

2015

Web Edition
Updated 15 August 2014

Communication and Digital Media

Degree and Diploma Guide



New teaching facilities in Building 9.

Refurbishment Boosts Media and Art Facilities

RMIT University has completed the final stage of a major building project revamping facilities for students in journalism, AV, music, communication and art.

The multi million dollar project designed by Spowers has completely transformed level one of Building 9, boosting the development of RMIT students' real-life skills.

Images courtesy of RMIT photography student Duta Perdana Mirzani Alamsyah.



Scan this code to watch an online time lapse of the renovation at www.youtube.com/rmitmedia.



New photography studio in Building 9, City campus.

Invent the Future

RMIT is renowned for its expertise in the communication and digital media area, having produced some of the most respected professionals in the industry.

Through hands-on programs where you pitch real ideas to real clients, and work placement opportunities with world-leading organisations, you will be prepared for a fast-moving and constantly evolving career.

RMIT graduates work around the world in TV, radio, newspapers, corporations, government and not-for-profit organisations.

RMIT's communication and digital media programs are highly sought after for their strong industry connections and their focus on work-integrated learning.

Programs are available in:

- advertising
- animation
- communication
- digital media
- journalism
- games
- media
- music and audiovisual
- public relations
- screen and writing
- sound.

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Cover Student

Romina Thaler
Bachelor of Communication (Professional Communication)

Acknowledgement of Country

The Wurundjeri people of the Kulin Nation are the traditional custodians of the land on which this organisation stands. RMIT pays its respects to owners and Elders, both past and present.

2015

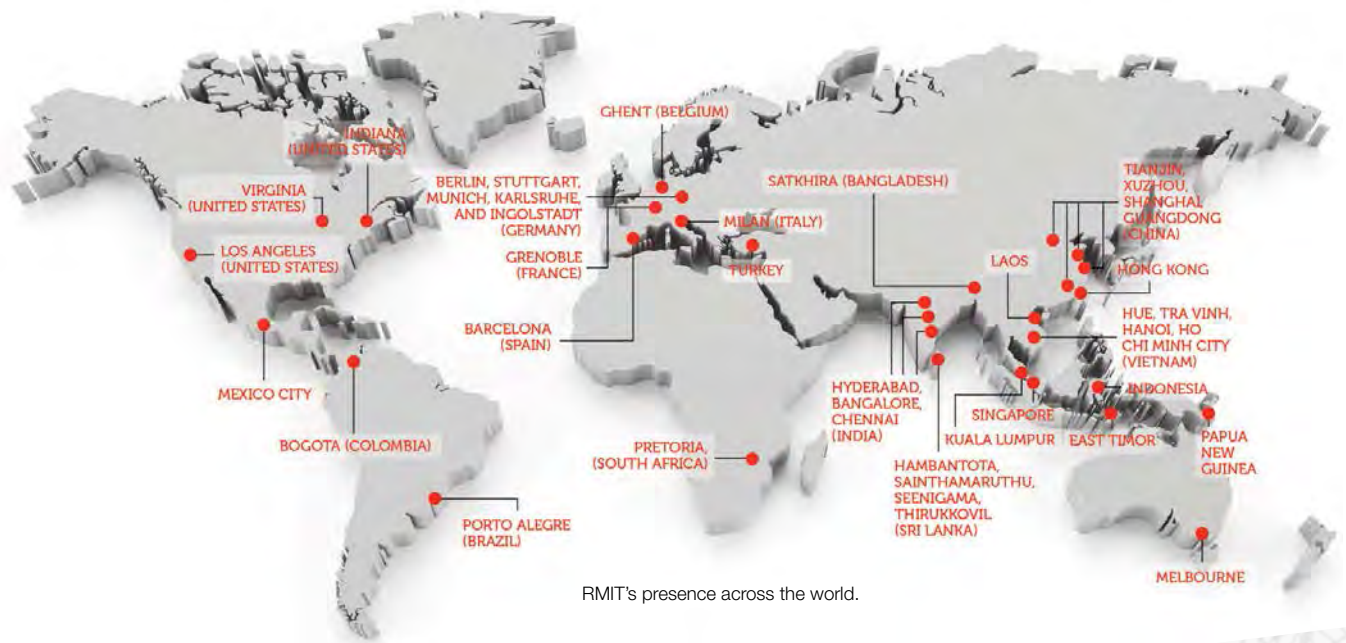
Global Reach



Priscilla Truong, Bachelor of Communication (Public Relations) studied at RMIT Vietnam.

RMIT University is a global university of technology and design focused on creating solutions that transform the future.

- RMIT is Australia's largest and most internationalised tertiary institution.
- RMIT is one of Australia's top five universities for student international exchange[^].
- RMIT graduates are employed in more than 100 countries around the world.
- RMIT has three campuses in Melbourne (CBD, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona.
- RMIT's programs are offered through partnerships in Singapore, Hong Kong, China, Indonesia, Sri Lanka, Belgium, Spain and Germany.



Researching Global Solutions

RMIT's researchers respond to the opportunities and challenges of our time.

RMIT has a global reputation for excellence in applied and innovative research:

- 203 research collaborations with industry and partners overseas
- in top 3 universities in Victoria for research funding*
- in top 5 Australian universities for excellence in key research disciplines*
- 85 per cent of research outputs rated as world standard or above*.



Unbreakable phones one step closer. Imagine dropping a phone and seeing it bounce rather than break. Researchers at RMIT University are bringing that day closer.

[^] Source: Australian Universities International Directors' Forum

* Source: Australian Research Council

Industry Connected



As architect to la Sagrada Família in Barcelona since 1979, RMIT Professor Mark Burry has had the job of untangling the mysteries of Antoni Gaudí's greatest work, and helping to complete one of the world's most famous cathedrals.

RMIT has partnerships with a wide range of organisations, meaning you could find yourself learning from world leaders of innovation.

- RMIT seeks advice and input from industry leaders to provide value in skill development. Many of RMIT's academics work with global companies, enabling the University to develop an enviable range of industry-aligned courses.
- The RMIT International Industry Experience and Research Program (RIIERP) is one of a kind in Australia—students have the opportunity to undertake work experience with leading organisations in Europe, North America and Asia.
- Partners include Network 10, San Pellegrino, Deloitte, KPMG, L'Oréal, Alcoa, Canon, CPA, Austrade, Penguin Books, NAB, Australia Post, BMW, Rolls-Royce, Audi, The Age, Volkswagen, Nestlé, Pacific Brands, Guess and Baulderstone Hornibrook.

Urban Sustainability

RMIT is urban in orientation and creativity, shaping sustainable cities of the future.

- Dedicated to sustainable urban campus environments and design excellence, RMIT's continuing \$800 million capital investment program saw the completion of the Design Hub and Swanston Academic Building (SAB) in Melbourne, and a striking new academic building at the Ho Chi Minh City campus in 2012.
- The Design Hub represents a new era for design innovation and research in Australia. It brings together progressive design academics, industry practitioners and postgraduate researchers within a disciplinary and collaborative urban laboratory—the first of its kind in Australia.
- SAB was named one of the ten most spectacular university buildings in the world by CNN.
- SAB received the Premier's Sustainability Award and was recognised at the Australian Institute of Architects' National Architecture Awards in 2013, as was the Design Hub.
- SAB was named Best Public Building in the 2014 Property Council of Australia awards.



Swanston Academic Building—designed by Lyons Architect, led by RMIT alumnus and Adjunct Professor Carey Lyons.



The Design Hub—designed by RMIT alumnus Sean Godsell.

Animation, Game Design and Interactive Media

Bachelor of Arts (Animation and Interactive Media)

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP203	FT3— V T	RC

CITY CAMPUS
www.rmit.edu.au/programs/bp203

Learn all aspects of the design and artistic process in the ever-changing world of animation, to prepare you for a career in Australia and overseas.

This is the top animation program in Victoria, where you'll become a specialist in animation and interactive media design including:

- animation (2D and 3D)
- motion graphics
- special effects
- digital video
- interactive media.

This program looks at animation in all its forms beyond the animated character from different outputs including screen, projection, digital and more. Presented in a creative and supportive environment, the program focuses on intellectual investigation and conceptual development.

Program graduates demonstrate aesthetic and intellectual maturity and strong technical abilities within design, media and art disciplines.

Students and staff enjoy wide national and international acknowledgement and exhibit in festivals and conferences such as Siggraph, MIAF, LIAF, MILIA and Annecy.

Through a successful historic culture of animation at RMIT all staff are practising artists, designers and industry practitioners. They are experienced educators actively engaged in research in their areas of expertise.

What You Will Study

You will start your hands-on learning from day one, allowing you three full years of exposure to the design and artistic elements involved in animation.

Year One

Via imaging, design, media culture and design studio, you will receive a comprehensive introduction to the theory and practice of digital media. You will cover areas of narrative development, as well as developing performance, visual and aural literacy.

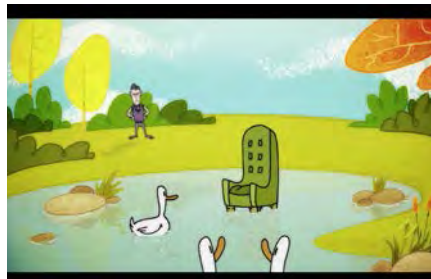
Year Two

In Semester 1 you will study 2D animation, 3D animation, interactive media and video.

In Semester 2 you will choose electives from 2D animation, 3D animation, sound design, interactive media, video, experimental video, experimental sound and alternative animation.

Year Three

In the final year the emphasis is on collaborative and conceptual development. The final outcome will be an industry-ready folio showcasing your skills and abilities.



'Inheriting Henry' by animation student Stuart Troup.

Industry Connections

In this program there is a strong focus of 'learning by doing', even in theory subjects. Your study will take place in studios and workshops, and includes a guest lecture series from staff with an industry background.

A major component of the program is studio practice. This will engage you in learning about animation and interactive media via an immersion into the discipline, its methods and practices through set projects and briefs.

You will be assessed through presentations, digital submission and peer-reviewed work. Over the three years you will work towards a screening of your final piece.

Work placement is available throughout your studies with either our existing industry contacts or with a workplace of your choosing. (We do not have a formal internship course, though work placement is possible through the studio courses.)

Career

The constantly evolving environment of the animation industry means you will be taught to be adaptable and strategic with your approach to projects.

New roles are being introduced and software updates are constant. The boundaries of traditional forms of animation have expanded greatly, making it more attractive to industries of all kind and, as a result, our course content remains relevant and up to date with industry trends.



Professional Recognition

This degree has strong connections with the creative industry through organisations such as the Australian Centre for the Moving Image (ACMI), Experimedia and Film Victoria.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks

Applicants must complete and submit a pre-selection kit. Short listed applicants will be required to present their folio to a selection panel.

Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of the following programs may be eligible to apply for exemptions:

- Advanced Diploma of Screen and Media.

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Student Profile

'Animation is such a painstaking but rewarding job – I loved that the staff gave us freedom to create while giving advice and support where necessary. I never really felt that I was doing 'work' because of the creative freedom I was given.

I am particularly proud of my graduation film, "Inheriting Henry", which appeared in the student showcase at ACMI cinemas and is currently being entered into film festivals worldwide.'

Stuart Troup

Bachelor of Arts (Animation and Interactive Media)

Bachelor of Design (Digital Media)

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP309	FT3— V	70.65

CITY CAMPUS

www.rmit.edu.au/programs/bp309

This program will teach you to be a digital media specialist in screen design, time-based media or interactive media. You will focus on some of the core disciplines of the field including visual effects and compositing, motion graphics, interactive media and design, sound design and digital media theory.

You will gain a solid grounding in digital media and will explore how design can be produced, applied and integrated within screen-based content.

