

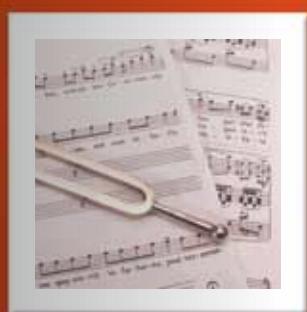
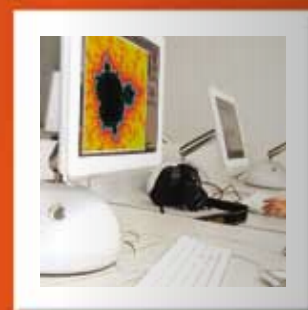
DEGREES OF SUCCESS

University of
Western Sydney
Bringing knowledge to life



AREA OF STUDY GUIDE 2012

COMMUNICATION ARTS



The University of Western Sydney (UWS) provides a welcoming environment for all students, and our campuses, spread across Greater Western Sydney, offer purpose-built facilities designed to give you room to think and learn.

With ground-breaking research, recognised nationally and internationally, our academics are challenging the boundaries of knowledge and laying the pathway to success through teaching and learning excellence.

At UWS you are encouraged to aspire to achieve great things in your career and community.

COMMUNICATION ARTS COURSE GUIDE 2012

CONTENTS:

Why Study Communication Arts at UWS?	4
Degrees of Success	
Bachelor of Communication	6
Advertising Major	7
Journalism Major	8
Media Arts Production Major	9
Public Relations Major	10
Bachelor of Design (Visual Communication)	12
Bachelor of Music	14
Bachelor of Contemporary Art	16
Double Degrees	
Bachelor of Communication Studies/Bachelor of Laws	17
Providing Support Through Scholarships	18
Aspiring Leaders	18
Applicant Checklist	19



Andy Thai

Currently studying Bachelor of Design
(Visual Communication)

Vice-Chancellor's Leadership Scholarship

Andy Thai's ambition is to expose people to new ideas through his work. Not surprisingly, Andy is currently studying a Bachelor of Design (Visual Communication). 'The course provides me with so many different opportunities in so many different areas that I feel I can really experiment and find a medium and style that suits me,' he says.

'I feel I can really experiment and find a medium and style that suits me.'

The UWS Vice Chancellor's Leadership Scholarship recipient says his artistic and creative abilities are his greatest strength.

'I would describe myself as a very creative and intuitive person. I tend to think of different ways to do things and am always experimenting with different techniques and mediums when it comes to expressing myself creatively.'

Andy describes being selected to be part of the UWS Aspire Future Leaders program as 'a dream come true' and is looking forward to learning and improving skills that he can apply to many different areas of life.

He also got a taste of leadership in his roles as Vice Captain of Macquarie Fields High School and member of the Student Representative Council, peer support program and Yellow Ribbon program. 'All of this allowed me to interact with the whole student body, enabling me to better understand my peers.'

Why Study Communication



» **Create fresh ideas:** UWS Communication Arts graduates don't just reproduce knowledge, they produce fresh ideas that have the power to enrich cultures and make a positive contribution to their workplaces and communities. Opportunities to showcase your work include exhibitions like Manifest or contributions to Customise, an online magazine.

» **Join the fast-paced communication arts industry:** The face of media is changing on almost a daily basis. It is no longer limited by traditional media and, as a result, a much freer exchange of ideas exists. We will prepare you to thrive in this new environment, bringing together communication, design, new media, music, media production, journalism, public relations and advertising.

» **Explore convergence:** In your studies, you will explore the convergence of culture, communication and technology, and discover how traditional media forms and craft techniques are interfacing with new technologies to create entirely new forms of communication.

» **Combine theory and practice:** You will have the opportunity to blend theoretical and practical approaches across a wide range of related disciplines. Even our research is practice-led and grounded in the real world. For example, the Convergent Media and Community (CMC) Research Concentration represents a number of research strands, which forms a significant foundation for the group's strategic community engagement, framed by new modes of digital content delivery and interactive forms.

Arts at UWS?



Lucy McNally

- » **Helping students land their dream jobs:** Our staff are committed to helping you reach your career goals. Lucy McNally, ABC reporter and graduate of the UWS Bachelor of Communication (Journalism) degree says, 'I wouldn't have my current position in the ABC newsroom if it wasn't for the outstanding staff at UWS. They always went beyond the call of duty for students who were really trying to get into the industry.'



- » **Enjoy fabulous facilities:** With our new on-site convergent media studios, you can get hands-on training and learn from highly-trained technical staff. With on-site recording studios, animation and design studios, and photography and print facilities, not to mention the links to TVS (Television Sydney), you will gain valuable experience and a taste of life after uni.



- » **Collaborate with fellow students and your community:** We foster collaboration between students from other disciplines on production projects, with experienced staff to support this process, including our in-house fourth year design studio – Rabbit Hole. You will have the opportunity to get involved in industry and community-based projects and placements, and publish and exhibit your work while studying.



- » **Become an award-winner:** UWS Bachelor of Communication (Journalism) students regularly win major national awards such as the JEA Ossie Awards for Journalism, the FECCA-SBS Multicultural Journalism Student of the Year, and the highly prestigious Australian Graphic Design Association (AGDA) Awards.

Bachelor of Communication

UWS offers a unique suite of communication, design, music and creative arts subjects (units). All of our courses are based on the real world and the needs of real-world audiences, ensuring that your future works appeal to the right target audiences.

You will develop an understanding of your audience from cross-cultural and international perspectives. And because the program covers all areas of creative communication, you will come to understand how your field of study is connected to other disciplines, enabling you to apply critical, reflective and creative skills to make informed decisions in a professional context.

Through self-directed, team and problem-based learning strategies that require active participation in the arts community, you will learn to value ethical conduct, intellectual integrity, diversity and social justice principles.

All Bachelor of Communication students undertake a common first year, covering general communications theory and practice. You can then choose a specialist major to suit your career aspirations.

The Bachelor of Communications majors are:

- » Advertising
- » Journalism
- » Media Arts Production
- » Public Relations.

Core Subjects and Electives

In your first year you will complete core subjects (units) that may include Approaches to Communication, Design Thinking, Writing as Communication, Communication Research, Screen Media, Public Relations Theory and Practice, Advertising: An Introduction, and Introduction to Journalism.

With your electives, you may select to complete a sub-major from the Bachelor of Communication:

- » Animation
- » Performance
- » Writing.

Indigenous Australian Studies

Enrolment in the Indigenous Australian Studies (IAS) major, sub-major or units is available to all UWS undergraduate students who have open electives. Find out more at studyias.com.au

Further Studies

An additional Honours year is available to high-achieving students. The application and proposal need to be provided to the relevant academic in your final year of your Bachelor degree. Information about Honours options will be provided as you progress through your degree, or you can find out more at myfuture.uws.edu.au/honours

For more detailed course information about the location, duration, ATAR, career opportunities and practical experience, please refer to the majors on the following pages.

Advertising Major

Advertising is a dynamic, diverse, challenging, and rewarding profession, encompassing all media from billboards to television, newspapers to internet search engines. And advertising is here to stay; no matter how much the promotional vehicle changes, business and government will always need to get their advertising messages out.

The Advertising major of the UWS Bachelor of Communication gives you a thorough grounding in general principles of communication, as well as practical skills in advertising through internship placements and project-based learning. No matter what your advertising career aspirations, the Advertising major will give you the skills, knowledge and contacts you need to succeed. Offering an ideal balance of advertising theory and practice, the course focuses on real project-based outcomes.

Course	UAC Code	Campus	Duration	ATAR
B Communication	721500	Penrith	3F/6P	70.00
Practical Experience				
The course includes suites of professional subjects (units) that integrate theory and practice through problem-based learning and engagement with the wider Greater Western Sydney community.				
Professional Recognition				
Advertising is recognised by the International Advertising Association (IAA). Students who complete the Advertising major of the Bachelor of Communication plus the subject International Marketing (Code 200094) as an elective, will be eligible to be awarded an IAA Diploma in Marketing Communications.				

Key: B = Bachelor of; F = Full-time; P = Part-time. Note: part-time refers to study load, not to timetabling of evening classes.

You will gain valuable industry experience working with business and community organisations as part of your major studies (through an internship), and you will also be encouraged to pursue your own workplace-related projects and to produce a portfolio of final material.

Core Subjects and Electives

To graduate with a Bachelor of Communication (with a major in Advertising) you will need to complete the core subjects (units) of the Bachelor of Communication (listed on page 6), the Advertising major units and the elective units. As a part of your Advertising major, you may complete subjects that include Advertising: Strategy, Marketing Principles, Advertising: Creative, Advertising: Digital Media, Advertising: Media, Writing for the Professions, Advertising: Campaign, and an internship.

There are up to six elective subjects within the Bachelor of Communication with a major in Advertising. Electives may be chosen from other courses offered by the University of Western Sydney, including those in the Indigenous Studies Major and Sub-Major. If you are interested in completing elective subjects in Communication, you may consider subjects from the other Bachelor of Communication majors – Journalism, Media Arts Production or Public Relations.

Indigenous Australian Studies

Enrolment in the Indigenous Australian Studies (IAS) major, sub-major or units is available to all UWS undergraduate students who have open electives. Find out more at studyias.com.au

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Career Opportunities

UWS Advertising graduates typically find employment in advertising agencies, direct marketing agencies, new media companies, TV and radio stations, marketing and market research companies or copywriting studios.

