

# DIPLOMA OF ARTS

## Program Information

The SAIBT Diploma of Arts provides a pathway into various bachelor degrees in UniSA. There are 2 streams of the Diploma– Communication and Media Arts. You may have been granted exemption from some modules depending on your academic results. These will be listed in your offer letter.

All Arts students are required to complete the tertiary preparation module Language for Study (LGS001) in their first trimester. Although this module does not count towards the study load or GPA, a non-graded pass is required for the program of study.

**All classes (unless specified) are held at City East Campus.**

| Stage 1   |   | Study Load | Units |
|-----------|---|------------|-------|
| ESS001    | Essential Study Skills  | 25%        | 4.5   |
| ITN002    | Information and New Media Technologies  | 25%        | 4.5   |
| CPP002    | Communication, People, Place and Culture  | 25%        | 4.5   |
| ARC002    | Academic Research and Critical Enquiry  | 25%        | 4.5   |
| MAS001    | Media and Society   | 25%        | 4.5   |
| DES001    | Design (Pre-requisite for COMM1066)   | 25%        | 4.5   |
| Elective  | Choose from:<br>Business Studies 1, Mathematics & Statistics, Human Biology, Programming,<br>Physics 1  | 25%        | 4.5   |
| Elective  |   | 25%        | 4.5   |
| Stage 2   |   | Study Load | Units |
| LANG1052  | English for Academic Use in Australia (Available to all students)   | 25%        | 4.5   |
| COM1060   | <b>OPTION FOR DOMESTIC STUDENTS ONLY</b> (instead of LANG1052)<br>Ideas, Innovation and Communication - <b>Available first trimester only</b> |            |       |
| INFT1019  | Design Language in Media Arts (M) <b>AMA Only</b><br>(Not available every trimester – check when enrolling)                                   | 25%        | 4.5   |
| INFT1015A | Hollywood Film and Television (M) <b>AMA Only</b><br>(Not available every trimester – check when enrolling)                                   | 25%        | 4.5   |
| COMM1065  | Professional and Technical Communication  | 25%        | 4.5   |
| COMM1066  | Digital Design Essentials (M)   | 25%        | 4.5   |
| COMM1057  | Public Relations Theory and Practice <b>ACO Only</b>  | 25%        | 4.5   |
| INFT1014  | Introduction to Digital Media (M)   | 25%        | 4.5   |
| COMM1006  | Communication and Media   | 25%        | 4.5   |
| BEHL1004  | Psychology 1B <b>ACO Only</b>   | 25%        | 4.5   |
| LANG1054  | Intercultural Communication   | 25%        | 4.5   |

**(M) This class may be held at Magill Campus.**

| Communication (ACO)  | Media Arts (AMA)   |
|--|--|
| Bachelor of Arts (All)<br>Bachelor of Social Work<br>Bachelor of Communication and Media<br>Bachelor of Journalism & Professional Writing<br>Bachelor of Psychological Science<br>Bachelor of Social Sciences (All)<br>Bachelor of Education (All) | Bachelor of Media Arts<br>Bachelor of Architectural Studies<br>Bachelor of Interior Architecture<br>Bachelor of Design (All)<br>Bachelor of Contemporary Art |

# Program Outline

## Tertiary Preparation

### Language for Study

This module develops language skills for students to communicate confidently, express ideas effectively and gain a sound understanding of the level of language proficiency required to attend an Australian university.

## Stage 1

### Academic Research and Critical Enquiry

This module will introduce you to the basic principles of critical thinking. It also assists you in developing skills needed for the tertiary study environment, including academic reading, listening and note-taking, as well as written formats and referencing.

### Information and New Media Technologies

You will be introduced to the use of the Internet, social media and associated technologies in society and business. Through the module, you will utilise Microsoft Office along with online tools for effective communication and discuss the ethical and security issues related to the use of Information Communication Technologies.

