Program Code
BMEDI

Program Minimum Units
72

Standard Duration
3 Years

Program Faculty
Faculty of Arts

AQF Level
07

Academic Year
2020

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 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.

Conditions

Condition of enrolment
 Interruption of program: Students must apply for permission from the Program Coordinator before taking a Leave of Absence. Any extension of the leave without approval will result in the loss of place in the program but an application may be made to be re-admitted to the program subject to the admission procedures in place at the time.

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 courses with a combined total of not less than 72 units, comprising:

1. Core courses to the value of 30 units, including ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind.
2. Media Closed Electives to the value of 9 units, including a maximum of 3 units at Level I.
3. If studying a major in Social Media and Digital Promotion, MDIA 1015 Screen and Sound Industries and MDIA 1019 Image and Brand cannot be taken as a Media Closed Elective.
4. If studying a major in Visual Design, MDIA 1017 3D Imaging and MDIA 1019 Image and Brand cannot be taken as a Media Closed Elective.
5. If studying a major in Story Production, MDIA 1015 Screen and Sound Industries and MDIA 1018 From Storytelling to Data Mining cannot be taken as a Media Closed Elective.
6. If studying a major in Immersive Media, MDIA 1019 3D Imaging and MDIA 1018 From Storytelling to Data Mining cannot be taken as a Media Closed Elective.
7. If studying a Bachelor of Media with no major, electives to the value of 33 units; OR
8. If studying a major in Social Media and Digital Promotion, Open Elective courses to the value of 6 units in lieu of the courses required in (7).
9. If studying a major in Visual Design, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
10. If studying a major in Story Production, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
11. If studying a major in Immersive Media, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
12. If studying a major in Journalism, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
13. If studying a major in Marketing, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
14. If studying a major in Sonic Arts, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
15. If studying a major in Popular Music, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
16. If studying a major in Film Studies, Open Elective courses to the value of 9 units in lieu of the courses required in (7); OR
17. If studying a major in Photographic Imaging, Open Elective courses to the value of 9 units in lieu of the courses required in (7).
18. If undertaking the Bachelor of Media without a major, students must seek the advice of the Faculty of Arts Office to ensure progression of elective choices through Levels I, II and III.

Core Courses

To satisfy the requirements for Core Courses students must complete courses to the value of 30 units.

Courses to the value of 3 units from the following:
ARTS 1007 The Enquiring Mind (3 units)

or

Courses to the value of 3 units from the following:
ARTS 1007OL The Enquiring Mind (3 units)

All of the following courses must be completed:
MDIA 1002 Key Concepts in Media (3 units)
MDIA 1007 Digital Platforms (3 units)
MDIA 1020 Media Professions and Identities (3 units)
MDIA 2301 Media Policy and Media Law (3 units)
MDIA 2302 Researching Media (3 units)
MDIA 2306 Approaches to Media (3 units)
MDIA 2336 Digital Storytelling (3 units)
MDIA 3207 Media Industry Transitions (6 units)

Film Studies

To satisfy the requirements for Film Studies students must complete courses to the value of 24 units.

Level 1

Courses to the value of 6 units from the following:
ENGL 1105 Introduction to Film Studies (3 units)
FILM 1001 French Cinema: History, Genre and Style (3 units)
MDIA 1016 Superheroes: Cinema and Comics (3 units)

Level 2

and

Courses to the value of 6 units from the following:
ENGL 2057 Hollywood or Bust! (3 units)
FILM 2001 Persuasion and Propaganda: Documentary Cinema (3 units)
SOCI 2014 Life on Screen: Social Issues Through Film (3 units)
SOCI 2014OL Life on Screen: Social Issues Through Film (3 units)

Level 3

and

All of the following courses must be completed:
FILM 3001 Film Studies (6 units)

and

Courses to the value of 6 units from the following:
ENGL 3042 Adaptation (3 units)
ENGL 3048 Australian Classics: Literature and Film (3 units)
FILM 3002 Curation & Cinephilia: The Adelaide Film Festival (3 units)
FILM 3003EX The Kubrick Archive & Kubrick's London Study Tour (3 units)
HIST 3035 Reel History: World War II in Film (3 units)
MDIA 3313 Asian Film Studies (3 units)
MDIA 3331 Popular Media: Text, Audience, Industry (3 units)

Immersive Media

To satisfy the requirements for Immersive Media students must complete courses to the value of 24 units.