You may have the opportunity to pursue roles in:

- » copywriting
- » art direction
- » production management
- » client management
- » strategic planning
- » media buying
- » brand management
- » market research.

If you are interested in becoming a secondary teacher, you may complete the Bachelor of Communication, followed by the UWS Master of Teaching (Secondary). Please refer to the UWS Teaching and Education Course Guide for further details.

Journalism Major

The Journalism major of the University of Western Sydney's Bachelor of Communication gives you the skills and on-the-ground experience you need to succeed in modern journalism. It integrates an understanding of how communication works with real-world experience in broadcast, print and online journalism. You will develop journalism skills for newspapers, magazines, internet, radio, television, corporate and community media contexts, and you will come to understand news team culture and management.

Course	UAC Code	Campus	Duration	ATAR
B Communication	721500	Penrith	3F/6P	70.00
Practical Experience				
The course includes suites of professional subjects (units) that integrate theory and practice through problem-based learning and engagement with the wider Greater Western Sydney community.				

Key: B = Bachelor of; F = Full-time; P = Part-time. Note: part-time refers to study load, not to timetabling of evening classes.

Importantly, the course gives you valuable industry experience working with business and community organisations and equally valuable industry contacts. This is achieved through an internship, and the opportunity to practise your journalism skills through dedicated radio and TV production facilities. You will engage in workplace-related projects and produce a portfolio of material.

Core Subjects and Electives

To graduate with a Bachelor of Communication (with a major in Journalism), you will be required to complete the core subjects (units) of the Bachelor of Communication (listed on page 6), the Journalism major units and the elective units. As a part of the Journalism major you may complete subjects that include News Reporting for Convergent Media, Magazine

Journalism, Journalism Feature Writing, Investigative Journalism, Radio Journalism, Photo Journalism, Television Journalism, News Teams and Newsroom Cultures, and an internship.

There are up to six elective subjects within the Bachelor of Communication with a major in Journalism. Electives may be chosen from other courses offered by the University of Western Sydney, including those in the Indigenous Studies Major and Sub-Major. If you are interested in completing elective subjects in Communication, you may consider subjects from the other Bachelor of Communication majors – Advertising, Media Arts Production or Public Relations.

Indigenous Australian Studies

Enrolment in the Indigenous Australian Studies (IAS) major, sub-major or units is available to all UWS undergraduate students who have open electives. Find out more at studyias.com.au

Career Opportunities

As a UWS Journalism graduate, you may work in print, TV, radio, or online journalism, specialising in news journalism, current affairs, magazine journalism, community journalism and corporate communications.

You may also have the opportunity to work in a variety of broader fields such as:

- » media research
- » organisational communications
- » technical communication
- » government
- » community groups
- » business.

If you are interested in becoming a secondary teacher, you may complete the Bachelor of Communication, followed by the UWS Master of Teaching (Secondary). Please refer to the UWS Teaching and Education Course Guide for further details.

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Media Arts Production Major

Behind every award-winning program there's a team of talented and dynamic production professionals. The production team brings together the pieces of the program puzzle, endowing it with meaning, flow, and the power to move its audience. It's the production team that makes the whole greater than the sum of its parts.

Course	UAC Code	Campus	Duration	ATAR
B Communication	721500	Penrith	3F/6P	70.00
Practical Experience				
The course includes suites of professional subjects (units) that integrate theory and practice through problem-based learning and engagement with the wider Greater Western Sydney community.				

Key: B = Bachelor of; F = Full-time; P = Part-time. Note: part-time refers to study load, not to timetabling of evening classes.

The Media Arts Production major of the UWS Bachelor of Communication gives you excellent production skills and knowledge, complete with practical, hands-on experience. You will study video scriptwriting, sound for video production, digital video camera, and post production skills such as non-linear editing and visual effects.

With links to the Television Sydney (TVS) station, internships, in-house production and editing studios, and project-based work with employers in the industry, the course gives you a real advantage in screen and television production. You are also encouraged to engage in workplace-related projects and produce a portfolio of final material.

What's more, you can choose to specialise in animation or a variety of other subjects (units) from our Bachelor of Design (Visual Communication) degree, giving you a unique combination of skills suited to careers in advertising agencies, film production, and animation studios, as well as major magazine publication houses.

Core Subjects and Electives

To graduate with a Bachelor of Communication (with a major in Media Arts Production), you will be required to complete the core subjects (units) of the Bachelor of Communication (listed on page 6), the Media Arts Production major units and the elective units. As a part of the Media Arts Production major you may complete subjects that include Screen and Sound Concepts, Video Camera and Image Formation, Principles of Non-linear Editing, Post Production Sound, Post Production and Digital Effects, Scriptwriting, Media Arts Workshop, Video Project, and an internship.

There are up to six elective subjects within the Bachelor of Communication with a major in Media Arts Production. Electives may be chosen from other courses offered by the University of Western Sydney, including those in the Indigenous Studies Major and Sub-Major. If you are interested in completing elective subjects in Communication, you may consider subjects from the other Bachelor of Communication majors – Advertising, Journalism or Public Relations.

Indigenous Australian Studies

Enrolment in the Indigenous Australian Studies (IAS) major, sub-major or units is available to all UWS undergraduate students who have open electives. Find out more at studyias.com.au

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Career Opportunities

As a UWS Media Arts Production graduate, you may have the opportunity to pursue a career in:

- » news and current affairs
- » television production
- » media research
- » corporate and technical communication
- » the information and entertainment industries
- » government and community groups
- » animation.

If you are interested in becoming a secondary teacher, you may complete the Bachelor of Communication, followed by the UWS Master of Teaching (Secondary). Please refer to the UWS Teaching and Education Course Guide for further details.

Public Relations Major

The Public Relations major of the UWS Bachelor of Communication gives you valuable skills and knowledge in public relations, including consultancy, media relations, event management, issues and crisis management, as well as campaign development. The course focuses on the role of the public relations practitioner or advisor, and provides a theoretical framework of the industry. It also develops a strategic understanding of the public sphere from national and international viewpoints.

Course	UAC Code	Campus	Duration	ATAR
B Communication	721500	Penrith	3F/6P	70.00
Practical Experience				
The course includes suites of professional units that integrate theory and practice through problem-based learning and engagement with the wider Greater Western Sydney community.				
Professional Recognition				
The Public Relations major is accredited by the Public Relations Institute of Australia and the International Advertising Association.				

Key: B = Bachelor of; F = Full-time; P = Part-time. Note: part-time refers to study load, not to timetabling of evening classes.

Like all UWS courses, the Public Relations major is very practical. You will have numerous opportunities to consolidate your public relations knowledge with internships and project-based learning with employers and industry. You will also be encouraged to engage in your own workplace-related projects and produce a portfolio of final material.

UWS Public Relations students have been successful in obtaining internships at Edelman, Australian Fashion Week, Saab Australia, Professional Public Relations, Hill and Knowlton, and Burson-Marsteller.

Core Subjects and Electives

To graduate with a Bachelor of Communication (with a major in Public Relations), you will be required to complete the core subjects (units) of the Bachelor of Communication (listed on page 6), the Public Relations major units and the elective units. As a part of the Public Relations major you may complete subjects that include Public Relations Tactics, Writing for the Professions, Public Relations Strategy, Organisational Communication, Events Promotion, Issues, Risk and Crisis Communication, Political Public Relations, Public Relations Campaigns, and an internship.

There are up to six elective subjects within the Bachelor of Communication with a major in Public Relations. Electives may be chosen from other courses offered by the University of Western Sydney, including those in the Indigenous Studies Major and Sub-Major. If you are interested in completing elective subjects in Communication, you may consider subjects from the other Bachelor of Communication majors – Advertising, Journalism or Media Arts Production.

Indigenous Australian Studies

Enrolment in the Indigenous Australian Studies (IAS) major, sub-major or units is available to all UWS undergraduate students who have open electives. Find out more at studyias.com.au

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Career Opportunities

As a UWS Public Relations graduate, you will be equipped with sufficient entry-level skills and public relations decision-making expertise to be able to move into consultancy work or public relations management within corporate, private and public companies, or non-profit organisations. You may pursue roles in:

- » public relations
- » campaign development and management
- » publicity
- » media relations
- » crisis communication
- » event management
- » public affairs.

If you are interested in becoming a secondary teacher, you may complete the Bachelor of Communication, followed by the UWS Master of Teaching (Secondary). Please refer to the UWS Teaching and Education Course Guide for further details.



Jennifer Noorbergen

Currently studying a Bachelor of Design
(Visual Communications)

Academic Excellence Scholarship recipient

The Bachelor of Design (Visual Communication) was Jennifer's first preference and this was based on a comparison of universities and design courses, proximity of her current campus, and the scholarship she was offered on the basis of her Higher School Certificate (HSC) achievements.

'I tell so many people interested in design, if you do not know what type of design you want to pursue in your university studies, this course is a great option for you. The course offers the opportunity for experience in all areas of design, which allows you to shape your own degree based on personal interests and abilities,' Jennifer says.

The Academic Excellence scholarship aims to recognise and reward academically-gifted students who have achieved outstanding results in their HSC. Reflecting on her scholarship, Jennifer says it has been 'amazing assistance during my study. I have been able to purchase equipment, software and accessories, such as a camera and laptop, to assist with my study and allow me to further my skills in my own time'.