### Communication, People, Place and Culture

In this unit you are introduced to the basic principles of communication and its role in society and culture. You will investigate the effects of different forms of verbal and non-verbal communication and describe cultural influences on the communication process.

### Essential Study Skills

In this module students will be provided with an understanding and application of essential study skills, covering independent learning skills and styles, active listening, presentation and group work skills.

### Design

This module provides you with an introduction to the basic principles of design and their application to various publications. You will use the design process and different software applications to publish material for both print and electronic media and analyse the messages communicated through different design elements.

### Media & Society

This module analyses the use of media in society and its role in cultural life. You will investigate the different factors, which shape cultures today and discuss how the media affects popular culture, interpretations of the world and contributes to cultural identity.

## Stage 1 Elective

Select two elective modules

### Business Studies 1

This unit provides you with an understanding and application of foundation concepts in the business disciplines of management and leadership, finance, marketing and human resources. You will discuss current trends, opportunities, and issues that impact on contemporary business and learn to use appropriate communication for the business environment.

### Mathematics & Statistics

This module introduces you to the mathematical concepts required for further studies, particularly in statistics. You will learn to use fundamental arithmetic and algebra to solve problems, and apply statistical processes and concepts including sampling techniques and different forms of presentation.

### Human Biology

This module will introduce you to the basic concepts of human biology as a foundation for further study in this area. You will develop an understanding of the main body systems and the associated biology, and an awareness and appreciation of the human body in a personal, social and medical context.

### Programming

This module introduces you to the basic principles of programming and their use in writing simple programs. You will use the systems development life cycle to write programs combining different data types and programming structures, and learn techniques to test successful outcomes.

### Physics 1

In this module you are introduced to the basic concepts of Physics, with a particular focus on motion and heat. You will learn appropriate equations and units for demonstrating different concepts and conduct experiments to analyse and test theories.

## Stage 2

### English for Academic Use Australia

The purpose of this English module is to build on your own language expertise in whichever home language you have and to strengthen your proficiency in and academic use of English. **International students** must complete this module to complete the Diploma of Arts, domestic students can choose between LANG1052 or COM1060.

### Ideas, Innovation & Communication (Offered first trimester only)

This module encourages students to think in new, critical and innovative ways about the world around them and to develop their skills in communicating effectively in both academic and professional environments.

### Communication and Media

In this module students will be introduced to the fundamental approaches to human communication and to the development, use and role of communication and media technologies in human society.

### Intercultural Communication

Students will develop their understanding of linguistic and cultural diversity, including that of Aboriginal and other indigenous peoples, and explore its implications for intercultural communication in the contemporary world.

### Professional and Technical Communication

This module introduces students to a wide range of professional and technical texts, and develops students' skills in planning, drafting, evaluating and editing both written and visual content.

### Digital Design Essentials

This module encourages experimentation to create professional multi-faceted print publications, including vector and bitmap artwork, through the use of current industry standard software and technology.

*Pre-requisite: Design DES001*

### Introduction to Digital Media

This module introduces students to the fundamental practice-led research and creative design principles, processes, skills, and media production techniques required for use within and across a variety of digital formats.

### Public Relations Theory and Practice

This module introduces fundamental theoretical principles and practise underpinning various forms of public communication. It provides an understanding of the political, economic, social and technological context of organisations' communication approaches, particularly public relations and advertising.

### Psychology 1B

Students will be introduced to the history and philosophy of psychology, personality psychology (including theories of personality, methods of assessing personality and individual differences), social psychology (including interpersonal behaviour, attitudes and discourse) and the major theories of human childhood development.

### Design Language in Media Arts

Students will explore the underlying existence of consistent rules in the ways that nature, design and the processes of digital media software all operate, and will develop an appreciation of how an understanding of these elements can empower and enrich design practice.

### Introduction to Hollywood, Film and T.V

This module will explore film and media history as it connects to different storytelling strategies and uses of film styles.