

macleay college

Unit & Elective Descriptors

Bachelor of Digital Media



Core units – year one

Introduction to Digital Media

Discover the increasingly important role that digital communications play in how organisations communicate with their clients and customers. Explore the potential of new digital and social media platforms by creating and sharing information and digital and interactive content like images, videos, games and online writing.

Digital Design

In this subject you'll be learning basic design and art direction skills using form, colour, typography and layout to create posters, brochures, advertisements and presentations. You'll also be learning how to create digital artwork, presentations and pre-press production for print and online advertising using the industry standard software Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat). You'll also be setting up your own WordPress blog to document your work.

Academic and Professional Skills

This unit aims to introduce students to the academic, communication and business skills required to be successful within a personal and professional context. It takes a broad and integrated approach in supporting students and preparing them for a happy and fulfilling career. Underpinned by the principles of positive education, the unit initially focuses on supporting students' transition into Macleay College and developing their academic performance. Through a range of engaging learning experiences, the continuing development of information literacy, communication and interpersonal skills will be encouraged and facilitated. Students then extend these concepts and skills to assist with the transition to their future career plans and goals though focussing on the transferable employability skills necessary to be effective in the emerging economy.

Written Communications

This subject introduces you to the key theories, styles, roles and importance of written communication in the digital media industries. You'll be learning about how to create and revise writing for a variety of outcomes including academic writing, copywriting, editorial writing, creative writing for digital platforms and writing for presentations. You'll also be learning how to evaluate appropriate forms and styles of writing for specific audiences in order to create powerful, impactful and engaging pieces of writing. The subject also includes the cultural heritage of written forms.

Research & Insight

This subject is all about the key source of creative ideas in advertising and media – research and insight. You'll be introduced to methods and strategies for conducting research designed to generate innovative observations and insights that can create opportunities and ideas. You'll be learning about the behaviour of contemporary audiences and their worlds and how they feel about engaging with innovative products and services.

Digital Visualisation

In order to effectively present proposals for digital media projects to clients, investors, team collaborators and stakeholders, digital media professionals require knowledge and skills for the visualisation of their concepts. These can be key visuals and concept art, informational graphics, or a storyboard and animatic for a video or multimedia project. This subject provides you with knowledge and skills you need to create, manage and cost various forms of visualisation required as professional digital media practitioners.

Design Thinking

Design thinking is the use of observation, analysis, empathy, problem solving, the generation of creative solutions, evaluation and critical appraisal which can be applied to any type of problem or scenario and which can benefit every business and industry. Creativity is quickly becoming the central guiding force in the world economy, displacing the importance of technology. This subject is designed to help you develop your creative/design thinking skills which will help you in your professional and personal life.

Social Media Strategy

This subject focuses on the creative process and the implementation and measurement of non-traditional media and online advertising. It looks at how creative ideas can be applied to a combination of new media formats, including online, social, experiential events, mobile and PR to create social media campaigns. The subject also covers brand strategies, testimonial style advertising and viral effects. You'll be learning about the role social media plays in developing advertising and media campaigns the use of analytical and data measurements to help measure a range of advertising performance measures.

Internship I

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (e.g. resumés, cover letters etc.). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

Electives – year one

Creativity and Innovation

This subject focuses on the role of creativity and innovation within the business environment. Theoretical frameworks which underpin the creative process are examined along with various approaches to innovation of products, distribution (online), pricing and promotional strategies. Creative and innovative solutions to marketing problems are examined using case studies.

Sales and Negotiation

This subject provides insights into various communication models and their value to salespeople and negotiators. You'll be learning about the strategies of influence and persuasion used by business negotiators to achieve agreement and compliance. By the end of this subject you'll have developed a strong understanding of the importance of effective communication in business.

Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SMEs). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

Enterprise Innovation 2

In recent years the high-profile success of young Australian entrepreneurs in building profitable business has been inspiring. Creating a new venture is a challenging task, one that requires specific knowledge as well as general business and entrepreneurial skills. The process of transforming creative ideas into commercially viable businesses continues to be a major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking and planning. Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. Upon completion, you'll know how to develop and evaluate innovative, sustainable, investment - ready business ventures. It's possible that some of the student-led projects may evolve into real-life ventures.

