guidance of highly experienced research supervisors and benefit from national and international research links that will help inform your studies.

DISCIPLINE AREAS
- Aboriginal Studies
- Creative Writing
- Cultural Studies
- Digital Arts and Humanities
- Screen Studies
- Journalism
- Applied Linguistics
- Media Arts
- Media and Communication
- Music
- Performing Arts
- Politics
- Sociology

ENTRY REQUIREMENTS
Masters by Research
- Bachelor degree of at least three years in a relevant discipline with a minimum credit average; or
- Honours 1, Honours 2, Honours 3 or an appropriate master’s degree or equivalent qualification; or
- No tertiary qualifications (some discipline areas only) with demonstration of research capabilities via assessment of relevant quality publications and professional experience.

Doctor of Philosophy (PhD)
- Honours 1, Honours 2A, or an appropriate master’s degree or equivalent qualification.

Alternative entry
- Other postgraduate and undergraduate degrees may be considered for admission into the Masters by Research or Doctor of Philosophy (PhD) with demonstration of research capabilities via assessment of relevant quality publications and professional experience.

Eligibility for entry into a research degree is also subject to an assessment of the proposed research, supervisor availability, and any University or research-specific eligibility requirements.

unisa.edu.au/study | 27
Minimum entry requirements for undergraduate bachelor and associate degrees

APPLYING WITH YEAR 12
Applicants are required to have successfully completed the South Australian Certificate of Education (SACE) with:
• a competitive Selection Rank (ATAR), AND
• the fulfilment of the program’s prerequisite requirements (where applicable).
Applicants may also be eligible to compete for entry if they have completed the program’s prerequisite requirements and have completed one of the following:
• an interstate or overseas qualification considered by the University as equivalent to SACE, or
• the International Baccalaureate Diploma with a minimum score of 24 points.

ADJUSTMENT FACTORS
Universities in South Australia include ATAR-related adjustment factors (previously known as bonus points) for Australian high school students applying for entry into university via the following schemes:
• The Universities Equity Scheme – provides additional points for students coming from specified schools, as well as individuals experiencing disadvantage.
• The Universities Language, Literacy and Mathematics Adjustment Scheme – provides additional points for students who successfully complete a language other than English, or specified English and Mathematics subjects.

GUARANTEED ENTRY
UniSA offers guaranteed entry into many programs for domestic Year 12 and VET students. If your Selection Rank (ATAR) or VET award meets the UniSA Guaranteed Entry score for that program, you have met the prerequisites and any other program specific entry requirements, and you have listed the program as your first preference, you are in. It’s guaranteed. Please note application timelines may apply.

ADMISSIONS PATHWAYS
Entering your chosen program straight from high school is not the only pathway into UniSA. Applicants may also meet the minimum requirements to apply for entry (via competitive selection) through one of the following pathways:
Higher Education Study – completion of at least half a year of full-time equivalent study at UniSA or a recognised higher education institution. You can apply using your Grade Point Average (GPA).
Higher Education Diploma – completion of a higher education diploma from UniSA College (applicable programs listed on each bachelor program in this guide), the South Australian Institute of Business and Technology (SAIBT), or another recognised higher education institution.
Special Entry – a competitive Special Tertiary Admissions Test (STAT) score. A personal competencies statement or relevant employment experience may also be considered for some programs.
Vocational Education Training (VET) – applicants may be eligible for entry with the completion of an award from TAFE, or another Registered Training Organisation at AQF Certificate IV or above.

UniSA College – there are a variety of pathway options offered through UniSA College, including diplomas and the Foundation Studies program.
Alternative Pathways – there are a range of alternative pathways including bridging qualifications offered through SAIBT and Eynesbury.
Open Universities Australia – completion of at least four Open Universities Australia (OUA) courses at an undergraduate level or higher.

Before applying
All applicants should check and ensure that they meet all entry and prerequisite requirements before applying. For more information on entry requirements, visit: unisa.edu.au/study

SUPPORT SERVICES
UniSA offers a full range of support services, including career advice, disability and inclusion services, and counselling. For more information, contact (08) 8302 2376 or visit: unisa.edu.au/student-services

SCHOLARSHIPS
UniSA offers a range of scholarships and grants to support students from all walks of life. Each year, 2,500 students benefit from scholarships at UniSA, providing financial assistance as well as valuable work experience, mentoring opportunities and even overseas travel. For more information and to check the eligibility criteria, visit: unisa.edu.au/scholarships

HOW TO APPLY
Applications to most programs at UniSA are administered through the South Australian Tertiary Admission Centre (SATAC). For more information, visit: unisa.edu.au/apply
For UniSA Online degrees apply directly at, unisaoonline.edu.au

FEES
All domestic undergraduate students at the University of South Australia are in Commonwealth-supported places. Students in these places pay a contribution of their fees depending on the program chosen and the contribution band in which those courses are classified (see table below). The amount of your student contribution also depends on the unit value of your courses of study.

