

# DIGITAL & SOCIAL MEDIA

## TRIMESTER 1 - Bachelor & Diploma units

### **COPYWRITING**

→ Practical

This unit provides students with both theoretical and practical experience in written communications and in writing compelling and convincing copy for advertising and media communications. The unit enables students to integrate strategic, creative, and ideation processes into targeted advertisements, communications, and campaigns across traditional and non-traditional media.

### **BEHAVIOURAL PSYCHOLOGY**

→ Professional Practice

This unit engages students on a journey to explore how the mind is influenced by digital media. Students become familiar with basic concepts of consumer behavior, including the science of predicting human behaviour and thinking in order to best understand the role behavioural psychology plays in developing products, services, and communications. Students critically evaluate how the 'user' both shapes, and is shaped, by digital media.

## TRIMESTER 2 - Bachelor & Diploma units

### **DIGITAL PHOTOGRAPHY**

→ Practical

This unit introduces students to the medium of digital photography as it is used in the advertising and digital media professions. Students are introduced to digital visual production chains and develop an understanding of the core concepts used in photography. Students work with light, time, and motion and explore how these media interact. It incorporates technical skills based around camera operation, exposure, lighting, and shooting, as well as developing conceptual and stylistic skills, photoshoot planning, and budgeting.

### **CONTENT STRATEGY**

→ Professional Practice

In this unit, students develop their knowledge of applied strategy and marketing principles. They explore key concepts in strategic communication, gain an overview of the industry, government, and community practices of strategic communication, and develop insights into the relationship between strategic communications and the fields of creative content production, media practices, public relations, marketing, cultural analysis, and communications management.

## TRIMESTER 3 - Bachelor only units

### **VIDEO PRODUCTION**

→ Practical

This unit introduces students to the production processes associated with making advertising videos and films for TV, cinema, and online. It explores the processes in pre-production including director's treatment, storyboard, location research, casting, styling, music, voice-over, graphics, production scheduling, and budgeting. Students receive hands-on experience with the production skills involved in filming and editing an advertising film.

### **CRITICAL THINKING FOR DIGITAL & SOCIAL MEDIA**

→ Industry Awareness

In this unit, students are introduced to critical thinking and communication skills. They will learn to activate their critical thinking skills by exploring modes of analysis, problem-solving, reflection, evaluation and creation. Students will be presented with artistic works and industry issues to critically evaluate, embracing both analytic and synthetic thinking processes.

### **DIGITAL DESIGN**

→ Theory

This unit encompasses students learning the fundamentals and principals of design and its application to content creation. Students will also learn basic design and art direction skills using form, colour, typography, and layout in order to compose digital posters, brochures, advertisements, and presentations. Professional software such as Adobe Photoshop, Illustrator and Indesign will be used throughout this unit.

### **CRITICAL SURVEY**

→ Industry Awareness

Students are presented with a broad survey of the digital and media industries and are engaged to critically examine industry roles, practices, and structures. Presentations by industry professionals provide a broad overview of the industry environment.

### **INFORMATION COMMUNICATION & TECHNOLOGY**

→ Theory

This unit engages students with an understanding of information and communications technology (ICT) and its relationship to digital media. It provides a historical context for the convergence of audio-visual and communications systems with computers and computer networks. It also examines digital communications and the integration of telecommunications, hardware, software, storage, and audio-visual systems.

### **USER EXPERIENCE**

→ Professional Practice

In this unit, students gain real-world skills and knowledge to be better able to design and develop User Experiences (UX). The unit covers UX for web and mobile with learning through a combination of theoretical and hands-on exercises. The student will research and review various aspects of target audience research, product development, design, technical implementation, marketing, and feedback.

### TRIMESTER 3 (continued) - Bachelor only units

#### APPLIED MEDIA PRODUCTION 1

→ Industry Awareness

Throughout this unit, students collaborate to plan and develop content within outlined parameters by evaluating client needs, objectives, and priorities. Students strategically identify practical outcomes for content and negotiate how this may best be achieved. Through creating and responding to client briefs, students gain an understanding of strategic planning, evaluating the range of activities that the content creator will engage with regularly, and then put these activities into practical use.

### TRIMESTER 4 - Bachelor only units

#### WEB DESIGN

→ Practical

This subject develops the basic concepts of website authoring, from design to implementation. It discusses the aesthetics of web design such as colour, layout, function, purpose, and writing. The subject investigates different technological platforms and the design requirements for these different platforms. Students will learn about the principles of e-business and how to measure the success of these web technologies.

