

Handbook 2020

Coursecode

B1343

BACHELOR OF CREATIVE MEDIA

Murdoch University

Correct as at: 8 December 2019 at 11:49am

Correct as at: 8 December 2019 at 11:49am

The information contained within this publication was correct as at the generated date shown above but is subject to amendment without notice.

Enquiries concerning its contents should be addressed to:

University Secretary
Murdoch University
South Street
Murdoch
Western Australia 6150

Telephone: (08) 9360 6000

Facsimile: (08) 9360 6847

<http://www.murdoch.edu.au>

TEQSA Number PRV12163; CRICOS Provider Code: 00125J

Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

Handbook home page:

<http://handbook.murdoch.edu.au>

This publication can also be provided in alternative formats by contacting the Equity and Social Inclusion Office at Murdoch University

Telephone: (08) 9360 6084

Facsimile: (08) 9360 6502

equity@murdoch.edu.au

<http://goto.murdoch.edu.au/EquitySocialInclusion>

ISSN 0815-9068

Published by

University Secretary's Office

Murdoch University



© Murdoch University 2019

This Handbook, and its sections as individual works, is licensed under a Creative Commons Attribution Noncommercial No Derivative Works Australia 2.5 licence. You may download, reproduce, communicate, print and distribute copies of the Handbook (or any part of it) as long as it is for non-commercial purposes, you do not alter the content, and you attribute Murdoch University as the original author. For more information on this licence, see <http://creativecommons.org/licenses/by-nc-nd/2.5/au/>

Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Group	Course	Offerings
Graphic Design	Graphic Design (BCrMedia)	• Murdoch campus (internal)

GRAPHIC DESIGN

GRAPHIC DESIGN (BCRMEDIA)

Bachelor of Creative Media (BCrMedia) in Graphic Design

Duration: 3 years full-time or part-time equivalent

Humanities

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Main Research Areas:

Graphic Design, print design, web design, mobile app design, visual communication, multimedia design, interaction design, interface design, branding and identity design, information design, digital design, service design.

Course Codes: B1343

Availability:

- Murdoch campus (internal)

In the Bachelor of Creative Media you will develop a broad understanding of your field and the skills you need to be successful in the creative media industries. The degree blends study in the creative disciplines with work-integrated learning. As a creative media graduate, you will understand the commercial context and changing nature of the creative industries, and your role as a creative professional within them. You will have the opportunity to build a portfolio of creative works throughout your degree, and showcase your creative potential.

The Bachelor of Creative Media in Graphic Design is an industry focused program that integrates innovative design strategy with practical skills for a range of print, digital media and service-contexts. Taught by staff with extensive industry experience, the course promotes design thinking and provides a strong work-related learning experience that prepares students for a range of print (branding and publication design), digital (web, mobile app,) human centred design (user experience and service design) sectors. In the first year students will engage core hands on skills in visual problem solving and authentic graphic design production techniques through a range of industry relevant projects. Second year focuses on professional projects that extend graphic design skills in the context of commercial standards and expectations. In the final year students will engage a range of client driven work in order to develop a portfolio encompassing both print, digital and service centred design environments, for a dynamic and rapidly changing global industry.

Employment Prospects:

Graduates are particularly suited for careers in all aspects of Graphic Design including publication and prepress design, branding and identity design, information design, digital design, web design and/or development, mobile app design, interaction design, user experience design, interface design, and digital content development and service design.

Recommended Double Majors:

Photography; Screen Production

Course Structure - 72 credit points

Year 1 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

MSP100 Career Learning: Managing Your Career - 3 points
MURDOCH: S1-external, S2-external

Course Core Unit - 3 credit points

CRE100 Foundation in Creative Media - 3 points
MURDOCH: S1-internal, S2-internal

Course Specified Electives - 6 credit points

Specified electives list indicating recommendations for particular majors where appropriate. Choose two units from this list:

Course Specified Electives - 6 credit points

Choose two units from this list, excluding those units in your major:

SCR102 Introduction to Documentary - 3 points
MURDOCH: S2-internal
(recommended for Screen Production)

