

# Program Information

The Diploma of Arts provides a pathway into various bachelor degrees at Adelaide University. There are 2 streams of the Diploma: Communication and Media Arts. You may have been granted exemption from some modules depending on your academic results. These will be listed in your offer letter.

All Arts students are required to complete Language Development Module 1 (LDM100) in their first trimester (unless exempted). Although LDM100 does not count towards the study load or GPA, **a non-graded pass is required for graduation.**

| Stage 1   |  | Study Load | Units   |
|-----------|--|------------|---------|
| ESS001    | Essential Study Skills   | 25%        | 4.5     |
| ITN002    | Information and New Media Technologies   | 25%        | 4.5     |
| MAS001    | Media and Society  | 25%        | 4.5     |
| CPP002    | Communication, People, Place and Culture   | 25%        | 4.5     |
| ARC002    | Academic Research and Critical Enquiry   | 25%        | 4.5     |
| DES001    | Design (Pre-requisite for GRAP1018)  | 25%        | 4.5     |
| Electives | Choose <b>TWO</b> from: Early Career Development, Business Fundamentals, Human Biology, Programming, Physics 1, Mathematics and Statistics | 25% x 2    | 4.5 x 2 |

| Stage 2   |  | Study Load | Units |
|-----------|--|------------|-------|
| COMM1083  | Social Media and Society                             | 25%        | 4.5   |
| INFT1019A | Cinematic Design* <b>(M)</b> AMA only                | 25%        | 4.5   |
| INFT1015A | Hollywood Film and Television* <b>(M)</b> AMA only   | 25%        | 4.5   |
| COMM1065  | Professional and Technical Communication             | 25%        | 4.5   |
| GRAP1018  | Computer Graphics and Imaging for Design <b>(CW)</b> | 25%        | 4.5   |
| COMM1057  | Public Relations Theory and Practice ACO only        | 25%        | 4.5   |
| INFT1014  | Introduction to Digital Media <b>(M)</b>             | 25%        | 4.5   |
| COMM1006  | Communication and Media                              | 25%        | 4.5   |
| BEHL1004  | Psychology 1B ACO only                               | 25%        | 4.5   |
| LANG1054  | Intercultural Communication                          | 25%        | 4.5   |

\*Not available every trimester - check when enrolling

Communication (ACO) Pathways      Media Arts (AMA) Pathways

Please refer to the following website for information on Pathways:

<https://saibt.sa.edu.au/adelaide-university/diploma-programs/diploma-of-arts/>

All classes (unless otherwise specified) are held at City East Campus (CE)  
**(M)** This class is held at Magill Campus  
**(CW)** This class is held at City West Campus

# Program Outline

## Tertiary Preparation

### Language Development Module 1

This module is designed to provide students with opportunities to review, develop and practice the English language systems and skills required to successfully participate in an undergraduate degree program. Successful completion of this module is required for graduation.

## Stage 1

### Essential Study Skills

In this module students will be provided with an understanding and application of essential study skills, covering independent learning skills and styles, active listening, presentation, and group work skills.

### Information and New Media Technologies

You will be introduced to the use of the Internet, social media and associated technologies in society and business. Through the module, you will utilise Microsoft Office along with online tools for effective communication and discuss the ethical and security issues related to the use of Information Communication Technologies.

### Design

This module provides you with an introduction to the basic principles of design and their application to various publications. You will use the design process & different software to publish material for both print and electronic media and analyse the messages communicated through different design elements.

### Communication, People, Place and Culture

In this unit you are introduced to the basic principles of communication and its role in society and culture. You will investigate the effects of different forms of verbal and non-verbal communication and describe cultural influences on the communication process.

### Academic Research and Critical Enquiry

This module will introduce you to the basic principles of critical thinking. It also assists you in developing skills needed for the tertiary study environment, including academic reading, listening, and note-taking, as well as written formats and referencing.

### Media & Society

This module analyses the use of media in society and its role in cultural life. You will investigate the different factors, which shape cultures today and discuss how the media affects popular culture, interpretations of the world and contributes to cultural identity.

## Stage 1 Elective Modules

Select **TWO** elective modules

### Early Career Development

The module provides students with a professional guide to career planning to ensure success in their future working lives. The module includes understanding modern workplaces and practices, the responsibilities of different agents in the work environment, and the acquisition of knowledge and skills related to employment including interviews and applying for jobs. This course aims to bridge understandings and to prepare students for the professional and wider world.

### Business Fundamentals

This unit provides you with an understanding and application of foundation concepts in the business disciplines of management and leadership, finance, marketing and human resources. You will discuss current trends, opportunities, and issues that impact on contemporary business and learn to use appropriate communication for the business environment.

### Human Biology

This module will introduce you to the basic concepts of human biology as a foundation for further study in this area. You will develop an understanding of the main body systems and the associated biology, and an awareness and appreciation of the human body in a personal, social, and medical context.

### Programming

This module introduces you to the basic principles of programming and their use in writing simple programs. You will use the systems development life cycle to write programs combining different data types and programming structures and learn techniques to test successful outcomes.

### Mathematics & Statistics

This module introduces you to the mathematical concepts required for further studies, particularly in statistics. You will learn to use fundamental arithmetic and algebra to solve problems, and apply statistical processes and concepts including sampling techniques and different forms of presentation.

### Physics 1

In this module you are introduced to the basic concepts of Physics, with a particular focus on motion and heat. You will learn appropriate equations and units for demonstrating different concepts and conduct experiments to analyse and test theories.

## Stage 2

### Social Media and Society

This course will develop students' understanding of social media's role in transforming societies globally and will prepare students to engage digitally as responsible citizens and as professionals.

### Communication and Media

In this module students will be introduced to the fundamental approaches to human communication and to the development, use and role of communication & media technologies in human society.

### Intercultural Communication

Students will develop their understanding of linguistic and cultural diversity, including that of Aboriginal and other indigenous peoples, and explore its implications for intercultural communication in the contemporary world.

### Professional and Technical Communication

This module introduces students to a wide range of professional and technical texts, and develops students' skills in planning, drafting, evaluating & editing both written and visual content.

### Computer Graphics and Imaging for Design

In this module students will develop knowledge & skills in using industry standard illustration, image editing and page layout software to produce effective print publications for different purposes and target audiences.

*Pre-requisite: Design DES001*

### Introduction to Digital Media

This module introduces students to the fundamental practice-led research and creative design principles, processes, skills, and media production techniques required for use within and across a variety of digital formats.

### Public Relations Theory and Practice

This module introduces fundamental theoretical principles and practise underpinning various forms of public communication. It provides an understanding of the political, economic, social and technological context of organisations' communication approaches, particularly public relations and advertising.

### Psychology 1B

Students will be introduced to the history & philosophy of psychology, personality psychology (including theories of personality, methods of assessing personality and individual differences), social psychology (including interpersonal behaviour, attitudes and discourse) and the major theories of human childhood development.

### Cinematic Design

Students will explore the underlying existence of consistent rules in the ways that nature, design & the processes of digital media software all operate and will develop an appreciation of how an understanding of these elements can empower and enrich design practice.

### Hollywood Film and Television

This module will explore film and media history as it connects to different storytelling strategies and uses of film styles.