#### BRAND EXPERIENCE

→ Professional Practice

This unit provides students with experience in contemporary advertising and media. The learning and assessments will deepen students' understanding and appreciation of the real and intangible essences that constitute 'Brand' and the way consumers and marketers employ a Brand's strategic worth to create experiences to generate value, meaning, sustainability and sales.

### TRIMESTER 5 - Bachelor only units

#### AUDIO STORYTELLING

→ Practical

This unit delivers students both theoretical and practical experiences in audio storytelling in both broadcast and webcast, in the form of radio copywriting and production, and audio creation and production for podcasts. It introduces students to the subtleties, difficulties, and advantages of using a sound-only medium. The unit also requires students to investigate the future of radio and other audio platforms as integrated mediums with digital, online, video, and social media components.

#### PROJECT MANAGEMENT

→ Professional Practice

This unit engages students in the key issues of project management and looks at their application in a real-world context. The unit covers project definition, planning, execution, management and control, and implementation. Project-driven teamwork and focusing on individual skills sets establish the foundation of experiential exercises and assessments aimed at developing critical analysis and self-driven learning.

#### NARRATIVE & STORYTELLING

→ Theory

The unit covers the fundamentals of story, character, and structure through a combination of theoretical and hands-on exercises. It examines why story and narrative is an essential and fundamental tool in the creation of content for digital media. Students research and review various aspects of story and narrative, including genre, style, and theme.

#### APPLIED MEDIA PRODUCTION 2

→ Industry Awareness

Students develop planning and project management skills as they create motion graphic content throughout the semester, and become reflective practitioners who continually assess their work and the means by which they create it. In so doing, they research industry standards for motion graphics, including current trends and longer-term creative movements. Students also develop their voice within their work and develop the skills needed to discuss their own work critically.

#### CONTEMPORARY ART, DESIGN & CULTURAL HISTORY

→ Theory

In this unit, students gain an understanding and appreciation of the relationship between art, design, and culture and how these create a context for digital media projects. Students learn about art history and major artistic trends. They research and review various aspects of design history, theory, and aesthetics. The unit examines the significance of art and design as platforms for shaping and interpreting the context in which digital media projects are created.

#### GROUP PROJECT

→ Industry Awareness

In this subject, students work across degree programs and areas of specialization to plan and execute a collaborative project. Students will work with a mentor who will provide guidance and advice as students propose, plan, and execute their project.

#### DESIGN THINKING

→ Theory

This unit engages students with both theoretical and practical teaching in the key issues of project management and looks at their application in a real-world context. It covers project definition, planning, execution, management and control, and implementation. Project driven teamwork and focusing on individual skill sets establish the foundation of experiential exercises and assessments aimed at developing critical analysis and self-driven learning.

## TRIMESTER 6 - Bachelor only units

### MOBILE DEVELOPMENT

→ Practical

In this unit, students learn how to conceptualise, design, and create mobile apps for iOS and Android devices. Students will synthesise and evaluate the various processes involved in app creation — from user journeys to wireframes, interface designs, testing strategies, and iterative development models. Students learn how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results.

### SOCIAL MEDIA & COMMUNITY MANAGEMENT

→ Professional Practice

In this unit, students will look at how creative ideas can be applied to a combination of media and content formats to create social media campaigns. It also explains the brand strategy, testimonial style advertising, and the viral effect. Students examine the rapidly growing role social media plays in developing advertising and media campaigns, by requiring students to devise creative solutions and presentations.

### INDUSTRY PLACEMENT

→ Industry Awareness

This unit is to be completed in the last trimester of a student's academic career at Collarts and aims to build on all skills and knowledge previously acquired throughout the course. While it is a stand-alone subject, it aims to provide students with practical experience that contextualises their course work to date. Content Creation students will apply for, and successfully undertake 60 hours of practical placement.

### RELEVANT DISRUPTION & GLOBAL ENGAGEMENT

→ Theory

In this unit, students investigate concepts and theories of relevant disruption. They examine and discover how disruption can inform both commercial and non-commercial communications and activities. The unit addresses irrelevant disruption, ethics, environmentalism, and the future in the context of global engagement. Students analyse why these are now critical to the success of building digital media products or brands and how they provide key competitive advantages, as well as social commentary.