RAD105 Introduction to Radio - 3 points
MURDOCH: S2-internal
(recommended for Screen Production or Sound)

COM104 Digital Newsgathering and Reporting - 3 points
MURDOCH: S2-internal
(recommended for Screen Production)

COM109 Introduction to Digital Media Skills - 3 points
MURDOCH: S1-internal, S2-internal
(recommended for Graphic Design)

GAD172 Drawing - 3 points
MURDOCH: S1-internal, S2-internal
(recommended for Games Art and Design)

SCR100 Introduction to the Screen - 3 points
MURDOCH: S1-internal

SCR101 Screen Production 1 - 3 points
MURDOCH: S1-internal, S2-internal

SOU169 Introduction to Sound Studies - 3 points
MURDOCH: S1-internal

SOU101 Introduction to Audio Production - 3 points
MURDOCH: S2-internal

PHO101 Digital Imaging - 3 points
MURDOCH: S2-internal

GRD118 Introduction to Graphic Design - 3 points
MURDOCH: S2-internal

PHO124 Photography 1 - 3 points
MURDOCH: S1-internal, S2-internal

GAD154 Introduction to Games Art and Design - 3 points
MURDOCH: S1-internal, S2-internal

GAD164 3D Modelling - 3 points
MURDOCH: S1-internal, S2-internal

Major Core Units - 6 credit points

GRD118 Introduction to Graphic Design - 3 points
MURDOCH: S2-internal

GAD172 Drawing - 3 points
MURDOCH: S1-internal, S2-internal

General Electives or Second Major - 6 credit points

Select from any 100-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Year 2 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

MSP200 Building Enterprise Skills - 3 points
MURDOCH: S1-external, S2-external

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

COM203 Consulting and Freelancing - 3 points
MURDOCH: S1-internal, S2-internal

CRE301 Client Consultancy¹ - 3 points
MURDOCH: H-internal, H-external, S1-internal, S1-external, S2-internal, S2-external, Y-internal, Y-external

CRE325 Creative Media Professional Placement - 3 points
MURDOCH: H-internal, TS21-internal, Y-internal, YU5-internal

COM313 Campus Radio - 3 points
MURDOCH: S1-internal

Course Specified Electives - 3 credit points

Specified electives list indicating recommendations for particular majors where appropriate.

Choose one unit from this list in either year 2 or year 3:

SCR222 Directing and Producing - 3 points
MURDOCH: S2-internal

(recommended for Screen Production)

RAD374 Popular Music - 3 points
MURDOCH: S2-internal

(recommended for Screen Production; recommended for Sound)

PHO202 Photo Documentary - 3 points
MURDOCH: S2-internal

(recommended for Screen Production)

GAD232 Critical Games, Play and Design - 3 points
MURDOCH: S2-internal

(recommended for Graphic Design)

GAD261 Games Art - 3 points
MURDOCH: S1-internal

GAD241 Animation - 3 points
MURDOCH: S1-internal

GAD210 Technical Art and Games Engine Scripting - 3 points
MURDOCH: S2-internal

GRD263 Web Design - 3 points
MURDOCH: S1-internal, S2-internal

GRD201 Publication Design - 3 points
MURDOCH: S1-internal

GRD202 Brand and Identity Design - 3 points
MURDOCH: S1-internal

PHO203 Photography 2 - 3 points
MURDOCH: S1-internal

PHO204 Visual Literacy - 3 points
MURDOCH: S1-internal

SCR200 Writing for the Screen - 3 points
MURDOCH: S1-internal

SCR201 Screen Production 2 - 3 points
MURDOCH: S1-internal

SCR204 Documentary Production - 3 points
MURDOCH: S2-internal

Major Core Units - 9 credit points

GRD263 Web Design - 3 points
MURDOCH: S1-internal, S2-internal

GRD201 Publication Design - 3 points
MURDOCH: S1-internal

GRD202 Brand and Identity Design - 3 points
MURDOCH: S1-internal

General Electives or Second Major - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of

a second major or minor. Any recommended double majors and minors will be included in the major's description.

