

SCREEN & MEDIA

TRIMESTER 1 - Bachelor & Diploma units

CRITICAL THINKING SCREEN & MEDIA THEORY

→ Screen and Media Studies

In this unit, students learn to think critically as they study principal theories that have informed cinema and continue to influence contemporary screen and media practice. These include classical Hollywood cinema, gender, psychoanalysis, genre theory, entertainment, director as auteur, and new media theory. Students learn how to articulate the manner in which film has evolved throughout by discussing narrative, editing, sound, and cinematography.

STORIES ON SCREEN

→ Creative Development

This unit introduces students to the process of creating stories for screen media. Students learn concept creation and develop an understanding of the inspiration behind creating great stories. Students become familiar with the character generation and writing dialogue. They will learn how different stories for screen and media are created.

TRIMESTER 2 - Bachelor & Diploma units

SCREEN GENRES

→ Screen and Media Studies

In this subject, students study examples of different genres of screen and media. Students will watch films and screen media, analyse the theoretical and historical characteristics of different genres, and discuss how they are exemplified in contemporary screen and media. Students also analyse how genres can blend to create and emerge as new genres.

SCREENWRITING

→ Creative Development

In this unit, students are introduced to the methods of screenwriting and examine the elements that constitute the principles of storytelling. Through the development and pitching of concepts, students gain insights into how the role of the writer contributes to the development of scenarios. This subject covers traditional screen narrative structure as well as non-linear narrative, character development, writing for a visual medium, and visual literacy.

TRIMESTER 3 - Bachelor only units

AUSTRALIAN SCREEN CULTURES

→ Screen and Media Studies

In this unit, students examine historic and contemporary screen and media cultures in Australia - including the aesthetics of Australian content on screen, Australian-produced work, and overseas co-productions. This subject covers contemporary filmmaking, film festivals, television culture, feature films, documentaries, short films, and web series.

SCREEN NARRATIVE

→ Creative Development

In this unit, students work together to create a screen narrative and examine the roles of the director, cinematographer, editor, and composer. Using the principles of visual storytelling, and planning, shooting, and postproduction, students acquire knowledge from the key perspectives as they consider the creative and technical aspects of producing screen media.

INTRODUCTION TO PRODUCTION

→ Production

In this unit, students learn the practical and technical aspects of the screen and media production process and the roles of crew and personnel in a production environment (studio and location). Students are introduced to the role of the producer, planning the shoot, crew roles, storyboarding, logistics, risk management, and budget. Students will develop skills in collaboration and communication and an awareness of health and safety.

VIDEO & DIGITAL JOURNALISM

→ Practice

In this unit, students will learn how to use a camera and practice the language of visual journalism, with an emphasis on entertainment video/digital journalism. They will develop those skills to report, produce, and edit video for online and digital media platforms, with an emphasis on entertainment news media.

PRODUCTION FOR NEW TECHNOLOGIES & MULTI-PLATFORM DELIVERY

→ Production

In this unit, students encounter production skills and knowledge required for working with new technologies and for multiplatform delivery. Students learn how to recognise the right content to use on the right platform for a particular audience. Students will be introduced to emerging media domains that reach new audiences using new business models.

SMARTPHONE FILMMAKING

→ Practice

This unit covers shooting and editing on smartphones. Students study formal devices such as camera framing, lighting, sound, dialogue, and editing choices using smartphones for social media platforms. Students will explore aspects of screen and media production applicable to smartphones such as optical image stabilisation, non-mechanical and mechanical grips, lighting, sound and creative smartphone filmmaking.

SCREEN CRAFT

→ Production

In this subject, students work in groups and attend weekly meetings of their creative teams as they work through the unit to form a deeper understanding of cinematography, directing, and editing. Students will have the opportunity to be involved as a key creative in three shoots, each time taking on a minimum of two different roles.