Since coming to UWS, Jennifer has developed her love of photography from a hobby to a career plan and gained several paid practical experiences with UWS Careers and Cooperative Education. Jennifer says, 'It is an amazing experience that you don't often get the opportunity to pursue as a student.'

Bachelor of Design (Visual Communication)

The rapid changes brought about by globalisation and new developments in information and media technology are reshaping visual communication design, and raising significant challenges and opportunities for those prepared to play a creative role in this design area.

The University of Western Sydney's Bachelor of Design (Visual Communication) gives you fundamental skills and knowledge in the exciting and constantly changing area of visual communication. Underpinned by a foundation of graphic design, the program delivers a mix of creative and professional design approaches encompassing typography, image graphics and graphic systems.

You will learn about design management, the history and theory of visual communication design, typography, advertising, the web and visual literacy, through a range of studio and project work. Your study will include individual and team-based project work, extensive use of advanced computer technologies, concept development, studio practice, and a significant opportunity to engage with real community and industry projects.

Core Subjects and Electives

To graduate with a Bachelor of Design (Visual Communication), you will be required to complete core subjects (units), one pair of practice-based subjects, electives, and either the Professional Strand or Embedded Honours.

The core subjects you may study in this degree include Approaches to Communication, Digital Design Production, Web and Time-Based Design, Typography for Print and Screen, Illustration, Animation, Professional Practice: Design Management, Photomedia Design, and Design Research Training. Paired practice-based subjects may include Illustration, Interactive Design and Photomedia.

There are up to six elective subjects within the Bachelor of Design (Visual Communication). You can select further practice-based subjects, or choose a sub-major in Animation. A key strength of the program is its close relationship with the Bachelor of Communication degree, so you can also choose subjects from advertising, public relations, media arts

production, animation or journalism, giving an edge to your design experience. You are also encouraged to select elective subjects from other programs within the University, including those in the Indigenous Studies Major and Sub-Major.

Indigenous Australian Studies

Enrolment in the Indigenous Australian Studies (IAS) major, sub-major or units is available to all UWS undergraduate students who have open electives. Find out more at studyias.com.au

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Course	UAC Code	Campus	Duration	ATAR
B Design (Visual Communication)	721510	Penrith	4F	65.05
Practical Experience				
You are required to complete an industry placement as a mandatory part of the program. This provides invaluable industry experience and contacts. You may choose to specialise in a particular design area during this placement. In addition, a fourth-year professional program is linked to an in-house design production office where you will gain experience in a professional studio environment. You will develop a major design project and professional portfolio in your chosen visual design specialisation. There are also a number of opportunities for you to take combined studies with other areas in the school. These may include video and media production, writing and publication design, advertising and graphic design. Students take these through open electives across their program of study.				
Professional Recognition				
Graduates are eligible for membership with the Design Institute of Australia (DIA) and the Australian Graphic Design Association.				

Key: B = Bachelor of; F = Full-time.

Further Studies

The fourth year of study is built around an Honours Project, Professional Engagement or Professional Research.

The embedded Honours year is available to high-achieving students. The application and proposal need to be provided to the relevant academic in the final year of your Bachelor degree. Information about Honours options will be provided to you as you progress through your Bachelor degree, or you can find out more at myfuture.uws.edu.au/honours

Students who do not complete the embedded Honours year may exit with a Bachelor of Design Studies or complete a fourth year Professional Strand.

Career Opportunities

The scope and market potential for a specialist visual communication designer is expanding rapidly as new areas of digital and traditional media converge and emerge. As a Visual Communication graduate, you will enjoy a broad and exciting range of career options, where you may work as a:

- » graphic designer
- » photographer
- » illustrator
- » art director
- » games designer
- » information designer
- » interactive multimedia designer
- » web designer
- » design educator
- » animator
- » television or video designer.

If you are interested in becoming a secondary teacher, you may complete the Bachelor of Design Studies (the Bachelor of Design (Visual Communication) three year exit point), followed by the UWS Master of Teaching (Secondary). Please refer to the UWS Teaching and Education Course Guide for further details.



Milissa Deitz

Associate Lecturer, Communication University of Western Sydney

Milissa Deitz likes to encourage her students to engage with public debate and civic renewal through the study of communication.

'I also hope to encourage them to see the connections between academia, innovative research and new ideas,' she says. 'As well as a means to advance knowledge, research is an opportunity to work collaboratively with academics, industries and communities across a diversity of disciplines. I hope I can help students to see and understand this so that their degree can be about so much more than simply getting a piece of paper.'

'I utilise a wide range of teaching materials and methods to convey my passion for the media and writing, and believe my students appreciate that my experience is wide and varied,' she says.

Milissa teaches media theory, journalism and creative writing at UWS. As well as having a PhD in media and communications, Milissa is a published writer and journalist. Her third book, an academic text called *Watch This Space: The Future of Australian Journalism* (Cambridge University Press) was published in 2010.

