Bachelor of Media (BMedia)

2015

These Program Rules should be read in conjunction with the University's policies (http://www.adelaide.edu.au/policies).

Overview

This program provides students with a thorough understanding of contemporary media and how this complex industry is rapidly evolving under the influence of changing technologies and the different needs of societies around the world. Students may develop distinctive pathways through the program that allow them to develop knowledge and skills in relation to different facets of practical and theoretical understanding of media. Students who complete this degree program may go on to careers in a wide range of organisations in the media industry or employers that seek the specialist media experience of graduates to enhance work in their own areas.

The Bachelor of Media is an AQF Level 7 qualification with a standard full-time duration of 3 years.

1. Academic Program Rules for Bachelor of Media

There shall be a Bachelor of Media.

Students may elect to graduate with the inclusion of a named major if they complete the requirements specified in Academic Program Rules 2.1.3.1–2.1.3.7.

2. Qualification Requirements

2.1 Academic Program

To qualify for the degree of Bachelor of Media, the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 72 units.

Students must complete:

a. not more than 24 units at Level I

and

b. Core courses to the value of 27 units from Academic Program Rule 2.1.1, including ARTS 1007 The Enquiring Mind: Arts of Engagement

and

c. Media Closed elective courses to the value of 12 units from Academic Program Rule 2.1.2

and

d. Elective courses to the value of 33 units, with courses to the value of at least 9 units from the Faculty of Arts. The remaining units may be taken from undergraduate courses offered by the University, that are available to the student
e. Elective courses to the value of 9 units from undergraduate courses offered by the University, that are available to the student,

and

a major to the value of 24 units from one of Academic Program Rules 2.1.3.1–2.1.3.7:

i  a major in Marketing comprising 24 units of courses from Academic Program Rule 2.1.3.1

or

ii  a major in CGI and Visual Effects comprising 24 units from Academic Program Rule 2.1.3.2

or

iii  a major in Game Art comprising 24 units from Academic Program Rule 2.1.3.3

or

iv  a major in Photographic Imaging comprising 24 units from Academic Program Rule 2.1.3.4

or

v  a major in Graphic Design comprising 24 units from Academic Program Rule 2.1.3.5

or

vi  a major in Digital Production comprising 24 units from Academic Program Rule 2.1.3.6

or

vii  a major in Journalism comprising 24 units from Academic Program Rule 2.1.3.7.

2.1.1 Core Courses

ARTS 1007 The Enquiring Mind: Arts of Engagement (3 units)

MDIA 1002 Introduction to Media: Digital Revolutions (3 units)

MDIA 1004 Broadcast: Television & Radio (3 units)

MDIA 1006 Story/Technology: Writing Techniques (3 units)

MDIA 1007 Digital Platforms (3 units)

MDIA 2301 Media Policy and Media Law (3 units)

MDIA 2302 Media Research Methods (3 units)

MDIA 2306 Media Theory (3 units)

MDIA 3310 Professional Practice (3 units)

2.1.2 Media Closed Elective Courses

ANTH 2056 Visual and Media Anthropology (3 units)

MDIA 2303 Global Media: Policies and Practices (3 units)
MDIA 2323 Applied Broadcast Television and Radio Journalism (3 units)
MDIA 2328 Australian Stories: Fast Track Video Production (3 units)
MDIA 2331 Digital Games, Culture and Co-creation (3 units)
MDIA 2332 Australian Media (3 units)
MDIA 2333 Reporting: Principles and Practice (3 units)
MDIA 2334 Writing for News Media (3 units)
MDIA 2335/EX Japanese Media Industries and Culture (3 units)
MDIA 3204 Creative Industries, Peoples and Practices (3 units)
MDIA 3311 Media Industry Placement (6 units)
MDIA 3312 Media Democracies and E-Participation (3 units)
MDIA 3313 Screens: Special Topic: Asian Screen Media (3 units)
MDIA 3328 Reporting Across Digital Media Platforms (3 units)
MDIA 3329 Transforming Journalism: Adv Reporting Workshop (6 units)
MDIA 3330 Radio and Online Production and Broadcasting (6 units)
TECHCOMM 4001 Creating Digital Media Ventures (3 units)

Overseas Intensive Courses:
Students may study one of the following intensive courses to receive 3 units of Advanced Level Media credit. The courses are offered as part of the Australian Institute for Mobility (AIM) Overseas program, and are taught in intensive mode (3–4 weeks in duration) in English. Contact the Faculty of Arts Office for further information:

Big Data and Social Media Analysis (USA) (3 units)
E-Marketing and Management (France) (3 units)
Fashion Events and Public Relations (Florence) (3 units)
Fashion Marketing (Milan) (3 units)
Film (Italy) (3 units)
New Media for Business and Marketing (USA) (3 units)
Media and Communication for the Fashion Industry (Italy) (3 units)

2.1.3 Majors

2.1.3.1 Marketing Major
Level I
MARKETNG 1001 Introduction to Marketing I (3 units)
Bachelor of Media (BMedia)
Published on Adelaide University Calendar (https://calendar.adelaide.edu.au)

Level II
MARKETNG 2501 Consumer Behaviour II (3 units)

plus

Courses to the value of 6 units from the following:
COMMGMT 2500 Organisational Behaviour II (3 units)
COMMGMT 2502 Organisational Dynamics II (3 units)
COMMGMT 2503 Small and Family Business Perspectives II (3 units)
INTBUS 2500 International Business II (3 units)

