

Bachelor of Creative Arts

Specialising in Digital Media

Program Structure

For student commencing from **271+**

Program Code	Total Subjects	Intakes	Duration	Program Structure
HS-20044	24	Jan, May, Sep	2 years full-time	CORE University (3) Creative Arts Foundation (6) Specialist Major in Digital Media (6) Complementary Specialist Major Option (6) General Electives (3)
Core University Subjects (3) One core subject must be taken per semester for the first three semesters.				
CORE11-011	Critical Thinking & Communication			
CORE11-012	Responsibility, Integrity and Civic Discourse			
CORE11-013	Collaboration for Global Change			
Beyond Bond: Professional Development & Community Engagement*				
* Students complete Beyond Bond during their degree. This subject is worth 0 Credit Points.				
Required Subjects (6)		Prerequisites	Assumed Knowledge*	Availability
COMN11-100	Foundations of Content Creation			Jan, May, Sep
COMN11-112	Creativity and Ideation			May
COMN12-214	Creative Enterprise			Jan, May
COMN13-301	Creative Studio A			May, Sept
JOUR12-202	Creative Writing: Fiction and Non-Fiction			Jan, Sep
PUBR12-100	Social Media Strategy and Tactics			May
Creative Arts Specialist Major: Digital Media (6)				
DIGM11-100	Graphic Design and Content Creation			Jan, Sep
DIGM11-105	Foundations of Virtual Production			Sep
DIGM11-110	Web Design			Jan, May
DIGM12-105	Virtual Production - Places		DIGM11-105	Jan
DIGM12-107	Virtual Production - People		DIGM11-105	Jan
FITV11-120	Image, Photography and Visual Design			Jan, May, Sep
Complementary Major Option				
Choose one of the following additional majors – Either an additional Creative Arts Specialist Major , or a Professional or Content Major				
Creative Arts Specialist Major (6) Choose one of the following majors.				
Creative Writing Practice		Social Media Practice		
Professional and Content Majors (6) Choose one of the following majors				
Advertising		International Relations		
Communication		Journalism		
Criminology		Marketing Communication (Students are required to take MKTG11-100 Marketing as an elective if choosing this major)		
Cyber Security		Marketing (Students are required to take MKTG11-100 Marketing as an elective if choosing this major)		
Entrepreneurship and Innovation		Philosophy		
Film and Television		Psychology		
Global Studies		Public Relations		
Global Studies (Sustainability)				
General Electives (3)		Prerequisites	Assumed Knowledge*	Availability
Students may choose three (3) elective subjects from the University's list of available undergraduate subjects. Students wishing to select an elective more closely related to their degree may wish to consider either of the following subjects				
FSDO13-700	Internship	CDC Approval required		Jan, May, Sep
COMN13-302	Creative Studio B	COMN13-301		May, Sep
*Assumed Knowledge				
This is the minimum level of knowledge needed to successfully complete this subject. Students who do not possess this knowledge are strongly recommended against enrolling and do so at their own risk. While this is not a barrier to enrolment, students lacking the recommended knowledge will be considerably disadvantaged. There will be no adjustments or special considerations made for a lack of prior knowledge.				

Commencing **JAN**

Jan (semester 1)		May (semester 2)		Sep (semester 3)	
CORE11-011	Critical Thinking and Communication	CORE11-012	Responsibility, Integrity and Civic Discourse	CORE11-013	Collaboration for Global Change
COMN11-100	Foundations of Content Creation	COMN11-112	Creativity and Ideation	DIGM11-105	Foundations of Virtual Production
DIGM11-100	Graphic Design and Content Creation	DIGM11-110	Web Design	FITV11-120	Image, Photography and Visual Design
JOUR12-202	Creative Writing: Fiction and Non-Fiction		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
Jan (semester 4)		May (semester 5)		Sep (semester 6)	
DIGM12-107	Virtual Production – People	PUBR12-100	Social Media Strategy and Tactics		Complementary Major Subject or General Elective
DIGM12-105	Virtual Production – Places	COMN13-301	Creative Studio A		Complementary Major Subject or General Elective
	Complementary Major Subject or General Elective	COMN12-214	Creative Enterprise		Complementary Major Subject or General Elective
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective

Commencing **MAY**

May (semester 1)		Sep (semester 2)		Jan (semester 3)	
CORE11-011	Critical Thinking and Communication	CORE11-012	Responsibility, Integrity and Civic Discourse	CORE11-013	Collaboration for Global Change
DIGM11-110	Web Design	COMN11-100	Foundations of Content Creation	FITV11-120	Image, Photography and Visual Design
COMN11-112	Creativity and Ideation	DIGM11-105	Foundations of Virtual Production	DIGM11-100	Graphic Design and Content Creation
	Complementary Major Subject or General Elective	JOUR12-202	Creative Writing: Fiction and Non-Fiction	DIGM12-105	Virtual Production – Places
May (semester 4)		Sep (semester 5)		Jan (semester 6)	
PUBR12-100	Social Media Strategy and Tactics		Complementary Major Subject or General Elective	DIGM12-107	Virtual Production – People
COMN13-301	Creative Studio A		Complementary Major Subject or General Elective	COMN12-214	Creative Enterprise
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective

Commencing **SEP**

Sep (semester 1)		Jan (semester 2)		May (semester 3)	
CORE11-011	Critical Thinking and Communication	CORE11-012	Responsibility, Integrity and Civic Discourse	CORE11-013	Collaboration for Global Change
COMN11-100	Foundations of Content Creation	JOUR12-202	Creative Writing: Fiction and Non-Fiction	PUBR12-100	Social Media Strategy and Tactics
DIGM11-100	Graphic Design and Content Creation	DIGM11-110	Web Design	COMN11-112	Creativity and Ideation
FITV11-120	Image, Photography and Visual Design		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
Sep (semester 4)		Jan (semester 5)		May (semester 6)	
COMN13-301	Creative Studio A	DIGM12-107	Virtual Production – People	COMN12-214	Creative Enterprise
DIGM11-105	Foundations of Virtual Production	DIGM12-105	Virtual Production – Places		Complementary Major Subject or General Elective
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective