

**2016**

# Communication and Digital Media

Degree and Diploma Guide

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**Web Edition**

Updated 28 August 2015



**Be true  
to you**



# RMIT is renowned for its expertise in **communication** and **digital media**. Modern facilities and industry partnerships allow our students to move fluently between the classroom, studio and workplace.

Our communication and digital media programs bring industry practitioners into the classroom and simulate actual work environments, projects and technologies to prepare you for a career in the rapidly changing media landscape.

## Student Profile

"People will constantly be saying 'that's a very competitive industry you know, it's very hard to break into' and you're always going to nod politely as if that was the first time a concerned older relative has enlightened you to the fact. But here's the thing. Every industry is competitive. Every job that is coveted by more than one person means that you're going to have to have something special to offer. I think that doing your own research; being able to think reflectively and truthfully about your own abilities and potential; being eternally curious and willing to learn; and being devoted and disciplined to working hard; are attributes that are crucial to succeeding in the creative industries, and a three-year-long degree is the perfect opportunity to develop and practice them."

**Angeline Armstrong**  
Bachelor of Communication (Media)





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## Global Reach



Brenton Spink, Bachelor of Communication (Professional Communication), completed his degree at RMIT Vietnam and Melbourne City campus.

### Make the most of RMIT's global reach and expand your university experience through:

- semester exchanges with over 150 partners in 41 countries
- study tours to Europe, Asia and the Americas
- study at RMIT Vietnam
- internships through the RMIT International Industry Experience and Research Program (RIIERP).

### RMIT Fast Facts:

- RMIT has three campuses in Melbourne (City, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Min City) as well as a centre in Barcelona.
- RMIT graduates are employed in more than 100 countries around the world.
- RMIT's programs are offered through partnerships in Singapore, Hong Kong, China, Indonesia, Sri Lanka, Belgium, Spain and Germany.

## Researching Global Solutions

Research at RMIT is all about solving global problems; finding solutions that change the world for the better.

RMIT has an international reputation for excellence in research:

- ranked in the top five Australian universities for excellence in key research disciplines\*
- awarded more than \$15 million in research funding in 2013
- over 200 research collaborations with overseas industry and partners.

\*Source: Australian Research Council



RMIT researchers at the Exertion Games Lab are investigating how material representations of physical activity can improve users' experiences of physical activity.

Their project, SweatAtoms, lead by Rohit Khot, turns heart rate data into 3D printed artifacts to provide users with a novel way to enrich their daily activity routines. The research activity found that the material artifacts made participants more conscious about their involvement in physical activity.



# Industry Connected



Second-year Bachelor of Communication (Public Relations) student Sarah Clemens completed a prestigious two-week work experience program with Christian Dior at the Australian headquarters in Sydney.

**Strong partnerships with industry leaders and a practical approach are at the heart of RMIT qualifications.**

- Many RMIT academics work with global companies, enabling the University to develop an enviable range of industry-aligned courses. This means you will learn by doing and gain the practical skills to navigate a rapidly changing world before you graduate.
- Industry partners include Adidas, BMW, Canon, Olympus, Penguin Books, The Age, 3AW, Nestlé, Airbus, ANZ, Boeing, Nanjing University of Chinese Medicine (China) and Arup.
- One of a kind in Australia, the RMIT International Industry Experience and Research Program (RIIERP) offers internships and the opportunity to work on projects with leading organisations in Asia, Europe and the US.

# Urban Sustainability

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

- The New Academic Street (NAS) project is set to transform the City campus: there will be a new 24-hour computer lab, as well as more dedicated areas for study, group work, informal meetings and on-campus socialising.
- 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.
- The Swanston Academic Building (SAB) was named one of the ten most spectacular university buildings in the world by CNN.



Swanston Academic Building (SAB) – designed by Lyons Architect, led by RMIT alumnus and Adjunct Professor Carey Lyons.



The Design Hub – designed by RMIT alumnus Sean Godsell.



# Students are proof of the world-class education RMIT offers in communication and digital media, frequently winning **awards** both locally and internationally.

Our students and graduates are consistently at the top of their game, representing the media and communication industry in high-profile competitions and festivals, from the Journalism Walkley Awards to the Tropfest Film Festival and Advertising D&ADs.

From day one of your studies, you are encouraged to enter your work into local and international festivals and award competitions. This encourages you to aim for a high standard of work, gives you excellent exposure within industry, and allows you to receive valuable peer and industry feedback.



Carlos Niembro, who studied Interactive Digital Media, said it was a great experience to submit work into festivals.

"It's pretty good because you are required to make things in a professional way. It's not just an assignment to get a mark – you are thinking, I'm going to show this to future employers, or maybe get it into a festival."





## Recent Awards

### Advertising

RMIT advertising students consistently win international awards in many categories. One example is the British D&AD creative advertising award show – known to be one of the toughest competitions in the industry. Over several years, RMIT advertising students have gained three 'gold pencils' in the student award category.

In the words of Dr Bob Isherwood (former Worldwide Creative Director of Saatchi & Saatchi Advertising and an RMIT alumnus), "D&AD is probably the most prestigious ad student award in the world and the track record RMIT students are building there is just incredible".

### Journalism

RMIT student and graduate journalists were finalists in the 2014 Walkley Young Australian Journalist of the Year Awards. Third-year student Allison Worrall (pictured below left) was shortlisted for her powerful feature story *The other road toll*, written for her Advanced Print Reporting course. Ben Westcott (pictured below right), who graduated from the Bachelor of Communication (Journalism) and is now a cadet reporter at *The Canberra Times*, was a finalist for a series of stories on the local government referendum.



### Media

French and media student, Angeline Armstrong, was awarded the Francophonie Award from the Embassy of France and the Government of New Caledonia, in conjunction with Campus France Australia, for her video submission, *L'Hexagon*. The university video competition encouraged students to submit short clips about what "Made in France" meant to them in a globalised world, and asked them to subvert the stereotypes surrounding French culture.



### Media

RMIT media and screenwriting alumnus Julian Lucas always had Tropfest in his sights, but winning the top award at the acclaimed short film festival still came as a shock. His dark comedy *Granny Smith* was awarded the festival's eminent first place fruit trophy in 2014, after being selected from 16 finalist entries by a panel of five top Australian judges.

The team behind *Granny Smith*: Julian Lucas (director), Sam Watkins (actor), Jarred Osborn (cinematographer), Jack White (co-writer/actor) and Nicholas Cox (producer).



### Screen and Media

RMIT media graduates picked up prizes in an outstanding three out of 10 categories in the MY RODE REEL international short film competition. Advanced Diploma of Screen and Media graduates Jacob Mathews, Francisco Gozon, and Gareth Openshaw won Best Cinematography for their film *The Gift Horse*, and were also in the top 10 finalists for the Judges' Film Prize and Best Music Score categories, out of a total 1126 international entries from 76 countries.



### Writing

Ender Baskan, a second-year professional writing and editing student, was awarded a 2014 Marten Bequest travelling scholarship for his prose. The scholarship is worth \$20,000 and paid over a two-year period to support travelling activities that will further the recipient's artistic career.



## Bachelor of Arts (Creative Writing)

RMIT Code: BP257 ..... FT3 – **V** **T**  
 2015 Clearly-in ATAR: ..... RC  
[www.rmit.edu.au/programs/bp257](http://www.rmit.edu.au/programs/bp257) CITY CAMPUS

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

In this program you will be surrounded by a group of passionate writers of different levels and experience, led by skilled industry practitioners. You will 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. You will understand the publishing process and learn the skills required to become a freelance writer.

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

### What You Will Study

#### Creative Writing Studios

Each semester, you will be immersed in a new creative writing studio. Across the three years of the program, these studios will take you from the foundations of creative writing practice to the production of a major folio of work in your chosen form. Studios enable you to learn and apply the forms of four key genres: poetry, fiction, nonfiction and screenwriting, in the context of their histories and the work of leading contemporary practitioners. You will then choose which genres you would like to focus on and explore in more detail. You will apply your writing and professional skills in collaborative and real industry contexts, as well as developing your own individual career vision.

#### Contextual Studies

To complement the creative writing studios, you will choose to study in one of five contextual studies streams, in which you will learn key critical, analytic and communication skills in a given domain of knowledge. The five contextual studies streams are: Asian Media and Culture, Cinema Studies, Politics, Economics and Communication, Literary Studies and Approaches to Popular Culture.

#### Electives

Creative writing students can also take advantage of a rich choice of electives offered in the School of Media and Communication, as well as from across the University. You can pursue studies in your areas of interest including screen production, games, journalism, editing, advertising and design, as well as choose from a range of specialist creative writing electives.

#### 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, production and publication possibilities.

#### 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.

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

The writing industry is a constantly changing and competitive environment – 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, master and PhD programs in the School of Media and Communication. As part of these programs, you 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 an 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. This was the first time the event was hosted by a non-American city. The 2015 NonfictionNow conference will take place in Arizona in the US.

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

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

#### Pathways

Graduates of this program may be eligible for exemptions in the following programs:

- 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](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Bachelor of Communication (Journalism)

RMIT Code: BP220 ..... FT3 – **V**  
 2015 Clearly-in ATAR: ..... 87.65  
[www.rmit.edu.au/programs/bp220](http://www.rmit.edu.au/programs/bp220) CITY CAMPUS

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

RMIT provides one of the most respected university journalism programs in Australia. This 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.

### What You Will Study

The program combines studying a professional course with a contextual studies specialisation and a choice of courses taken from a range of School and University-wide electives. The program is designed so that you will develop critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your own and others' work.

### Professional Studies

The professional strand courses are where you will specialise in your chosen field.

In the professional strand courses you will learn through the practice of journalism – gathering and producing news – in traditional and digital, online, converged and networked environments. You will also explore the creative and critical application of these skills in a wide range of scenarios relevant to academic study and the journalism industries.

Learning and teaching in the professional strand is focused on project-driven studios that integrate and progressively develop your growing theoretical, practical and professional knowledge base. As you move through the degree, you will increasingly direct your own learning and gather and produce news with an academic and/or industry focus.

### Contextual Studies

You will study one of five contextual strands as part of your degree program. The five contextual strands are: Asian Media and Culture; Cinema Studies; Politics Economies Communication; Literary Studies; and Approaches to Popular Culture.

### Electives

Throughout your degree, you will also have the opportunity to select a number of courses from a wide range of electives depending on your particular career and personal interests.

### Year One

In first year you will be introduced to foundational journalistic skills in newsgathering and production. You will also be introduced to the intellectual and scholarly aspects of journalism, and asked to critically engage with its cultural and historical contexts, and its legal and regulatory systems.

### Year Two

In the second year you will build on your print skills and also learn to research, report, write and produce audio-visual news and current affairs reports for online and broadcast.

### Year Three

In your final year, you will enrol in an industry-based Professional Placement course. You will also be fully involved in our multi-disciplined newsroom – working in a deadline-driven environment to produce news and current affairs reports purposed for print, online and audio-visual broadcast and streaming.

### Industry Connections

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

Representatives of the industry advise our program through our Program Advisory Committee (PAC). This committee is made up of 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 including journalist, media advisor, information officer, crisis communication specialist, and corporate social responsibility (CSR) advisor.

### Global Opportunities

There are opportunities to study overseas for one or two semesters at universities in the UK, the US, Canada, Europe, Africa, Latin America and 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

Applicants may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.

### Pathways

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



### Global Work Experience

The Australia Korea Foundation awarded RMIT a \$22,000 grant to fund RMIT journalism students fellowships, enabling them to undertake work placements with South Korean news organisations.

Through this program the Australia Korea Foundation hopes to develop a group of Australian graduates with a good understanding of Korean society, politics, economy, culture and the bilateral relationship.

Two of the students who were awarded the grants were Freya Cole and Lauren Jones (pictured).



### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Bachelor of Communication (Media)

RMIT Code: BP221 ..... FT3 or PT6 – **V**  
 2015 Clearly-in ATAR: ..... 81.80  
[www.rmit.edu.au/programs/bp221](http://www.rmit.edu.au/programs/bp221) CITY CAMPUS

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.

You will 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.

### What You Will Study

This program combines studying a professional subject with a contextual studies specialisation and a choice of courses taken from a range of School and University-wide electives. The program is designed so that you will develop critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your own and others' work.

### Professional Studies

The professional strand courses make up the majority of your program.

In the professional strand courses you will learn, through practical making, how to produce media – using text, audio and video – in traditional and digital, online, converged and networked environments. You will also explore the creative and critical application of these skills in a wide range of scenarios relevant to academic study and the media industries.

Learning and teaching in the professional strand is focused on project-driven studios that integrate and progressively develop your growing theoretical, practical and professional knowledge base. As you move through the degree, you will increasingly direct your own learning and produce media projects with an academic and/or industry focus.

### Contextual Studies

You will study one of five contextual strands as part of your degree program. The five contextual strands are: Asian Media and Culture; Cinema Studies; Politics Economies Communication; Literary Studies; and Approaches to Popular Culture.

### Electives

Throughout your degree, you will also have the opportunity to select a number of courses from a wide range of electives depending on your particular career and personal interests.

### 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 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 experience.

### Career

RMIT media graduates can be found throughout the Australian and international media industries. 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 as they are 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 and video artists.
- **Radio:** presenters, producers, programmers, station managers, studio directors, journalists and editors – for commercial, government or community broadcasters.
- **Screen culture:** film festival directors, curators, project managers, film and TV critics, distributors and venue coordinators.
- **Internet, mobile media:** website developers, cross-platform content developers, social media producers, content authors, writers, managers, publishers, and media sellers and buyers.

### Entry Requirements

#### Prerequisites

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

#### Selection Tasks

Applicants may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.

### Pathways

RMIT graduates of these programs are eligible for exemptions:

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



### Student Profile

"During my degree, I received a grant from RMIT Link Arts, which contributed to my first self-funded, self-produced short film *Bathrooms*. Collaborating with my production designer, we built a stylised bathroom set from scratch. I was blessed to be flown to Sydney for intensive directing workshops at NIDA, mentored by Baz Luhrmann and selected out of 700 young filmmakers to direct a short film *The Pilgrim Report* that screened at the Sydney Opera House."

**Angeline Armstrong**  
**Bachelor of Communication (Media)**

### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Bachelor of Communication (Professional Communication)

RMIT Code: BP222 ..... FT3 – **V**  
 2015 Clearly-in ATAR: ..... 88.90  
[www.rmit.edu.au/programs/bp222](http://www.rmit.edu.au/programs/bp222) CITY CAMPUS

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.

RMIT offers this career-oriented program 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.

### What You Will Study

This program combines studying professional courses with a contextual studies specialisation and a choice of courses taken from a range of School and University-wide electives. The program is designed so that you will develop critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your own and others' work.

### Professional Studies

The program offers you a generalist communications degree incorporating courses and specialist study in the professional areas of journalism, media, advertising and public relations.

### Contextual Studies

You will study one of five contextual strands as part of your degree program. The five contextual strands are: Asian Media and Culture; Cinema Studies; Politics Economies Communication; Literary Studies; and Approaches to Popular Culture.

### Electives

Throughout your degree, you will also have the opportunity to select a number of courses from a wide range of electives depending on your particular career and personal interests.

### Industry Connections

In your final year you will undertake a Media and Communication Internship course. You will source, negotiate and broker your own internship opportunity with support and advice from RMIT staff, then gain work experience in your field of practice.

### 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 City campus but also at RMIT Vietnam in Ho Chi Minh City and Hanoi. The program is also offered in Singapore.

Throughout your degree you will hear from international guest lecturers who will share knowledge and skills that will help you 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 at RMIT Vietnam.

### Entry Requirements

#### Prerequisites

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

#### Selection Tasks

Applicants may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.

### 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).



### Student Profile

"I chose to study at RMIT because their communication programs are industry acclaimed and their courses really suited what I was interested in studying.

"Professional communication was the ideal degree for me because despite having an idea of what career I wanted to pursue, the program allowed me to gain a more comprehensive knowledge of the media and communication industry as a whole. After exploring advertising, PR, journalism and media in the course my interests, and in turn my career aspirations, changed dramatically."

**Casey Nguyen**  
**Bachelor of Communication**  
**(Professional Communication)**

### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Bachelor of Communication (Public Relations)

RMIT Code: BP223 ..... FT3 – **V**  
 2015 Clearly-in ATAR: ..... 83.25  
[www.rmit.edu.au/programs/bp223](http://www.rmit.edu.au/programs/bp223) CITY CAMPUS

**Public relations (PR) 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, and 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 explore how they converge with PR.

### What You Will Study

This program combines studying a professional subject with a contextual studies specialisation and a choice of courses taken from a range of School and University-wide electives. The program is designed so that you will develop critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your own and others' work.

### Professional Studies

You will discover why and how organisations use PR and learn about professional protocols and ethics. Along the way, you will learn basic communication models, drawn from the social sciences and cultural studies, as well as research methods. 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.

### Contextual Studies

You will study one of five contextual strands as part of your degree program. The five contextual strands are: Asian Media and Culture; Cinema Studies; Politics Economies Communication; Literary Studies; and Approaches to Popular Culture.

### Electives

Throughout your degree, you will also have the opportunity to select a number of courses from a wide range of electives depending on your particular career and personal interests.

### 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 sponsor annual prizes for student academic achievement and leadership.

#### Year One

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

#### Year Two

You will complete a 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 advanced supervised placement in a not-for-profit, corporate or government organisation, or in a PR consultancy.

### Career

Public relations 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-moving 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. This makes RMIT graduates adaptable to the ever-changing business environment.

### 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 international 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

Applicants may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.

### 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.



### Student Profile

Sarah completed her internship at the Christian Dior head office in Sydney.

“The team at Christian Dior were lovely and gave me valuable insight into the industry. Being part of the work culture and environment highlighted that this is the type of brand and organisation I want to work for. I worked within the public relations and communications department and assisted with tasks such as folio creation for a new jewellery line and buying trend analysis.”

**Sarah Clemens**  
**Bachelor of Communication (Public Relations)**

### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Associate Degree in Professional Writing and Editing

RMIT Code: AD016 ..... FT2 or PTA – **V** **I**  
 2015 Clearly-in ATAR: ..... RC  
[www.rmit.edu.au/programs/ad016](http://www.rmit.edu.au/programs/ad016) CITY CAMPUS

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.

### 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.

The program has close connections with Writers Victoria, Editors Victoria, Scribe Publications, Text Publishing, Allen and Unwin, File Mile Press, *Overland*, *Kill Your Darlings*, *The Big Issue* and more.

Visiting writers, editors and publishing professionals regularly attend classes and seminars, offering you vital industry knowledge and further networking opportunities.

### Career

Employers include:

- publishers
- arts and cultural organisations
- government organisations and NGOs
- the technical, education and scientific industries
- private consultancies
- small businesses
- community organisations.

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 worldwide.

### 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

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

### Pathways

Graduates may apply for exemptions from the following programs:

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



### Student Profile

"RMIT has given me many opportunities to thrive creatively and to build a professional network. The teachers are industry experts and mentors, who work hard to ensure students succeed during and after their studies.

"The skills I've learnt have made me a confident writer and editor, and I've already been published in many well-known publications. Last year I helped produce the program's annual short story anthology, *Visible Ink*, gaining valuable editorial experience.

"Employers recognise the reputation of this program and it's helped me get fantastic positions: as an intern for The Conversation and now as an online editor for the ABC."

**Ara Sarafian**  
 Associate Degree in Professional Writing and Editing

### 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.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **I** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Advanced Diploma of Professional Screenwriting

RMIT Code: C6125 ..... FT2 or PT4 – **V** **I**  
 National Course Code: 10308NAT  
[www.rmit.edu.au/programs/c6125](http://www.rmit.edu.au/programs/c6125) CITY CAMPUS

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 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 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.

#### 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 – Chief Executive Officer, Film Victoria
- Susan Bower – freelance writer and producer
- Mark Poole – writer and director
- Brett Sleigh – Development Manager, ABC Fiction
- Deb Parsons – freelance screenwriter
- Shaun Topp – Associate Script Producer, Seven Productions
- Tim Ferguson – writer and producer
- Chris Roach – freelance screenwriter and script editor

### 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

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

### Pathways

Graduates may apply for exemptions from the following degrees:

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

### Student Profile

“With the skills learnt at RMIT I was able to develop my own TV concept, which I am now working on with a reputable producer within the industry. I've also worked for a reputable TV production company on a new Australian drama.

“I never believed in the importance of networking but the teachers at RMIT kept trying to drill it into us. At the end of the day your next job will come from who you know. Yes, it's paramount to know what you're doing, but never underestimate the power of networking.”

**Lauren Merolli**  
**Advanced Diploma of Professional Screenwriting**

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **I** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Diploma of Professional Writing and Editing (Business)

RMIT Code: C5314 ..... FT1 or PT2 – **V**  
 National Course Code: 22091VIC  
[www.rmit.edu.au/programs/c5314](http://www.rmit.edu.au/programs/c5314) CITY CAMPUS

### Improve your writing skills to communicate effectively in today's workplace.

The ability to write clearly, edit effectively and use different media with confidence is vital for those communicating at work. Whatever your field, 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. While this program focuses on communication in the workplace, you will develop strong writing and editing skills suitable for many contexts. You will also become proficient in using traditional and digital media.

### What You Will Study

All writing projects have a practical focus, designed to produce marketable work to 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
- 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 graduates, 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

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

### Pathways

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



### Student Profile

"My teachers (all with previous or current professional experience in their area of teaching) have been engaging and inspiring, particularly my editing teacher. I wasn't looking forward to revisiting the finer points of grammar but it was delivered in such an interesting and fun way that it's been one of my favourite subjects.

**Fiona Williams**  
**Diploma of Professional Writing and Editing (Business)**

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied

## Diploma of Business (Public Relations)

### Advanced Diploma of Business (Public Relations)

RMIT Code: C5335 (Dip) ..... FT0.5 or PTA – **D** or **V**  
 National Course Code: 22284VIC  
[www.rmit.edu.au/programs/c5335](http://www.rmit.edu.au/programs/c5335) CITY CAMPUS

RMIT Code: C6140 (Adv Dip) ..... FT1 or PTA – **D**  
 National Course Code: 22283VIC  
[www.rmit.edu.au/programs/c6140](http://www.rmit.edu.au/programs/c6140) CITY CAMPUS

**Public relations specialists are trained to build an organisation's reputation and maintain positive relationships with external clients, customers and stakeholders.**

RMIT's PR programs cater for public relations and other service industry sectors, such as tourism and hospitality, local government, media and information services.

You will learn key skills and develop knowledge including strategic thinking, how to influence consumers, crisis management, fundraising and sponsorship, creating a business plan, and legal, social and ethical responsibilities as a public relations practitioner. Students already employed in the industry can further hone their skills in PR through this program or further study, to gain a broader understanding of the Australian public relations industry.

#### Program Features

- Work on real projects and campaigns in a simulated communications agency.
- Opportunity to undertake a two-week practical placement.
- Opportunities to study abroad and collaborate with global teams in the USA and Ireland.
- Pathways to related public relations and business programs.

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

You will cover topics relating to project work, digital media, PR campaigns and strategy, copywriting and producing effective presentations. You will learn how to conduct market research, analyse consumer behaviour for specific markets, and effectively use IT tools available to public relations practitioners.

The diploma is offered full-time or part-time during the day at the Melbourne City campus. For details about other delivery options, please visit the program web page.

#### Advanced Diploma

You will further develop your IT and communication skills to develop and manage social media and communication strategies and PR campaigns, manage fundraising and sponsorships, build client relations, develop and write strategic documents and influence opinion, design and create user interfaces and conduct e-marketing communications.

You will also learn how to interpret market trends, develop and implement business and crisis management plans, manage fundraising and sponsorship activities, apply corporate social responsibility to public relations and address government and industry requirements.

Classes are mostly conducted during the day except when industry experts who teach some courses are only available in the evening.

#### 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 working in a global team with students from Ireland and the United States to prepare an integrated marketing communications plan.

#### Career

Industry consultation has signalled a need for expertise in a wide range of industry sectors, including not-for-profit organisations and consultancies.

Past graduates have been employed in web content development, communications planning and consulting, online media, account management, media and communications and PR consulting.

Other roles include promotional event officer, PR officer and community development officer in areas such as tourism and hospitality, and information officer in the fields of public policy, media, journalism and feature writing, multimedia publishing, libraries and information services.

#### 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.

An international exchange program to Kirkwood Community College in the US and a specialised work integrated learning project with American and Irish students are available to public relations students. They provide unique opportunities to work in interdisciplinary teams with students abroad.

[www.rmit.edu.au/bus/international](http://www.rmit.edu.au/bus/international).

#### Entry Requirements

The following information relates to the diploma.

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 at least 6 months' work experience.

#### Prerequisites

None

#### Selection Tasks

Please refer to VTAC for full details on selection requirements.

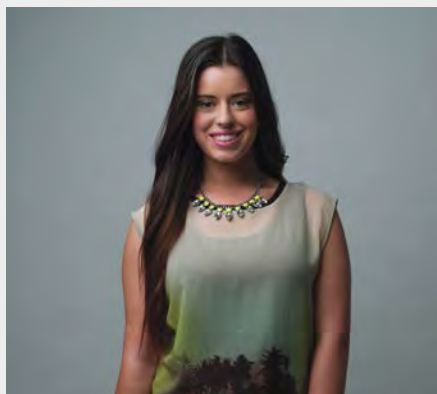
#### Pathways<sup>^</sup>

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](http://www.rmit.edu.au/bus/advanced_standing).

<sup>^</sup> Articulation pathways for these programs are currently being reviewed.



#### Student Profile

"RMIT is renowned for its business courses, especially public relations and communications. I was also encouraged to choose RMIT because of its 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."

**Rachel Zimmerman**  
**Advanced Diploma of Business**  
**(Public Relations)**

#### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Bachelor of Design (Animation and Interactive Media)

RMIT Code: BP203 ..... FT3 – **V** **T** **I**  
 2015 Clearly-in ATAR: ..... RC  
[www.rmit.edu.au/programs/bp203](http://www.rmit.edu.au/programs/bp203) CITY CAMPUS

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 program is the top animation program in Victoria. You will become a specialist in animation and interactive media design in areas including:

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

This program looks beyond the animated character at animation in all its forms from different outputs including screen, projection and digital. 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.

RMIT 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 study narrative development, as well as developing performance, visual and aural literacy.

### Year Two

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

In Semester Two 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.

### Industry Connections

Throughout this program there is a strong focus on learning by doing, even in theory courses. Your study will take place in studios and workshops, and includes a guest lecture series from staff with industry backgrounds.

A major component of the program is studio practice. You will learn about animation and interactive media through immersion into the discipline, its methods and practices via 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 project.

### Career

The animation industry is constantly evolving. You will learn 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. As a result, our course content remains relevant and up to date with industry trends.



'Dreaming Large' designed by Ben Ommundson.



'Thirsty Dude' designed by Ben Ommundson.

### 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

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

### Pathways

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

- Advanced Diploma of Screen and Media.



### Student Profile

Ben Ommundson is living the dream after being selected to pitch to DreamWorks Animation.

Ben's work is a quirky collision of influences from fantasy and science fiction.

The third-year RMIT Bachelor of Design (Animation and Interactive Media) student, was chosen to submit his work as part of the Australian Centre for the Moving Image's Designing Dreams Studio.

One of five successful applicants, Ben beat hundreds of aspiring animators vying for a chance to take their work from sketch-to-screen with one of the world's biggest movie studios.

As part of the prize, Ben collaborated with key DreamWorks creatives in an exclusive industry masterclass on the process and technical considerations embedded in upcoming features.

### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied

## Bachelor of Design (Digital Media)

RMIT Code: BP309 ..... FT3 – **V**  
 2015 Clearly-in ATAR: ..... 72.15  
[www.rmit.edu.au/programs/bp309](http://www.rmit.edu.au/programs/bp309) CITY CAMPUS

In this program you will learn to be a digital media professional. You will focus on some of the core areas 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 online.

Internships are available throughout your studies, either with RMIT's 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 will also develop strategies to enable an understanding of digital media platforms, which will provide the basis for specialisation in later years.

#### 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 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-life approach to what you have learned over the previous years of study.

### Industry Connections

This program is closely connected to Australian and internationally industry practitioners and companies. 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 so what is seen as cutting-edge now might not be so in five 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. 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
- interactive media
- app and web development
- digital production
- digital video
- new media practice.

### Professional Recognition

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

### Global Opportunities

The global focus of the skills, ideas and problem-solving abilities taught within this program will enable you to develop as a leader in the international digital media community.

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

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).

#### Selection Tasks

Applicants may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.



*Impossible Story* designed by Bachelor of Design (Digital Media) student David Heath.

### Pathways

Graduates of the following RMIT 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](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Bachelor of Design (Games)

RMIT Code: BP214 ..... FT3 – **V** **T**  
 2015 Clearly-in ATAR: ..... RC  
[www.rmit.edu.au/programs/bp214](http://www.rmit.edu.au/programs/bp214) CITY CAMPUS

Make the most of the creative industries' increasing demand 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. 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 staff teaching the most up-to-date and industry-leading ideas.

### 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

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

- Art and Design Practice
- Introduction to Games Research
- Game Development.

#### Year Two

You will develop your understanding of game studies and games production through the main studio courses and will find modules focusing on:

- video game culture
- writing for games
- concept art.

In addition, 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 will study in studios that address games design and analysis, games industry and professional portfolio skills. You will 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 your 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 the 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. 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).

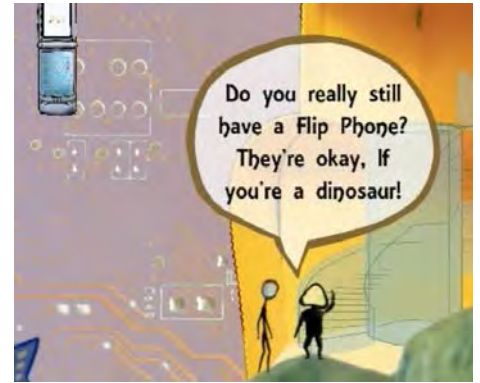
##### Selection Tasks

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

##### 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).



*Lemon Dough* is a mixed media serious game exploring planned obsolescences in technology, and how this affects the environment.



Designed by Bachelor of Design (Games) students Sam Crisp, Marigold Bartlett, Adrienne Owen, Alex Perrin, Jamie Anderson.



### Student Profile

Anna recently moved to the US to take on a game programmer role at Gameloft, a video game developer and publisher. She says of her skills since graduating at RMIT "I am uniquely cross disciplinary having specialised in both design and programming. This has given me a unique opportunity to work in the interface areas between design, art and programming such as user interface development and tools, as well as game play."

**Anna Tito**  
**Bachelor of Design (Games)**

### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied

## Bachelor of Information Technology (Games and Graphics Programming)

RMIT Code: BP215 ..... FT3 – **V** **I**  
 2015 Clearly-in ATAR: ..... 80.40  
[www.rmit.edu.au/programs/bp215](http://www.rmit.edu.au/programs/bp215) CITY CAMPUS

This multidisciplinary, industry-focused program is the only one of its kind in Australia.

You will learn to write, code or use game-development engines to create computer or video games.

You will work with artists and producers to create, or modify the game to enhance its capabilities, incorporating digital graphics, animation, sound, video, photographs and images.

This unique program mirrors the games design industry, giving you the chance to work with digital art teams in a studio environment to develop computer games and graphics software.

Delivered in a context of IT and a design framework, you will learn specialised skills, knowledge and theory for the development of creative vision and expression in digital art, games graphic design and digital graphics programming.

You will undertake projects in games studio in the first year and interactive digital media in the third year. In second and third years, you will specialise in your area of interest. Elective courses may be taken from either the School of Computer Science or the School of Media and Communication.

### What You Will Study

The degree consists of eight core and elective courses per year, selected from a wide range of programming and design electives.

Studies are set in the context of a broader computer science and software engineering framework, applicable to the IT industry in general.

You will undertake projects in the games studio in the first year and interactive digital media in the third year, where classes are delivered largely in studio mode. In the second and third years you will specialise in your area of interest.

A key result of your study will be a professionally produced game to industry standards. Through the process of producing this game, you will learn about the games industry first hand, as the games studio environment replicates industry conditions.

This process will also hone your specialist skills in graphics, programming, design and web development, which you will learn in the core and elective elements of the program.

### Industry Connections

You will work on interactive media projects together with students from the design programs. Working in a multidisciplinary environment creates a setting that closely follows the games development process in industry.

Work placements with games companies are also encouraged to give you real industry experience.

### Career

Graduates will typically work in the games and computer graphics industries or, more broadly, the general IT industry.

On completion of this degree, you will have aesthetic and technical abilities in art, design and programming. This provides entry into industry as animators, 3D visualisers and modellers, games programmers, graphics programmers, interface designers, and digital artists.

### Entry Requirements

#### Prerequisites

Units 3 and 4 – a study score of at least 25 in one of Mathematical Methods (CAS) or Specialist Mathematics; and a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

#### Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online if they wish other information to be considered.

Please refer to VTAC for full details on selection requirements.



The program mirrors the games design industry where students work in groups with artists and producers.



Capture the Flag designed by Jayden Ivanovic.



Angry Bots Experiment, a game that adapts to your preference and skill level designed by William Raffe.

### Honours

RMIT offers a Bachelor of Computer Science (Honours) degree.

Visit [www.rmit.edu.au/programs/bh013](http://www.rmit.edu.au/programs/bh013) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **I** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Diploma of Interactive Digital Media

### Advanced Diploma of Screen and Media

RMIT Code: C5218 (Dip) ..... FT1 – **V** **I**  
 National Course Code: CUF50207  
[www.rmit.edu.au/programs/c5218](http://www.rmit.edu.au/programs/c5218) CITY CAMPUS

RMIT Code: C6087 (Adv Dip) ..... FT1 – **V**  
 National Course Code: CUF60107  
[www.rmit.edu.au/programs/c6087](http://www.rmit.edu.au/programs/c6087) CITY CAMPUS

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, smartphone 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.

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

Learning is conducted in the following 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, you will 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.

#### 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 will 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, you 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 undertake 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-leading companies including Y&R brands for internships, Wunderman, Iloura, 2 Bulls and Isobar.

#### Career

Constant technological changes are driving a multitude of ways to deliver entertainment and information services. Consumers are now interacting with their selected networks in radically different and varied ways. Interactive designers are shaping the creation and delivery of this content.

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/designer
- interface designer
- media content designer
- graphic/motion graphic designer
- web designer
- front end developer
- 2D/3D animation designer
- 3D modeller/character rigger
- visual effects designer
- compositor
- animator
- producer
- production manager
- design director
- art director
- editor.

#### Entry Requirements

##### Prerequisites

None

##### Selection Tasks

Applicants may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.

#### 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 into this program (certain criteria must be met).



#### Student Profile

"The best thing about my area of study at RMIT is the strong fundamental and basic knowledge of this industry that will help me develop my skills in the future. I've loved 3D animation since I was young and wondered how they were made but had no idea where to start and I was afraid of being on the wrong path. I'm glad I started at RMIT and learned everything I needed."

**Angelia Cuaca**  
**Advanced Diploma of Screen and Media**  
**Bachelor of Design (Animation and Interactive Media)**

#### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **I** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied

## Bachelor of Communication (Advertising)

RMIT Code: BP219 ..... FT3 – **V** **T** **I**  
 2015 Clearly-in ATAR: ..... RC  
[www.rmit.edu.au/programs/bp219](http://www.rmit.edu.au/programs/bp219) CITY CAMPUS

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 will 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 will 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<sup>^</sup>. It is one of the few creative advertising degrees that also teaches business strategy.

<sup>^</sup>Source: YoungGuns Top 10 Schools

### What You Will Study

This program combines study of professional subjects with a contextual studies specialisation and a choice of courses taken from a range of School and University-wide electives. The program is designed to allow you to develop critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your own and others' work.

### Professional Studies

The professional courses are where you will specialise in your chosen field.

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 industry practice.

### Contextual Studies

You will study one of five contextual studies strands as part of your degree. The five contextual studies strands are: Asian Media and Culture, Cinema Studies, Politics, Economics and Communication, Literary Studies or Approaches to Popular Culture.

### Electives

Throughout your degree, you will also have the chance to select a number of courses from a wide range of School and University electives depending on your particular career aspirations and personal interests.

### Industry Connections

This program maintains strong industry links and many opportunities exist for students to work with industry professionals. An 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.

Upon 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 region.

The program will prepare you for roles such as:

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

### 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 DMJX students undertake each year. In addition, study abroad opportunities may be available through other partner universities around the world. This exposes you 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 landscapes.

### 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 5pm on 23 October 2015.

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

Please refer to VTAC for full details on selection requirements.

### Pathways

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



### Student Profile

RMIT advertising graduate Emma Bäcklund (far left) has teamed up with RMIT fashion student, Jodie Hayes, to launch the first women's surfwear label in Australia's home of surfing fashion, Torquay.

They have harnessed their mutual love of surf, fashion and design to develop U&I, a brand catering for female surfers.

Jodie graduates from RMIT's unique fashion, design and technology degree this year, while Emma – a Swedish-born photographer and designer – recently graduated from the Bachelor of Communication (Advertising).

[www.uandilabel.com.au](http://www.uandilabel.com.au)

**Emma Bäcklund**  
**Bachelor of Communication (Advertising)**

### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Certificate IV in Advertising Diploma of Advertising Advanced Diploma of Advertising

RMIT Code: C4361 (Cert IV) ... FT0.5 or PTA – **D** or **V**  
National Course Code: BSB40115  
[www.rmit.edu.au/programs/c4227](http://www.rmit.edu.au/programs/c4227) CITY CAMPUS

RMIT Code: C5344 (Dip) ..... FT0.5 or PTA – **D**  
National Course Code: BSB50115  
[www.rmit.edu.au/programs/c5344](http://www.rmit.edu.au/programs/c5344) CITY CAMPUS

RMIT Code: C6146 (Adv Dip) ..... FT0.5 or PTA – **D**  
National Course Code: BSB60115  
[www.rmit.edu.au/programs/c6146](http://www.rmit.edu.au/programs/c6146) CITY CAMPUS

RMIT's advertising programs combine studies in traditional and electronic advertising to develop skills in briefing, digital advertising creation, e-marketing, promotion and evaluating the effectiveness of campaigns.

The focus is on practical, industry-linked projects designed to convey and consolidate key concepts in an interesting way. You will work on real projects and campaigns with high-profile industry partners in a simulated communications agency.

Traditional areas of advertising are covered, including marketing, consumer behaviour, creative and production elements, copywriting, art direction, advertising research, and media planning and buying.

### Program Features

- Work on projects for real clients.
- Supported by the International Advertising Association (IAA).
- Classes held in a simulated communications agency in the award-winning Swanston Academic Building.
- Opportunity to study abroad for one semester.
- Pathways to related advertising and business programs.

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 will learn about conducting, analysing and presenting market research, campaign testing, analysing consumer behaviour and profiling a target audience. Key elements of advertising such as production and scheduling, buying and monitoring media, creating visual design components, 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 media types and media planning, mass electronic advertisement creation, interpreting marketing trends and developments, advertising research, and the presentation of campaigns.

### Advanced diploma

You will develop comprehensive knowledge and skills in providing leadership through concept development, research and production management, developing and executing integrated marketing communication plans, implementing business plans 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, in related sales promotion fields, and for government and non-profit organisations with in-house advertising facilities.

Typical careers include working in agencies specialising in advertising, digital media and direct-response; in media, including television, radio, newspapers, magazines and new media, and for suppliers of advertising content.

Recent graduates have chosen careers in client service, media planning and buying, advertising production, strategic planning, marketing services management, brand management, market research, and product management.

### Professional Recognition

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.

[www.rmit.edu.au/bus/international](http://www.rmit.edu.au/bus/international)

### Entry Requirements

The following information relates to the Certificate IV.

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

Please refer to VTAC for full details on selection requirements.

### Pathways<sup>^</sup>

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 the following programs, subject to meeting the program's entry requirements:

- Bachelor of Communication (Advertising)
  - Any Bachelor of Business degree
- Please refer to information about advanced standing at [www.rmit.edu.au/bus/advanced\\_standing](http://www.rmit.edu.au/bus/advanced_standing).

<sup>^</sup>Articulation pathways for these programs are currently being reviewed.



### Student Profile

"I started studying public relations at a different university, but my skills are more suited to advertising. I chose to come to RMIT because the Advanced Diploma of Advertising has such a great reputation.

"Many of my teachers are still working in the industry, which means they can pass on a lot of insights."

**Anika Robert**  
Advanced Diploma of Advertising  
Bachelor of Business (Marketing)

### Marketing and Advertising at RMIT

Studying marketing or advertising at RMIT combines opportunities to work on industry-based projects that enable you to explore your natural curiosity for what makes people tick, or your creativity with words and images.

Our marketing programs blend your creativity, analytical skills and specialist business knowledge so you're ready to influence corporate decision-making.

For more information, refer to the Business interest area brochure.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied

## Bachelor of Arts (Music Industry)

RMIT Code: BP047 ..... FT3 – **V** **T**  
 2015 Clearly-in ATAR: ..... 69.85  
[www.rmit.edu.au/programs/bp047](http://www.rmit.edu.au/programs/bp047) CITY CAMPUS

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.

This program provides an innovative approach to the study of music in local and global contexts. Your studies will prepare you 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.

### What You Will Study

This program is studied via a variety of teaching and learning modes, such as lectures, seminars, work-integrated learning and problem-solving workshops. The final year involves an industry placement.

### Contextual Studies

You will study one of five contextual strands as part of your degree program. The five contextual strands are: Asian Media and Culture; Cinema Studies; Politics Economies Communication; Literary Studies; and Approaches to Popular Culture.

### Electives

Music industry students can also take advantage of a rich choice of electives offered in the School of Media and Communication, as well as from across the University.

### Industry Connections

Internships can be taken in broad ranging, music industry-related organisations. RMIT has formal links with organisations including the Mushroom Group, Warner Music Australia and Creative Environment Enterprises. These connections contribute to providing you with an education that strongly connects 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.

### 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 may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.

### 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.



### Student Profile

“I cannot think of any other industry that is so exciting to work in. The program has allowed me to travel to the USA multiple times and work with people and events you dream about. It is rare to hear of anyone complaining about their job. RMIT’s music industry course will guide you to a career in the industry. It is a very competitive field that is based on your network and is crucial that during your degree you apply yourself, get experience and meet people. RMIT assists you in this process by incorporating internships as part of the course and lecturers are always happy to share their music networks with you.”

**Damien Platt**  
**Bachelor of Arts (Music Industry)**

### Honours

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

Visit [www.rmit.edu.au/programs/bh066](http://www.rmit.edu.au/programs/bh066) for more information.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Certificate IV in Live Production and Technical Services<sup>^</sup> Diploma of Live Production and Technical Services<sup>^</sup>

RMIT Code: C4348 (Cert IV) ..... FT1 – **V** **I**  
 RMIT Code: C5332 (Dip) ..... FT1  
 National Course Code: CUF50207 (Dip)  
 CUA40413 (Cert IV)  
[www.rmit.edu.au/programs/c4348](http://www.rmit.edu.au/programs/c4348) CITY CAMPUS

RMIT has developed exciting, new specialist training in lighting, sound and entertainment technology operation. These programs train you to work in creative, technical production teams and develop the skills needed to become part of this dynamic and expanding industry.

Learn how to set up, focus and operate lighting equipment, bump in and bump out live shows, mix live audio and gain valuable industry experience by working on a range of productions and events. These nationally recognised qualifications prepare you to work in a range of industries including film, TV, the performing arts and entertainment industries – as well as in the corporate and education sectors.

RMIT graduates in this field 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 and Network Ten.

<sup>^</sup> 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 required by industry.

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.

### Program Structure

This program runs over two years (four semesters) and consists of the certificate IV (year one) and the diploma (year two).

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

You will learn practical, technical and operational skills at RMIT and in industry in order to work in entry level positions in the audiovisual (AV) industry.

These skills include:

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

### Year Two – Diploma

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.

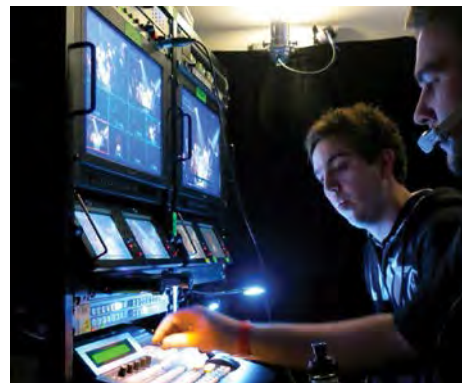
These skills include:

- 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.



RMIT students operating sound, lighting and vision equipment at the Corner Hotel, Richmond.



Graduate Taryne Fletcher recording a live gig while studying at RMIT. Taryne now runs her own video production company, Stitch Productions.

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 multiskilled 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 in this field due to their high level of professionalism and strong can-do attitude.

### Entry Requirements

#### Prerequisites

None

#### Selection Tasks

Applicants will be required to attend an interview.

Please refer to VTAC for full details on selection requirements.

### 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.



### Staff Profile

After a long career spent working in the audiovisual industry, Simon wanted to help determine the shape of future training in this changing and developing sector. This passion has secured Simon's place as leader of a dynamic and industry-connected team.

Simon currently teaches repair and maintenance techniques and video technology. He uses his active connections to help students source work experience and industry placements. Simon is also the selection officer and is responsible for elements of program administration.

Simon's strong industry experience and teaching qualifications allow him to teach students the skills they need to find employment upon graduation.

**Simon Embury**  
Program Coordinator

## Certificate IV in Sound Production Advanced Diploma of Sound Production

RMIT Code: C4276 (Cert IV) ..... FT1 – **V** **I**

RMIT Code: C6104 (Adv Dip) ..... FT1

National Course Code: CUS40209 (Cert IV)

CUS60209 (Adv Dip)

[www.rmit.edu.au/programs/c4276](http://www.rmit.edu.au/programs/c4276)

CITY CAMPUS

**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 to help 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 you 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 on 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 the second year, you will move into areas such as sound for film, television and online/multimedia productions, as well as learning advanced mixing concepts including 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.

### Industry Connections

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

This program has been developed with the ongoing consultation of industry leaders including:

- Soundfirm
- Sing Sing Recording Studios
- Music & Effects Studios
- Risk Sound
- Bakehouse Studios
- Newmarket Studios
- ABC Network
- Seven Network
- Network Ten
- 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**

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

### 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 of Sound Production can apply for exemptions from the Bachelor of Arts (Music Industry) and the Bachelor of Arts (Fine Art).



### Student Profile

Milo Fisher has already made an impact since graduating from RMIT's Advanced Diploma of Sound Production.

Milo, who now works at Bakehouse Studios, recently completed all the dialogue recording and post production sound on Australian feature film *The Dream Children*. The film secured a market screening at the American Film Market in November 2014.

**Milo Fisher**  
**Advanced Diploma of Sound Production**

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **I** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Associate Degree in Screen and Media Production

RMIT Code: AD017 ..... FT2 – **D** (midyear entry only)  
[www.rmit.edu.au/programs/ad017](http://www.rmit.edu.au/programs/ad017) CITY CAMPUS

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-camera 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.

### What You Will Study

#### Year One

Begin building the skills you will need as a screen and media producer. Through a highly practical study of production processes you will apply theoretical knowledge and develop a range of technical skills to plan, develop and review your own work. You will study the various stages of the production process including pre-production, production and post-production. You will learn to use industry-standard cameras and video editing software.

#### Year Two

In the second year, you will develop professional knowledge and skills. You will explore advanced editing techniques and the creative application of skills as you develop screen and media projects as part of a team.

### Industry Connections

You will be actively encouraged to engage in part-time, casual or volunteer work in a range of film and television industries to develop and apply your knowledge and skills and to acquire workplace experience.

### Career

Graduates will be able to apply knowledge and skills across varied genres and formats of screen-based media production, bringing flexibility, initiative and creative problem solving to your work.

You will thrive in a changing and challenging environment. You will have an awareness of emerging production trends, practical skills in relevant technologies, experience of diverse and collaborative projects, and an ability to gather information on audience and market expectations and trends.

Graduates continue to enter the industry as freelance professionals in a variety of production roles.

### 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

You must submit a statement as part of your direct application and include your reasons for wanting to study the course. You should also detail any work experience when completing the statement.

### 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 into this program (certain criteria must be met).

### 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.



### Student Profile

A collaboration between RMIT and the State Library of Victoria is capturing the family stories of the Somali community in Melbourne through interviews. Haris Fazlic is one of the RMIT students working on the project, which is designed to preserve traditional Somali culture which has a strong oral focus that is slowly disappearing as younger generations become more attuned to written and visual media.

Haris said being part of the collaboration was an amazing experience and achievement. "It has given me the opportunity to practice my creative skills on a whole new level," he said.

The stories are being filmed in RMIT's TV studio, as told by key figures in the Somali community of Melbourne.

With the assistance of the library's Genealogy Department, family trees will then be constructed and published online creating a durable, written record.

#### Haris Fazlic Diploma of Screen and Media



Dr Ysuf Omar, poet, researcher and peace activist, being interviewed for the project.



Mariam Issa, author, businesswoman and community leader.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **T** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied

## Advanced Diploma of Screen and Media Diploma of Screen and Media

RMIT Code: C5216 (Dip) ..... FT1 – **V** **I**

RMIT Code: C6087 (Adv Dip) ..... FT1

National Course Code: CUF50107 (Dip)

CUF60107 (Adv Dip)

[www.rmit.edu.au/programs/c5216](http://www.rmit.edu.au/programs/c5216)

CITY CAMPUS

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, and sound and special effects (VFX).

### Industry Connections

You will be encouraged to undertake 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 close relationship with Network Ten, 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, the US 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

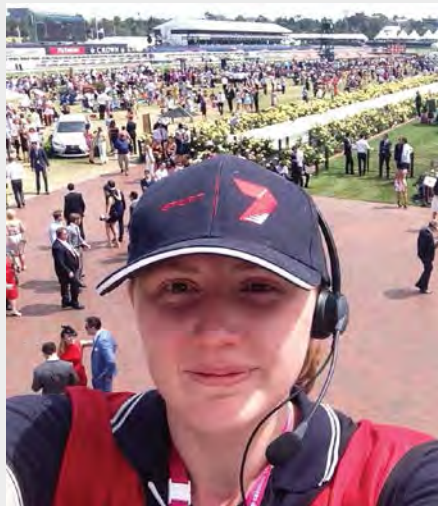
#### Selection Tasks

There are selection tasks for this program.

Please refer to VTAC for full details on selection requirements.

### 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 into this program (certain criteria must be met).



### Student Profile

"For me going through a TAFE pathway was the best option. I was able to have a partial foundation in media before having to start the major high-pressure assignments.

"I undertook work-integrated learning with Network Seven, within their sport department. Having studied the diploma these avenues opened up to me as I was given guidance in networking and how to approach production houses. Two years after that call I was working as a runner for Network Seven. The opportunity has led to some great moments, and I was able to start my career even before finishing my final year in the media degree."

**Jessica May**  
Certificate IV in Screen and Media  
Diploma in Screen and Media  
Bachelor of Communication (Media)

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **I** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied



## Certificate IV in Screen and Media (Television Production)

RMIT Code: C4295 ..... FT1 – **V** **I**  
 National Course Code: CUF40107  
[www.rmit.edu.au/programs/c4295](http://www.rmit.edu.au/programs/c4295) CITY CAMPUS

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. Teachers include world-class subject matter experts who currently work in broadcast production, allowing you 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 those 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.