What You Will Study

This program has a strong focus on ideas, skills and knowledge by way of practical and theoretical approaches to digital media problems and solutions. You will be assessed by individual and collaborative assignments delivered face-to-face and also online.

Internships are available throughout your studies with either our existing industry contacts or with a workplace of your choosing.

All programs are delivered in English. You will have access to online and digital resources through the myRMIT student portal.

Program structure

You will be introduced to a range of digital media fields and then specialise in a particular area of study.

Year One

Learn about digital media via a comprehensive overview of its theory and practice. You will learn the foundations of graphic and digital media design. You'll also develop strategies to enable an understanding of digital media platforms, which will provide a navigation point used in later years of specialisation.

Year Two

You will study advanced theories, ideas and concepts of digital media design while simultaneously gaining advanced skills in interactive, graphic and motion design applications. The focus will be on interactive and time-based media practice.

Year Three

You will complement these skills and knowledge with a focus on industry by way of specialisation in your chosen field with an emphasis on individual, collaborative and conceptual development. You will undertake an internship in the final semester that will allow you to demonstrate a professional and real-world approach to what you have learned over the previous years of study.

Industry Connections

This program is closely connected to industry practitioners and companies both in Australia and internationally. You will be exposed to current and next generation practice supported by teaching staff, visiting practitioners and industry engagement.

Career

Digital Media is a continually evolving field and thus, what is seen as cutting-edge now might not be so in 5 years time. RMIT has developed a modular way of updating course content and curriculum to reflect expected changes in industry and online applications. Successful graduates of this degree will be equipped to respond to these changes with a focus on core digital media principles that can be updated and redefined. This rapid industry evolution forms part of the challenges within a digital media career and as such; our graduates will be positioned at the forefront of their chosen practice.

Upon graduation you may pursue your chosen specialisation in a broad context with careers in:

- screen design
- time-based media
- visual effects
- production
- interactive media
- app and web development
- digital production
- teaching
- art
- new media practice.

Professional Recognition

This degree has a strong connection with local, national and international industry bodies that advise and offer support through our Program Advisory Committees.



'Squareangle', John McCormick and Adam Nash, Real Time 3D Game Engine

Global Opportunities

This program is the premier digital media degree in Australia. The global focus of the skills, ideas and problem-solving abilities taught within it will help you develop as a leader in the international digital media community.

This program is also offered at RMIT's Ho Chi Minh City campus in Vietnam. Students are able to move between campuses for a semester or two, and travel grants may be available for Australian students wishing to study a semester in Vietnam.

RMIT's Education Abroad Office (EAO) also supports students to undertake an exchange or short term mobility activity with over 165 partner universities worldwide.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Pathways

Graduates of the following programs are eligible to apply for entry into the second year of the Bachelor of Design (Digital Media):

- Advanced Diploma of Screen and Media (Interactive Plan)
- Advanced Diploma of Screen and Media (Screen Plan).

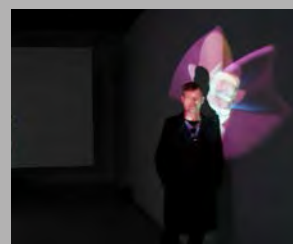
Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Staff Profile

Adam Nash is internationally recognised as one of the most influential artists working in networked realtime 3D and immersive environments. He lectures in Virtual Environments in RMIT's Bachelor of Design (Games) and is Program Manager of the Bachelor of Design (Digital Media).



Bachelor of Design (Games)*

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP214	FT3—  	RC

CITY CAMPUS

www.rmit.edu.au/programs/bp214

Develop your digital art and design talents to create rich characters, environments and worlds for a variety of platforms including computers, consoles and mobile devices.

Make the most of increasing demand in the creative industries for designers and artists skilled in producing rich interactive experiences by developing your conceptual game design and specialist art skills.

This unique program provides specialist training in computer-generated design with particular emphasis on game studies and art practice. You will study design, narrative, imaging, modelling and animation (2D and 3D), concept art and game environments.

RMIT has developed two dedicated games research groups with a specific focus on international world-leading research, attracting expert teaching staff teaching the most up-to-date and cutting-edge ideas.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

What You Will Study

You'll start your hands-on learning from day one, allowing you three full years of exposure to the design and artistic elements involved in animation.

Year One

You will be introduced to the unique and world-class game design studio courses:

- game history
- imaging and 2D artwork
- game engines.

Year Two

You'll grow your understanding of game studies and games production through the main studio courses and will find modules focussing on:

- concept art and advanced imaging
- 3D character design
- sound design for interactive environments
- experience design.

Additionally, you will begin your journey as a broadly educated designer by taking electives across the School of Media and Communication (in areas such as journalism, film, cultural studies, sound or animation) and from the wider university.

Year Three

You'll study in studios that address games design and analysis, games industry and professional portfolio skills. You'll produce a major team project aimed at a completed and publically-available game at the conclusion of the year, launching your career either within games, or as a games graduate using their craft to expand the definition of games in other areas.

Career

Upon graduation you will be equipped to start your own successful company and artistic career. This program provides regular learning interaction with students from Bachelor of Information Technology (Games and Graphics Programming) in a studio that reflects the constantly evolving practices of the games industry.

Graduates from the program are independent thinkers and developers known for their self-sufficiency, and as a result many are employed by design companies around Australia. This program will prepare you for the new games economy, currently dominated by apps but always evolving.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks

Applicants must complete and submit a pre-selection kit. Short listed applicants will be required to attend an interview.

Please refer to the 2015 VTAC Guide for full details on selection tasks.

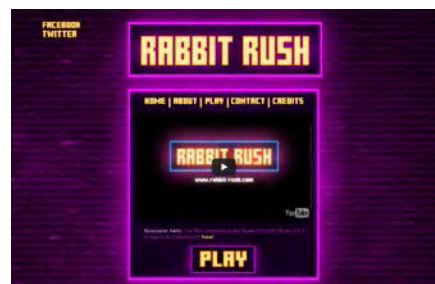
Pathways

Graduates of the Advanced Diploma of Screen and Media may be eligible to apply for exemptions (96 credit points spread throughout the three-year degree).

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.



'Caterpillar Lane', a first year Games student team, received a coveted Honourable Mention in the 2014 Independent Game Festival's Student Showcase. Laura Hales, Sarah Lin, Kevin Chen and Tamara Clarke won with their game, Rabbit Rush, a multi-layered psychological drama hiding behind an impeccably constructed arcade game. The Showcase had over 300 entries from 200 Universities of undergraduates, honours and master students.

The IGF Student Showcase is the best and most competitive games event for student games in the world. RMIT's Games program has been represented three times since 2008.

Diploma of Interactive Digital Media

Advanced Diploma of Screen and Media

RMIT Code	Duration and Application	2014 Clearly-in ATAR
C5218 (Dip)	FT1 – V T	N/A
C6087 (Adv Dip)	FT1	—

CITY CAMPUS
www.rmit.edu.au/programs/c5218

Qualify for a career in art, design, screen and media by studying in a creative environment that encourages artistic and intellectual investigation and maintains strong links with the digital media industry.

This is Australia's most renowned interactive and digital media education program, producing highly employable graduates with a diverse range of media skills. It maintains strong connections with industry through teaching staff, guest lecturers and assessment feedback. Students and staff associated with this program have exhibited in local and international festivals including Flickerfest – international short film festival, Sundance Film Festival, Annecy International Animation Film Festival and the Australian Centre of the Moving Image (ACMI).

Class content is industry-driven and kept up to date using industry-standard software and production protocols. The course investigates the conceptual development and completion of media content including motion graphics, 2D and 3D imaging and animation, broadcast, web and interactive design for delivery across a wide range of platforms such as film and television, advertising, the web, smart phone and tablet content.

What You Will Study

RMIT offers a variety of learning and teaching approaches including lectures, seminars, studios, workshops, presentations, group discussions and syndicate work. These are primarily in English.

You will have access to online resources through the myRMIT student portal.

Learning is conducted in the following types of environments:

- **computer labs**—practical classes held in labs that contain industry-standard Apple Mac computers and software including Illustrator, InDesign, Flash, Dreamweaver, Photoshop, Maya, Premiere Pro, After Effects and Soundtrack Pro
- **auditoriums**—industry speakers and graduates are invited to share their experiences and provide students with valuable insider information
- **studio**—group projects are undertaken in computer labs, reflecting a professional studio production experience.

As well as computer labs, students have access to industry-standard production equipment including HD video, professional audio and imaging equipment.

You will be assessed by folio submission as well as skills demonstration. Some assessments will be group based but many projects will be individually conducted and assessed.

Student Profile

25 year-old director/producer and RMIT graduate Sean Rodrigo is basking in the glory of early career success with the news that his first short film 'Nerds in Love' has earned a coveted spot at this year's Flickerfest, a BAFTA-recognised event, and has been accepted into the Cannes Court Metrage – Short Film Corner at Cannes Film Festival. Sean said, 'I wrote the film while I was at a real crossroads in my life, working average jobs, struggling with my career path, wondering if I was ever going to make it as a filmmaker. But out of this challenging time came the inspiration for 'Nerds in Love'—a film that's essentially about hope and finding love and friendship in an unlikely situation; themes I'm sure the Flickerfest audience will relate to.'



Sean Rodrigo
Diploma of Interactive Digital Media

Program Structure

This program prepares you for the digital media industry by training you in computer-generated art and design, which incorporates:

- design and presentation
- 2D imaging design
- 2D animation
- video and screen
- interactive design
- 3D digital environments and models
- creative collaboration
- digital visual effects.

You'll gain a broad understanding of the design, technical and management skills required to work in the field of interactive design and digital design industries.

While there is a strong emphasis on creativity and conceptual development, students will learn a broad range of software skills.

After you complete this program you can progress to the Advanced Diploma of Screen and Media (Interactive Plan).

Year 12 applicants typically apply for the Diploma and then continue into the Advanced Diploma of Screen and Media (Interactive Plan), completing both programs over two years full-time.

Industry Connections

You will be encouraged to do part-time, casual or volunteer work in the screen and new media industries to develop your knowledge, apply your skills and acquire workplace experience.

This program has many connections to industry including companies such as Y&R brands for internships, Wunderman, Iloura, 2 Bulls and Visual Jazz.

Career

Interactive design is growing through developments in technology such as apps and the internet, which has created a new way for consumers to find information and interact with their selected networks.

Our graduates are multi-skilled, greatly increasing their employment opportunities. Many games projects are being funded by government which has developed as a strong support to the industry. While many graduates work for media production companies, others start successful freelance practices through industry networks created during their studies.

Roles you may be eligible for upon graduation include:

- user experience (UX) designer
- user interface (UI) designer
- app developer
- app designer
- interface designer
- media content designer
- graphic designer
- motion graphic designer
- web designer
- front end developer
- 2D animation designer
- 3D animation designer
- 3D modeller
- 3D character rigger
- visual effects designer
- compositor
- animator
- producer
- production manager
- design director
- art director
- editor.

Entry Requirements

Prerequisites

None

Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online explaining their reasons for wanting to study the program and include details of any relevant work or other experience.

Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of this program can progress to the Advanced Diploma of Screen and Media (Interactive Plan). Completion of the Certificate IV in Tertiary Preparation (Media Studies) may provide guaranteed pathways (certain criteria must be met) into this program.

Communication

Bachelor of Communication (Advertising)*

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP219	FT3—  	RC

CITY CAMPUS

www.rmit.edu.au/programs/bp219

Learn how to creatively generate and communicate ideas as well as problem solve for business, in a hands-on collaborative environment.

Throughout this program you'll develop problem-solving and analytical skills and be challenged to seek new and unexpected solutions to advertising opportunities.

Working individually and in teams, you will initiate, plan and produce effective advertising campaigns that generate attention for brands and products and build an emotional bond with consumers. Importantly, you'll also develop the skills and knowledge to critically appraise these activities.

