Digital & Social Media

FIRST YEAR: TRIMESTER 1   Bachelor & Diploma units

SHPP
PERSUASION & REPRESENTATION

CONTEXT

Students explore communication concepts, focusing on how signs, brands, and icons persuade in media. They learn to use visual, aural, and linguistic cues for branding and media improvement. It examines how communication channels shape information reception and identifies barriers like technology, psychology, and ideology. Students also develop cultural literacy in media representation and communication.

DSMDP1
DIGITAL PHOTOGRAPHY

PRACTICE

Students practise digital photography, exploring lighting, exposure, composition, and visual storytelling fundamentals. They engage in hands-on production, learning tools and techniques while emphasising conceptual and practical investigation. Through observation, capture, and technical skill development, students formulate photographic strategies. The course culminates in creating original advertising content that communicates brand vision, enhancing camera operation experience.

SHDPEC
DESIGN ELEMENTS, PRINCIPLES & COLOUR

PRINCIPLES

This unit introduces students to foundational design principles, exploring influential theories and concepts. It covers crucial visual elements like colour theory, typography, imagery, and layout within a graphic context. Emphasising the blend of utility and aesthetics, it guides students in applying these principles to their own designs. Additionally, the unit familiarises students with industry-standard design software Adobe Photoshop, Illustrator and InDesign, enabling them to acquire essential technological skills while employing technology in practical design assignments.

CRFCRFS
CREATIVE FOUNDATIONS

CREATIVE FOUNDATIONS

Creativity is more than just inspiration; it is a skill, a discipline, and an essential tool for navigating the complexities of the modern world. In this unit, you will explore creativity's role across diverse disciplines and communities, gaining valuable insight into the ethical and cultural values that shape creative practice. You will develop critical skills to evaluate information, articulate ideas, and confidently reflect on creative work. By engaging with a dynamic community of students from across Collarts, you will have the opportunity to explore your creative potential and establish a strong foundation for your studies and future career in the creative industries.

TRIMESTER 2

Bachelor & Diploma units

SHMS
MEDIA & SOCIETY

CONTEXT

In this unit, students explore how media and society mingle, shaping norms and cultures. They see media beyond content, exploring its influence and reflection on society. Topics include mass media debates, globalisation, consumer culture, social media ethics, ownership, and representation. It's a peek into the media's role in shaping behaviour, ideologies, and societal norms, essential for communication students to grasp its social impact.

SHCW
COPYWRITING

PRACTICE

In this course, students examine the art of words in advertising for effective communication and persuasion. They gain an analytical framework, theoretical concepts, and hands-on experience crafting captivating headlines, persuasive copy, and engaging scripts. Through critical thinking, they learn to generate creative ideas from client briefs, melding strategy and creativity for targeted campaigns across various media platforms. This course nurtures confident copywriting and communication skills.

DSMCS2
CONTENT STRATEGY

PRINCIPLES

In this course, students learn how strategy and marketing apply to digital media, brands, and audiences. They delve into strategic communication, connecting strategy with creative content. The focus is on crafting transmedia campaigns for brands that resonate with audiences, draw in new customers, and reconnect with existing ones. Through practical content strategy experience, students grasp how digital media content elevates audience engagement and brand experiences, honing their strategic thinking.

CRFIFOS
INDUSTRY FOUNDATIONS

CREATIVE FOUNDATIONS

In this unit, you will immerse yourself in the world of the creative industries and explore the many pathways to transforming your passion into a profession. Through insights from industry professionals and hands-on creative activities, you will develop a deeper understanding of how your industry operates while reflecting on your career aspirations and creative potential. From generating ideas to bringing them to life, you will experiment with flexible approaches to creative collaboration, working on cross-disciplinary projects that mirror real-world creative environments. By gaining a clearer perspective on the industry landscape, you will be better equipped to carve out your place as a creative professional and make confident, informed career choices.

TRIMESTER 3

<div align="right">Bachelor units only</div>

DSMAS3
AUDIO STORYTELLING

CONTEXT

This unit lets students apply narrative techniques in audio production, crafting compelling audio stories. They master pre- and post-production strategies for top-notch content. Through audio production processes and sound design, they practise voice presentation, recording, and editing. From scriptwriting to conducting interviews, students delve into short and long-form storytelling for podcasts. They explore sound design concepts and produce podcasts meeting professional standards for various platforms and devices.

DSMPV3
VIDEO PRODUCTION

PRACTICE

This unit introduces students to the production processes associated with the production of videos for advertising. Students explore the roles and processes in pre-production, including director's treatment, storyboard, location research, casting, styling, music, voice-over, graphics, production scheduling and budgeting. In this unit, students can experience a range of production roles involved in filming and editing an advertisement, including camera operation, recording, sound and editing.

SHUIED
USER EXPERIENCE
& INTERFACE DESIGN

PRINCIPLES

In this course, students gain skills to craft User Experiences (UX) and User Interfaces (UI). They dive into user-centric design for web and mobile platforms, blending theory with hands-on learning. The focus is on understanding the significance of UX/UI in graphic and digital design. Target audience research, interface design principles, prototyping, and evaluation are explored. By the end, students can apply design strategies to enhance user interactions with products or services.

