

# Diploma of Communication

## Course Outline, T3 2023

<b>Campus</b>	Jakarta Campus, Indonesia
<b>Intake</b>	March, July, October
<b>CRICOS</b>	097893M
<b>Course Duration</b>	Standard track (recommended) three trimesters (12 months). Fast track option available to complete two trimesters (8 months).
<b>Modes of Delivery</b>	<b>On Campus:</b> Four hours of class contact per week are allocated to each unit. <b>Online:</b> Weekly self-directed study + one hour of scheduled contact per week administered online
<b>Assessment</b>	Assessment for all units is ongoing and continuous - consisting of quizzes, written reflections, case study analysis and practical projects.  Both on-campus and online students are expected to complete assessments as per the scheduled dates provided in Unit Outlines.
<b>Course Structure</b>	Eight units must be completed and passed to be awarded the Diploma.
<b>Units Academic Integrity</b>	AAI108 Academic Integrity
<b>Employability</b>	AWL100 Your Future Direction
<b>Thematic (Communication) (Arts)</b>	ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life
<b>Major/Minor Steams</b>	<p><b>Advertising stream</b> ALA101 Advertising Principles and Practices ALA102 Creative Brand Communication</p> <p><b>Public Relations stream</b> ALR103 Introduction to Public Relations ALR104 Strategic Communication and Writing</p> <p><b>Journalism stream</b> ALJ111 Introduction to Journalism ALJ112 News Reporting</p> <p><b>Digital Media stream</b> ALM101 Making Social Media ALM102 Making Video</p>

	<p><b>Elective section for Bachelor of Arts and Communication minor sequencing</b></p> <p>ADA102 Designing 3D Animated Environments  ADD101 Design Thinking  ACF104 Screening History  ADA107 Principles of Animation  ADT103 UX Fundamentals  ACI102 Digital Photography  ADD106 Type Foundations</p>
<b>Transfer to Deakin University</b>	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> <li>• You must complete and pass eight Deakin College diploma units*.</li> <li>• You must achieve the required Weighted Average Mark (WAM) for your Deakin College diploma taking into account all units attempted at Deakin College (required WAM's are included under each Deakin University degree on the following pages).</li> </ul> <p>Transfer to some degrees requires specific Deakin College units to be completed in order to receive the appropriate credits (see Deakin University degrees below for core units).</p>
<b>Study Mode</b>	<p>We recommend you enrol in 3 or 4 units, also known as modules (75%-100% study load) per trimester in order to meet progression requirements to Deakin University, as outlined in your offer letter. If you cannot take full-time study load, you must contact the Deakin College Jakarta Academic Services prior to your scheduled enrolment date for a discussion.</p>
<b>Assessments</b>	<p>Assessment items are subject to change, please check Unit Outlines for specific assessment detail for individual units each trimester.</p>

## Unit availability

<b>UNITS*</b>
<b>CORE UNITS – choose 2 units</b>
<ul style="list-style-type: none"> <li>• <b>AWL100</b> Your Future Direction</li> <li>• <b>ACC100</b> Gutenberg to Zuckerberg: Communication in Everyday Life</li> </ul>
<b>MAJOR/MINOR/ELECTIVE - choose 6 units from</b>
<ul style="list-style-type: none"> <li>• <b>ALA101</b> Advertising Principles and Practices</li> <li>• <b>ALA102</b> Creative Brand Communication</li> <li>• <b>ALR103</b> Introduction to Public Relations</li> <li>• <b>ALR104</b> Strategic Communication and Writing</li> <li>• <b>ALJ111</b> Introduction to Journalism</li> <li>• <b>ALJ112</b> News Reporting</li> <li>• <b>ALM101</b> Making Social Media</li> <li>• <b>ALM102</b> Making Video</li> <li>• <b>ADA102</b> Designing 3D Animated Environments.</li> <li>• <b>ACA107</b> Principles of Animation</li> <li>• <b>ACF104</b> Screening History</li> <li>• <b>ACI102</b> Digital Photography</li> <li>• <b>ADD101</b> Design thinking</li> <li>• <b>ADD105</b> Design Fundamentals</li> <li>• <b>ADD106</b> Type Foundations</li> <li>• <b>ADT103</b> UX Fundamentals</li> </ul>
<b>Required Zero credit point unit</b>
<ul style="list-style-type: none"> <li>• <b>AAI018</b> <i>Academic Integrity</i></li> </ul>

*\* Not all units are available every trimester*

## Diploma of Communication

### Example Course Plans for Students

#### Example Course Plans for Students

The following are example course plans for students studying in the Diploma of Communication. Please note that core and elective units can be taken in any order. The following course plan should be used as a guide only.