This program is ranked number five in the world and number one in Australia[^]. It is one of the few creative advertising degrees which teach business strategy as well as creative.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

[^] Source: YoungGuns Top 10 Schools

What You Will Study

All Bachelor of Communication programs at RMIT are broken up into three strands. The contextual studies and communication strands are completed with students from other communications disciplines and the professional strand is where you will specialise in your chosen field.

Contextual Studies Strand

You will gain an understanding of the application of media and communication in a broader context, as well as an understanding of social, political, economic and communication issues within business environments.

Communication Strand

You will learn basic communication models drawn from the social sciences and cultural studies, as well as research methods.

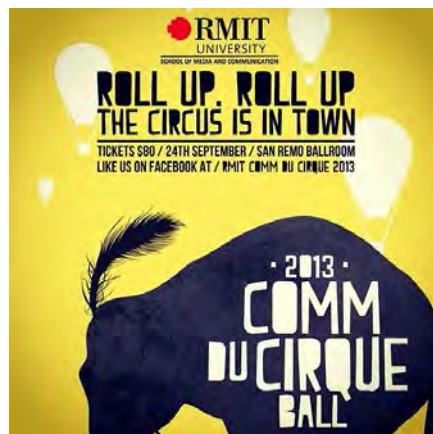
Professional Strand

The main topics covered in the professional strand include:

- art direction
- copywriting
- campaign strategy planning
- client management
- digital design and production
- creative concept development
- media planning
- advertising professional practice.

Electives

Throughout your degree you will also have the opportunity to select a number of electives from across the University.



Advertising student group work, 2013.

Industry Connections

This program maintains strong industry links and many opportunities exist for students to work with industry professionals. One such example is the annual 'Pitch Night' event where third year students present their work to industry representatives in a 'speed dating' environment.

Internship opportunities may also be available to third year students in a range of advertising, media and digital organisations.

At the completion of your studies you will be an industry-ready graduate with an impressive portfolio of work, which is why so many of our graduates are employed soon after graduation.

Career

Graduates become innovative advertising strategists, copywriters and art directors. You can work strategically and creatively, locally and globally, and move seamlessly across disciplines and organisations that use advertising.

Typically, graduates work in:

- agencies specialising in advertising, digital media, direct-response and sales promotion
- media (TV and radio stations, newspapers and magazines) and suppliers (TV production, radio, print and new media)
- business, government and non-profit organisations with in-house advertising facilities
- advertising and management consultancies.

Demand is high for top graduates in major centres and long-term employment prospects are strong globally, with notable growth in the Asia-Pacific.

The program will prepare you for roles such as:

- strategic planner
- media planner/ buyer
- account executive
- art director
- copywriter.



Advertising student group work, 2013.

Professional Recognition

Accredited by the worldwide industry body, the New York-based International Advertising Association (IAA), graduates will be eligible for the IAA's Diploma of Advertising in addition to their degree from RMIT.

Global Opportunities

The advertising program offers exchange with students from the Danish School of Media and Journalism (DMJX) in Copenhagen, which many RMIT and Danish students undertake each year. In addition, study abroad opportunities may be available through many other partner universities around the world. This exposes students to a wide range of international industry partnerships, networks and work experiences.

The skills you learn in the program are of a global standard, enabling you to apply your knowledge in the Australian and international advertising landscape.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 30 in English (any).

Selection Tasks

All applicants must attend the University to complete a creative exercise. Details will be emailed to all applicants by the University by 5 pm 24 October 2014.

Shortlisted applicants will then be invited to attend a folio presentation at a later date.

Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of the Advanced Diploma of Advertising may be eligible for exemptions.

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Bachelor of Communication (Journalism)*

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP220	FT3— V	90.25

CITY CAMPUS

www.rmit.edu.au/programs/bp220

Learn traditional and new forms of journalism in purpose-built studio and editing facilities and hone your reporting skills across all media platforms.

RMIT University provides one of the most highly regarded university journalism programs in Australia and is the longest running journalism program in Victoria. A blend of theory and practice, the program is highly regarded by the local and international news media industry. Our journalism graduates can be found working all of the major news organisations in Australia and in many international news operations.

By the end of your studies you will have the practical and theoretical knowledge to begin a career in journalism in Australia or abroad, and be able to show employers the practical application of those skills with a high quality and professional portfolio of published work.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

What You Will Study

All Bachelor of Communication programs at RMIT are broken up into three strands. The contextual studies and communication strands are completed with students from other communications disciplines, and the professional strand is where you will specialise in your chosen field.

Contextual Studies Strand

You will gain an understanding of the application of media and communication in a broader context, as well as an understanding of social, political, economic and communication issues within business environments.

Communication Strand

You will learn basic communication models, drawn from the social sciences and cultural studies, as well as research methods.

Year One

In first year you will be introduced to journalism skills such as newsgathering, reporting and writing. You will also be introduced to the intellectual and scholarly aspects of journalism and to the ethics and regulations that regulate this profession.

Year Two

In the second year you will build on your print skills with an advanced journalism-writing course; you will learn to research, report, write and produce live radio and television news. You also learn the fundamentals of online journalism.

Year Three

In your final year, you will enrol in an industry-based internship course while completing advanced courses in radio and television news and current affairs. You will also be fully involved—in our multi-disciplined newsroom—in producing the hard and online copy of *City Journal*, the RMIT journalism students' publication.

Student Awards

In 2013 journalism students were recognised with several wins at the annual Ossie Awards for student journalism.

Named after the famed Australian journalist Osma White, the awards are organised by the Journalism Education Association of Australia and judged by senior journalists and editors from the industry.

RMIT students graduating from both the Bachelor of Communication (Journalism) and Graduate Diploma in Journalism programs were recognised:

- **Best Print News Story by an Undergraduate or Postgraduate Student**
Winner: Ben Westcott, *ALGA to Slug Councils for Vote*
- **Best Photojournalism (Undergraduate or Postgraduate)**
Winner: Bridget Honan, *And This Is Too Hard: Life and Early Death in the Congo*
- **The Dart Centre for Journalism and Trauma Prize for reporting on violence, disaster or trauma in society**
Highly commended: Eliza Rugg, *One Metre Miracle*
- **Best use of Convergent Media**
Highly commended: Soren Frederiksen, *90 Second News*



Bridget Honan reporting in the Congo.

Electives

Throughout your degree you will also have the opportunity to select a number of electives from across the University.

Industry Connections

In your third year of study you will be assisted to find a professional-based journalism internship at a print, online, radio or television news organisation. A number of overseas internships may also be offered.

Representatives of the industry advise our program through our Program Advisory Committee (PAC). This committee is formed by senior representatives of key international, local and community news organisations, including Reuters, Fairfax, ABC, SBS, The Monthly, SYN Media, 3AW, and Network Ten.

Career

Upon graduation you will be prepared to work locally and internationally in all areas of journalism, including newspapers, magazines, specialist publications, radio, television, online and also in related areas in the commercial and public sector.

The news industry values the multi-platform skills that RMIT journalism graduates offer, skills that are essential in the modern newsroom.

The focus of the program is to prepare you for a journalism career, but it will also prepare you for other occupations in media and communications. Technological advancements in the industry have resulted in new forms of journalism, allowing for new employment possibilities.

This program will prepare you for roles such as journalist, media advisor, information officer, crisis communication specialist, corporate social responsibility (CSR) advisor.

Global Opportunities

There are opportunities to study overseas for one or two semesters at universities in the UK, US, Canada, Europe, Africa, Latin America or Asia. The skills you learn in this program are global in nature so you will be equipped to find work in Australia and overseas.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 35 in English (any).

Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online. Applicants should include the following in the form: reasons for wanting to study journalism, details of any attempt to have work published or broadcast and demonstrate awareness of the current media landscape, its evolution, and its effect on the journalism industry. Short listed applicants may be required to attend an interview. Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways


RMIT graduates of the Associate Degree in Professional Writing and Editing may be eligible to apply for exemptions.

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Bachelor of Communication (Media)*

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP221	FT3 or PT6— 	85.05

CITY CAMPUS

www.rmit.edu.au/programs/bp221

This program will provide you with a broad knowledge of all aspects of contemporary media, using existing and emerging technologies, and will place you in a strong position to pursue your career goals.

Our students learn the fundamentals of the production process including writing, scripting, shooting, sound and image recording, editing, producing, broadcasting, publishing and social media.

The program's unique combination of industry training and academic study will teach you to analyse media in a broader historical and cultural context, as well as encourage critical engagement and innovation across a range of media platforms.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

What You Will Study

All Bachelor of Communication programs at RMIT are broken up into three strands. The contextual studies and communication strands are completed with students from other communications disciplines, and the professional strand is where you will specialise in your chosen field.

Contextual Studies Strand

You will gain an understanding of the application of media and communication in a broader context, as well as an understanding of social, political, economic and communication issues within business environments.

Communication Strand

You will learn basic communication models, drawn from the social sciences and cultural studies, as well as research methods.

Professional Strand

In the professional strand courses you will study how to read, write and publish work - using text, audio and video - in traditional and digital, online, converged and networked media. You will also explore the creative and critical application of these skills in a wide range of areas relevant to academic study and the media industries.

Learning and Teaching in the professional strand is focussed on studio-based project work which integrates and further develops previously acquired theoretical, practical and professional knowledge. As you progress through the degree you will increasingly direct your own learning and produce media projects with an academic and/or industry focus.

In all three strands you will develop critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your and others' work.

Student Work

You can view a selection of student projects on the Media Factory video channel which include live action as well as animated fiction and non-fiction works. They have all been created by RMIT students from across the three year levels of the Bachelor of Communication (Media) degree.

vimeo.com/user23057876



Industry Connections

RMIT Media is widely recognised by employers for its industry-ready graduates. The Program Advisory Committee is made up of figures representing leading cultural institutions such as Melbourne International Film Festival, ACMI and the ABC.

Students are encouraged to take advantage of the many opportunities offered by RMITV, the student-run television station broadcasting on Channel 31. Students also work with independent radio broadcasters 3RRR FM and SYN FM. Final-year students work on various industry-linked projects and must complete 80 hours of professional work attachment.

Career

RMIT Media graduates can be found throughout the media industries within Australia and internationally. They find work in the film and television industry, public and commercial radio, internet and mobile media, screen culture, social media, journalism, marketing, publishing, academia, the music and games industries and the government sector. Many also go on to postgraduate study.

RMIT Media graduates have an edge by being multi-skilled, global in outlook and capable of working in a variety of media forms and professional contexts.

Technological and societal changes have affected the way audiences view and discover content. This has dramatically changed the media industry, not least by creating new job roles and opportunities for organisations to expand their product and service offerings.

Roles that program graduates have moved into include:

- **Film and Television:** directors, producers, directors of photography, screenwriters, camera operators, sound recordists, sound and picture editors, post-production supervisors, production managers, first assistant directors, art directors, casting agents, marketers, publicists, video artists
- **Radio:** presenters, producers, programmers, station managers, studio directors, journalists, editors - for commercial, government or community broadcasters
- **Screen Culture:** film festival directors, curators, project managers, film and TV critics, distributors, venue coordinators
- **Internet, Mobile Media:** website developers, cross-platform content developers, social media producers, content authors, writers, managers, publishers, media sellers and buyers.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 35 in English (any).

Selection Tasks

Non Year-12 applicants must complete and submit a VTAC Personal Statement online. Applicants should include the following in the form: reasons for wanting to study media, details of any prior experience in the industry, and demonstrate awareness of the current media landscape, its evolution, and its effect on the media industry. Short listed applicants may be required to attend an interview.

Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

RMIT graduates of these programs are eligible for exemptions:

- Advanced Diploma of Screenwriting
- Advanced Diploma of Screen and Media.

