

# Handbook 2019

**Coursecode**

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B1344

BACHELOR OF COMMUNICATION/BACHELOR OF CREATIVE MEDIA

**Murdoch University**

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#### **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:

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<b>Group</b>	<b>Course</b>	<b>Offerings</b>
<b>Communication</b>	Communication + Creative Media [Combined] (BCrMedia+BCommun)	<ul style="list-style-type: none"> <li>• Murdoch campus (internal)</li> <li>• Murdoch campus (external)</li> </ul>

## COMMUNICATION

### COMMUNICATION + CREATIVE MEDIA [COMBINED] (BCRMEDIA+BCOMMUN)

#### School of Arts

Bachelor of Creative Media (BCrMedia) + Bachelor of Communication (BCommun)

Course Codes: B1344

Duration: 4 years full-time or part-time equivalent

#### Availability:

- Murdoch campus (internal) Murdoch campus (external)

This combined degree program offers a complete practical and theoretical preparation for employment across both Communication and Creative Media industries. In the Bachelor of Communication you will learn how modern communication works across the globe and be able to apply that knowledge to seek employment in this field. 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.

As a Communication graduate, you will be able to write and present professionally, take a global perspective on issues, argue effectively, act ethically and work cooperatively. You will be introduced to key concepts and practices in communication, and will develop digital media skills and critical thinking skills that you can apply as a professional communicator. 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.

#### Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

#### Course Structure - 96 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

###### Creative Media Course Core Unit - 3 credit points

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

###### Communication Course Core Units - 6 credit points

COM100 Thinking Communication - 3 points  
MURDOCH: S1-internal, S1-external

AND one unit from the following list, not already included in your major - refer to major structures.

Note: The following three units are required to be completed by all students. At least one of these units will be specified in your major. You must complete the remaining units from the list below to satisfy the Course requirements.

COM101 Social Media - 3 points  
MURDOCH: S2-internal

COM105 Critical Web Literacy - 3 points  
MURDOCH: S1-internal

COM109 Introduction to Digital Media Skills - 3 points  
MURDOCH: S1-internal, S2-internal

##### Communication Major Units - 6 credit points

Refer to Major structure

##### Creative Media Major Units - 6 credit points

Refer to Major structure

##### 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: S2-internal

###### Communication Course Core Unit - 3 credit points

Select one unit from the following list not already completed:

COM101 Social Media - 3 points  
MURDOCH: S2-internal

COM105 Critical Web Literacy - 3 points  
MURDOCH: S1-internal

COM109 Introduction to Digital Media Skills - 3 points  
MURDOCH: S1-internal, S2-internal

##### Communication Major Units - 6 credit points

Refer to Major structure

##### Creative Media Major Units - 6 credit points

Refer to Major structure

##### Creative Media Course Specified Electives (100 level) - 6 credit points

Choose two units from this list.

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)

##### 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

COM306 Specialist Communication - 3 points  
MURDOCH: S2-internal

CRE325 Creative Media Professional Placement - 3 points  
MURDOCH: S1-internal, S2-internal, SUM-internal, W-internal

COM308 Professional Internship - 3 points  
MURDOCH: S1-placement, S2-placement, SUM-placement, W-placement

COM313 Campus Radio - 3 points  
MURDOCH: S1-internal

#### **Communication Course Core Unit - 3 credit points**

COM200 Communication Research - 3 points  
MURDOCH: S1-internal

#### **Creative Media Course Specified Electives - 3 credit points**

Select one unit from the list below

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 or 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)

#### **Creative Media Major Units - 6 credit points**

Refer to Major structure

#### **Communication Major Units - 6 credit points**

Refer to Major structure

#### **General Electives - 3 credit points**

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites.

### **Year 4 - 24 credit points**

#### **Communication Course Core Unit - 3 credit points**

COM300 Communication Project - 3 points  
MURDOCH: S2-internal

#### **Creative Media Capstone - 6 credit points**

#### **Creative Media Major Units - 6 credit points**

Refer to Major structure

#### **Communication Major Units - 6 credit points**

Refer to Major structure

#### **General Elective - 3 credit points**

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites.

#### **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.

#### **Critical Games, Play and Design (GAD232)**

Nil.

#### **Critical Web Literacy (COM105)**

Nil.

#### **Directing and Producing (SCR222)**

SCR101 Screen Production 1 or MCC128 Screen Production I

#### **Drawing (GAD172)**

Nil.

#### **Foundation in Creative Media (CRE100)**

Enrolment in a Bachelor of Creative Media

#### **Introduction to Digital Media Skills (COM109)**

Nil.

#### **Introduction to Documentary (SCR102)**

Nil.

#### **Introduction to Radio (RAD105)**

Nil.

#### **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.

#### **Popular Music (RAD374)**

Nil.

#### **Professional Internship (COM308)**

Permission of the Academic Chair

#### **Real World Learning (MSP201)**

Normally completed an equivalent of 24 credit points

#### **Social Media (COM101)**

Nil.

#### **Specialist Communication (COM306)**

Nil.

#### **Thinking Communication (COM100)**

Nil.

## **PREREQUISITES**

#### **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.

#### **Communication Project (COM300)**

Enrolment in the Bachelor of Communication AND BAR200 Developing Research Skills and Methods (or another research methods unit, subject to the approval of the unit coordinator); OR enrolment in Radio Minor. []

#### **Communication Research (COM200)**

Nil.

#### **Consulting and Freelancing (COM203)**

Nil.

# Personal Study Plan

Unit Sets:

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Year	Semester 1	Semester 2
1		
2		
3		
4		