'Before becoming an academic I was a full-time journalist and I continue to write freelance journalism and am currently working on an upcoming novel. I also co-host the television show *Shelf Life* on TVS, a book show about what everyday people are reading.

'I utilise a wide range of teaching materials and methods to convey my passion for the media and writing, and believe my students appreciate that my experience is wide and varied,' she says.

Bachelor of Music

Music is probably the most ubiquitous and universal art form. Like the air we breathe, it is everywhere. It has been known to transcend geographical, national, political, cultural and racial boundaries, and can evoke the full spectrum of emotions in listeners. Music encourages introspection, inspires social awareness and unity, and has even been known to inform policy.

Course	UAC Code	Campus	Duration	ATAR
B Music	722010	Penrith	3F/6P	N/A
Entry Requirements				
You will be selected on an interview/audition in which personal aptitude, experience and educational qualifications are taken into consideration. After you have applied to UAC you are required to book yourself in for an interview/audition and download a questionnaire at the University's online audition booking system at www.uws.edu.au/admissions . Please check the closing dates at this website.				

Key: B = Bachelor of; F = Full-time; N/A = Other selection criteria apply.

The UWS Bachelor of Music takes an eclectic, modern and inclusive approach to music repertoire, performance and sound design. It gives you an opportunity to develop your professional and creative potential in making and appreciating a range of different types of music.

You will focus on repertoire and media of the 20th and 21st centuries and also study music from earlier historical periods. You will have opportunities to use our recording studios, multimedia and MIDI labs, and digital audio/video suites. You can also gain practical experience in performance as a soloist and in groups, concert administration and production, recording, composition, audio production, library research and retrieval, film music and collaboration.

Core Subjects and Electives

To graduate with a Bachelor of Music, you will be required to complete up to 24 subjects (units). The core subjects you may study in this degree include Music History, Basic Composition, Craft and Theory, Cultural Paradigms and Music, Arranging Musics, Music in Theory and Practice, and Music and Philosophy.

You will select a sequence of subjects to form a sub-major (you may select more than one), choosing from:

- » **Music Composition:** Subjects may include Music Composition: Concepts and Creativity, The Composer-Performer, Music Composition: Text and Visual Interactions, and Sound Composition for Screen Media.

- » **Sound Technologies:** Subjects may include Introduction to the Sound Studio, Sound Technologies and Machine Musicianship, Sound and Performance: Expanded Practice, and Sound Composition for Screen Media.
- » **Music Performance:** Subjects may include Collaboration and Live Music Performance, The Composer-Performer, Sound and Performance: Expanded Practice, and Music Performance: Repertoire and Identity.

Indigenous Australian Studies

Enrolment in the Indigenous Australian Studies (IAS) major, sub-major or units is available to all UWS undergraduate students who have open electives. Find out more at studyias.com.au

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Further Studies

An additional Honours year is available to high-achieving students. Information about Honours options will be provided to you as you progress through your Bachelor degree, or you can find out more at myfuture.uws.edu.au/honours

If you are interested in music therapy, you may consider the postgraduate Master of Creative Music Therapy. Alternatively, if you are interested in becoming a secondary teacher, you may complete the Bachelor of Music, followed by the UWS Master of Teaching (Secondary). Please refer to the UWS Teaching and Education Course Guide for further details.

Career Opportunities

As a UWS Music graduate, you may pursue roles in a vast range of exciting fields, including:

- » performance
- » teaching
- » artistic direction
- » composition
- » sound design
- » audio engineering
- » multimedia
- » arts administration
- » concert management
- » community music
- » music journalism and critiquing.



Jonathan Boulet

Bachelor of Music Graduate

Singer-songwriter and UWS Bachelor of Music graduate Jonathan Boulet has attracted the attention of the public and the music industry alike, with his first album, created almost entirely in the garage of his Castle Hill home.

Signed to Modular Records in late 2009, the 21-year-old Jonathan created the tracks on his self-titled debut album over a period of three years, not only singing and playing most of the instruments himself, but also recording, producing and mixing.

The album was widely acclaimed in the indie music scene, and was a Triple J feature album of the week. After supporting more established acts such as Tame Impala and Mumford and Sons, Jonathan embarked on his first national headline tour, and joined the Groovin' the Moo Festival line-up.

Not a bad result for something that was originally just a sideline to his work with other bands – he plays drums in chamber pop group Parades and bass for thrash metal group Snakeface.

That Jonathan has achieved such success straight out of university does not surprise Professor Michael Atherton, Associate Dean (Research) and Professor of Music at UWS.

