

# PROGRAM PLAN

## BACHELOR OF COMMUNICATION

**PROGRAM OPTION:**  
Single Major – Pathway A

**START DATE:**  
Semester 2, 2021

**LOCATION:**  
Callaghan

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek advice from your Academic Program Advisor to ensure you remain on track.

 [PROGRAM HANDBOOK](#)

 [COURSE HANDBOOK](#)

**NAME:**

**STUDENT NO.:**

## SINGLE MAJOR – PATHWAY A

YEAR 1					<b>SEMESTER 2</b> <b>CMNS1000</b> Digital and Social Media  CORE	<b>CMNS1240</b> Mobile Media Making  COMPULSORY	ELECTIVE	ELECTIVE
YEAR 2	<b>SEMESTER 1</b> <b>CIND1004</b> Creative Collaborations  CORE	<b>CMNS1234</b> Audience Participation and Interaction  CORE	<b>CMNS1090</b> Media Storytelling  COMPULSORY	ELECTIVE	<b>SEMESTER 2</b> <b>CIND2003</b> Strategic Creativity  CORE	<b>MAJOR</b> 2000 level	ELECTIVE	ELECTIVE
YEAR 3	<b>SEMESTER 1</b> <b>DESN2002</b> Design Thinking and Innovation  CORE	<b>CMNS2600</b> Audience Participation and Interaction  CORE	<b>MAJOR</b> 2000 level	<b>MAJOR</b> 3000 level	<b>SEMESTER 2</b> <b>CMNS3310</b> Communication, Creativity & Cultural Production  CORE	<b>MAJOR</b> 3000 level	<b>MAJOR</b> 3000 level	<b>MAJOR</b> 3000 level
YEAR 4	<b>SEMESTER 1</b> <b>CIND3000</b> Entrepreneurship  CORE	<b>ELECTIVE</b> 2000/3000 level	<b>ELECTIVE</b> 2000/3000 level	<b>ELECTIVE</b> 2000/3000 level				

# PROGRAM PLAN



## BACHELOR OF COMMUNICATION

**PROGRAM OPTION:**  
Double Major – Pathway B

**START DATE:**  
Semester 1, 2021

**LOCATION:**  
Callaghan

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 [COURSE HANDBOOK](#)

**NAME:**

**STUDENT NO.:**

## DOUBLE MAJOR – PATHWAY B

YEAR 1					<b>SEMESTER 2</b> <b>CMNS1000</b> Digital and Social Media  CORE  <b>CMNS1240</b> Mobile Media Making  COMPULSORY  <b>MAJOR 2</b> 2000 level  <b>ELECTIVE</b>
YEAR 2	<b>SEMESTER 1</b> <b>CIND1004</b> Creative Collaborations  CORE  <b>CMNS1234</b> Media and Communication Concepts  CORE  <b>CMNS1090</b> Media Storytelling  COMPULSORY  <b>MAJOR 1</b> 2000 level				<b>SEMESTER 2</b> <b>CIND2003</b> Strategic Creativity  CORE  <b>MAJOR 1</b> 2000 level  <b>MAJOR 2</b> 2000 level  <b>ELECTIVE</b>
YEAR 3	<b>SEMESTER 1</b> <b>DESN2002</b> Design Thinking and Innovation  CORE  <b>CMNS2600</b> Audience Participation and Interaction  CORE  <b>MAJOR 1</b> 3000 level  <b>MAJOR 1</b> 3000 level				<b>SEMESTER 2</b> <b>CMNS3310</b> Communication, Creativity & Cultural Production  CORE  <b>MAJOR 1</b> 3000 level  <b>MAJOR 1</b> 3000 level  <b>MAJOR 2</b> 3000 level
YEAR 4	<b>SEMESTER 1</b> <b>CIND3000</b> Entrepreneurship  CORE  <b>MAJOR 2</b> 3000 level  <b>MAJOR 2</b> 3000 level  <b>MAJOR 2</b> 3000 level				

The recommended combination of majors for Pathway B are listed below:

1. Media Arts Production and Public Relations
2. Media Arts Production and News Media
3. News Media and Public Relations

# PROGRAM PLAN



## BACHELOR OF COMMUNICATION

**PROGRAM OPTION:**  
Double Major – Pathway C

**START DATE:**  
Semester 1, 2021

**LOCATION:**  
Callaghan

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek advice from your Academic Program Advisor to ensure you remain on track.