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Bachelor of Communication (Professional Communication)*

RMIT Code	Duration and Application	2014 Clearly- in ATAR
BP222	FT3— V	90.40

CITY CAMPUS

www.rmit.edu.au/programs/bp222

Learn the foundations of journalism, media production, advertising and public relations, and develop a wide range of skills in order to enter a number of professional communication fields.

This career-oriented program is one of the world's premier professional communication qualifications, offered by RMIT in five cities around the world. It produces multi-skilled communicators with solid online, radio, television and print experience.

This program will develop your skills in:

- corporate communications
- professional writing and editing
- online and broadcast journalism
- script writing, film, TV and radio production
- public relations
- advertising
- journalism
- media production.

This program strongly integrates theory and practice. In the first half of the program you will work and learn with students from other communication disciplines, and in the second half you will specialise in your area of interest.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

What You Will Study

All Bachelor of Communication programs at RMIT are broken up into three strands. The contextual studies and communication strands are completed with students from other disciplines, and the professional strand is where you will specialise in your chosen field.

Contextual Studies Strand

You will gain an understanding of the application of media and communication in a broader context, as well as an understanding of social, political, economical and communication issues within broader environments.

Communication Strand

You will learn basic communication models drawn from the social science and cultural studies, as well as research methods.

In your third year you will specialise in one or two professional areas.

Students can also choose up to three elective courses from any RMIT program.

Industry Connections

Throughout your studies we encourage you to undertake—but do not assess you on—a professional placement with government departments, media and advertising agencies, community TV, radio stations or consultancies that we have existing relationships with, or one of your own choosing.

Career

Broad skills are taught so you can work in a changing environment heavily influenced by cultural trends and advancements in technology. These trends and changes have affected the way we communicate and the way audiences view and search for information, and the course content reflects these changes to prepare you for the fast-paced world of communication. The program can be aligned to your career aspirations to help guide you to the career you want.

Students in this program come from many parts of the world, and graduates have been employed in Australia, Asia and Europe.

Global Opportunities

Professional Communication is offered at RMIT Melbourne campus but also at the RMIT Vietnam campus in Ho Chi Minh City, and RMIT campuses in Jakarta, Hanoi and Singapore.

Throughout your degree you will hear from international guest lecturers who will share with you the knowledge and skills to work in Australia and overseas.

You can study overseas for a semester as an exchange or study abroad student or complete part of your studies on our Vietnam campus.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 35 in English (any).

Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online. Applicants should include the following in the form: reasons for wanting to study professional communication, and demonstrate awareness of the current media environment and the importance of developing skills across the industry sectors of journalism, media production and public relations.

Please refer to the 2015 VTAC Guide for full details on selection tasks.



Channel 31 project by Professional Communication students
Romina Thaler, Genevieve Day, Camilla Walker, Meghan Madden and Jessie Chaplar.

Pathways

Graduates are well placed to take up further study to pursue a particular research interest through honours or the following postgraduate degrees: Master of Communication by coursework; Master of Arts by research; Doctor of Philosophy—Communication (PhD) by research.

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Student Profile

'Throughout my studies I worked in a team on a campaign for Channel 31 to promote the channel to a younger demographic.

'My team and I created the entire campaign using our knowledge of social media, free giveaways and liaising with uni students, while maintaining a realistic budget. We then pitched our ideas to Channel 31 staff and we won. So we not only received a prize but we gained great industry experience too.'



Romina Thaler

Bachelor of Communication (Professional Communication)

Bachelor of Communication (Public Relations)*

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP223	FT3— V	83.50

CITY CAMPUS
www.rmit.edu.au/programs/bp223

Public relations is a career for people with enquiring minds. Advising organisations on how to enhance their working relationships and reputation is at the heart of modern PR.

A PR degree at RMIT prepares you for the increasingly globalised, technology-driven world of public relations within corporate, government, not-for-profit and consultancy environments.

You will gain professional skills in writing techniques, media and stakeholder relations, strategy and research, with an emphasis on problem solving, creativity, project and relationship management.

You will build your skills and knowledge on campus and in a variety of work-integrated learning environments. You will be exposed to other fields of applied communication practice and how they converge with PR.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

What You Will Study

All Bachelor of Communication programs at RMIT are broken up into three strands. The contextual studies and communication strands are completed with students from other communications disciplines and the professional strand is where you will specialise in your chosen field.

Contextual Studies Strand

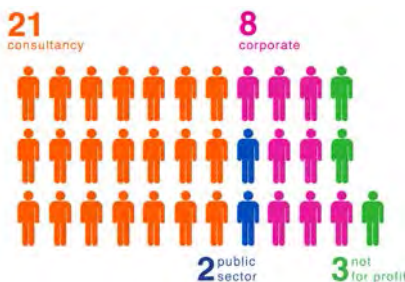
You will gain an understanding of the application of media and communication in a broader context, as well as an understanding of social, political, economic and communication issues within business environments.

Communication Strand

You will learn basic communication models drawn from the social sciences and cultural studies, as well as research methods.

Professional Strand

You'll find out why and how organisations use PR and learn about professional protocols and ethics. You will build written and verbal communication skills using a variety of communication media, and hone your analytical skills to prepare you for leadership roles in the industry.



Assessment work from PR students who produce research, communication plans and media releases as part of their studies.

Industry Connections

This program has been developed in close association with experienced public relations practitioners. Their ongoing commitment as Program Advisory Committee members, staff members and guest lecturers contributes to the program's reputation. Companies such as PPR, Haystac and Shoemark & King sponsor annual prizes for student academic achievement and leadership.

Year One

You will participate in structured projects based on real-world client scenarios requiring public relations solutions.

Year Two

You will complete a research project commissioned by an organisation and build complementary workplace skills with the guidance of industry practitioners.

Year Three

You will plan and implement a public relations campaign, working on a real project for a not-for-profit organisation. You will also complete an internship in a supervised placement in a not-for-profit, corporate or government organisation or in a PR consultancy.

Career

PR is now a main focus in many organisations, which has helped to improve its profile in business. Changes in technology have helped the PR process evolve to keep pace in fast-paced environments that need to cut through to fragmented audiences. There is a strong employment rate upon graduation because the program prepares students to problem-solve and construct communication materials effective in all sectors of PR, making our graduates adaptable to the ever-changing business environment.



Assessment work from PR students who produce research, communication plans and media releases as part of their studies.

Professional Recognition

This program is accredited by the Public Relations Institute of Australia (PRIA). Graduates are eligible for the PRIA Associate—New Practitioner membership. Students and graduates can also become members of the International Association of Business Communicators (IABC), and other international PR industry associations that recognise reciprocal accreditation with the PRIA.

Global Opportunities

Students may take study tours or study abroad with exchange partners including RMIT Vietnam.

Throughout the program, local and overseas professionals appear as guest lecturers.

Part of the program also focuses on international PR and globalisation, looking at different cultures and PR regulations. Skills taught in the program can be applied both in Australia and overseas.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 35 in English (any).

Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online. Applicants should include the following in the form: reasons for wanting to study public relations, details of any prior experience in the industry, and demonstrate awareness of the current media landscape, its evolution, and its effect on the public relations industry. Short listed applicants may be required to attend an interview. Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of the following programs who successfully gain entry to this program may be eligible to apply for exemptions:

- Advanced Diploma of Business (Public Relations)
- Diploma of Professional Writing and Editing.

Honours





RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Certificate IV in Advertising

Diploma of Advertising

Advanced Diploma of Advertising

RMIT Code	Duration and Application
C4227 (Cert IV)	FT0.5 or PTA—  or 
C5226 (Dip)	FT0.5 or PTA— 
C6116 (Adv Dip)	FT0.5 or PTA— 

CITY CAMPUS

www.rmit.edu.au/programs/c4227

These programs focus on business communication and combine studies in traditional and electronic advertising for those who wish to enter as practitioners and for those who are already in advertising or related areas.

You will combine studies in traditional and electronic advertising and learn about briefing, digital advertising creation, e-marketing, promotion and evaluating the effectiveness of campaigns as well as developing work-ready skills demanded by employers in advertising and related industries.

RMIT's advertising programs have been developed with considerable industry input and are strongly career-oriented. Traditional areas of advertising are covered, including marketing, consumer behaviour, creative and production elements, copywriting, art direction, advertising research, and media planning and buying.

If you are a good communicator, enjoy teamwork and know how to prioritise tasks, RMIT can launch you towards your perfect career in advertising or integrated marketing communications.

What You Will Study

Year 12 applicants will typically apply for the certificate IV and progress to higher qualification levels, completing the suite of three programs over one-and-a-half years full-time.

Applicants with significant relevant work experience or other relevant qualifications may be admitted directly into higher qualification levels.

Certificate IV

In the certificate IV you learn about conducting, analysing and presenting market research, understanding consumer behaviour and profiling a target audience. Key elements of advertising such as production and scheduling as well as electronic marketing and promotion will also be covered.

Diploma

You will further develop your knowledge of the many facets of advertising, such as the marketing concept, managing budgets and financial plans, media types and media planning, electronic advertisement creation and the presentation of campaigns.

Advanced Diploma

You will develop comprehensive knowledge and skills in providing leadership, creating advertising briefs, developing and executing marketing communication plans, implementing business plans and advertising campaigns and then evaluating their effectiveness. Emerging e-business innovations are explored to ensure relevance in this rapidly-changing environment. Essential industry skills, including ensuring team effectiveness and developing work priorities, are practised through project work.

Full-time classes are mostly conducted during the day except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February.

Industry Connections

Program content is reviewed and endorsed by an Advertising Industry Advisory Committee. You will complete work-integrated learning projects each semester. This involves working on real projects and campaigns with high profile industry partners in a simulated communications agency.

Career

Graduates of RMIT's advertising programs are prepared for a broad range of occupations within the advertising industry, including account service, creative and media, as well as other related advertising and sales promotion fields.

Some of the career directions chosen by graduates include client service, media planning and buying, advertising production, strategic planning, marketing services management, brand management, market research, and product management.

Professional Recognition

Graduates of the advanced diploma may be admitted as associate (diploma) members of the Advertising Institute of Australasia (AIA), providing they meet the age and approved advertising experience requirements as prescribed by the General Council of the Institute. Students may be admitted as a student member of the AIA. This program is supported by the International Advertising Association (IAA).

Global Opportunities

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year. Visit www.rmit.edu.au/bus/international.

Entry Requirements

Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.

Non-Year 12: completion of post-secondary studies or relevant industry work experience.

Prerequisites

None

Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online if they wish other information to be considered. Applicants should explain their reasons for wanting to study the program and include details of any relevant work or other experience. Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of the Certificate IV in Advertising may progress to the Diploma of Advertising.

Graduates of the Diploma of Advertising may progress to the Advanced Diploma of Advertising.

Graduates of the Advanced Diploma of Advertising may apply for exemptions from any Bachelor of Business degree.

Please refer to information about advanced standing at www.rmit.edu.au/bus/advanced_standing.

Student Profile

'The Advanced Diploma of Advertising is practical and rewarding. The teachers have extensive industry experience which means they have a lot of knowledge to pass on in the classroom. The hands-on nature of the program gives students the opportunity to have direct contact with advertising agencies and their clients.'

Andrew Hibbins

Advanced Diploma of Advertising



Diploma of Business (Public Relations)

Advanced Diploma of Business (Public Relations)

RMIT Code	Duration and Application
C5281 (Dip)	FT0.5 or PTA— D or V
C6102 (Adv Dip)	FT1 or PTA— D

CITY CAMPUS

www.rmit.edu.au/programs/c5281

Maintaining good relationships with internal and external clients, customers and stakeholders is critical to the success of any organisation.

RMIT's PR programs cater for public relations and other service industry sectors, such as tourism and hospitality, local government, public policy, media, journalism and feature writing, publishing (particularly for multimedia), libraries and information services, film and television information or publicist roles.

