

## GRADUATE CERTIFICATE IN DIGITAL MEDIA

### 1. Background

From 2001 the School of Creative Arts has had departmental status within the Faculty of Arts. The Bachelor of Creative Arts, offered through the School of Creative Arts, and the Bachelor of Arts are both appropriate undergraduate preparation for graduate study in Digital Media. The Bachelor of Creative Arts includes numerous undergraduate options in the Digital Media area. The Graduate Certificate of Digital Media provides appropriate graduate level occupational training for graduates of other degrees wishing to pursue a career in Digital Media or further postgraduate studies in Digital Media. The Faculty of Arts prospectively offers undergraduate and postgraduate study in Digital Media Theory. The delivery of the Graduate Certificate of Digital Media in the Arts Faculty will facilitate fruitful cross program elective opportunities and deliver the necessary practical, technical and creative skills for dealing with Digital Media technologies. The Digital Media and Information Technology industries are major growth areas in the Australian economy and will continue to produce employment opportunities for appropriately qualified graduates, where demand is constantly outstripped by supply.

On completion of this course, candidates will have developed graduate-level technical and theoretical/critical skills, and will have been exposed to complex and current developments in Digital Media including: design and programming skills for Interactive Multimedia, Computer Animation, digital video and sound production; contemporary intellectual debate and theoretical issues.

The course would require candidates to be self-motivated and offer them the opportunity to work within structured learning environments as well as self-initiated research projects of highly original and interdisciplinary natures. This would cater both to students who wish to pursue studies at a more theoretical level, as well as those interested more in practice. The theory/practice dichotomy thoroughly underpins either emphasis within the course.

At the completion of the Graduate Certificate in Digital Media the student should have:

- Intermediate technical skills in a variety of software packages upon a variety of hardware platforms;
- A competent understanding of the techniques, methodologies and possibilities of Digital Media Arts;
- Research skills appropriate for advanced self-initiated research and development of projects;
- Understanding of the theoretical issues raised by Digital Media technologies, technological culture and the IT revolution;
- Multidisciplinary skills in the practice and theory of Digital Media;
- A creative and innovative understanding of Digital Media practices.

### 2. Entry Requirements

An undergraduate degree with an average result of at least a H2B (70%) or equivalent.

### 3. Course Structure

This half-year (1 semester) course is suitable for recent graduates from a variety of backgrounds. The course allows Graduates who have no previous Digital Media experience to develop principal skills in Digital Media authoring (including Digital Imaging and Interactive Multimedia). It is comprised of pre-existing subjects from the Bachelor of Creative Arts and cross listed subjects from FACSA.

**Duration:** This is a one semester full-time program / one year part-time

- 2 core subjects
- 2 electives

*Total 50 points* – subjects are 12.5 points each, unless indicated otherwise. Refer to subjects listed in the Undergraduate Handbook.

*Core subjects*

760-113 Digital Imaging/Photography (12.5) (Sem 1, repeat 2)  
 760-211 Interactive Multimedia (12.5) (Sem 1, repeat 2)

*Elective subjects*

Elective (12.5)  
 Elective (12.5)

Electives may be chosen from the following third year subjects with the approval of the course coordinator:

Cross listed subjects from FACSA have approval

	Subject Code	Available Level			
	<b>SCHOOL OF CREATIVE ARTS</b>				
Grad Cert	760-206	2	Scriptwriting for Screen (Sem 2)	12.5pts	existing
Grad Cert	760-216	2/3	Performance and Cyberculture (Sem 2)	12.5pts	existing
Grad Cert	760-224	3	Media Production: Video (Sem 1 or 2 Winter)	12.5pts	existing
Grad Cert	760-225	2/3	Media Production: Sound (Sem 2)	12.5pts	existing
Grad Cert	760-324	3	Media Production: Experimental Projects (Sem 1)	12.5pts	existing
Grad Cert	760-325	3	Media Production: Collaborative Projects (Sem 2)	12.5pts	existing
Grad Cert	760-423	3/4	3D Computer Graphics (Sem 1 or 2)	12.5pts	existing
	<b>FACSA</b>				
Grad Cert	107-082	3	Entertainment Experience (FACSA) (Sem 2)	12.5pts	existing

**4. EFTSU and Budgetary Consequences**

See Business Plan

**ACADEMIC BOARD RESOLUTIONS ON SELECTION - FACULTY OF ARTS**

**2. Graduate Certificate in Digital Media**

The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following additional criteria-

- *an undergraduate degree with an average result of at least a H2B (70%) or equivalent.*