Level III
MARKETNG 3502 Market Research III (3 units)
MARKETNG 3503 Market Strategy and Project III (3 units)

plus

Courses to the value of 6 units from the following:
MARKETNG 3500 Marketing Communications III (3 units)
MARKETNG 3501 International Marketing III (3 units)
MARKETNG 3504 Services Marketing III (3 units)
MARKETING 3505 Management of Brands III (3 units)

2.1.3.2 CGI and Visual Effects Major*

Level I
MDIA 1009 CGI and Visual Effects/ Game Art I (6 units)

Advanced Level
MDIA 2210 CGI and Visual Effects/ Game Art II (6 units)
MDIA 2211 CGI and Visual Effects/ Game Art III (6 units)

Level III
MDIA 3315 CGI and Visual Effects IV (6 units)

* This major is taught at the Creative Industries Centre at TAFESA Tea Tree Gully campus and must be completed within 4 consecutive semesters.

2.1.3.3 Game Art Major*

Level I
MDIA 1009 CGI and Visual Effects/ Game Art I (6 units)
Advanced Level
MDIA 2210 CGI and Visual Effects / Game Art II (6 units)
MDIA 2211 CGI and Visual Effects / Game Art III (6 units)
Level III
MDIA 3315 CGI and Visual Effects / Game Art IV (6 units)

* This major is taught at the Creative Industries Centre at TAFESA Tea Tree Gully campus and must be completed within 4 consecutive semesters.

2.1.3.4 Photographic Imaging Major*
Level I
MDIA 1008 Photographic Imaging I (6 units)
Advanced Level
MDIA 2212 Photographic Imaging II (6 units)
MDIA 2213 Photographic Imaging III (6 units)
Level III
MDIA 3316 Photo Imaging IV (6 units)

* This major is taught at the Creative Industries Centre at TAFESA Tea Tree Gully campus and must be completed within 4 consecutive semesters.

2.1.3.5 Graphic Design Major*
Level I
MDIA 1011 Graphic Design I (6 units)
Advanced Level
MDIA 2214 Graphic Design II (6 units)
MDIA 2215 Graphic Design III (6 units)
Level III
MDIA 3317 Graphic Design IV (6 units)

* This major is taught at the Creative Industries Centre at TAFESA Tea Tree Gully campus and must be completed within 4 consecutive semesters.

2.1.3.6 Digital Production Major*
Level I
MDIA 1010 Digital Production I (6 units)
Advanced Level

MDIA 2216 Digital Production II (6 units)
MDIA 2217 Digital Production III (6 units)

Level III

MDIA 3318 Digital Production IV (6 units)

* This major is taught at the Creative Industries Centre at TAFESA Tea Tree Gully campus and must be completed within 4 consecutive semesters.

2.1.3.7 Journalism Major

Advanced Level

MDIA 2333 Reporting: Principles and Practice (3 units)
MDIA 2334 Writing for News Media (3 units)
MDIA 3328 Reporting Across Digital Media Platforms (3 units)
MDIA 3329 Transforming Journalism: Adv Reporting Workshop (6 units)

plus

Courses to the value of 9 units from the following:

ANTH 2052 Australia: Communities, Connection, Contestation (3 units)
CRWR 2004 Editing for Writers (3 units)
CRWR 2006 I Have a Dream: Political Writing (3 units)
ENGL 2046 English for Professional Purposes (3 units)
ENGL 2204 Professional English (ESL) II (3 units)
GSSA 2021/EX Media Images and Representation (3 units)
GSSA 2108/EX Life on Screen: Social Issues through Film (3 units)
GSSA 2109/EX Public Scandals & Moral Panics (3 units)
MDIA 2323 Applied Broadcast Television and Radio Journalism (3 units)
MDIA 2328 Australian Stories: Fast Track Video Production (3 units)
MDIA 2332 Australian Media (3 units)
MDIA 2335/EX Japanese Media Industries and Culture (3 units)
MDIA 3311 Media Industry Placement (6 units)
MDIA 3312 Media Democracies and E-Participation (3 units)
MDIA 3330 Radio and Online Production and Broadcasting (6 units)
PHIL 2045 Professional Ethics (3 units)

POLIS 2098 Australian Political Communication (3 units)

POLIS 2105 Issues in Australian Politics (3 units)

2.1.4 Repeating Courses

A student who has failed a course twice may not enrol in that course again except by special permission of the Faculty and then only under such conditions as the Faculty may prescribe.

2.2 Credit arrangements

Bachelor of Laws

Students who have passed courses in the degree of Bachelor of Laws at the University will be granted credit toward the Bachelor of Media up to a maximum of 24 units.

It is not possible to study a major from the Bachelor of Media within this arrangement.

Concurrent Study

Bachelor of Arts

Bachelor of Commerce

Bachelor of Computer Science

Bachelor of Development Studies

Bachelor of Economics

Bachelor of Environmental Policy and Management

Bachelor of Finance

Bachelor of International Studies

Bachelor of Mathematical and Computer Sciences

Bachelor of Media

Bachelor of Psychological Science

Bachelor of Social Sciences.

A student who undertakes concurrently any two of the degrees listed above, may count a maximum of 24 units to both degrees, satisfying the requirements for the two degrees with a minimum total of 96 units (or 4 years) of study.

Under this arrangement, it is not possible to study a major in the Bachelor of Media.

For all current Academic Programs Rules, visit:

The University of Adelaide Calendar website
For information about Programs and Courses, contact Ask Adelaide:

Telephone: +61 8 8313 5208

Freecall: 1800 061 459

Online enquiries: adelaide.edu.au/student/enquiries

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