Year 3 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

MSP201 Real World Learning - 3 points

MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

CRE312 Creative Media Projects 2 - 3 points

MURDOCH: S2-internal

Course Core Units - 3 credit points

CRE311 Creative Media Projects 1 - 3 points

MURDOCH: S1-internal

Major Core Units - 9 credit points

GRD379 Mobile App and User Experience Design - 3 points

MURDOCH: S1-internal

GRD310 Service Design - 3 points

MURDOCH: S2-internal

GRD338 Client Web Design Project - 3 points

MURDOCH: S1-internal

General Electives or Second Major - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

PREREQUISITES

3D Modelling (GAD164)

Nil.

Animation (GAD241)

Nil.

Brand and Identity Design (GRD202)

IDD118/GRD118 Introduction to Graphic Design

Building Enterprise Skills (MSP200)

Nil.

Campus Radio (COM313)

RAD105 Introduction to Radio or RAD301 Creative Radio or EGL122 Writing and Creativity and enrolment in Bachelor of Communications, Bachelor of Creative Media, Bachelor of Arts (B1316) or with the approval of the coordinator.

Career Learning: Managing Your Career (MSP100)

Nil.

Client Consultancy¹ (CRE301)

Subject to the approval of the unit coordinator.

Client Web Design Project (GRD338)

GRD263/WEB263/MCC263 Web Design

Consulting and Freelancing (COM203)

Nil.

Creative Media Professional Placement (CRE325)

Enrolment by permission of Academic Chair. A grade point average of 2.5 is also required to enrol in this unit.

Creative Media Projects 1 (CRE311)

Enrolment in the Bachelor of Creative Media, 36 credit points completed or B1344 BACHELOR OF COMMUNICATION/BACHELOR OF CREATIVE MEDIA

Creative Media Projects 2 (CRE312)

CRE311 Creative Media Projects 1

Critical Games, Play and Design (GAD232)

Nil.

Digital Imaging (PHO101)

Nil.

Directing and Producing (SCR222)

SCR101 Screen Production 1 or MCC128 Screen Production 1

Documentary Production (SCR204)

MCC128 Screen Production or SCR101 Screen Production 1

Drawing (GAD172)

Nil.

Foundation in Creative Media (CRE100)

Enrolment in a Bachelor of Creative Media

Games Art (GAD261)

GAD154 Introduction to Games Art and Design.

Introduction to Audio Production (SOU101)

Nil.

Introduction to Digital Media Skills (COM109)

Nil.

Introduction to Documentary (SCR102)

Nil.

Introduction to Games Art and Design (GAD154)

Nil.

Introduction to Graphic Design (GRD118)

Nil.

Introduction to Radio (RAD105)

Nil.

Introduction to Sound Studies (SOU169)

Nil.

Introduction to the Screen (SCR100)

Nil.

Mobile App and User Experience Design (GRD379)

IDD118 / GRD118 Introduction to Graphic Design OR GAD154 Introduction to Games Art and Design

Photo Documentary (PHO202)

Nil. However some photography experience is advised. If you have no experience with photography it is advised that you complete PHO124 prior to attempting this unit.

Photography 1 (PHO124)

Nil.

Photography 2 (PHO203)

PHO124 Photography 1

Popular Music (RAD374)

Nil.

Publication Design (GRD201)

IDD118/GRD118 Introduction to Graphic Design

Real World Learning (MSP201)

Normally completed an equivalent of 24 credit points

Screen Production 1 (SCR101)

Nil.

Screen Production 2 (SCR201)

SCR101 Screen Production 1 or MCC128 Screen Production.

Service Design (GRD310)

GRD202/IDD202 Brand and Identity Design

Visual Literacy (PHO204)

Nil. However some photography experience is advised. If you have

no experience with photography it is advised that you complete PHO124 prior to attempting this unit.

Web Design (GRD263)

IDD118 / GRD118 Introduction to Graphic Design

Writing for the Screen (SCR200)

SCR101 Screen production 1 or MCC128 Screen Production I (TV Studio) (or MED107 Screen and Sound Production I (TV Studio) or MED107 Screen Production I (TV Studio) OR permission of the Unit Coordinator (subject to proven ability to write with words and images).

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		