Public relations practitioners are key to maintaining positive relationships and reputation building. If you have a keen curiosity about people and the world, good problem-solving skills, the ability to work in and lead teams, confidence, and strong analytical instincts and communication skills, then a career in public relations is ideal for you.

What You Will Study

Year 12 applicants will typically apply for the diploma and progress to the advanced diploma, completing the two programs over one-and-a-half years full-time.

Applicants with significant relevant work experience or other relevant qualifications may apply for recognition of prior learning (RPL) and be admitted directly into the higher qualification level.

Diploma studies will cover topics relating to project management, copywriting and producing effective presentations. You will learn how to conduct market research, analyse consumer behaviour for specific markets, and implement and monitor marketing activities as you develop your knowledge of the public relations industry.

At the advanced diploma level you will further develop your IT and general communication skills to create web pages with multimedia, develop an advertising campaign, write strategic PR documents, manage fundraising and sponsorships, and develop crisis management plans.

You will also learn how to develop a risk management strategy, a business or strategic plan, manage a budget and organisational communication strategy and learn about compliance requirements.

Classes are mostly conducted during the day except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February.

Industry Connections

These programs are supported by a diverse industry advisory board, including members of the Public Relations Institute of Australia (PRIA) who are actively involved in reviewing program design and course materials.

You will benefit from exposure to guest speakers and will have the opportunity to work on real projects and campaigns in a simulated communications agency or undertake a practical work placement. Placements usually commence in February or July and are approximately 15 days in duration.

There is also an opportunity to participate in the Virtual Global WIL Project to implement your knowledge and skills relating to global business operations and project coordination. The project involves RMIT students working in a global team with students from Ireland and the United States to prepare an integrated marketing communications plan for the Irish Tourism Board.

Career

Graduates will emerge with skills and knowledge necessary to begin a career in the public relations industry in Australia.

Industry consultation has signalled a need for expertise in a wide range of industry sectors, including not-for-profit organisations and consultancies. Roles include information officer, promotional event officer, PR officer and community development officer in areas such as tourism and hospitality, public policy, media, journalism and feature writing, publishing (particularly for multimedia), libraries and information services.

Students already employed in the industry can develop further skills in PR and through this program or further study, gain a broader understanding of the Australian public relations industry.

Global Opportunities

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year.

Visit www.rmit.edu.au/bus/international.

Entry Requirements

Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.

Non-Year 12: completion of post-secondary studies or relevant industry work experience.

Prerequisites

None

Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online if they wish other information to be considered. Applicants should explain their reasons for wanting to study the program and include details of any relevant work or other experience. Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of the Diploma of Business (Public Relations) may progress to the Advanced Diploma of Business (Public Relations).

Graduates of the Advanced Diploma of Business (Public Relations) may apply for exemptions from the following degrees, subject to meeting the program entry requirements:

- Bachelor of Communication (Public Relations)
 - Any Bachelor of Business degree
- Please refer to information about advanced standing at www.rmit.edu.au/bus/advanced_standing.

Student Profile

'In high school I realised I wanted an education and a career in a creative industry. RMIT is renowned for its public relations and communications programs, industry relationships and contacts.'

'The advanced diploma taught me practical aspects of public relations including writing and understanding briefs, working with clients and every media tool needed to run a campaign from the ground up.'

'There are many things I could say about the PR program but I would emphasise that the practical skills and knowledge you learn can be used across any business pathway or management role.'

Rachel Zimmerman

Advanced Diploma of Business (Public Relations)



Business Medal Finalist

Isabel Thompson-Officer, 2013 Business Medal finalist, talks about studying Public Relations at RMIT.



Scan this code to watch the online video at www.youtube.com/rmitmedia.

Music and Audiovisual

Bachelor of Arts (Music Industry)*

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP047	FT3— V T	81.20

CITY CAMPUS

www.rmit.edu.au/programs/bp047

Learn about key areas of the local and global music industries in a strong academic and practical environment in the heart of a musical, artistic and creative city.

The Music Industry program provides an innovative approach to the study of music in local and global contexts. Students are prepared for a variety of careers within the music industries and the broader creative industries.

You will explore contemporary trends and issues through a combination of practical, project-based work and academic, theoretical study. Studying in Melbourne, the exciting music capital of Australia, exposes you to thriving local scenes, buskers, bars, clubs, theatres and festivals.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

What You Will Study

Through a studio-based learning environment, you will experience a variety of teaching modes, such as lectures, seminars, work-integrated learning and problem-solving workshops. You will learn about key music technologies, global music cultures, popular music scenes, music business practice and live music performance. Beyond the specifics of the music industries, you will also investigate broader cultural, social and historical perspectives through undertaking a sequence of contextual courses (for example, Asian Media and Culture, or Cinema Studies). There will also be opportunities to study overseas as part of your degree. A selection of music industry electives are offered that focus on music video, sound design, and DJing and electronic dance music, as well as electives from across the university.

Industry Connections

Internships can be taken in broad ranging, music industry-related organisations. For example, RMIT has formal links with the Mushroom Group, Warner Music Australia and Creative Environment Enterprises, which contributes to providing you with an education that strongly links formal learning with professional or vocational practice.

Career

Graduates are employed in a variety of areas within the music and performing arts industries such as:

- performance
- live sound engineering
- studio production
- artist management
- event management
- distribution
- promotion
- marketing
- journalism
- research
- teaching.

Student Profile

Former music student, Vinci Andanar has been busy in the USA with his electro-pop quintet Gold Fields.

Vinci said of their recent success, 'We're on a break after the album tour in the US and Australia last year. We played 125 shows in 2013 and we even played on the US late night TV show 'Jimmy Kimmel'.

'We're working on new music at the moment, mostly remixes. All our latest remixes of other artists can be found online and we have another three new remixes that will be released in the coming months'

Visit soundcloud.com/gold_fields/ to hear their original music and remixes.



Vinci Andanar, centre
Bachelor of Arts (Music Industry)

Global Opportunities

This program provides perspectives on the global music industries and global music culture via course content and exchange opportunities with overseas universities.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks

Applicants must complete and submit a VTAC Personal Statement online explaining their reasons for wanting to study music industry and include details of any relevant work, study, performance or sound production experience. Short listed applicants may be required to attend an interview.

Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of the following programs may be eligible to apply for exemptions:

- Diploma of Audiovisual Technology
- Advanced Diploma of Sound Production
- A diploma or advanced diploma of music—practical, sound production, music business (available at other institutions) or equivalent.

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Certificate IV in Live Production and Technical Services[^]

Diploma of Live Production and Technical Services[^]

RMIT Code	Duration and Application	2014 Clearly-in ATAR
C4348 (Cert IV)	FTX— V T	N/A
C5332 (Dip)	FT1	—

CITY CAMPUS

www.rmit.edu.au/programs/c4348

This newly titled program which has been completely revised for 2015 is focused on giving students highly practical audiovisual skills that will enable them to undertake a wide range of jobs in a diverse and growing industry. Our numerous industry contacts tell us that they cannot obtain enough trained technicians due to the large amount of work available.

Recent program graduates have found employment at ABC TV, Candlelight Productions, Fremantle Media, Harry the Hirer Productions, Insight AV, Melbourne Convention & Exhibition Centre, Melbourne Museum, Methodist Ladies' College, Monash University, Nine Network, Oakland Productions, Phaseshift Lighting Productions, Resolution X, Rutledge AV, Staging Connections, State Library of Victoria, Ten Network.

[^] Previously titled Certificate IV in Audiovisual Technology and Diploma of Audiovisual Technology.

What You Will Study

You will learn through practical, hands-on classes and exercises in classrooms, labs, studios and other locations. All classes have a strong focus on the skills which industry require.

Assessments are mostly practical and take place in group and individual formats. Teachers have many years of industry experience and graduates and current industry practitioners sometimes take guest classes.

All programs are delivered in English.

You can access online resources through the myRMIT student portal.

Program Structure

This program runs over 2 years (4 semesters) and consists of the Certificate IV (Year 1) and the Diploma (Year 2).

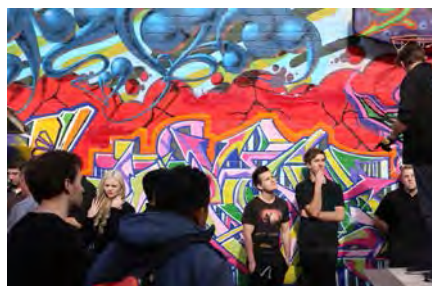
You will be admitted to the Certificate IV level of the training package and upon successful completion you can apply to study the next qualification (Diploma).

Year One—Certificate IV in Live Production and Technical Services

In this program you'll learn practical, technical and operational skills at RMIT and in industry in order to work in entry level positions in the AV industry.

These skills include:

- AV equipment set-up, operation and maintenance
- lighting
- live sound
- networking with industry
- OHS
- practical placement in industry
- television studio production
- video and presentation equipment operation
- white card.



Students supporting an event in the Melbourne CBD.



Student filming a live music event.

Year Two—Diploma of Live Production and Technical Services

In this program you will extend the skills and knowledge from the Certificate IV to allow you to undertake specialist or higher level jobs in the AV industry.

These skills include:

- AV project management
- AV system networking
- AV systems design
- lighting for live events
- live sound
- video production and editing.

Industry Connections

This program has many connections to industry organisations including:

- AV event, design and installation companies
- educational providers
- lighting companies
- sound companies
- TV stations.

Practical placements at these organisations offer students the opportunity to undertake work-integrated learning concurrently with their studies. Employers looking to fill the current shortfall of multi-skilled AV operators frequently contact program staff, seeking students and graduates.

Career

Audiovisual technologies have a worldwide presence in home, retail, government and corporate environments, and their evolving applications are one way for companies to differentiate themselves from competitors. As AV technology is aligning with computer technology, new job roles are being created to cater for a new market.

Industry professionals often look to employ RMIT graduates due to their high level of professionalism and strong can-do attitude.



Soundcheck at the Bertie Blackman concert.



Students setting up for a music event.

Entry Requirements

Prerequisites

None

Selection Tasks

Applicants must complete and submit a VTAC Personal History online or direct applicant statement explaining their reasons for wanting to study the program and include details of any relevant work or other experience. Short listed applicants may be required to attend an interview.



Please refer to the 2015 VTAC Guide for full details on selection tasks.

Pathways

Graduates of the Certificate IV in Audiovisual Technology and the Certificate IV in Live Production and Technical Services can progress to the Diploma of Live Production and Technical Services.

Certificate IV in Sound Production

Advanced Diploma of Sound Production

RMIT Code	Duration and Application	2014 Clearly-in ATAR
C4276 (Cert IV)	FT1 —  	N/A
C6104 (Adv Dip)	FT1	—

CITY CAMPUS

www.rmit.edu.au/programs/c4276

Bring your technical and creative talents together to forge a career in sound and music.

Skilled sound technicians and audio engineers are constantly in demand. This program uses modern industry-standard equipment for you to become proficient in the multiple technologies used by the industry.

This program is developed and maintained with ongoing industry consultation to ensure training reflects current practice and improves graduate employability potential.

All program staff members are current practitioners with ongoing industry links, each with a history of successes that include accolades such as gold records and Aria awards.

The facilities are a key strength of this program and reflect professional workplace environments that ready students for immediate post-graduation engagement.

What You Will Study

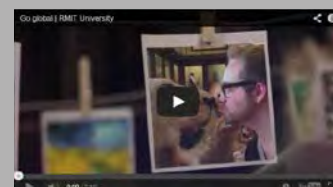
This program runs over two years (four semesters), consisting of the Certificate IV (year one) and the Advanced Diploma (year two). Its focus is the recording, mixing and live production of music, branching out to other applications such as post-production in the second year.