As per the Australian Government guidelines, the student contribution amounts for 2019 are:

<table>
<thead>
<tr>
<th>BAND</th>
<th>AREA OF STUDY</th>
<th>STUDENT CONTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>For one year of full-time study (1EFTSL)</td>
</tr>
<tr>
<td>1</td>
<td>Humanities, behavioural science, social studies, foreign languages, visual and performing arts, clinical psychology, nursing and education</td>
<td>$6,566</td>
</tr>
<tr>
<td>2</td>
<td>Computing, built environment, health, engineering, surveying, agriculture, Mathematics, statistics, science</td>
<td>$9,359</td>
</tr>
<tr>
<td>3</td>
<td>Law, dentistry, medicine, veterinary science, accounting, administration, economics, commerce</td>
<td>$10,958</td>
</tr>
</tbody>
</table>

Some postgraduate programs are also Commonwealth-supported (or CSP), while others are full fee-paying, this is listed on applicable programs. For programs under 1.0 year full-time study, fees are listed as the whole program fee (indicative of 2019). For programs over 1.0 years full-time study, fees are listed based on the cost per annum (indicative of 2019). For more information on fees including eligibility for Commonwealth-supported places, deferring your student contribution through HECS-HELP or FEE-HELP loans, please visit: unisa.edu.au/fees

Need some help? Contact Future Student Enquiries on (08) 8302 2376 or submit an enquiry via unisa.edu.au/enquire
 Universities Australia (OUA) courses at an undergraduate level or higher.

– completion of at least four Open

– there are a range of alternative pathways

Vocational Education Training (VET)

– applicants may be eligible for

experience may also be considered for some programs.

Special Entry

– a competitive Special Tertiary Admissions Test (STAT)

education institution.

Business and Technology (SAIBT), or another recognised higher
bachelor program in this guide), the South Australian Institute of
Higher Education Diploma

– completion of a higher education

institution. You can apply using your Grade Point Average (GPA).

of the following pathways:

requirements to apply for entry (via competitive selection) through one
only pathway into UniSA. Applicants may also meet the minimum

Entering your chosen program straight from high school is not the

preference, you are in. It's guaranteed. Please note application
entry requirements, and you have listed the program as your first

you have met the prerequisites and any other program specific

award meets the UniSA Guaranteed Entry score for that program,

Year 12 and VET students. If your Selection Rank (ATAR) or VET

GUARANTEED ENTRY

Adjustment Scheme

The Universities Language, Literacy and Mathematics
students coming from specified schools, as well as individuals

as equivalent to SACE; or

of 24 points.

English and Mathematics subjects.

– provides additional points for students who

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Online

Take full control of your study with UniSA’s 100% online, career-focused
degrees. Get the ultimate flexibility and study on your terms.

Get study support 7 days a week, access
tech support 24/7, and log in to an
online interactive learning environment anywhere, any time and on any device.

Apply now at unisaonline.edu.au

Commonwealth-supported places, deferring your student contribution
full-time study, fees are listed based on the cost per annum (indicative
programs. For programs under 1.0 year full-time study, fees are listed as

Some postgraduate programs are also Commonwealth-supported
fees are classified (see table below). The amount of your student
program chosen and the contribution band in which those courses

These places pay a contribution of their fees depending on the

funds, and where you will graduate. It also has open
social spaces, sporting facilities and a lap pool. See it at unisa.edu.au/campuspridhamhall

2019

EVENTS

Our events give you the opportunity to take a
tour around campus, attend presentations, ask
questions about different degrees and careers,
and talk to current staff and students.

UniSA OPEN DAY

Sunday 18 August / 9:00am–4:30pm
City West and City East Campus

CAMPUS DAYS

Magill Campus Day
Wednesday 28 August / 4:00pm–8:00pm

Mawson Lakes Campus Day
Tuesday 27 August / 4:00pm–7:30pm

Mount Gambier Campus Day
Sunday 11 August / 11:00am–4:00pm

Whyalla Campus Day
Sunday 25 August / 11:00am–3:00pm

Stay in touch

Sign up to receive email updates
about career events and
information sessions, competitions,
scholarship opportunities and
what’s happening on campus.

unisa.edu.au/stayintouch