#### How to use the Plan

Students need to select or choose which Deakin University Degree Course they wish to transfer into once they have completed their studies at Deakin College. Deakin University offers direct transfer into the following courses from the Diploma of Communication

#### A310 Bachelor of Arts

##### Majors/Minors

- Strategic Advertising
- Public Relations Studies
- Social Media
- Media and Communication
- Media Studies

##### Minors only

- Animation
- Design Thinking
- Film and TV studies
- Sports Journalism
- Visual Arts and Photography

#### A318 Bachelor of Communication

##### Majors

- Public Relations
- Journalism
- Digital and Social Media
- Advertising

##### Minors only

- Creative Advertising
- Digital Media
- Integrated Communication
- Photo Journalism
- Social Media
- Strategic Advertising
- Public Relations
- Journalism

#### Deakin University Campuses and Trimester codes

**B** Melbourne Burwood Campus **WP** Geelong Waurm Ponds Campus **C** Cloud (online)

**T1** Trimester 1 entry **T2** Trimester 2 entry **T3** Trimester 3 Entry

NOTE: for Australian students entry is for T1 only. T2 entry is subject to availability of places.

#### CRICOS Codes:

Bachelor of Arts 109270F Burwood (Melbourne), Waurm Ponds (Geelong)

Bachelor of Communication 109272D Burwood Melbourne

When I transfer to Deakin University, I want to study

**A318 Bachelor of Communication**

**A310 Bachelor of Arts**

International Students WAM: **B 50 WP 50 C 50**

Australian Students WAM: **B 50 WP 50 C 50**

Credits for Transfer: 8

**A318 Bachelor of Communication. Optional Majors offered at Deakin University include**

● Advertising (B, C) ● Digital and Social Media (B, C) ● Journalism (B, WP, C) ● Public Relations (B, WP, C)

**Minors include** ● Creative Advertising (B, C) ● Digital Media (B, C) ● Integrated Communication (B, C) ● Social Media (B, C)

● Journalism (B, WP, C) ● Photo Journalism (B) ● Public Relations (B, WP, C) ● Strategic Advertising (B, C)

**A310 Bachelor of Arts. Optional Majors/Minors offered at Deakin University include**

● Film and Television Studies (B, C) ● Media and Communications (B, Wp, C) ● Media Studies (B, WP, C) ● Public Relations (B, WP, C) ● Strategic Advertising (B, C) ● Social Media\* (B, WP, C) ● Sports Journalism\* (B, WP, C) ● Visual Communication Design (B, WP, C) ● Strategic Advertising (B, C) ● Animation\* (B, C) ● Design Thinking\* (B, WP, C) ● Visual Arts and Photography\* (B, C) ● Web Design\* (B, C) \*minor study only

## Units per trimester

Fast Track (Completing In 8 months/2 trimesters)					
1 <sup>st</sup> Trimester	<b>Thematic Unit (CORE)</b>  <b>ACC100</b> Gutenberg to Zuckerberg: Communication in Everyday Life	<b>Major/Minor Sequence</b>  <b>ALA102</b> Creative Brand Communication	<b>Major/Minor Sequence</b>  <b>ALM102</b> Making Video	<b>Elective unit OR Minor Sequence</b>	<b>REQUIRED</b> <b>AAI018</b> Academic Integrity
2 <sup>nd</sup> Trimester	<b>Employability Sequence (CORE)</b>  <b>AWL100</b> Your Future Direction	<b>Major/Minor Sequence</b>	<b>Major/Minor Sequence</b>	<b>Elective unit OR Minor Sequence</b>	

## Diploma of Communication into Bachelor of Communication Course Rules:

### Students need to complete

- Employability Sequence unit,
- Thematic unit,
- 2x Major sequences OR 1x Major sequence plus 2x Minor, and
- 2x Elective units or additional minor sequence, plus
- compulsory online zero credit point unit

Academic Integrity	AAI018 Academic Integrity (Zero Credit Point)
Employability Sequence (Core)	AWL100 Your Future Direction
Thematic Unit (Core)	ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

### PLUS Major sequencing, must complete 2 units with sequence below for a Major (minimum of 1 Major sequence):

<b>Public Relations Studies</b>	<b>Social Media</b>
ALR103 Introduction to Public Relations	ALM101 Making Social Media
ALR104 Strategic Communication and Writing	ALM102 Making Video
<b>Media and Communication</b>	<b>Strategic Advertising</b>
ALJ111 Introduction to Journalism	ALA101 Advertising Principles and Practices
ALJ111 News Reporting	ALA102 Creative Brand Communication

### PLUS Minor sequencing, must complete 1 unit in sequence for Minor (minor options will be dependant major selection, minimum of 1 Minor sequence)

Minor options will be dependant on other major/minors selections, units can only be applied once for a given sequence.