This program covers professional knowledge and skills using industry-standard hardware and software, and will teach you to operate in a variety of professional audio production environments.

In year two, you will move into areas such as sound for film, television and online/multimedia productions, as well as learning advanced mixing concepts such as surround sound technology. Music recording and mixing principles covered in the first year are expanded on in advanced mixing concepts and mastering. The practical component for this year includes staging and recording a number of live performances, including and covering front of house, monitors and outside broadcast van recording.

Student Projects

Our sound production students gain a lot of experience throughout their studies by working on personal and industry projects. Students such as Ash Pope, Sebastian Krumins (aka Faux Pablo) and Milo Fisher submitted their work and were lucky enough to have it selected as the backing music for RMIT produced videos. All clips have had exposure through RMIT's website, advertising campaigns and YouTube channel.



Industry Connections

You will undertake 40 hours of supervised work-integrated learning in your chosen industry area, gaining industry experience and industry contacts.

This program has been developed with the ongoing consultation of strong industry connections such as:

- Soundfirm
- Sing Sing Recording Studios
- Music & Effects Studios
- Risk Sound
- Bakehouse Studios
- Newmarket Studios
- ABC Network
- Network 7
- Network 10
- E-Audio/Metropolis Audio.

Career

Sound technicians operate audio equipment to amplify, enhance, record, mix or reproduce sound in many contexts, including:

- studio recording
- pre-production
- live sound
- sound and music reinforcement in television, radio, film and multimedia
- broadcast.

Entry Requirements

Prerequisites

None

Selection Tasks

Applicants must complete and submit a pre-selection kit. Some applicants may be required to attend an interview.

Please refer to the 2015 *VTAC Guide* for full details on selection tasks.

Pathways

You must successfully complete the Certificate IV in Sound Production to progress to the Advanced Diploma of Sound Production.

Graduates of the advanced diploma can apply for exemptions from the Bachelor of Arts (Music Industry) and the Bachelor of Arts (Fine Art).

Screen and Writing

Bachelor of Arts (Creative Writing)*

RMIT Code	Duration and Application	2014 Clearly-in ATAR
BP257	FT3— V T	RC

CITY CAMPUS
www.rmit.edu.au/programs/bp257

Develop a wide variety of writing and language skills and immerse yourself in a community of creative and professional writers.

In this program you'll be surrounded by a group of passionate writers of different levels and experience, led by skilled industry practitioners. You'll become an adaptable creative writing professional by learning the skills to adjust to a constantly changing industry. Your flair for creative expression will be complemented by becoming proficient in the business side of writing, allowing you to understand the publishing process as well as learn the skills required to become a freelance writer.

With a strong emphasis on industry connections, you will develop a large network of relationships throughout the program, maximising your opportunities to gain employment upon graduation.

*This program is currently under review for 2015 and applicants should revisit the program information on the University website from 10 August 2014 for the latest information.

What You Will Study

Year One

You'll study the art of narrative, world myths and narratives, introduction to cinema studies and recent philosophy, modernism and postmodernism.

You'll also write non-fiction, study contemporary Australian writing, be introduced to literary studies and write media texts.

Year Two

You'll specialise in either novel writing or screenwriting.

Novel majors study:

- literary non-fiction
- literary realism to postmodernism
- novel writing studio
- literary theory
- a creative writing elective.

Screenwriting majors study:

- the anatomy of a screenplay
- scriptwriting
- authorship
- screenplay studio and narrative in the cinema
- a creative writing elective
- themes from popular culture.

Year Three

You'll study:

- concept development
- communicating the self
- professional practice
- genre
- the business of creative writing.

There will also be a major project and production to undertake in your final year.

Student Award

Creative writing graduate Oliver Mol won a top award for emerging writers with an autobiographical work.

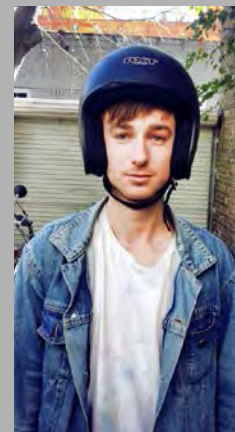
He was the co-recipient of the inaugural Scribe Nonfiction Prize for Young Writers for his piece, *34 Memories From Growing Up in Texas*, which draws on memories of his childhood and teenage years in the United States.

The prize is a developmental award to foster talented writers aged 30 or under who are working on a long form or book-length nonfiction work.

In addition to a cash prize of \$1000 and a year-long subscription to Scribe Publications, winners have the opportunity to meet with a publisher or an editor to work on their writing.

Oliver Mol

Bachelor of Arts (Creative Writing)



Industry Connections

This program has close ties with Penguin Books, the Australian Film Commission, Scribe Publishing, Film Victoria, Allen and Unwin, Channel Seven, Text Publishers, Random House, Sleepers Publishing and others.

You will have the opportunity to meet and engage with guest lecturers and writers-in-residence to gain insight into the world of writing and possibilities of production and publication.

Career

Typically there are three broad areas of work in the creative writing industry:

- writing for publication in print and new media
- writing for screenplay and script development
- writing for and about education and other research fields.

There are increasing opportunities arising in convergent media platforms through interactivity, games and apps as well as emerging opportunities for self-employment through ebooks and ezines, and self-publication via the internet. There are also career opportunities resulting from emerging trends such as boutique publishing.

The writing industry is a constantly changing and competitive environment as more and more people want to create their own work and see it published. Local and international projects and events are well supported through government and private funding.

This program will prepare you for roles such as:

- writer
- editor
- publisher
- events/festival manager with writing focus
- screenwriter
- screen producer.

There are opportunities to go onto further studies in Creative Writing, through RMIT's highly regarded Honours, Masters and PhD programs in the School of Media and Communication, in which students can choose to undertake research through creative practice, linked to internationally recognised research groups such as the nonfictionLab.

Global Opportunities

In second year you will have the opportunity to participate in overseas student exchange and volunteer for events that expose you to local and international writing opportunities and industry professionals. In 2012 many students volunteered at the Bedell NonfictionNow Conference hosted by RMIT, which was the first time the event was hosted by a non-American city. The next NonfictionNow conference will take place in Arizona USA in 2015.

In 2014 a number of writing students had the opportunity of participating in the Writers Immersion Cultural Exchange (WICE) when they visited Singapore and Penang, Malaysia.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 35 in English (any).

Selection Tasks

Applicants must complete and submit a pre-selection kit.

Please refer to the 2015 VTAC *Guide* for full details on selection tasks.

Pathways

Graduates of these programs may be eligible for exemptions:

- Associate Degree in Professional Writing and Editing
- Advanced Diploma of Screenwriting.

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Visit www.rmit.edu.au/programs/bh066 for more information.

Associate Degree in Professional Writing and Editing

RMIT Code	Duration and Application	2014 Clearly-in ATAR
AD016	FT2 or PTA— V T	RC

CITY CAMPUS

www.rmit.edu.au/programs/ad016

Develop the skills you need to start your career as a writer and/or editor in the publishing and communication industries.

This practical, industry-focused program will nurture your creative potential while building the skills and expertise you need to become a professional writer and/or editor.

More than ever, writers and editors are required to be versatile and proficient across diverse writing and publication forms, both print and digital. As well as developing a mix of broad and specialist skills that prepare you for employment, you will work on projects that reflect your personal interests and goals.

Your fellow students are passionate about reading and writing, and your teachers and mentors are leading practitioners in their fields. In whatever form you choose to work—novel, short story, picture book, poetry, feature articles, memoir, essay, review, blogging—you will receive invaluable advice and support about how best to develop your writing, improve your editing and seek publication.

Other opportunities include completing an industry placement, creating websites and online publications, producing the annual *Visible Ink* anthology, and building your professional networks by organising and participating in literary events.

What You Will Study

Year One

You will begin building your professional writing and editing skills. Through writing fiction and non-fiction you will explore story and structure, research and readership, and learn how to build a strong narrative. You will develop a solid grounding in the use of language, grammar and punctuation, which will assist your writing and inform your studies in copyediting and proofreading.

In applying these skills, you will develop concepts for a range of projects and study the principles and practice of writing for different audiences. You will learn to use industry-standard software to manipulate text and images, and through your electives you will explore specialist writing areas.

Year Two

You will be offered a wide choice of writing and editing electives and the opportunity to further develop your writing projects, learning how to polish and pitch them for publication. You will also have the option of working with others in editing and publishing roles.

You will explore ways of creating content for digital media and can choose to complete an industry placement. By organising and attending industry forums and investigating a self-directed research topic, you will increase your broader professional knowledge, skills and networks.

Student Achievements

In 2014 our students and graduates had some major achievements.

— Ender Baskan

This second-year Professional Writing and Editing student was awarded a 2014 Marten Bequest travelling scholarship for Prose, worth \$20,000. Ender will travel to Turkey and Germany to research his writing project on identity and migration.



Ender Baskan

— Julia Carlomagno

An editor at Scribe, Julia has been selected to attend the 2014 Residential Editorial Program at Varuna, NSW. During her studies Julia edited the student anthology, *Visible Ink*.

— Kate Richards

Having workshopped her memoir in her writing classes, Kate pitched her book to a Penguin editor and it was accepted for publication. In 2014 Kate's book *Madness: A Memoir* won the nonfiction category of the Adelaide Festival Awards for Literature.

— Graeme Simsion

In 2012 Graeme completed his first novel, *The Rosie Project*, in his first-year novel class, before winning the Premier's Literary Award for an Unpublished Manuscript. *The Rosie Project* was published by Text Publishing in 2013 and became a bestseller, selling in more than 40 countries. Graeme is also working on the screenplay for Sony Pictures, UK, and on the Rosie sequel.

— Clare Strahan

Clare's debut novel for young adults, *Cracked*, was published by Allen & Unwin in 2014. Both a freelance editor and a writer, Clare is a contributing editor to *Overland* literary journal and is the creator of the Literary Rats cartoon.

Industry Connections

You will have the opportunity to work in your chosen industry area for at least 48 hours, gaining valuable experience. Our students have completed industry placements in major publishing houses locally and nationally, and have completed internships with a wide range of journals and magazines. Visiting writers, editors and publishing professionals regularly attend classes and seminars, offering you vital industry knowledge and further networking opportunities.

Career

Employers include:

- publishers
- government organisations
- the technical, education and scientific industries
- private consultancies
- advertising agencies
- arts and cultural organisations
- community groups.

Graduates also work as freelance writers and editors, using the industry networks developed during the program.

Global Opportunities

You can complete your industry placement in Australia or overseas. Students are encouraged to submit their writing to local and international publications and to enter competitions world wide.

Entry Requirements

Prerequisites

Units 3 and 4—a study score of at least 20 in any English (except EAL) or at least 25 in English (EAL).

Selection Tasks

Applicants must complete and submit a pre-selection kit. Shortlisted applicants may be required to attend an interview.

Please refer to the 2015 VTAC *Guide* for full details on selection tasks.

Pathways

Graduates may apply for exemptions from the following programs:

- Bachelor of Arts (Creative Writing)
- Bachelor of Communication (Journalism)
- Bachelor of Communication (Public Relations).

What is an Associate Degree?

An associate degree is a two-year university qualification that is taught in a vocational setting.

Associate degree students graduate with industry-ready skills to enter the workforce and can continue on to further study towards a related bachelor degree.

Associate Degree in Screen and Media Production

RMIT Code	Duration and Application
AD017	FT2— D midyear entry only

CITY CAMPUS
www.rmit.edu.au/programs/ad017

You can now earn a degree as you build practical skills and knowledge for a career in screen and media production. Places are available for mid year intake. Classes start in July.

Key areas of coursework include concept development, fiction and non-fiction storytelling for screen, documentary practice, pre-production, production management, camera operation, creative and innovative practice, post-production for single and multi-camera productions and industry trends.