Business of Advertising

This subject helps you develop an understanding of the legal and regulatory frameworks that support professional advertising practice. You'll be exploring the impact that social, cultural and ethical considerations have on advertising. You'll also be examining business practices in advertising, including business structures, operating processes and external business relationships.

Radio Advertising and Podcasting

This subject is designed to give you theoretical and practical experiences in audio storytelling. It covers both broadcast and webcast in the form of radio copywriting and production as well as audio creation and production for podcasts. The subject introduces you to the subtleties, difficulties and advantages of using sound-only medium. You'll also be investigating the future of radio and other audio platforms as integrated mediums with digital, online, video and social media components.

Account Management

This subject offers specialised training for those students who are interested in the role of the account manager in advertising. It examines the two main areas of activity for an account manager - client and business management and project management and delivery.

Media Landscape

In this subject you'll be looking at various media channels and examining how they're used by the advertising industry to deliver strategic and effective communication messaging for consumers. It explains how research can define target consumer groups and provide media professionals with deep insights into consumer relationships with brands and communication platforms and how this information can be used to develop a media-scheduling plan. The subject explores the connections between communications strategies, media planning and investment and it also looks at job opportunities in these areas.

Writing for Digital Communications

This subject helps you develop your writing skills beyond just producing digital content so that you can create strong promotional ideas using ideation techniques specific to digital platforms. You'll be analysing the nature of copywriting and the future of the digital advertising space.

Consumer Behaviour

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

Digital Business Communications

This subject explores the exciting and changing world of digital communications, learning key tactics and tools for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

Electives – year one (continued)

Coding Fundamentals

This unit introduces students to the language of coding and its relevance and implementation in advertising and digital media. Students will gain overarching knowledge about what coding is, what it is used for, and the role it can play in the development of advertising and digital media projects and future technological development. The unit will explore a number of industry standard coding languages and define parameters for decision making around which coding language is best suited to which business and technological issue. In addition, students will develop hands-on skills in programming in one or more industry standing coding language.

Specialisation units – year one

Coding Fundamentals

Learn about what coding is, what it is used for, various coding languages and how experience with coding is essential in web development, dashboards, Apps and digital platforms and tools. Learn which coding language is best suited to which business and technological issue and develop hands-on skills in programming in one or more industry standing coding languages.

Data Analytics

Learn how to track, monitor and assess patterns of user behaviour and the success or failure of business performance. Learn how to create a compelling business narrative through quantitative and qualitative data measurement an interpretation to provide a clearer picture of an organisation's performance and future potential.

Digital Photography

Learn to create engaging digital photography for ads, websites, social media and Apps. Learn how to get the most out of a camera and even your mobile phone. Explore studio lighting, model and lifestyle photography as well as how to budget and manage a professional photography shoot. Your Instagram images will pop, and your Facebook posts will be irresistibly clickable.

Video Production

Learn how to develop ideas, plan, film, record audio, edit and budget for videos for websites, digital and social channels and TV. Plan for pre-production (director's treatment, storyboarding, location research, casting, styling, music, voice-over, graphics, production scheduling and budgeting). Then gain valuable hands-on experience filming and editing high-quality videos as individuals and as a group.

Copywriting

Discover why copywriting is the essential implementation of an advertising or marketing strategy. Learn how to write compelling, convincing and persuasive copy for advertising and other forms of written communications. Explore how to integrate strategic, creative and ideation processes into targeted communications and advertising campaigns across print, digital and social media channels.

Radio Advertising and Podcasting

Become an audio storyteller. Learn to write and produce radio scripts for broadcast and webcast. Create and produce audio stories and documentaries and podcasts. Explore the advantages of using a sound-only medium. Investigate the future of radio and other audio platforms as integrated mediums with digital, online, video and social media components.

Foundations of Marketing

This unit introduces marketing both as an organisational philosophy and as a set of strategic actions taken to achieve business goals. Students will develop an understanding of the tools and techniques marketers use in pursuit of their objectives and come to appreciate the positive role that marketing plays in our modern, free-enterprise society.

Digital Marketing Strategy

Explore how the Internet, online transacting and digital marketing has revolutionised the global economy. Discover how marketers can use user research, data and analytics to optimise the reach, impact and return on investment when creating, communicating and delivering customer value through digital marketing campaigns.