<b>Integrated Communication</b>	ALR104 Strategic Communication and Writing
<b>Journalism</b>	ALJ111 Introduction to Journalism
<b>Photo Journalism</b>	ACI102 Digital Photography
<b>Social Media</b>	ALM101 Making Social Media
<b>Digital Media</b>	ALM101 Making Social Media
<b>Creative Advertising</b>	ALA102 Creative Brand Communication
<b>Public Relations</b>	ALR103 Introduction to Public Relations
<b>Strategic Advertising</b>	ALA101 Advertising Principles and Practices

### PLUS Electives unit (maximum 1 unit) OR additional minor sequence

ACF104 Screening History
ADA107 Principles of Animation
ADD101 Design Thinking
ADD106 Type Foundations
ADA102 Designing 3D Environments
ADT103 UX Fundamentals
ADD105 Design Fundamentals

## Diploma of Communication into Bachelor of Arts Course Rules:

### Students need to complete

- Employability Sequence unit,
- Thematic unit,
- 2x Major sequences OR 1x Major sequence and 2x Minor, and
- 1x Elective unit, plus
- compulsory online zero credit point unit.

Academic Integrity	AAI018 Academic Integrity (Zero Credit Point)
Employability Sequence (Core)	AWL100 Your Future Direction
Thematic Unit (Core)	ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

**PLUS Major sequencing, must complete 2 units with sequence below for a Major (minimum of 1 Major sequence).**

**PLUS Minor sequencing, must complete 1 unit in sequence for Minor (minimum of 2 Minor sequence and or elective).**

*Minor options will be dependant on other major/minors selections, units can only be applied once for a given sequence*

## Unit Sequences

<b>Public Relation Studies</b>	<b>Social Media</b>
<ul style="list-style-type: none"> <li>• ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life</li> <li>• ALR104 Strategic Communication and Writing</li> </ul>	<ul style="list-style-type: none"> <li>• ALM101 Making Social Media</li> <li>• ALM102 Making Video</li> </ul>
<b>Media and Communication</b>	<b>Strategic Advertising</b>
<ul style="list-style-type: none"> <li>• ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life</li> <li>• ALM101 Making Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• ALA101 Advertising Principles and Practices</li> <li>• ALA102 Creative Brand Communication</li> </ul>
<b>Media studies</b>	<b>Visual Communication Design</b>
<ul style="list-style-type: none"> <li>• ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life</li> <li>• ADA107 Principals of Animation</li> </ul>	<ul style="list-style-type: none"> <li>• ADD105 Design Fundamentals</li> <li>• ADD106 Type Foundations</li> </ul>
<b>Animation</b>	<b>Design Thinking</b>
<ul style="list-style-type: none"> <li>• ADA102 Designing 3D Animated Environments</li> </ul>	<ul style="list-style-type: none"> <li>• ADD101 Design Thinking</li> </ul>
<b>Film and TV Studies</b>	<b>Visual Arts and Photography</b>
<ul style="list-style-type: none"> <li>• ACF104 Screen History</li> </ul>	<ul style="list-style-type: none"> <li>• ACI102 Digital Photography</li> </ul>
<b>Sports Journalism</b>	<b>Web Design</b>
<ul style="list-style-type: none"> <li>• ALJ111 Introduction to Journalism</li> </ul>	<ul style="list-style-type: none"> <li>• ADT103 UX Fundamentals</li> </ul>

## Unit Descriptions

Please ensure you check the most up-to-date trimester unit outlines for any content and assessment updates.

### ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life

This unit explores communication theory through practice, using dynamic and creative participatory learning activities to discover how communication theory ‘plays’ out in everyday life.

Students examine the motivation for and consequences of communication in their daily life, exploring how we communicate changing social norms and use agency to reproduce and redefine things like ‘friends’, ‘work’ and what are ‘acceptable’ modern communication practices. The unit brings communication theory to life by drawing on a range of learning materials – reading text, newspapers, television, web-based resources and film in order to examine how individuals participate in social construction, the process of meaning making and the building of social capital.