Coursework emphasis is on industry knowledge, collaboration, team building, creative application and professionalism through a broad range of classes, screenings, practical project work, location and studio-based production work.

Entry requirements

Prerequisites

Units 3 and 4—a study score of at least 25 in English (EAL) or 20 in English other than EAL.

Selection Tasks

None

Pathways

Graduates of the Associate Degree in Screen and Media Production may be eligible to apply for exemptions in the following degrees:

- Bachelor of Design (Digital Media)
- Bachelor of Communication (Media).

Completion of the Certificate IV in Tertiary Preparation (Media Studies) may provide guaranteed pathways (certain criteria must be met) into this program.

Advanced Diploma of Professional Screenwriting

RMIT Code	Duration and Application	2014 Clearly-in ATAR
C6125	FT2 or PT4— V T	N/A

CITY CAMPUS
www.rmit.edu.au/programs/c6125

Gain a comprehensive understanding of writing for film, television and digital media and develop your own screen projects.

RMIT is the place to study for screenwriters wanting to break into the industry. It is also the place where filmmakers and production companies look for trained, talented and creative new writers.

This program provides specialist training in writing for film, television and digital media across all genres. While encouraging you to develop your creative strengths, it exposes you to the professional screenwriting environment including the structure of local and international industries, professional practice, and career management.

All lecturers are industry experienced and are actively involved in writing, production or media. Industry practitioners are invited as guest speakers to share their knowledge and experience, and all students have the opportunity to work with mentors from leading media companies and on all types of productions.

What is an Associate Degree?

An associate degree is a two-year university qualification that is taught in a vocational setting.

Associate degree students graduate with industry-ready skills to enter the workforce and can continue on to further study towards a related bachelor degree.

What you will study

This program immerses you in the Australian and international professional screenwriting environment. You will also learn an audience-centred approach to marketing your own projects and a savvy approach to career management.

The program's strong industry links ensure that, on completion, you will be in a strong position to secure employment as a screenwriter in the film and television industry.

Student Awards

2013 was a standout year for RMIT screenwriting alumni and students who won many awards.

- **Jane Hampson**
Won the prestigious INSITE Award for Unproduced Screenplays at the 2013 Adelaide Film Festival. Jane's screenplay, *Tigress*, was awarded the prize from a field of over 260 screenplays written by Australia's best professional and emerging screenwriters.
- **Christian White**
Winner of the Australian Writers' Guild TV Drama screenwriting competition, *Think Inside The Box*. With his series pilot, *One Year Later*, Christian won a host of prizes, including a development meeting with Matchbox Pictures.
- **Steven Snell and Joe Wilson**
Grand Prize Winners in the 2013 New York Screenplay Contest. Steven's television concept *Special Order 937* won the 'Television Concept' category, and his treatment for the pilot episode placed second in the 'Treatment' category. Joe's restaurant sitcom *Halfway Gourmet* won the 'Television Pilot – Sitcom' category.
- **Duncan Richards**
Quarter-finalist in the Final Draft Big Break Contest 2013 for his project *Beer For Life*.
- **Leisl Egan**
One of the winners of the Prada Journal Competition for her story *Punchline*. The contest, for which Prada teamed up with publishing house Giangiacomo Feltrinelli, attracted entries from all over the world. The winning five stories will be published in a digital book on www.prada.com later this year.



Jane Hampson.

Year One

Gain a comprehensive grounding in writing for film, television and digital media.

Year Two

Develop your own creative strengths through specialist training across a wide range of genres. You will learn about the local and international film and television industries, as well as how to work professionally, market your projects, and manage your career.

Industry Connections

You will be required to complete 68 hours of professional work-integrated learning in your second year. Past students have completed work placements at the ABC; gained internships with FremantleMedia, working on TV shows such as *Neighbours*; and worked with a host of commercial television production companies.

This program maintains active links with all areas of the Victorian and Australia-wide film, television and digital media industry, especially through its strong Program Advisory Committee consisting of:

- **Jenni Tosi**—Acting Chief Executive Officer, Film Victoria
- **Susan Bower**—Freelance Producer
- **Mark Poole**—Writer/Producer; Chair of the Australian Writers' Guild, Victorian Committee
- **Brett Sleigh**—Development Manager, ABC Fiction
- **Deb Parsons**—Freelance Screenwriter
- **Shaun Topp**—Script Associate, *Winners and Losers*.

Career

The need for professional writers has increased since the growth of new TV channels, the expansion of the film industry in Australia, and the increase in the number of independent production companies. Many of RMIT's graduates find employment with established companies but many also undertake freelance work.

Global Opportunities

You may complete your industry placement in Australia or overseas. Many staff members who teach in the program have worked overseas, allowing them to share their global perspective and experience to broaden your knowledge of the screenwriting industry.

Entry Requirements

Prerequisites

Units 3 and 4—any English.

Selection Tasks

Applicants must complete and submit a pre-selection kit. Short listed applicants may be required to attend an interview.

Please refer to the 2015 *VTAC Guide* for full details on selection tasks.

Pathways

Graduates may apply for exemptions from the following degrees:



- Bachelor of Arts (Creative Writing)
- Bachelor of Arts (Fine Art)
- Bachelor of Communication (Media).



Hands-on learning and industry projects are a key focus of the Diploma of Screen and Media.



Diploma of Screen and Media

RMIT Code	Duration and Application	2014 Clearly-in ATAR
C5216	FT1 —  	N/A
C6087	FT1	—

CITY CAMPUS

www.rmit.edu.au/programs/c5216

Getting the right shot can often require many takes. But you will only need to study this program to gain the right skills for a screen career.

This program provides you with skills-based training in a practical, hands-on environment. With a focus on all aspects of screen and media—not just standing behind the camera—one of the key features of this program is that in each semester you will direct, produce, write and edit a project. This ensures you develop a strong portfolio and will make you highly employable upon graduation.

What You Will Study

The program runs over two years (four semesters), consisting of the diploma (year one) and the advanced diploma (year two). You will develop the skills and knowledge you need in key areas such as:

- concept development
- storytelling
- pre-production
- production
- post-production.

Throughout your studies, emphasis is on the importance of industry knowledge, collaboration, team building and professionalism.

Learning is through a combination of classes and screenings and undertaking computer lab, location and studio-based exercises and productions.

You will have access to professional equipment and facilities and be encouraged to develop and produce innovative screen content to industry standards.

You must successfully complete the Diploma of Screen and Media before progressing to the Advanced Diploma of Screen and Media (Screen).

Year 12 applicants will usually apply for the diploma and complete the suite of two programs over two years full-time.

Diploma

You will learn the technical and managerial skills to plan, carry out and evaluate your work, both individually and as part of a team.

You will learn the essentials of camera and multi-camera, directing, editing, genre studies, networking, occupational health and safety (OHS), production management, post-production, screenwriting, sound and special effects (VFX).

Industry Connections

You will be encouraged to do part-time, casual or volunteer work in the film and television industry, to develop your knowledge, apply your skills and acquire workplace experience. RMIT has a very close relationship with Network 10, where many of our graduates are currently employed, as well as connections with special events companies, golf tournaments, football matches and the grand prix.

Career

Graduates enter the industry as freelance professionals in a variety of production roles. Many have also found career-building positions in Australian network television.

Australian and international graduates are also actively working in media industries in Europe, USA and Asia.

Television content is in demand due to the growth in television channels, which has seen the rise of new job roles and opportunities within the industry as well as the increased funding of projects and facilities. Industry professionals regularly turn to RMIT students and graduates to fill roles in all aspects of TV and film production.

Global Opportunities

The skills learnt in the course are of an international level, allowing you to seek employment in Australia and overseas.

You will be encouraged to enter your productions into local and international film festivals in order to gain exposure while studying and upon graduation.

Entry Requirements

Prerequisites

None

Selection Tasks


Applicants must complete and submit a pre-selection kit. Some applicants may be required to attend an interview.

Please refer to the 2015 *VTAC Guide* for full details on selection tasks.

Pathways

Graduates of the Diploma of Screen and Media can progress to the Advanced Diploma of Screen and Media. Completion of the Certificate IV in Tertiary Preparation (Media Studies) may provide guaranteed pathways (certain criteria must be met) into this program.

Diploma of Professional Writing and Editing (Business)

RMIT Code	Duration and Application	2014 Clearly-in ATAR
C5314	FT1 or PT2— 	N/A

CITY CAMPUS

www.rmit.edu.au/programs/c5314

Improve your workplace writing skills in order to communicate effectively through digital and print channels.

The ability to write clearly, edit effectively and use different media with confidence is vital to those communicating in today's workforce. Whatever your field of work, most information you receive or deliver will be in writing. Correspondence, reports, presentations, proposals, online and web content, promotional copy, grant submissions or technical documents – learn how to craft these communications to suit the medium and to achieve the desired result.

All teachers in this program are industry practitioners and actively involved in professional writing. Specialist practitioners are regularly invited to share their experience and knowledge, and you will be encouraged to apply your learning to your own area of work.

RMIT has a longstanding reputation for excellence in training writers, and the focus of the Diploma of Professional Writing and Editing (Business) is on the practice of business writing and editing across a range of professional contexts. Central to this program is the development of skills and knowledge needed to communicate clearly and effectively, using traditional and emerging media.

What You Will Study

All writing projects have an 'industry-ready' focus, designed to produce marketable work at a high standard. Industry speakers regularly address classes and in some cases will contribute to assessment of projects.

The major studies undertaken in this program include:

- professional writing
- editing and proofreading
- copywriting
- creating web content
- narrative techniques for business writing
- writing for a range of media
- writing funding proposals and grant applications
- desktop publishing
- managing projects.

In addition to developing job-focused skills and knowledge, this program helps you to develop broad work skills known as 'employability skills'.

There are eight employability skills:

- teamwork
- communication
- problem solving
- initiative and enterprise
- planning and organising
- self-management
- learning
- technology.

Employability skills are 'embedded' in the units of competency in the program. When you demonstrate that you are competent in your particular job-focused set of skills and knowledge, you are also demonstrating that you have developed relevant employability skills.

Industry Connections

This program is influenced by and strongly connected to industry. All course content, delivery and assessment is informed by industry through the Program Advisory Committee.

Career

Employment opportunities are projected to remain strong for work-ready students, with increasing demand for trained writers and editors. This program also prepares graduates to function in the entrepreneurial and challenging environment of freelance writing and editing.

Entry Requirements

Prerequisites

None

Selection Tasks

Applicants must complete and submit a pre-selection kit.

Please refer to the 2015 VTAC *Guide* for full details on selection tasks.

Pathways

Graduates may apply to study the Associate Degree in Professional Writing and Editing and, if successful in gaining entry, they may gain exemptions from some courses.

Student Profile

After completing a Bachelor of Arts (global), majoring in international relations and journalism, Ella King now works as a copywriter and as a magazine food writer. She felt she needed a specific qualification to complete her skill set so chose to study the Diploma of Professional Writing and Editing (Business) at RMIT.

Ella studied the program part-time and particularly enjoyed the Creating Web Content course. 'We looked at different modules in social media, search engine optimisation, and how to write in the 'chunking' form that sits well with web content.

'We had guest speakers every week and we spoke to people around the world using Google Hangout. We talked to Hugo Baeta who is a social designer at WordPress. The course is interactive, so we get to ask questions which is great.'

The range of writing and editing skills that Ella has developed through this program has been immediately applicable. 'The subjects I studied have lead me to my current job and have been relevant in more ways than one'.

Ella King

Diploma of Professional Writing and Editing (Business)

Certificate IV in Screen and Media (Television Production)

RMIT Code	Duration and Application	2014 Clearly- in ATAR
C4295	FT1—  	N/A

CITY CAMPUS

www.rmit.edu.au/programs/c4295

Want to work in large television production teams? This program will give you hands-on experience in all areas of television production including learning crewing essentials.

