

DIGITAL MEDIA SPECIALISATION

WHY DIGITAL MEDIA?

The Digital Media Specialisation is a three-year program of study with a focus on digital media technologies including, internet, digital video and dynamic web development. The specialisation aims to equip students with practical skills and theoretical understanding of digital media technology. Students will acquire skills in all areas of multimedia production. The specialisation includes units of study in 2D animation, digital video production, sound production, special effects, web site design, programming and construction, script development and a personal choice graduating final project. Industry placement opportunities for students in the final year provide practical experience and contacts in industry.

Industry professionals teach all multimedia units. They are highly skilled in creative content development and technical areas of production. Specialist industry guests are invited to speak on a regular basis. Specialist projects involving students in community and industry based activities are frequently run in conjunction with other unit choices. Practical workshops provide small group access to industry standard laboratory facilities and personal attention from workshop tutors.

LEARNING IN THE WORKPLACE AND COMMUNITY (LiWC)

Final year students have the exciting opportunity to complete a professional internship, working as a digital media developer or website designer in a range of industry settings - including training and development, information and media services, community development, marketing, teaching, administration, media production, and community arts.

WORK OPPORTUNITIES AFTER GRADUATION

Job prospects for Digital Media Specialists and Web Developers are good. According to the Federal Government's *Australian Outlook* (2009), the outlook for this employment area to 2012-2013 is expected to be strong. Digital Media Specialists and Web Developers have an above average proportion of full-time jobs (78 per cent.) VU has a strong emphasis on helping students get jobs in their professional field of expertise.

INDUSTRY RECOGNITION

Studies in Digital Media at Victoria University are well recognised by the communication and digital media industries. Digital Media Specialists and Web Developers are employed across a range of industries including: Professional, Scientific and Technical Services; Information Media and Telecommunications; Education and Training; Electricity, Gas, Water and Waste Services.

DIGITAL MEDIA REQUIREMENTS

Bachelor of Creative Arts Industries students

Students must check the course structure for compulsory units

Bachelor of Communication

Students must check the course structure for compulsory units

Education students or those interested in completing a graduate teaching course at the end of their degree.

Students wishing to undertake an Information Technology teaching method must complete the four of the asterisked (*) units. It is recommended that students wishing to teach IT at Year 12 level undertake six units of study.

Elective units: Students may choose any unit from Digital Media as an elective for any course of study.

STRUCTURE OF DIGITAL MEDIA SPECIALISATION

ACM1010 Introduction to Web Technologies*

ACM1009 Visual Design for Digital Media*

ACM2003 Interactive Programming*

ACC2011 Radio Production

ACC2010 Television Production

ACM2009 International Design

ACM3012 Mobile Technology Development

ACM1006 Digital Video and Sound*

ACM2006 Animation*

ACM2007 Innovation technologies Research and Application*

ACM2008 Dynamic Web Development*

ACM2010 Interaction Studio

ACM2011 Computer Supported Learning

ACP3049 Writing and Producing the Documentary

Also offered as an elective to all students

ACM2005 Special Effects and Motion Graphics

All units are offered subject to sufficient numbers and may be cancelled if there are insufficient enrolments.

Detailed unit outlines can be obtained from the Victoria University online handbook: WWW.VU.EDU.AU/HANDBOOK

FOR FURTHER INFORMATION CONTACT THE COORDINATOR:

Megan Chudleigh

Phone: +61 3 9919 4308

Email: megan.chudleigh@vu.edu.au

WWW.VU.EDU.AU/AEHD

CRICOS Provider No. 00124K

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MELBOURNE AUSTRALIA