

POSTGRADUATE DIPLOMA 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 postgraduate study in Digital Media. The Bachelor of Creative Arts includes some undergraduate options in the Digital Media area. The Postgraduate Diploma in Digital Media provides appropriate advanced level occupational training for graduates of both degrees pursuing a career in Digital Media. The Faculty of Arts prospectively offers undergraduate and postgraduate study in Digital Media Theory. The delivery of the Postgraduate Diploma in 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 Postgraduate Diploma in Digital Media may also provide future opportunities for collaboration with other faculties in the development of suitable postgraduate studies relating to Digital Media (for example, Computer Science, FACSA). 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 high-level technical and theoretical/critical skills, and will have been exposed to complex and current developments in Digital Media including: sophisticated design and programming skills for Interactive Multimedia, Computer Animation, advanced digital video and sound production; contemporary intellectual debate and theoretical issues.

The course would require candidates to be highly 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 Postgraduate Diploma in Digital Media the student should have:

- Advanced technical skills in a variety of software packages upon a variety of hardware platforms;
- An advanced understanding of the techniques, methodologies and possibilities of Digital Media Arts;
- Research skills appropriate for advanced research and development of projects;
- High-level understanding of the theoretical issues raised by Digital Media technologies, technological culture and the IT revolution;
- Developed 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 in a cognate discipline with at least a H2B (70%) or equivalent.

3. Course Structure

Duration: 1 year full-time / up to 2 years part-time

- 4 core subjects
- 3 elective subjects

Total 100 points – subjects are 12.5 points each, unless indicated otherwise.

Core subjects

760-532 Digital Imaging for Multimedia (Sem 1)	12.5pts	(new)
760-533 Interactive Multimedia Authoring 1 (Sem 1)	12.5pts	(new)
760-535 Digital Media Minor Project (Sem 2)	25pts	(new)
760-534 Interactive Multimedia Authoring 2 (Sem 2)	12.5pts	(new)

Elective subjects

Elective subjects (Sem 1)	12.5pts	(new or existing)
760-445 New Media Criticism (Sem 1)	12.5pts	(exists)
Elective (Sem 2)	12.5pts	(new or existing)

The first year of the course allows Graduates with limited previous Digital Media experience to develop intermediate skills in Digital Media authoring (including Digital Imaging and Interactive Multimedia).

A combined theory/practical Digital Media Minor Project (25pts) is mandatory.

The practical component is contextualised by a compulsory theory unit - New Media Criticism and 1 Elective Unit (to be selected from the electives listed below).

Core units will be sufficiently flexible to enable candidates with more advanced skills to work at a more advanced level.

This course is suitable for recent graduates from a variety of backgrounds to either initiate their skills in Digital technologies or for older graduates to up-date skills. It enables candidates to develop research skills in Digital Media.

New Elective Subjects (400 level)

760-540 Digital Media Project Management (Sem 1)	12.5pts	(new)
760-541 Digital Media 1 - Video/Audio (Sem 1)	12.5pts	(new)

Existing Electives:

Elective for	Subject Code	Available Year Level	Title	Points	Status
	School of Creative Arts				
PGDip/Masters Yr 1	760-422	4	A Focussed Study in the Media (Sem 1)	12.5pts	existing
PGDip/Masters Yr 1	760-428	4	Theatre Design (Sem 2)	12.5pts	existing
PGDip/Masters Yr 1	760-403	4	Visual Arts: Installation Projects (Sem 1)	12.5pts	existing
PGDip/Masters Yr 1	760-393	4	Arts Law in Australia (Sem 2)	12.5pts	existing
PGDip/Masters Yr 1	760-410	4	Research Methodology (Year long)	12.5pts	existing
PGDip/Masters Yr 1	760-423	4	3D Computer Graphics (Sem 1, repeat 2)	12.5pts	existing
	Architecture				
PGDip/Masters Yr 1	702-402	4	Digital Speculations (Architecture)	12.5pts	existing
	Information Systems				
PGDip/Masters Yr 1	615 636	4	Interaction Design and Usability (Sem 2)	12.5pts	existing
	FACSA				
PGDip/Masters Yr 1	107-426	4	Computer Games: Interactive	12.5pts	existing

Elective for	Subject Code	Available Year Level	Title	Points	Status
			Spectatorship(FACSA) (Sem 2)		

4. EFTSU and Budgetary Consequences

It is estimated that the course will attract increasing numbers in the next three years up to 35 EFTSU.

ACADEMIC BOARD RESOLUTIONS ON SELECTION - FACULTY OF ARTS

4. Postgraduate Diploma 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 in a cognate discipline with at least a H2B (70%) or equivalent.*