

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 courses depending on your academic results. These will be listed in your offer letter.

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: Business Studies 1, Maths & Statistics, Science & Society, Human Biology, Programming	25%	4.5
Elective		25%	4.5
Stage 2			Units
INFT1019	Design Language in Media Arts (Not available every semester – check when enrolling)	AMA Only	25% 4.5
INFT1015	Introduction to Film and Television (Not available every semester – check when enrolling)	AMA Only	25% 4.5
COM1060	Ideas, Innovation and Communication		25% 4.5
COMM1065	Professional and Technical Communication		25% 4.5
COMM1066	Digital Design Essentials		25% 4.5
COMM1057	Public Relations Theory and Practice	ACO Only	25% 4.5
INFT1014	Introduction to Digital Media		25% 4.5
LANG1054	Intercultural Communication		25% 4.5
BEHL1004	Psychology 1B	ACO Only	25% 4.5
COMM1006	Communication and Media		25% 4.5

Communication (ACO)	Media Arts (AMA)
B. Arts (All) B. Social Work B. Communication and Media B. Journalism & Professional Writing B. Psychological Science B. Social Sciences (Human Services) B. Education	B. Media Arts B. Architectural Studies B. Interior Architecture B. Design (Product Design) B. Design (Communication Design) B. Visual Arts

Program Outline

Stage 1 Core Courses

Essential Study Skills

In this course 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 course, 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.

Academic Research and Critical Enquiry

This course 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.

Design

This course 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 course 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 Courses

Select two elective courses

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.

Maths & Statistics

This course 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.

Science & Society

This unit will provide an introduction to laws, theories and principles of Biology, Chemistry, Physics and Earth, and Environmental Science. In this course, you will investigate different career options within the field of science, develop safe work practices in a laboratory environment and use the process of inquiry to plan, implement and present a research project on an area of interest.

Human Biology

This course 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 course 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.

Stage 2 Core Courses

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 Film and Television

This course will explore film and media history as it connects to different storytelling strategies and uses of film styles. Students will be introduced to the basic skills, techniques and professional practices which underpin film and television production

Ideas, Innovation & Communication

This course 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.

Professional and Technical Communication

This course 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 course 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

Public Relations Theory and Practice

This course 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.

Introduction to Digital Media

This course 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.

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.

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.

Communication and Media

In this course 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.