Level 1

All of the following courses must be completed:
MDIA 1017 3D Imaging (3 units)
MDIA 1018 From Storytelling to Data Mining (3 units)

Level 2

and

All of the following courses must be completed:
MDIA 2221 Digital Games, Cultures & Technologies (3 units)
MDIA 2223 Virtual Reality Design and Development (3 units)
MDIA 2224 Virtual Reality Design and Development II (3 units)

Level 3

and

All of the following courses must be completed:
MDIA 3337 Immersive Media Production Project (6 units)

and

Courses to the value of 3 units from the following:
ENTREP 3000 Innovation and Creativity (3 units)
MDIA 3335 CGI (3 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)

and

Courses to the value of 6 units from the following:
ANTH 2036 Anthropology of Violence and Crime (3 units)
CRIM 2001 Controlling Crime (3 units)
CRWR 2006 I Have a Dream: Political Writing (3 units)
MDIA 2323 Applied Broadcast Television and Radio Journalism (3 units)
MDIA 2328 Australian Stories: Fast Track Video Production (3 units)
POLIS 2122 Global Environmental Politics (3 units)
SOCI 2014 Life on Screen: Social Issues Through Film (3 units)
SOCI 2014OL Life on Screen: Social Issues Through Film (3 units)

Level III

and

All of the following courses must be completed:
MDIA 3328 News in the Digital Age (3 units)
MDIA 3334 Radio Journalism (3 units)

and

Courses to the value of 6 units from the following:
MDIA 3307 Surveillance and Big Data (3 units)
MDIA 3330 Radio and Online Production and Broadcasting (6 units)
MDIA 3333 Long-form Journalism (3 units)

Marketing Major

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

Level 1
Bachelor of Media (BMedia)

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

Level 2

and

All of the following courses must be completed:
MARKETNG 2010 Marketing Strategy (3 units)
MARKETNG 2501 Consumer Behaviour (3 units)
MARKETNG 2506 Building & Managing Brands (3 units)

Level 3

and

All of the following courses must be completed:
MARKETNG 3004 Marketing Planning Project (3 units)
MARKETNG 3005 Marketing Communications in a Digital World (3 units)
MARKETNG 3006 Delivering Customer Insights (3 units)
MARKETNG 3501 Marketing to the World (3 units)

Photographic Imaging Major

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

Level 1

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

Level 2

and

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

Level 3

and

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

Popular Music Major

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

Level 1

Note: Students must successfully pass an audition for MUSPMACT 1201 Song Writing and Performance 1A prior to enrolment.
All of the following courses must be completed:
MUSONIC 1000 Music Technology Foundations (3 units)
MUSONIC 1210 Sound Engineering (3 units)
MUSPOP 1201 Song Writing & Performance 1A (3 units)
MUSPOP 1202 Song Writing & Performance 1B (3 units)

Level 2

and

All of the following courses must be completed:
MUSPOP 2201 Song Writing & Performance 2A (3 units)
MUSPOP 2202 Song Writing & Performance 2B (3 units)

Level 3

and

All of the following courses must be completed:
MUSPOP 3201 Song Writing & Performance 3 (3 units)
MUSONIC 3030 Music 2.0 (3 units)

Social Media and Digital Promotion

To satisfy the requirements for Social Media and Digital Promotion students must complete courses to the value of 27 units.