 [PROGRAM HANDBOOK](#)  
 [COURSE HANDBOOK](#)

**NAME:**  
**STUDENT NO.:**

## DOUBLE MAJOR – PATHWAY C

YEAR 1					<b>SEMESTER 2</b> <b>CMNS1000</b> Digital and Social Media  CORE	<b>CMNS1240</b> Mobile Media Making  COMPULSORY	<b>MAJOR 2</b> 1000 level	<b>MAJOR 2</b> 1000 level
YEAR 2	<b>SEMESTER 1</b> <b>CIND1004</b> Creative Collaborations  CORE	<b>CMNS1234</b> Media and Communication Concepts  CORE	<b>CMNS1090</b> Media Storytelling  COMPULSORY	<b>MAJOR 1</b> 2000 level	<b>SEMESTER 2</b> <b>CIND2003</b> Strategic Creativity  CORE	<b>MAJOR 1</b> 2000 level	<b>MAJOR 2</b> 2000 level	<b>MAJOR 2</b> 2000 level
YEAR 3	<b>SEMESTER 1</b> <b>DESN2002</b> Design Thinking and Innovation  CORE	<b>CMNS2600</b> Audience Participation and Interaction  CORE	<b>MAJOR 1</b> 3000 level	<b>MAJOR 1</b> 3000 level	<b>SEMESTER 2</b> <b>CMNS3310</b> Communication, Creativity & Cultural Production  CORE	<b>MAJOR 1</b> 3000 level	<b>MAJOR 1</b> 3000 level	<b>MAJOR 2</b> 3000 level
YEAR 4	<b>SEMESTER 1</b> <b>CIND3000</b> Entrepreneurship  CORE	<b>MAJOR 2</b> 3000 level	<b>MAJOR 2</b> 3000 level	<b>MAJOR 2</b> 3000 level				

The recommended combination of majors for Pathway C are listed below:

1. Media Arts Production and Animation and Interaction
2. Public Relations and Graphic Design and Illustration
3. Media Arts Production and Creative Arts

## PROGRAM PLAN

# BACHELOR OF COMMUNICATION

To be eligible to graduate make sure you have completed 240 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- Students must complete one of the following structures:
  - **Single Major Pathway A:** 80 units of Core Courses, and one 80 unit Communication major (20 units at 1000 level, 20 units at 2000 level and 40 units at 3000 level) and 80 units of Electives (with at least 30 units at 2000/3000 level); **or**
  - **Double Major Pathway B:** 80 units of Core Courses, and two 80 unit Communication majors, with 20 units at 1000 level, 20 units at 2000 level and 40 units at 3000 level in each major. As CMNS1090 and CMNS1240 are common compulsory courses across the Communication majors, students must undertake an additional 20 units. These 20 units can be either 20 units of electives or 20 units chosen from the directed course lists; **or**
  - **Double Major Pathway C:** 80 units of Core Courses, and one 80 unit Communication major (20 units at 1000 level, 20 units at 2000 level and 40 units at 3000 level) and a second 80 unit School of Creative Industries major (20 units at 1000 level, 20 units at 2000 level and 40 units at 3000 level).
- It is important to complete the Core courses when they are scheduled on the program plan. However, as long as students adhere to the structural requirements and sequence of the program and major, directed courses and electives can be completed flexibly, within the term and location availability of each course. Please refer to the [Course Handbook](#) for individual course details.
- Students must ensure that each Major has a minimum of 60 units of unique courses.
- Students must not exceed 240 units in order to complete a second Major.
- Students must not exceed 100 units at 1000 level in this program.
- Students must only complete courses that form part of the program and must not complete more than 240 units.
- The duration of this program is 3 years full-time (40 units per semester) or part-time equivalent.
- The maximum time to complete this program is 8 years.



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#). Please refer to the [Program Handbook](#) for specific information on program structure. If you are intending varying from this program plan please seek advice from your [Academic Program Advisor](#).

# PROGRAM PLAN

## BACHELOR OF COMMUNICATION

### MEDIA ARTS PRODUCTION MAJOR

#### COMPULSORY COURSES

Complete the following compulsory courses:

**CMNS1090:** Media Storytelling  
**CMNS1240:** Mobile Media Making

#### DIRECTED COURSES

Complete 20 units from:

**CMNS2035:** Screen Production  
**CMNS2016:** Social and Interactive Media  
**CMNS2130:** Sound Production  
**CMNS2080:** Interactive Art Practice and Production  
**CMNS2180:** Screenwriting

Complete 40 units from:

**CMNS3160:** Transmedia Documentary  
**CMNS3560:** Interactive Media  
**CMNS3440:** Short Film Production  
**CMNS3620:** Virtual Drama and Documentary  
**CIND3003\*:** Creative Industries Professional Project (20 Units)

### NEWS MEDIA MAJOR

#### COMPULSORY COURSES

Complete the following compulsory courses:

**CMNS1090:** Media Storytelling  
**CMNS1240:** Mobile Media Making

#### DIRECTED COURSES

Complete 20 units from:

**CMNS2280:** Feature Writing  
**CMNS2320:** News Media  
**CMNS2700:** Communication Research and Data Analytics

Complete 40 units from:

**CMNS3150:** Podcasting and Radio  
**CMNS3333:** Multiplatform Journalism  
**CMNS3320:** Global Trends in Media and Communication  
**CMNS3470:** Data Visualisation in Journalism  
**CIND3003\*:** Creative Industries Professional Project (20 Units)

### PUBLIC RELATIONS MAJOR

#### COMPULSORY COURSES

Complete the following compulsory courses:

**CMNS1090:** Media Storytelling  
**CMNS1240:** Mobile Media Making

#### DIRECTED COURSES

Complete 20 units from:

**CMNS2140:** Principles of Public Relations  
**CMNS2530:** Strategic Communication  
**CMNS2700:** Communication Research and Data Analytics

Complete 40 units from:

**CMNS3520:** Public Affairs  
**CMNS3540:** Public Relations Campaigns  
**CIND3003\*:** Creative Industries Professional Project (20 Units)

\*Students who choose **CIND3003 (20 units)** towards a Major should note this course counts as completion of 20 units of a single Major 3000 level requirement.

# PROGRAM PLAN

## BACHELOR OF COMMUNICATION

### ANIMATION AND INTERACTION MAJOR

(BACHELOR OF VISUAL COMMUNICATION DESIGN MAJOR)

This major can only be completed in Double Major Pathway C in combination with a Communication major.

#### COMPULSORY COURSES

Complete the following compulsory course:

**DESN1031:** Digital Practices in Visual Communication

#### DIRECTED COURSES

Complete 70 units with at least 20 units at 2000 level and 40 units at 3000 level:

**DESN1331:** Character Design  
**DESN1600:** Interaction and UX Design Fundamentals  
**DESN1801:** Animation Thinking

**DESN2600:** Designing for Game Play  
**DESN2610:** Experience Design Studio  
**DESN2801:** Animation Process  
**DESN2802:** Animation Production  
**DESN2804:** 3D Motion

**DESN3600:** Experimental Interfaces and Tangible Interaction Design  
**DESN3801:** Animation Studio  
**DESN3802:** 3D Environments  
**DESN3803:** Digital Compositing and Imaging  
**CIND3003\*:** Creative Industries Professional Project (20 Units)

### GRAPHIC DESIGN AND ILLUSTRATION MAJOR

(BACHELOR OF VISUAL COMMUNICATION DESIGN MAJOR)

This major can only be completed in Double Major Pathway C in combination with a Communication major.

#### COMPULSORY COURSES

Complete the following compulsory course:

**DESN1031:** Digital Practices in Visual Communication

#### DIRECTED COURSES

Complete 70 units with at least 20 units at 2000 level and 40 units at 3000 level:

**DESN1101:** Typography  
**DESN1200:** Drawing Foundations  
**DESN1600:** Interaction and UX Design Fundamentals

**DESN2011:** Design Futures and Professional Practice  
**DESN2040:** Illustration  
**DESN2060:** Scientific Illustration  
**DESN2221:** Graphic Brand Identities and Spaces  
**CIND2101:** Commercial Studio Photography

**DESN3040:** Commercial Illustration  
**DESN3321:** Publication Design  
**DESN3411:** Creative Studio Placement  
**CIND3003\*:** Creative Industries Professional Project (20 Units)

### CREATIVE ARTS MAJOR

(BACHELOR OF VISUAL COMMUNICATION DESIGN MAJOR)

This major can only be completed in Double Major Pathway C in combination with a Communication major.

#### COMPULSORY COURSES

Complete the following compulsory courses:

**DESN1031:** Digital Practices in Visual Communication

#### DIRECTED COURSES

Complete 70 units with at least 20 units at 2000 level and 40 units at 3000 level:

**AART1500:** Constructing Images  
**AART1700:** Foundations in Digital Photography  
**DESN1121:** Experimental Design Imaging

**AART2000:** Australian Contemporary Art in Context  
**AART2001:** 3D Prototype to Production  
**DESN2211:** Visual Narrative  
**CIND2102:** Extended Reality for Creative Practice

**AART3000:** Interdisciplinary Studio  
**AART3320:** Creative Place Making  
**CIND3101:** Manipulating Images  
**CIND3003\*:** Creative Industries Professional Project (20 Units)

\*Students who choose **CIND3003 (20 units)** towards a Major should note this course counts as completion of 20 units of a single Major 3000 level requirement.