**Assessment 1 - Interpretation & digital objects 30%**

**Assignment 2 - Interactive presentation 30%**

**Assignment 3 - Digital Workbook 40%**

### ALA101 Advertising Principles and Practices

This unit will introduce students to the theory and practice of contemporary advertising by exploring the industry's history and rapidly changing nature in the digital era. The social, ethical and regulatory contexts of advertising are established to encourage students to become reflective future producers or consumers of advertising messages. The strategic imperatives of advertising and notions of effectiveness are examined to build students' abilities to solve communication problems that are commonly faced by private, public and non-for-profit sector clients.

**Assessment 1 - Online quiz 20%**

**Assessment 2 - Group Presentation 30%**

**Assessment 3 - Research and Planning Report 40%**

### ALA102 Creative Brand Communication

Students will explore the nexus of creativity and strategy that is fundamental to successful brand communication. They will examine the nature of creativity in the communication industry and practitioner approaches to the creative process. The advertising messages produced by international brands will be analysed to help students prepare for global mobility as future practitioners. Students will be introduced to the key creative roles within communication companies and build the research, planning and ideation skills required of contemporary practitioners.

**Assessment 1 - Advertising Challenge Tasks 20%**

**Assessment 2 - Essay 40%**

**Assessment 3 - Written Project 40%**

### ALR103 Introduction to Public Relations

The unit provides an introduction to the field of public relations. Students learn about what public relations people do, and how they do it. Topics include planning, media relations, employee relations, community relations, international public relations, ethics and public relations law.

**Assessment 1 - Quizzes 20%**

**Assessment 2 - Essay 30%**

**Assessment 3 - Planning Project 50%**



### **ALR104 Strategic Communication and Writing**

This unit sits at the nexus of theory and practice to help you understand the role of strategic communication in organisational contexts. Put simply, strategic communication refers to the ability to develop and disseminate messages that achieve specific and measurable objectives. Whether that objective is to inform, change opinion or adapt behaviour, successful strategic communication revolves around people.

**Assessment 1 - Online quiz 20%**

**Assessment 2 - Group planning project 40%**

**Assessment 3 - Portfolio 40%**

### **ALJ111 Introduction to Journalism**

This unit is an introduction to the practice and theory of multimedia journalism. It sets the social, professional and legal context for journalism practice, and introduces students to the convention of news writing and reporting stories. Students will also focus on combining text with photos and audio clips to produce news stories; critically examining their own production processes, and learn to report multimedia news stories to a deadline.

**Assessment 1 - Research file 20%**

**Assessment 2 - News story for print media 40%**

**Assessment 3 - Multimedia news story 40%**

### **ALJ112 News Reporting**

This unit in the practice and theory of multimedia journalism focuses on news reporting processes. It outlines professional, social and legal factors that impact on reporting of local, regional and national news. The unit introduces students to key news beats, including reporting stories about politics, business, sport and local newsworthy events and issues. Students will build contacts in their preferred news beat/s and engage with social media tools to report and produce their news stories. They will also gain skills in reporting a news story (to a deadline) for broadcast and online media platforms.

**Assessment 1 - Social media for reporting 20%**

**Assessment 2 - Photojournalism assignment 40%**

**Assessment 3 - Video based assignment 40%**

### **ALM101 Making Social Media**

This unit enables students to explore and experience present day digital media culture in critical and creative ways. The unit is built on multi-platformed content, delivery and assessment, providing a user-friendly engagement with social media that facilitates practical, hands-on work in micro-blogging, blogging and podcasting. Creating and sharing different forms of media content, students learn how to communicate across different online platforms as part of a highly interactive community. Highlighting the benefits of media-making for personal and professional use, the unit allows students to develop their portfolios and discover how to use social media to strategically build a dynamic online identity.

**Assessment 1- Portfolio Exercise 20%**

**Assessment 2 - Portfolio Output 40%**

**Assessment 3 - Portfolio Output 40%**

### **ALM102 Making Video**

This unit enables students to critically and creatively engage with present day digital media culture, with a particular emphasis on making videos. Highlighting the crucial importance of creating audio-visual content for different purposes and audiences, the unit guides students through various video-making practices and strategies. Emphasising the benefits of making videos in a wide range of industry settings, the unit allows students to develop their portfolios and learn how to use video to strategically build a dynamic online identity.