Business Fundamentals

Learn about the three levels of effective management within an organisation – organisational management, people management and self-management. Discover how when all three align, it encourages an organisation to achieve its objectives in the best way possible. Get vital industry-focused insights into exactly what management does and how it works effectively within an organisation.

Enterprise Innovation 1

Discover the principles of entrepreneurship, the process of creativity and innovation, and its impact on new enterprise creation. Develop a deeper understanding of entrepreneurship and the significance of innovation in small and medium-sized enterprises (SMEs). Build a strong foundation of skills to prepare to launch an entrepreneurial venture or develop a product or service.

Advanced Digital Design

Build upon the Digital Design unit with advanced training in Adobe Creative Suite. Develop high-level skills in graphic design, art direction and presentation. You'll learn how to use colour, illustration, typography and layout to create visuals and production-ready artwork for multi-disciplined (print and online) advertising campaigns.

User Experience

Discover how to develop effective User Experience (UX) designs for web and mobile. Learn why UX design is critical to the success of any website or mobile app and why it provides a must-have competitive advantage. Deepen your UX knowledge through research and review of target research, product development, design, technical implementation, marketing and feedback.

Core units – year two

Art Design and Cultural History

This subject examines the historical backgrounds and theoretical frameworks that underpin creativity, culture and innovation. In support of this, you'll be developing your understanding and appreciation of the relationship between art, design and culture and how these create a context for digital media projects. You'll be learning about art history and major artistic trends and you'll be researching and reviewing various aspects of design history, theory and aesthetics. You'll be examining the significance of art and design as platforms for shaping and interpreting the context in which digital media projects are created.

Story and Narrative

The subject covers the fundamentals of story, character and structure through a combination of theoretical and hands-on exercises. You'll be learning about why story and narrative are essential and fundamental tools in the creation of content for digital media. You'll also be researching and reviewing various aspects of story and narrative, including genre, style and theme.

Relevant Disruption and Global Engagement

In this subject, you'll be looking at the concepts and theories of relevant disruption. You'll be learning about how disruption can affect both commercial and non-commercial communications and activities. You'll be developing your skills and knowledge in how to use the disruptive tools available through technology. The subject also covers irrelevant disruption, ethics, environmentalism and the future, in the context of global engagement. You'll be analysing 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.

Content Strategy

In this unit, students examine how strategy is developed in order to create and deliver content for digital media campaigns. Students analyse the relationship between content creation, content marketing, channel strategy and information technology. Students also learn about the relevance of context such as: having a local and global perspective; the relevance of time and place; social and cultural influences; and current affairs and trends. Demonstrating their strategic skills, students apply methods, concepts and theories to develop a content strategy applicable to their area of specialisation.

Project Management

The knowledge and skills required for successful professional practice in project management can be applied to all areas of specialisations within the digital media industries, from game design and video production through to tech start-ups. In this subject you'll be learning about the key issues of project management and look at how they're applied to real-world content. The subject covers project definition, planning, execution, management and control and implementation. Project driven teamwork and focus on individual skills sets, create the foundation of experiential exercises and assessments aimed at developing critical analysis and self-driven learning.

The Pitch

Technology Entrepreneurship involves turning technology ideas into high-potential commercial opportunities. It drives economic growth and facilitates prosperity in individuals, companies and even nations. In this practical course you'll have the opportunity to take a creative idea through to launch in order to tap into the potential provided by global marketplaces. You'll also learn how to identify appropriate partners and recognise that creativity is much more important than technical ability. As well as strictly commercial opportunities, the use of technology in social entrepreneurship will also be considered.

Major Project

In this subject you'll be creating a major digital media project under the mentorship of a digital media industry professional. The project can be either: a creative or digital media project; a strategic media project; a game: augmented or virtual reality project; or a marketing or account management project. It must involve a high degree of investigative research, deep analysis and synthesis to create an original and creative piece of work to high professional standards.