GDDHCDS
HUMAN–CENTRED DESIGN (V2)

CREATIVE FOUNDATIONS

This unit hones critical skills for solving complex issues through human-centred design strategy. Human-centred design (HCD) prioritises user experience in problem-solving, ensuring products and services cater to user needs. Emphasising creativity and empathy, it integrates people's lived experiences into planning. Students gain a human perspective, learning observation, problem-solving, and creative application skills essential for practising HCD.

Digital & Social Media

SECOND YEAR: TRIMESTER 1
Bachelor units only

SHCDC
CONTEMPORARY ART, DESIGN & CULTURE

CONTEXT

This unit links art, design, and culture, placing media and design projects in historical contexts. It explores how art and design shape the context of these projects. Students delve into Australian and global visual culture, examining historical backgrounds, creativity, and theories like modernism, postmodernism, and contemporary art. It offers a basis to explore visual communication within media and design.

DSMDST4
DIGITAL STORYTELLING

PRACTICE

This unit overviews the fundamentals of storytelling, including narration, character, setting, theme, structure and perspective. It explores storytelling opportunities provided by digital tools and platforms, such as interactivity, immersion, and transmedia storytelling. Students can develop digital storytelling literacy and think about how storytelling can be enriched through digital media elements, such as audio, video, text and graphics, and platforms, including social media, podcasting, and online spaces. In this unit students can practise concept development for digital storytelling to draw connections between narrative and digital tools through application.

DSMMD4
PRINCIPLES OF MOTION DESIGN

PRINCIPLES

This unit explores motion graphic design's role in crafting digital media content. Students enhance their motion literacy, exploring how motion affects image, typography, composition, and editing. Through graphic illustration and cinematic techniques, they create branded content, merging animation, visual effects, graphics, time, and sound. The focus includes building foundational animation skills and employing production tools to bolster animation.

GDDDAVS
DATA ANALYSIS, VISUALISATION & INFORMATION DESIGN

CREATIVE FOUNDATIONS

This unit prepares students to be able to distinguish and analyse relevant information from large datasets, as well as to present patterns in visually appealing and informative ways. The unit considers data visualisation principles, typography, layout, and the use of graphics. Upon completion of this unit, students will be able to put forward visual narratives regarding data and information in a way that assists graphic and digital design. Students will be designing data visualisation graphics to communicate different messages.

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Digital & Social Media

Bachelor units only

DSM CLRS
COMMUNICATION LAW, ETHICS & REGULATION

CONTEXT

This unit offers a practical and theoretical dive into laws, ethics, and regulations in the communications field. It covers intellectual property, privacy, commercial laws, and their impact on areas like copyright, trademarks, data protection, censorship, and defamation. Students explore how communication laws affect and safeguard First Nations cultures, analysing international legislation and Australian regulatory bodies. The unit considers the influence of digital tech on global media communication, shaping legislation and ethical considerations, engaging students in debates and contemporary case studies.

DSMCD5
DIGITAL & SOCIAL MEDIA CAPSTONE DEVELOPMENT

PRACTICE

In this unit, students prepare for their final capstone project centred on digital and social media. They propose a project reflecting their interests, showcasing theoretical and technical knowledge gained. Through practical application, they learn project management methodologies, crafting a development and production strategy under guidance. Iterative feedback and peer engagement refine their concepts. By unit end, students leave with a comprehensive project plan, schedule, and content strategy, ready for execution in the Digital & Social Media Capstone Project.

DSMDAC5
DIGITAL AUDIENCES & COMMUNITIES

PRINCIPLES

This unit examines the interaction between social media and the contemporary practices of new media audiences. In this unit, students investigate approaches to the digital behaviours of audiences across media platforms to explore community management strategies and user participation in online communities. Students are provided with techniques and tools for audience development, including audience building, community, collaboration, engagement, participation and membership growth.

ELECTIVE

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Digital & Social Media

TRIMESTER 3

SHCE
CREATIVE ENTREPRENEURSHIP

CONTEXT

This course boosts your entrepreneurial skills, focusing on analysing and planning new businesses. You'll explore how creative entrepreneurs shape industries and generate employment. By studying leaders' achievements across various fields, you'll grasp creative entrepreneurship through personal profiles and case studies.

CRFIPLS
INDUSTRY PLACEMENT

CREATIVE FOUNDATIONS

This unit offers the opportunity to move beyond the classroom and into the workplace, allowing you to apply your skills, explore your strengths, and identify areas for growth as you gain real-world experience in your chosen industry. In a supervised role, you will engage with daily operations, refining your abilities through observation, analysis, and hands-on work. This placement enables you to align your experience with your career goals and build confidence in a professional setting. While securing a placement is your responsibility, academic mentors and career advisors are available to support you in finding the right opportunities. This invaluable experience will help you prepare for the next step in your creative career.

DSMCP6
DIGITAL & SOCIAL MEDIA CAPSTONE PROJECT

PRINCIPLES & PRACTICE

This unit continues from the Digital and Social Media Capstone Development unit so students can take their content concept development strategy from planning to implementation. Through this process students can synthesise the knowledge and skills developed in the course to create digital and social media content of professional quality that can enhance their portfolio. Under close guidance, students will be expected to plan and follow a schedule and maintain professional conduct. Students will critically reflect on their project and processes.

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