Level 1

All of the following courses must be completed:
MDIA 1015 Screen and Sound Industries (3 units)
MDIA 1019 Image and Brand (3 units)
MARKETNG 1001 Introduction to Marketing (3 units)

Level 2

and

All of the following courses must be completed:
MARKETNG 2506 Building & Managing Brands (3 units)
MDIA 2227 Media Relations (3 units)

Level 3

and

All of the following courses must be completed:
MARKETNG 3005 Marketing Communications in a Digital World (3 units)
MDIA 3338 Social Media & Digital Promotion: Project (6 units)
MDIA 3341 Advanced Digital Promotion (3 units)

Sonic Arts Major

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

Level 1
All of the following courses must be completed:
MUSONIC 1000 Music Technology Foundations (3 units)
MUSONIC 1010 Sound & Media (3 units)
MUSONIC 1210 Sound Engineering (3 units)
MUSONIC 1220 Sonic Arts (3 units)

Level 2

and

All of the following courses must be completed:
MUSONIC 2310 Computer Music Composition 2 (3 units)
MUSONIC 2820 Sound Design for Film II (3 units)

Level 3

and

All of the following courses must be completed:
MUSONIC 3001 Advanced Sound Engineering 3 (3 units)
MUSONIC 3720 Sound Design for Games III (3 units)

Story Production

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

Level 1

All of the following courses must be completed:
MDIA 1015 Screen and Sound Industries (3 units)
MDIA 1018 From Storytelling to Data Mining (3 units)

Level 2

All of the following courses must be completed:
CRWR 2068 Script-Writing (3 units)
MDIA 2225 Story Production: Intermediate Production Project (3 units)
MDIA 2228 Narrative and Aesthetics (3 units)

and

Courses to the value of 3 units from the following:
MDIA 2328 Australian Stories: Fast Track Video Production (3 units)
MDIA 3313 Asian Film Studies (3 units)
MUSONIC 2820 Sound Design for Film II (3 units)

Level 3

All of the following courses must be completed:
MDIA 3339 Story Production Project (6 units)

Visual Design

To satisfy the requirements for Visual Design students must complete courses to the value of 24 units.

Level 1
All of the following courses must be completed:
MDIA 1017 3D Imaging (3 units)
MDIA 1019 Image and Brand (3 units)

Level 2

and

All of the following courses must be completed:
MDIA 2220 Design Cultures (3 units)
MDIA 2222 Graphic Design (3 units)
MDIA 2226 Visual Design: Intermediate Production Project (3 units)

Level 3

and

All of the following courses must be completed:
MDIA 3340 Visual Design Production Project (6 units)

and

Courses to the value of 3 units from the following:
MDIA 3335 CGI (3 units)
MDIA 3336 Photography (3 units)

Media Closed Elective Courses

To satisfy the requirements for Media Closed Electives students must complete courses to the value of up to 9 units.

Level I

Courses to the value of up to 3 units may be taken from the following:
MDIA 1015 Screen and Sound Industries (3 units)
MDIA 1016 Superheroes: Cinema and Comics (3 units)
MDIA 1017 3D Imaging (3 units)
MDIA 1018 From Storytelling to Data Mining (3 units)
MDIA 1019 Image and Brand (3 units)

Level II

Courses to the value of up to 6 units may be taken from the following:
MDIA 2220 Design Cultures (3 units)
MDIA 2221 Digital Games, Cultures & Technologies (3 units)
MDIA 2222 Graphic Design (3 units)
MDIA 2223 Virtual Reality Design and Development (3 units)
MDIA 2224 Virtual Reality Design and Development II (3 units)
MDIA 2227 Media Relations (3 units)
MDIA 2228 Narrative and Aesthetics (3 units)
MDIA 2323 Applied Broadcast Television and Radio Journalism (3 units)
MDIA 2328 Australian Stories: Fast Track Video Production (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)

Level III
Courses to the value of up to 6 units may be taken from the following:

- ARTS 3202 Research-based Internship (6 units)
- MDIA 3313 Asian Film Studies (3 units)
- MDIA 3328 News in the Digital Age (3 units)
- MDIA 3330 Radio and Online Production and Broadcasting (6 units)
- MDIA 3331 Popular Media: Text, Audience, Industry (3 units)
- MDIA 3332 Media Research Project (6 units)
- MDIA 3333 Long-form Journalism (3 units)
- MDIA 3334 Radio Journalism (3 units)
- MDIA 3335 CGI (3 units)
- MDIA 3336 Photography (3 units)
- MDIA 3341 Advanced Digital Promotion (3 units)
- PROF 3500 Undergraduate Professions Internship (3 units)

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