Internship 2

The internship in trimester 6 comes at the end of the Degree and it's designed to help give you the confidence to engage professionally with the industry you're hoping to join. By spending time working in a professional environment, you'll be developing the industry skills, knowledge and experience required to be able to plan, prepare and carry out projects and understand the importance of collaboration and being part of a professional team. During the internship, you'll also be reflecting upon your experience and recording the process and outcomes.

Electives – year two

The Business of Advertising

This subject helps you develop an understanding of the legal and regulatory frameworks that support professional advertising practice. You'll be exploring the impact that social, cultural and ethical considerations have on advertising. You'll also be examining business practice in advertising, including business structures, operating processes and external business relationships.

Art Direction and Design

This subject teaches you about the role of an advertising art director and helps you develop your knowledge and skills in the creation, management and delivery of strategic design for advertising. The subject features specialised lectures and workshops in contemporary graphic design, typography and artistic direction for photographic, film, print and online productions.

Brand Experience

In this subject you'll learn about the cornerstone of contemporary advertising and media - brand experience - and about both the real and the intangible essences that go to make up a brand. You'll be learning about and the way we as consumers and as marketers employ a brand's strategic worth to create experiences to generate value, meaning, sustainability, and sales.

Gamification

This subject teaches what you need to know about the increasingly important realm of gaming within the advertising industry. It looks at how interactivity is becoming an essential part of building brand connection and loyalty and how gaming is being used increasingly to engage a brand's audience and emotionalise the product experience.

Consumer Behaviour

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

Creativity And Innovation

This subject focuses on the role of creativity and innovation within the business environment. Theoretical frameworks which underpin the creative process are examined along with various approaches to innovation of products, distribution (online), pricing and promotional strategies. Creative and innovative solutions to marketing problems are examined using case studies.

Ethics And Decision Making

In this subject you'll be developing an understanding of how psychological theories and methods have impacted and influenced the characteristics of successful marketing organisations and individuals, online marketing and branding. Specifically, you'll be learning about the psychology of promotion and persuasion within the context of applied marketing strategy.

Enterprise Innovation 1

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Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. Upon completion, you'll know how to develop and evaluate innovative, sustainable, investment - ready business ventures. It's possible that some of the student-led projects may evolve into real-life ventures.

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Electives – year two (continued)

Mobile Communications

This subject focuses on the use of advertising on mobile platforms. It introduces you to the various types of mobile ads and their distinct differences from desktop web-based ads. You'll be learning about different advertising models and how they're applied to mobile devices through stand-alone apps, mobile web and mobile social media. The subject analyses the current state of play for mobile advertising and leading agencies providing mobile ads. You'll be learning about the different mobile advertising channels (mobile web, app-based and social) and the benefits of each channel.

Writing for Digital Communications

This subject helps you develop your writing skills beyond just producing digital content so that you can create strong promotional ideas using ideation techniques specific to digital platforms. You'll be analysing the nature of copywriting and the future of the digital advertising space.

Digital Business Communications

This subject explores the exciting and changing world of digital communications, learning key tactics and tools for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

Sales and Negotiation

This subject provides insights into various communication models and their value to salespeople and negotiators. You'll be learning about the strategies of influence and persuasion used by business negotiators to achieve agreement and compliance. By the end of this subject you'll have developed a strong understanding of the importance of effective communication in business.

Leadership and Change Management

In today's business environment, change is constant and the ability to manage change is essential. Good leadership is central to these issues. This subject covers theories and principles around change management with particular emphasis on understanding the context of the organisation and the style of leadership required to be most effective. Key change management theories are explored, and you'll undertake a research project that allows you to evaluate these theories and understand their application to business.

Enterprise Innovation 2

In recent years the high-profile success of young Australian entrepreneurs in building profitable business has been inspiring. Creating a new venture is a challenging task, one that requires specific knowledge as well as general business and entrepreneurial skills. The process of transforming creative ideas into commercially viable businesses continues to be a major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking and planning.

Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. Upon completion, you'll know how to develop and evaluate innovative, sustainable, investment-ready business ventures. It's possible that some of the student-led projects may evolve into real-life ventures.

Coding Fundamentals

This unit introduces students to the language of coding and its relevance and implementation in advertising and digital media. Students will gain overarching knowledge about what coding is, what it is used for, and the role it can play in the development of advertising and digital media projects and future technological development.