This program was developed due to strong industry demand for skilled TV professionals who could start work without needing basic training. Teaching staff includes world-class subject matter experts who currently work in broadcast production, allowing students to gain industry-level skills and have the potential to be employment-ready upon graduation.

Areas of study include:

- audio and video production
- vision mixing systems and equipment
- studio and location television production
- computer graphics and editing
- studio and location camera operation.

You will also have opportunities to take part in industry-based projects.

This program has close links with community television such as RMITV, which produces TV shows on Channel 31. This program also leads to further study for students wishing to advance their skills.

What You Will Study

This program includes a suite of production-based classes clustered into three main disciplines—Studio, Location and Post-production—where you will learn:

Studio

- bump-in bump-out productions
- shoot television in a multi camera environment
- vision-mix television productions
- realise productions.

Location

- shoot a range of television material
- implement lighting designs
- record sound on location.

Post-production

- edit vision and audio
- create digital visual effects
- colour grade moving images.

These classes are supported by core units such as occupational health and safety, critical thinking and working in the screen and media industry.



Students from the Cert IV, on campus working behind the scenes and on camera, getting a taste of what it's like on set.



Industry Connections

You will be encouraged to do part-time, casual or volunteer work in film and television industries. You will develop your skills, apply your knowledge and acquire workplace experience. You will also have access to industry-based guest lecturers and have the opportunity to network throughout your studies, increasing your employment opportunities upon graduation.

Career

The screen and media environment is constantly evolving. These changes are reflected in our up-to-date course content ensuring you are taught the most current skills needed to work in industry. Advancements in technology that are creating new levels of content have increased the size of the industry, from TV to online, and is consequently resulting in the creation of new job roles.

Entry Requirements

Prerequisites

None

Selection Tasks

Applicants must complete and submit a VTAC Personal Statement online or direct applicant statement explaining their reasons for wanting to study the program and include details of any relevant work or other experience. Short listed applicants may be required to attend an interview.

Please refer to the 2015 *VTAC Guide* for full details on selection tasks.

Pathways

Graduates of the Certificate IV in Screen and Media can progress to the Diploma of Screen and Media or the Diploma of Live Production and Technical Services.

How to Apply

Before applying for a program at RMIT, refer to the program information available at www.rmit.edu.au/programs.

Current Year 12 Students

If you are a current Year 12 student applying for Semester 1, you must apply through VTAC. Once VTAC offers have been made, RMIT may consider direct applications for programs that still have places available.

Non-Year 12 Students

If you are a non-Year 12 student applying for Semester 1, you have the choice of applying for certificate IV, diploma and advanced diplomas through VTAC or directly to RMIT. *Please select one application method only.*

RMIT Students and Recent Graduates

Current RMIT students and recent graduates can fast-track their application for a new program by applying direct to RMIT as an internal applicant. Please visit www.rmit.edu.au/programs/apply/internal for more information.

How to Apply by Program and Student Type

	Semester 1		
	Current Year 12 Students	Non-Year 12 Students	RMIT Students or Recent Graduates
Degrees and associate degrees	VTAC application	VTAC application	Direct application
Certificate IV, diploma, advanced diploma	VTAC application	VTAC or Direct application	Direct application
Certificate III and below*	RMIT School-based application	RMIT School-based application	RMIT School-based application

* Some certificate III and below programs are administered by direct application. Please check individual program application details at www.rmit.edu.au/programs for more information.

VTAC Application

To make a VTAC application and obtain more detailed information about entrance requirements and application dates go to www.vtac.edu.au.

Direct Application

To make a direct application, you need to submit your application to RMIT online at www.rmit.edu.au/programs/apply.

RMIT School-Based Application

Some certificate and diploma programs accept applications directly to the relevant RMIT School. To make an RMIT School-based application refer to the program information for the relevant certificate or diploma program at www.rmit.edu.au/programs and contact the relevant RMIT School (see www.rmit.edu.au/schools), or contact Info Corner.

Midyear Entry (Semester 2)

To apply for midyear entry for any program other than a certificate III (degree, associate degree, certificate IV, diploma and advanced diploma), you need to submit a direct application to RMIT online at www.rmit.edu.au/programs/apply.

To apply for midyear entry for a certificate III program, you need to submit an RMIT School-based application.

Not all RMIT programs will accept applications for midyear entry. A list of programs accepting midyear applications is published in May at www.rmit.edu.au/programs/midyear.

Selection Tasks

Many programs at RMIT have selection tasks as part of the selection process, such as:

- an interview
- a test
- a folio
- a supplementary form or pre-selection kit available at www.rmit.edu.au/programs/apply/forms.

It is very important that you carefully read any selection tasks listed under programs in the current VTAC Guide or in RMIT interest area brochures. Failure to complete these tasks by the date specified will jeopardise entry into a program.

Study Scores

Study scores listed in this guide are subject to change. Applicants should refer to VTAC for specific prerequisites and study scores.

Important Dates

May 2014

- 1 Midyear intake opens
- 31 Closing date for midyear timely applications*

August 2014

- 4 VTAC applications open
- 10 Direct applications open for degree and diploma programs (Semester 1 2015 intake)

September 2014

- 30 Closing date for VTAC timely applications^

October 2014

- 7 Closing date for VTAC SEAS applications^
- 31 Closing date for direct applications—selected certificate and diploma programs*

November 2014

- 7 Closing date for VTAC late applications^
- 24 Change of Preference opens

December 2014

- 1 Closing date for direct applications—selected degree, certificate and diploma programs (timely)*
- 5 Closing date for VTAC very late applications^
- 15 VCE results and ATAR released^
- 22 VTAC Change of Preference closes^

January 2015

- 19 Round 1 offers available through VTAC^

February 2015

- 23 Round 2 offers available through VTAC^

May 2015

- 1 Midyear intake opens
- 31 Closing date for midyear timely applications*

^ VTAC dates were in draft status at the time of printing and are subject to change.

* Applications will continue to be accepted for programs that still have places available.

A full list of RMIT academic dates are available at www.rmit.edu.au/academic-registrar/academic_calendars

Fees Explained

Fees indicated relate to 2014 and should only be used as a guide.

Fees are set on an annual basis and may be subject to change each calendar year.

www.rmit.edu.au/programs/fees

Tuition Fees for Certificates, Diplomas and Advanced Diplomas

The tuition fees you pay depend on whether you are offered a state government-subsidised place or a full-fee place, based on the eligibility criteria.

Victorian Government-Subsidised Places

For eligible students, this training is delivered with Victorian and Commonwealth Government funding.

Tuition fees for a government-subsidised place vary according to each program. For a full list of program fees for a government-subsidised place visit www.rmit.edu.au/programs/fees/vocational/govtsub.

You will be offered a government-subsidised place if you meet the eligibility criteria. Your eligibility for a government-subsidised place will depend on your citizenship, age, prior education (Australian qualifications only) and the number of programs you are studying in the current year. Check your eligibility using the eligibility calculator at www.rmit.edu.au/programs/apply/vocational/eligibility.

If you are applying for a government-subsidised place, you will be required to provide documentation to establish your eligibility.

You will be enrolled according to how qualifications are defined in the relevant industry training package. This may impact on your eligibility for a government-subsidised place for individual qualifications. For more information about enrolment in certificate, diploma and advanced diploma qualifications and eligibility for a government-subsidised place visit www.rmit.edu.au/programs/apply/vocational/eligibility.

RMIT University's Training Organisation Identification number (TOID) is 3046.

Fee Concession

You may be entitled to a concession on your tuition fees if you are in a government-subsidised place and you meet the eligibility criteria.

For more information about the eligibility criteria and how to apply visit www.rmit.edu.au/programs/fees/vocational/concession.

Full-Fee Places

If you do not meet the criteria for a government-subsidised place, then you will be offered a full-fee place (FFP). Tuition fees for an FFP vary according to each program. For a full list of program fees for FFPs visit www.rmit.edu.au/programs/fees/vocational/fullfee. Financial assistance may be available through the VET FEE-HELP scheme.

VET FEE-HELP

VET FEE-HELP is an optional loan scheme available to assist eligible students enrolling in an eligible diploma, advanced diploma, full-fee vocational graduate certificate or vocational graduate diploma program. If you are a full-fee paying student, a loan fee of 20% will be applied to the amount of VET FEE-HELP assistance provided. For more information visit www.rmit.edu.au/programs/fees/helploans/vetfee-help.

Tuition Fees for Degrees and Associate Degrees

Commonwealth Supported Places (CSP)

The Australian government has announced changes to funding of CSPs. These may affect the proportion of the fee paid by student contribution from 2016.

For more information visit www.rmit.edu.au/programs/fees/highered and www.studyassist.gov.au.

HECS-HELP

You may be eligible to defer payment of the student contribution through the HECS-HELP loan scheme if you are an Australian citizen or holder of an Australian Permanent Humanitarian Visa. You must pay your student contribution up front if you are a New Zealand citizen or permanent resident (other than Permanent Humanitarian Visa holder). For more information visit www.rmit.edu.au/programs/fees/helploans/hecs-help.

Other Fees

In addition to tuition fees, you will be charged a student services and amenities fee (SSAF). Eligible higher education students will be able to defer payment of the fee through SA-HELP.

For more information visit www.rmit.edu.au/programs/fees/ssaf.

You may also be required to purchase items related to your program, including field trips, specified textbooks and equipment. These material fees are not compulsory and students may choose to purchase these items independently. These expenses vary from program to program. For more information visit www.rmit.edu.au/programs/fees/other.

RMIT Experience Days

Years 9–12 students can attend free events and engage in hands-on workshops in a range of different interest areas while experiencing life on campus.

Check out www.rmit.edu.au/experiencedays for more information on RMIT's Experience Day School Holiday programs.

Scholarships

RMIT is committed to enriching and transforming your world. We award more than 2000 scholarships worth millions of dollars each year across a wide range of interest areas.

RMIT scholarships provide more than just financial assistance or recognition of academic excellence. We create opportunities that enable you to pursue your dreams.

Apply for one of these scholarships and make your overseas study ambitions come true, just like RMIT Equity Travel Grant recipient, Hayden Harvey.

Find out more at www.rmit.edu.au/scholarships



Hayden Harvey
Bachelor of Business
(Economics and Finance)



Open Day

SUNDAY 10 AUGUST

10 AM - 4 PM

CITY BRUNSWICK BUNDOORA

Be true to you

www.rmit.edu.au/openday

More Degree and Diploma Study Options

The following brochures are available:

- Architecture and Building
- Art and Design
- Business
- Communication and Digital Media
- Community Services and Social Sciences
- Computing and Information Technology
- Education and Training
- Engineering
- Environment and Planning
- Health and Medical Sciences
- Justice and Legal
- Science.

By subscribing, new and updated publications will be sent directly to your email account.

Subscribe here: www.rmit.edu.au/publications.

Further Information

Info Corner

330 Swanston Street (cnr La Trobe Street)
Melbourne VIC 3000

Tel. +61 3 9925 2260

www.rmit.edu.au/infocorner

The information in this guide is specific to Australian and New Zealand citizens and permanent residents of Australia.

Further Information for International/
Non-Residents of Australia

RMIT International

Tel. +61 3 8676 7074

(within Australia: 1800 998 414)

Email: isu@rmit.edu.au

www.rmit.edu.au/international

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Disclaimer: The information contained in this guide is subject to change without notice. It is the responsibility of the applicant to check and confirm all general and specific program information prior to lodging an application for enrolment. For the most up-to-date program information, please refer to the RMIT University website. Visit www.rmit.edu.au. Vocational education programs are delivered with Victorian and Commonwealth funding for eligible students. RMIT University's Training Organisation Identification number (TOID) is 3046.