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 the practical and theoretical understanding of media. Students who complete this program may go on to careers in a wide range of organisations in the media industry or with employers who seek the specialist media experience of graduates.

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

Academic Program Rules for Bachelor of Media (BMedia)

There shall be a Bachelor of Media (BMedia).

Qualification Requirements

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 comprising:

1. Level I courses not exceeding 24 units
2. Core courses to the value of 27 units, including ARTS 1007 The Enquiring Mind: Freedom and Media
3. Media Closed Electives to the value of 12 units
4. Open Electives to the value of 33 units, with at least 9 units from the Faculty of Arts or
5. Elective courses to the value of 9 units and one major to the value of 24 units from the
Core Courses

To satisfy the requirements for Core Courses students must complete courses to the value of 27 units.

All of the following courses must be completed:
- ARTS 1007 *The Enquiring Mind: Freedom and Media* (3 units)
- MDIA 1002 *Introduction to Media* (3 units)
- MDIA 1004 *Exploring TV & Radio* (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 2336 *Digital Storytelling* (3 units)
- MDIA 3310 *Professional Practice* (3 units)

CGI and Visual Effects Major

To satisfy the requirements for CGI and Visual Effects Major students must complete courses to the value of 24 units.

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

**Level I**

All of the following courses must be completed:
- MDIA 1009 *CGI and Visual Effects I* (6 units)

**Advanced Level**

All of the following courses must be completed:
- MDIA 2210 *CGI and Visual Effects/Game Art II* (6 units)
- MDIA 2211 *CGI and Visual Effects III* (6 units)

**Level III**

All of the following courses must be completed:
- MDIA 3315 *CGI and Visual Effects IV* (6 units)

Game Art Major

To satisfy the requirements for Game Art Major students must complete courses to the value of 24 units.

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

**Level I**
Bachelor of Media (BMedia)

All of the following courses must be completed:
MDIA 1012 Game Art I (6 units)

Advanced Level

All of the following courses must be completed:
MDIA 2210 CGI and Visual Effects/Game Art II (6 units)
MDIA 2218 Game Art III (6 units)

Level III

Courses to the value of up to 6 units may be taken from the following:
MDIA 3314 Game Art IV (6 units)

Photographic Imaging Major

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

Level I

All of the following courses must be completed:
MDIA 1008 Photographic Imaging I (6 units)

Advanced Level

All of the following courses must be completed:
MDIA 2212 Photographic Imaging II (6 units)
MDIA 2213 Photographic Imaging III (6 units)

Level III

All of the following courses must be completed:
MDIA 3316 Photographic Imaging IV (6 units)

Graphic Design Major

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

Level I

All of the following courses must be completed:
MDIA 1011 Graphic Design I (6 units)

Advanced Level

All of the following courses must be completed:
MDIA 2214 Graphic Design II (6 units)
MDIA 2215 Graphic Design III (6 units)

Level III

All of the following courses must be completed:
MDIA 3317 Graphic Design IV (6 units)

Digital Production Major
To satisfy the requirements for Digital Production Major students must complete courses to the value of 24 units.

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

**Level I**

All of the following courses must be completed:
MDIA 1012 [Game Art I](#) (6 units)

**Advanced Level**

All of the following courses must be completed:
MDIA 2216 [Digital Production II](#) (6 units)
MDIA 2217 [Digital Production III](#) (6 units)

**Level III**

All of the following courses must be completed:
MDIA 3318 [Digital Production IV](#) (6 units)

**Journalism Major**

To satisfy the requirements for Journalism Major students must complete courses to the value of 24 units.

**Level II**

All of the following courses must be completed:
MDIA 2333 [Reporting: Principles and Practice](#) (3 units)
MDIA 2334 [Writing for News Media](#) (3 units)

**Level III**

All of the following courses must be completed:
MDIA 3328 [News in the Digital Age](#) (3 units)
MDIA 3329 [Transforming Journalism: Adv Reporting Workshop](#) (6 units)

**Level II/III**

Courses to the value of up to 9 units may be taken from the following:
ANTH 2036 [Anthropology of Conflict and Crisis](#) (3 units)
CRIM 2001 [Surveillance, Deviance & Crime](#) (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 2046EX English for Professional Purposes (3 units)
ENGL 2204 Professional English (ESL) II (3 units)
MDIA 2323 [Applied Broadcast Television and Radio Journalism](#) (3 units)
MDIA 2328 [Australian Stories: Fast Track Video Production](#) (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 2105 Issues in Australian Politics (3 units)
POLIS 2122 [Global Environmental Politics](#) (3 units)
POLIS 2124 [Global Justice and International Order](#) (3 units)
POLIS 2131 [South Asia: Conflict, Politics and Economic Change](#) (3 units)
Bachelor of Media (BMedia)

SOCI 2013 Public Scandals and Moral Panics II (3 units)
SOCI 2013EX Public Scandals and Moral Panics II (3 units)
SOCI 2014 Life on Screen: Social Issues Through Film (3 units)
SOCI 2014EX Life on Screen: Social Issues Through Film (3 units)

Marketing Major

Level I

All of the following courses must be completed:
MARKETNG 1001 Introduction to Marketing I (3 units)

Level II

All of the following courses must be completed:
MARKETNG 2501 Consumer Behaviour II (3 units)
MARKETNG 2503 Marketing Communications II (3 units)
MARKETNG 2505 Market Research II (3 units)

Level III

All of the following courses must be completed:
MARKETNG 3501 International Marketing III (3 units)
MARKETNG 3504 Services Marketing III (3 units)
MARKETNG 3505 Management of Brands III (3 units)
ENTREP 3003 Ethics and Cultural Aspects of Entrepreneurship (3 units)

Media Closed Elective Courses

To satisfy the requirements for Media Closed Elective Courses students must complete courses to the value of 12 units.
ANTH 3034 Visual and Media Anthropology (3 units)
ENTREP 4001 Creating Digital Media Ventures (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 2333 Reporting: Principles and Practice (3 units)
MDIA 2334 Writing for News Media (3 units)
MDIA 2335EX Japanese Media Industries and Cultures (3 units)
MDIA 3306 User Experience Design (3 units)
MDIA 3307 Surveillance and Big Data (3 units)
MDIA 3311 Media Industry Placement (6 units)
MDIA 3312 Media Democracies and E-Participation (3 units)
MDIA 3313 Asian Screen Media (3 units)
MDIA 3328 News in the Digital Age (3 units)
MDIA 3330 Radio and Online Production and Broadcasting (6 units)

Overseas Intensive Courses

To satisfy the requirements for Overseas Intensive Courses students must complete courses to the value of 3 units.

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:

Courses to the value of 3 units from the following:
Bachelor of Media (BMedia)

Big Data and Social Media Analysis (USA)
Marketing and Management (France)
Fashion Events and Public Relations (Florence)
Fashion Marketing (Milan)
Italian Cinema, Storytelling and Film (Italy)
New Media for Business and Digital Marketing (USA)
Media and Communication for the Fashion Industry (Italy)

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