BRANDED CONTENT

→ Practice

In this unit, students produce native advertising and branded content for multiplatform delivery. Students create advertorial, native advertising, the paid/third-party advertising format that supports either brand or direct-response goals. Students will develop content that matches the form, feel, function, and quality of the content of the media in which it appears.

TRIMESTER 4 - Bachelor only units

GLOBAL SCREEN CULTURES

→ Screen and Media Studies

In this unit, students look at key works that inform global screen cultures in terms of historical, aesthetic, production and cultural contexts, from their beginnings of cinema through to contemporary work. Students analyse global screen cultures and examine how transnational forces shape local production and explore culturally diverse modes of visual storytelling.

NON-FICTION NARRATIVE ADAPTATION

→ Creative Development

In this unit, students look at the adaptation of texts both between various cultural forms and different cultural contexts, with a focus on nonfiction. Students examine the changes that need to be considered as texts are translated into different cultural forms. Students explore the cultural, industrial, political, social, historic and technological circumstances surrounding adaptation, and engage with critical and theoretical debates informing adaptation studies.

TRIMESTER 5 - Bachelor only units

EXPERIMENTAL SCREEN PRODUCTION

→ Screen and Media Studies

In this unit, students will study non-narrative works, which often use nonlinear or abstract expression via form, colour, and movement that can be used to challenge and subvert cultural norms, including avant-garde and experimental film. Students consider screen media that utilise experimental form to challenge and question traditional kinds of visual storytelling.

FICTION NARRATIVE ADAPTATION

→ Creative Development

In this unit, students look at the adaptation of texts both between various cultural forms and different cultural contexts, with a focus on fiction. Students examine the changes that need to be considered as texts are translated into different cultural forms, considering fidelity, textual authority, aesthetics and cultural prestige.

TRIMESTER 6 - Bachelor only units

SCREENS STUDIES & CREATIVE INDUSTRIES CAPSTONE PROJECT

→ Screen and Media Studies & Creative Development

In this unit, students complete a final creative project from concept to realisation using skills learned throughout the course. It is a capstone unit that focuses on the development, demonstration, and application of skills around the development of a screen project.

INDUSTRY PLACEMENT

→ Production

In this unit, all students complete a screen and media industry placement or a major creative portfolio, regardless of specialisation. Each student undertakes a supervised work placement activity or the development of a detailed artistic portfolio.

SOUNDTRACK FOR SCREEN

→ Production

In this unit, students learn how a soundtrack can affect all aspects of screen media such as narrative, character, editing, dialogue, genre, and sound effects and be used to create meaning for audiences. Students will learn how to brief the composer who is working on the soundtrack. They will break down the creation of the soundtrack of a screen production to learn about the different areas and personnel involved.

PRODUCE NARRATIVE DOCUMENTARY

→ Practice

In this unit, students work in a group to produce a narrative documentary. Students will examine documentary film theory and practice, definitions of documentary film, articulate its components, and describe its effects and use in society. Students are guided in how to identify and develop documentary story ideas, and learn skills in researching, budget, proposal, shooting script, interviewing skills, and identifying the platform on which to publish.

EPISODIC NARRATIVE

→ Production

In this unit students develop an episodic narrative and build on their knowledge of storytelling to explore the various narrative structures that can be used to create an episodic narrative that will keep audiences engaged. Students evaluate episodic narratives on various platforms to understand how stories can determine their own structure.

CREATIVE ENTREPRENEURSHIP

→ Practice

This unit introduces students to the principles of creative entrepreneurship in the context of screen and media ventures. Students learn the creation and strategic commercial exploitation of creative or intellectual capital. Students draw upon entrepreneurial accomplishments of leaders in a variety of areas in order to understand creative entrepreneurship as a practice.

IMPACT, DISTRIBUTION & MARKETING

→ Practice

In this unit, students develop a strategic impact, distribution, and marketing plan as they identify distribution channels for their creative capstone project. Students evaluate case studies where screen media have created positive change in people's behaviour.