The unit will explore a number of industry standard coding languages and define parameters for decision making around which coding language is best suited to which business and technological issue. In addition, students will develop hands-on skills in programming in one or more industry standing coding language.

Specialisation units – year two

Advanced Coding

Further develop your coding skills in order to better develop and improve websites, dashboards, Apps and business software. Learn to truly optimise user interaction with interfaces, platforms and digital tools. Develop your problem-solving skills and learn how to understand logic. Become proficient in one or more coding languages such as Java, Python and SQL.

App Development

In this subject you'll be learning how to conceptualise, design and create mobile apps for iOS and Android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wireframing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes going through the entire app development process, from the original concept to the app's release and testing on iOS and Android platforms. While coding will be discussed, no coding knowledge is required. The subject will emphasise user-interface (UI) and user-experience (UX) design, as well as app promotion and sustainability.

Advanced Video Production

In this subject you'll be developing advanced video production and postproduction knowledge and skills. The subject features lectures and workshops in filming, cinematography, editing and postproduction designed to help you learn about the creative and production roles within the advertising and production industries.

Motion Graphics

In this subject, you'll be introduced to the principles and implementation skills needed to plan, conceptualise and create motion graphics sequences using industry standard software. You'll be learning about how best to apply motion graphics solutions to a variety of artistic and communications briefs.

Content Writing

Create effective written content for brands and publishers on digital platforms that will help engage audiences and deliver specific outcomes. Learn how to validate information sources and data. Learn to analyse and interpret trends and discern information and insights as essential parts of the content creation process.

Multiplatform Writing

As digital storytelling evolves, news media is searching for graduates who can write across all platforms. This unit consolidates and extends your ability to write across video, radio, print and digital. Knowing how to bring them all together and how to write specifically to them is critical.

The Marketing Plan

This subject gives you the knowledge and skills you need to develop a strategic marketing plan. You'll become familiar and acquire aptitude for: the characteristics and dimensions of each element of the marketing mix, including the concept of branding; how a marketing strategy is developed including its building blocks and key ingredients; marketing planning and the process by which strategy is translated into a measurable, implementable plan. You'll be examining a specific case or company which will provide the practical framework for the exploration of the topics.

Applied Marketing Psychology

Based on the themes of Product, Place, Person, Process and Purchase, this subject examines the psychology of branding (product); psychological aspects driving online marketing (place); the psychology behind successful marketers (person); the psychology of persuasion (process) and psychological aspects that influence the buying situation (purchase). This innovative subject provides a unique view of applied marketing, integrating theories from psychology, sociology, anthropology and business studies.

Enterprise Innovation 2

Be inspired by the high-profile success of young Australian entrepreneurs who've built profitable businesses. Learn how to develop and evaluate your own innovative, sustainable, investment-ready business ventures. Unpack the process of transforming creative ideas into commercially viable businesses and discover why it's a major challenge, requiring creativity, risk taking and planning.

Business Consultancy

This subject provides you with the practical hands-on experience of engaging with consultancy projects through the completion of consultancy assignments and final presentation to your clients. It provides you with the principles and processes of business consulting. Typical assignments include preparing a feasibility study, designing marketing plans and market research reports. You'll be able to apply experiential knowledge and concepts learned in the classroom to real-life business situations whilst working in teams. The subject focuses on the role of competition in entrepreneurship and involves team competition and problem solving, as well as test skills in strategy, marketing, negotiation, management, finance and the utilisation of left field thinking. The assessments will be based on actual business and case studies.

Specialisation units – year two (continued)

Interaction Design

In this subject you'll be developing your design and coding skills in order to create and design responsive websites and interactive interfaces for commercial and creative clients and projects. The subject explores fundamental areas of web, app and screen design such as layout, type design, colour, motion, navigation, user experience and interaction. You'll also be introduced to relevant coding languages so that you can create and manipulate the structural components of web and app design.

App Development

In this subject you'll be learning how to conceptualise, design and create mobile apps for iOS and Android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wireframing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes going through the entire app development process, from the original concept to the app's release and testing on iOS and Android platforms. While coding will be discussed, no coding knowledge is required. The subject will emphasise user-interface (UI) and user-experience (UX) design, as well as app promotion and sustainability.