

Program Information

The Diploma of Arts provides a pathway into various bachelor degrees at the University of South Australia. 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.

Stage 1		Study Load	Units
ESS001	Essential Study Skills	25%	4.5
ITN002	Information and New Media Technologies	25%	4.5
MAS001	Media and Society	25%	4.5
CPP002	Communication, People, Place and Culture	25%	4.5
ARC002	Academic Research and Critical Enquiry	25%	4.5
DES001	Design (Pre-requisite for COMM1066)	25%	4.5
Electives	Choose TWO from: Early Career Development, Business Fundamentals, Human Biology, Programming, Physics 1, Mathematics & Statistics	25% x 2	4.5 x 2

Stage 2		Study Load	Units
LANG1052	English for Academic Use in Australia	25%	4.5
INFT1019A	Cinematic Design* (M)	AMA only 25%	4.5
INFT1015A	Hollywood Film and Television* (M)	AMA only 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	ACO only 25%	4.5
INFT1014	Introduction to Digital Media (M)	25%	4.5
COMM1006	Communication and Media	25%	4.5
BEHL1004	Psychology 1B	ACO only 25%	4.5
LANG1054	Intercultural Communication	25%	4.5

*Not available every trimester - check when enrolling

Communication (ACO) Pathways

Bachelor of Arts (All)
 Bachelor of Social Work
 Bachelor of Communication and Media
 Bachelor of Journalism & Professional Writing
 Bachelor of Psychology
 Bachelor of Social Sciences (All)
 Bachelor of Early Childhood Education (Honours)
 Bachelor of Primary Education (Honours)

Media Arts (AMA) Pathways

Bachelor of Architectural Studies
 Bachelor of Interior Architecture
 Bachelor of Design (All)
 Bachelor of Contemporary Art
 Bachelor of Film and Television
 Bachelor of Creative Industries

**All classes (unless otherwise specified) are held at City East Campus
 (M) This class is held at Magill Campus**

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

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.

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.

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 & different software to publish material for both print and electronic media and analyse the messages communicated through different design elements.

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.

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.

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 Modules

Select **TWO** elective modules

Early Career Development

The module provides students with a professional guide to career planning to ensure success in their future working lives. The module includes understanding modern workplaces and practices, the responsibilities of different agents in the work environment, and the acquisition of knowledge and skills related to employment including interviews and applying for jobs. This course aims to bridge understandings and to prepare students for the professional and wider world.

Business Fundamentals

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.

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.

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.

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

This English module is to build on your own language expertise in whichever home language you have & to strengthen your proficiency in academic use of English.

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 & 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 & 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, using current industry standard software & 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 & 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.

Cinematic Design

Students will explore the underlying existence of consistent rules in the ways that nature, design & 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.

Hollywood Film and Television

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