**Assessment 1 - Video Exercise 1 20%**

**Assessment 2 - Video Exercise 2 30%**

**Assessment 3 - Video Project & Reflection 50%**

### **ACF103 Writing with the Camera**

This unit explores digital video camera operation and handling manual and automatic control of exposure and focus. The unit also focusses on shot framing and composition, camera movement, preparing to shoot. It includes topics on shooting techniques, visual language, cinematography and style the role of the cinematographer. It introduces students to concepts of recording and working with audio in digital video basic editing techniques.

**Assessment 1 - Topic tests 20%**

**Assessment 2 - Folio 1 30%**

**Assessment 3 - Folio 2 50%**

### **ACF104 Screening History**

The unit will introduce key aspects of the history and development of film, its language, style and genres, through a survey of seminal works and influential movements and genres. This includes: Early Cinema, German Expressionism, Surrealism, Film Noir, Experimental film, French New Wave, Hong Kong Cinema, American and Italian Westerns, and Horror cinema.

**Assessment 1 - A presentation task 40%**

**Assignment 2 - Online quiz 2 parts/sessions 20%**

**Assignment 3 - Final essay 40%**

### **ADA107 Principles of Animation**

In this unit students explore the making of animation through a range of techniques, methods and approaches for a variety of animation practices. Students will study established principles of 2D animation (Timing, Squash and Stretch, Staging, etc.) and story-telling, learn under-camera techniques (time-lapse and stop-motion), and develop basic project management skills to take an idea from storyboard to animated short film. The unit allows students to focus on specific interests, such as experimental non-narrative, or character and story-based animation.

**Assignment 1 - Animation Exercises 25%**

**Assessment 2 - Storyboard Project 30%**

**Assessment 3 - Short Film Project 45%**

### **ADD106 Type Foundation**

This unit introduces students to the digital tools necessary for visual communication design. Students will be introduced to the Adobe imaging suite. Consideration will be given to the theoretical concepts and implications of digital technology as they relate to other art and design processes. Techniques including digital mark making, graphic illustration, design elements and principles, creative thinking and layout explored through practical projects. This unit is a combination of practical skills and theory exploring the design elements and principals.

**Assessment 1 - Design project 30%**

**Assessment 2 - Research project 30%**

**Assessment 3 - Design project 40%**

### **ADD101 Design Thinking**

This unit will investigate 'design thinking' as a strategic methodology and problem solving process. Taking a multi-discipline, interdisciplinary approach, students will be required to use 'design thinking' as a problem solving process. 'Design thinking' methods will require students to adopt a human-centered approach to innovation that draws on their skills to integrate the needs of people, the possibilities of technology, and the requirements of business and society as a whole. Students will work individually and in workshop teams, the final assessments will be a combination of research and practice outcomes. Students will use 'Design thinking' methods to address a 'wicked problem'.

**Assessment 1 - Research Essay 30%**

**Assessment 2 - Collaborative Workshop 30%**

**Assessment 3 - Final Report of Process 40%**

### **ADT103 UX Fundamentals**

This unit introduces students to the tools necessary to create digital and physical interfaces for human interaction. This is achieved through a combination of practical skills and research exploring interaction design, prototyping and creative thinking. Students will be introduced to vector graphic and 3D design software, following an idea from sketch to functional prototype. Practical and research projects will require students to: understand user interface, create a graphic user interface (GUI), build basic shapes in 3D, and prepare an object for rapid prototyping (3D printing).

**Assessment 1 - Practical Project TBC**

**Assessment 2 - Research Presentation TBC**

**Assessment 3 - Practical TBC**

### **ACI102 Digital Photography**

This unit introduces ideas and processes associated with digital photography. The construction and manipulation of photographic images is creatively and critically explored through a variety of conceptual frameworks. Workflow techniques include the fundamentals of using Digital Single Lens Reflex (DSLR) cameras, color management, RAW image processing, scanning, photo compositing in Photoshop, and the production of exhibition quality prints. Assignments and lectures provide students with an overview the medium's history and contemporary issues

**Assessment 1 - Capture and interpret 60%**

**Assessment 2 - Montage 40%**

### **ADA102 Designing 3D Environments**

Students will explore aspects of animation design through the creation of virtual objects and animated environments in this introductory 3D computer animation unit. Consideration will be given to how these elements can express a meaningful visual experience as students consider form, visual identity, aesthetics, and layout. Students gain a solid understanding of 3D techniques in modelling, texturing, animation, lighting, composition and rendering.

**Assessment 1 - Object design & 3D model 50%**

**Assessment 2 - Environment design 50%**