'We have a very strong focus on practice in the course here. Students experience an incredible diversity in the backgrounds of staff – from notated composition, to performance, to electronic music, music education, music therapy, music in culture and society, and film music. So they are exposed to a range of influences,' Professor Atherton says.

Bachelor of Contemporary Art

Like many forms of expression and communication, art is increasingly global, crossing cultural barriers, and merging traditional artistic approaches with tools often associated with mass communication. Contemporary artists often use unconventional media to change and intensify the relationship between viewer and artist. Contemporary art may incorporate elements of performance and/or video and sound, or may encompass a whole room.

Course	UAC Code	Campus	Duration	ATAR
B Contemporary Art	722000	Penrith	2F/4P	N/A
Practical Experience				
Students operate within an integrated contemporary art framework encompassing a range of practices such as animation, digital media and musics, installation, performance, 2D and 3D image-making, screen, sound and video arts.				
Entry Requirements				
Completion of a TAFE Diploma or Advanced Diploma in Fine Arts or equivalent studies is required.				

Key: B = Bachelor of; F = Full-time; P = Part-time; N/A = Other selection criteria apply. Note: part-time refers to study load, not to timetabling of evening classes.

Some works of contemporary art lack boundaries, while others are circumscribed by particular disciplinary practices, each enabling new insights to emerge. By utilising multidisciplinary approaches, contemporary artists are able to access the full range of human senses and viewing contexts.

The Bachelor of Contemporary Art is a pathway to university for graduates of the TAFE Diploma or Advanced Diploma (Fine Art) or equivalent program.

The aim of the degree is to provide contextual and theoretical understanding of contemporary art practice.

Core Subjects and Electives

To graduate with a Bachelor of Contemporary Art, you will be required to complete 16 subjects (units).

The core subjects you may study in this degree include Writings on Art, Screen and Sound Concepts, Principles of Non-linear Editing, Multimedia Authoring, Interactive Design, Digital Futures and Visual Thinking. The structure of the course encourages interdisciplinary practice.

There are four elective subjects within the Bachelor of Contemporary Art. You can choose to complete a sub-major in Media Arts, Animation, Art History and Cinema Studies, Illustration and Photomedia, Performance, or Sound Technologies. Alternate elective subjects may also be available in the areas of Media Arts Production, Visual

Communication, Art History and Cinema Studies, and Music.

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Career Opportunities

As a UWS Contemporary Art graduate, you may pursue a career such as:

- » professional art practitioner
- » video maker
- » curator
- » secondary school teacher (with a further teaching qualification)
- » art technician
- » studio assistant
- » independent production and self-employment
- » exhibition presentation.

If you are interested in becoming a secondary teacher, you may complete the Bachelor of Contemporary Art, followed by the UWS Master of Teaching (Secondary). Please refer to the UWS Teaching and Education Course Guide for further details.

Double Degrees

Your study options at UWS are increasing. Now you can tailor your studies to your specific goals by combining degrees.

In 2012, the Bachelor of Communication can be combined with a Bachelor of Laws.

When you graduate after five years, you have two degrees, and excellent legal skills relevant to professional employment.

For detailed information about the course structure and subjects, visit myfuture.uws.edu.au

Course	B Communication/B Laws	
Campus	Campbelltown	Parramatta
UAC Code	725025	725030
Duration	5F	5F
ATAR	90.20	90.40

Key: B = Bachelor of; F = Full-time.

For more information please call the UWS Course Information Centre on 1300 897 669 or email study@uws.edu.au



Lucy McNally

Bachelor of Communication (Journalism)

ABC reporter Lucy McNally will always be grateful to her UWS lecturers and teachers. 'Everything they taught me stayed with me and will stay with me,' she says.

'Every one of them had a lot of experience in the industry which they were more than happy to share. You can read a thousand text books but nothing is going to prepare you more than talking to people who work there.'

'The lecturers are in tune with what is going on in the industry. From when final students should be applying for entry level positions right down to what kind of questions you will be asked in a job interview.'

'They prepared me for my job today by teaching me how to write and think in a news way. It makes you a better journalist because you've got that broad sense of what journalism is and how you need to be objective.'

'My degree fast tracked my career. I knew it was extremely hard to get into the Sydney newsroom but with the backing of my teachers and all the knowledge and their support it became possible much quicker than I ever could have hoped.'

'UWS has an excellent reputation for its Communication course, and rightly so.'

Providing Support Through Scholarships

The University of Western Sydney is not only about obtaining an education. We challenge ourselves to engage students who will get involved and make a difference to the University and wider communities.

UWS has a unique set of scholarships on offer with many differing criteria. They reflect our strong commitment to academic excellence and opportunity for Greater Western Sydney students. Our scholarships support students who have diverse interests and skills, and who can and do make an active contribution.

UWS works closely with business, industry, and the community to ensure we offer scholarships that meet the needs of our students. Our scholarships provide our students with support and give them the opportunity to establish professional relationships while they study.