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.

### Industry Connections

You will be encouraged to undertake 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 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. Consequently, this is resulting in the creation of new job roles.

While students mostly pathway into diploma programs to consolidate skills and refine their career paths, others have moved directly into production roles with Network Ten, Win Television and independent production houses.

### Entry Requirements

Prerequisites

None

Selection Tasks

Applicants may need to submit a VTAC Personal Statement online.

Please refer to VTAC for full details on selection requirements.

### 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.



### Student Profile

"There's a certain level of excitement when all the preparation for your studio-based television segment is complete. Suddenly it's lights, camera, action and you have to make it work. Working with a team to create something completely new is a joy. Dave Hannan, one of the teaching staff, brought audio techniques to life for me, with both a theoretical and practical approach to gathering sound."

**Joseph Mooney**  
**Certificate IV in Screen and Media**  
**(Television Production)**

### Industry projects

- Students in this program will collaborate with RMIT Bachelor of Communication (Journalism) students to produce the 'live to air' program *Newsline*, airing in May each year on Channel 31. The production is mentored by ABC news directors.
- Students have gained opportunities to work directly in Outside Broadcasts productions in sports, including motor racing and basketball, and to produce a variety program that is aired on Channel 31.
- Each year students work on the annual Royal Melbourne Show/Channel 31 collaboration as producers, camera operators and editors.

### LEGEND

**V** – VTAC | **D** – RMIT Direct | **S** – RMIT School | **I** – Selection task | **FT** – Full-time (years) | **PT** – Part-time (years) | **PTA** – Part-time available | **N/A** – Not available | **RC** – A range of selection criteria applied

# How to Apply

Before applying for a program at RMIT, refer to the program information available at [www.rmit.edu.au/study-with-us](http://www.rmit.edu.au/study-with-us). All the information you need to apply is at [www.rmit.edu.au/study-with-us/applying-to-rmit](http://www.rmit.edu.au/study-with-us/applying-to-rmit)

## Current Year 12 Students

If you are a current Year 12 student applying for Semester 1, you must apply through VTAC for all programs except some that are certificate III and below, which may require you to submit an RMIT school-based application.

## Non-Year 12 Students

If you are a non-Year 12 student applying for Semester 1, you must apply for degrees and associate degrees through VTAC but have the choice of applying for certificate IV, diploma and advanced diplomas either through VTAC or direct 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.

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. This will be explained in the individual program information available at [www.rmit.edu.au/study-with-us](http://www.rmit.edu.au/study-with-us).

## Mid-year Entry (Semester 2)

To apply for mid-year 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.

To apply for mid-year entry for a certificate III program, you need to submit an RMIT school-based application.

Not all RMIT programs will accept applications for mid-year entry. A list of programs accepting mid-year applications is published in May on the RMIT website.

## 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.

It is very important that you carefully read any instructions to complete a program's selection tasks. Selection tasks are listed under programs on the VTAC or the RMIT websites. 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 2015

- 1 Mid-year intake opens
- 31 Closing date for mid-year timely applications\*

## August 2015

- 3 VTAC applications open
- 9 Direct applications open for degree and diploma programs (Semester 1, 2016 intake)

## September 2015

- 30 Closing date for VTAC timely applications^

## October 2015

- 6 Closing date for VTAC SEAS applications^
- 31 Closing date for direct applications – selected certificate and diploma programs\*

## November 2015

- 6 Closing date for VTAC late applications^
- 23 Change of Preference opens

## December 2015

- 1 Closing date for direct applications – selected degree, certificate and diploma programs (timely)\*
- 4 Closing date for VTAC very late applications^
- 14 VCE results and ATAR released^
- 21 VTAC Change of Preference closes^

## January 2016

- 18 Round 1 offers available through VTAC^

## February 2016

- 4 Round 2 offers available through VTAC^

## May 2016

- 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.



# Fees Explained

Fee information relates to 2015 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](http://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](http://www.rmit.edu.au/programs/fees/vocational/govtsub).

You will be offered a government subsidised place if you meet the eligibility criteria based on your citizenship, age, prior education, the number of programs you are studying in the current year and the number of government subsidised programs you have commenced in your lifetime at each level. Check your eligibility using the eligibility calculator at [www.rmit.edu.au/programs/apply/vocational/eligibility](http://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](http://www.rmit.edu.au/programs/apply/vocational/eligibility).

RMIT University's RTO Code 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](http://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](http://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 added to your VET FEE-HELP loan. For more information visit [www.rmit.edu.au/programs/fees/helploans/vetfee-help](http://www.rmit.edu.au/programs/fees/helploans/vetfee-help).

## Tuition Fees for Degrees and Associate Degrees

### Commonwealth Supported Places (CSP)

A Commonwealth supported place is a place at university where the tuition fee is jointly paid by you and the Australian Government. Your share of the fee (student contribution) is set by the government and is determined by the discipline areas (bands) of your individual enrolled courses, not the overall program. For more information about what fees you will pay in 2015 visit [www.rmit.edu.au/programs/fees](http://www.rmit.edu.au/programs/fees).

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](http://www.rmit.edu.au/programs/fees/highered) and [www.studyassist.gov.au](http://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 Australian Permanent Humanitarian Visa holder). For more information visit [www.rmit.edu.au/programs/fees/helploans/hecs-help](http://www.rmit.edu.au/programs/fees/helploans/hecs-help).

### Full-Fee Places

Students in full-fee places are required to pay a tuition fee that covers the full tuition costs of their program. Financial assistance may be available through the FEE-HELP scheme. The tuition fees vary according to each program and are adjusted on an annual basis. Visit [www.rmit.edu.au/programs/fees](http://www.rmit.edu.au/programs/fees) for more information.

### FEE-HELP

FEE-HELP is an optional loan scheme that assists eligible students to pay all or part of their tuition fees. To learn more about FEE-HELP visit [www.rmit.edu.au/programs/fees/helploans/fee-help](http://www.rmit.edu.au/programs/fees/helploans/fee-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](http://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](http://www.rmit.edu.au/programs/fees/other).



Rachel Cassar, RMIT Equity Travel Grant Recipient  
Bachelor of Communications (Public Relations)

# 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, Rachel Cassar.

[www.rmit.edu.au/scholarships](http://www.rmit.edu.au/scholarships)

## RMIT Experience Days

Years 10, 11 and 12 students can attend free events and engage in hands-on workshops in a range of different interest areas while experiencing life on campus.

Visit [www.rmit.edu.au/experiencedays](http://www.rmit.edu.au/experiencedays) for more information on RMIT's Experience Day School Holiday programs.

# Open Day

Sunday 9 August 2015

City | Brunswick | Bundoora



[www.rmit.edu.au/openday](http://www.rmit.edu.au/openday)

## More Degree and Diploma Study Options

The following brochures are available:

- Art, Design and Architecture
- Building, Construction and Planning
- Business
- Communication and Digital Media
- Computing, Games and Information Technology
- Education and Teaching
- Engineering
- Environment and Sustainability
- Health and Medical Sciences
- International and Community Services
- Justice and Legal
- Science.

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

Subscribe at: [www.rmit.edu.au/publications](http://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](http://www.rmit.edu.au/infocorner)

This guide is designed for Australian and New Zealand citizens and permanent residents of Australia

## Further information for international/ non-residents of Australia

RMIT International

Tel. +61 3 8676 7047

(within Australia: 1800 998 414)

Email: [isu@rmit.edu.au](mailto:isu@rmit.edu.au)

[www.rmit.edu.au/international](http://www.rmit.edu.au/international)