Take the time to examine our scholarships and make the most of your opportunities for success. For details on UWS Scholarships, including the eligibility requirements and how to apply, refer to www.uws.edu.au/scholarships or call 1300 897 669.



Christopher Fulham

Bachelor of Music

Vice-Chancellor's Leadership Scholarship

Aspire Future Leader

While a Bachelor of Music degree was a difficult choice for Vice-Chancellor's Leadership Scholarship recipient Christopher Fulham, he knows music is where his passion lies.

'A bachelor of music course was not an easy choice for me – it was a decision I battled with for quite a while,' Christopher says. However, after deferring study for a year Christopher is convinced that music is his calling. 'It is my love, my life, my passion and more.'

Christopher found his choice to study at UWS a little easier. 'UWS has a homely, community feel to it. I liked the community aspect and it reminded me a lot of Macquarie Fields High School, which seems to cherish similar values.'

Christopher is looking forward to polishing his own leadership skills through the Aspire Future Leaders program and its mentoring opportunities and professional development workshops.

Aspiring Leaders

Aspire Future Leaders at the University of Western Sydney™ is a unique professional development and personal enrichment program that has been specifically designed to cultivate and enhance the leadership qualities of students.

By being a part of Aspire, you will have the opportunity to be involved in:

- » the annual three-day Aspire Welcome Retreat
- » professional and personal development workshops
- » valuable networking opportunities with the professional community

- » VIP Invitations to UWS Open Days and other annual events
- » volunteering opportunities through community engagement
- » internships and work experience opportunities.

Aspire is an opportunity for young, talented people with leadership abilities and ambitions, to become part of an elite group of high-achieving undergraduate students. For details on the Aspire program and eligibility requirements, please refer to serious.uws.edu.au or call 1300 897 669.

Applicant Checklist



Find out about our courses

1

- Read the information within this Guide
- Talk with Careers Advisors, your parents and teachers/mentors
- Refer to the Future Students site, visit myfuture.uws.edu.au



Talk to us

2

- Attend UWS events – find out more at myfuture.uws.edu.au/events
- Call the UWS Course Information Centre on 1300 897 669 or email study@uws.edu.au
- Get the inside information on Alternative Entry Pathways to UWS, Triple Advantage and bonus points, Scholarships and Aspire



Apply to UWS

3

- Apply through UAC, visit www.uac.edu.au
- Place your UWS Preferences
- Check your eligibility and submit a scholarship application, visit www.uws.edu.au/scholarships

For International Students

If you are an international student completing one of the following qualifications in 2011, you must apply through UAC International:

- » an Australian Year 12 in or outside Australia
- » an International Baccalaureate
- » a New Zealand National Certificate of Educational Achievement (NCEA) Level 3

All other international students must apply direct to the University of Western Sydney. UWS International application forms, 2012 International tuition fees and further information about studying in Australia can be found at www.uws.edu.au/international

If you have any questions about applying as an international student call 02 9852 5499 or email internationalstudy@uws.edu.au

For international students, you can lodge your international student application online at www.uac.edu.au/international

The University of Western Sydney reserves the right at all times to withdraw or vary courses listed within this publication. Variations may include but are not limited to location of its courses on UWS campuses or other locations. In the event that a course within this publication is to be changed or withdrawn, applicants will be advised by mail to the address specified by them on their UAC application before the last date for the change of preferences for the main round. In respect of course location change, students should be aware of the need to accommodate such changes for the whole or part of courses for which they enrol. The University also reserves the right to update, amend or replace online versions of this publication without notice.

University of Western Sydney
Locked Bag 1797
Penrith NSW 2751 Australia
www.uws.edu.au

Course Information Centre
1300 897 669
study@uws.edu.au

See you at

- ▣ UWS Day Campbelltown, 7 June 2011
- ▣ Parent Information Evening, 7 & 14 July 2011
- ▣ UWS Open Day, 28 August 2011
- ▣ UWS Campus Tours, October 2011
- ▣ UWS Day Penrith, 9 November 2011
- ▣ Course Decision Day, 3 January 2012

More information: myfuture.uws.edu.au/events

Interact with us to experience UWS Life

- ▣ Visit the Future Students Site: myfuture.uws.edu.au
- ▣ Visit the Events Mini-Site: myfuture.uws.edu.au/events
- ▣ Find us on Facebook: www.uws.edu.au/facebook 
- ▣ Connect with us on Twitter: www.twitter.com/UWSNews 
- ▣ Take a Virtual Tour: virtualevents.uws.edu.au
- ▣ Watch our YouTube videos: www.uws.edu.au/youtube 
- ▣ Call the Course Information Centre: 1300 897 669
- ▣ Email the Course Information Centre: study@uws.edu.au

