Communication and Digital Media
COMMUNICATION AND DIGITAL MEDIA

You are a forward thinker, a creative thinker. You have your finger on emerging technologies and current affairs. You know how to express yourself and make an impact on those around you.

Communication and digital media are the future. Traditional lines between content creators and consumers are blurring. Digital advancements are transforming how messages are delivered – content is becoming highly personalised and more on demand. As landscapes evolve, you will have the opportunity to set yourself up for a career that embraces change. Your skills will help shape future industries – you won’t just adapt to them.

RMIT prepares you with modern and emerging skills to give you a head start on the competition. You will have the experience to think strategically about design, communication and future trends as you enter the workforce.

RMIT is renowned for its expertise in communication and digital media. Modern facilities and industry partnerships allow RMIT students to move fluently between the classroom, studio and workplace.

RMIT’s communication and digital media programs bring industry practitioners into the classroom and simulate actual work environments, projects and technologies to prepare you for a career in the rapidly changing media landscape.

Industry Connections

As an RMIT student you won’t just learn the theory of communication and digital media, you will collaborate to solve real industry problems that will prepare you for your career.

RMIT works closely with industry advisory committees to ensure program content is up-to-date and at the forefront of technological changes – giving you the skills that employers are looking for.

Industry practitioners are involved in key research projects, guest lecture series and work-integrated learning placements – giving you access to exceptional networking and mentoring opportunities.

Current industry partnerships include representatives from top organisations such as Ogilvy & Mather, ACMI, NGV, Illoura, Deloitte Digital, Film Victoria, SBS Radio, Channel 7, ABC and League of Geeks.

Work-Ready Skills

RMIT programs are continually changing to reflect current and future industry trends and practices. You’ll graduate with skills and experience that will get you noticed by the people who matter. RMIT advertising students Azahn Munas, Kate Gillam and Hayley Carra (pictured above) created an innovative ad campaign for BP that sparked interest from advertising giant Ogilvy & Mather.

World-Class Facilities

For more than 100 years, RMIT’s City campus has been an integral part of Melbourne’s character. RMIT’s campuses are continually evolving to meet the demands of advanced study – you’ll find modern facilities equipped with industry-standard technology in award-winning sustainable buildings. You will operate dedicated design, animation, TV, radio and sound equipment in world-class studio spaces that simulate realistic work environments.
Acknowledgement of Country

RMIT University acknowledges the Wurundjeri people of the Kulin Nations as the traditional owners of the land on which the University stands. RMIT University respectfully recognises Elders both past and present. We also acknowledge the traditional custodians of lands across Australia where we conduct business, their Elders, Ancestors, cultures and heritage.

Nick McKenzie

Outstanding Alumni Award (Australia) winner Nick McKenzie graduated from RMIT with a Bachelor of Arts (Journalism)* in 2001.

Nick is an investigative journalist with Fairfax and a reporter with the ABC’s Four Corners program.

Kicking off his career in 2003 by breaking stories on abuse in immigration detention centres and Al Qaeda links in Melbourne, Nick has since gone on to expose bribery and organised crime in the horse-racing and construction industries, the illegal sex trade in Melbourne, corruption within the Reserve Bank of Australia, the Essendon Football Club drug scandal and most recently the Unaoil global oil industry scandal.

The recipient of seven Walkley Awards, Australia’s highest journalism accolade, Nick is also the most decorated member in the history of the Melbourne Press Club.

“I was interested, and later passionate, about understanding how Australian society, politics and power works.

“I am also determined to expose abuses of power, which is at the heart of investigative journalism.”

Nick said that RMIT played a key role in providing a solid practical and theoretical grounding in journalism, as well as the ability to experience other subjects.

“| chose RMIT because it had the best journalism degree as well as the option to study politics and international relations as side subjects.”

*This program has been replaced by the B Comm (Journalism)
COMMUNICATION

Who’d Have Thought Five Years Ago That You Could Work as a Social Media Manager?

The communication industry is constantly evolving, with new technologies, new channels and new opportunities. RMIT will prepare you for jobs that don’t yet exist.

Communication programs at RMIT include advertising, journalism, media, public relations and professional communication.

Communication is no longer ‘one way’ and you’ll need the broad knowledge and an ability to adapt that RMIT provides, to wear many hats and be a well-rounded, professional communicator.

Students across these programs are able to take up internship opportunities in real industry workplaces through RMIT’s work-integrated learning (WIL). WIL increases your exposure to real scenarios within your discipline and introduces you to industry practices through integrated academic learning.

These connections help you build your network and get your “foot in the door”. Your career starts in the classroom, as you will study with others who will become your colleagues and clients.

So which program is best for you?

THE VALUE OF RMIT’S INDUSTRY CONNECTIONS

Bachelor of Communication (Professional Communication) graduate Mim Kempson was one of six students mentored by RMIT alumnus and News Corp Chief Executive, Robert Thomson.

Mim and her fellow students chatted with the global media leader every three months on an online forum, and she was also lucky enough to go one step further and tour the offices of the Wall Street Journal with Thomson in New York and secure an internship at Vogue.

“We gained a global and corporate perspective from Robert, on how digital technologies are shaping the news industry, and found out about the status and demands of the current job market. That kind of first-hand insight is one the best things students can take from getting a mentor of their own.

“I love how RMIT is focused on industry connections, networking and life experience. You’re encouraged to use your initiative. I had to find opportunities, internships and work experience, which included an internship in the RMIT media department and writing for Catalyst magazine.”
Advertising

Advertising has come a long way from the days of *Mad Men*, billboards and direct mail. Digital screens, social media, television commercials, online banners, email and niche magazines are all part of the advertising mix and it takes creativity, analytical skills and specialist market knowledge to generate attention and create a bond between brands, products and consumers.

You can work as a media buyer, brand manager, copywriter or art director to create a media strategy, shape the message, and measure the effectiveness of your advertising campaigns.

WHAT GOES INTO AN ADVERTISING PITCH?

Great campaigns don’t just come out of thin air. A lot of work goes into creating the perfect pitch and landing that big client.

**Preparation, preparation, preparation.**

It all starts with understanding what the client is trying to achieve. Do they want to increase sales, create more brand awareness or steal market share from a competitor? Each objective requires a different advertising approach.

**Crunch the numbers.**

Data is everywhere and market research and analytics are a great way to understand who your customers are, what they want and how they behave.

**Be visual.**

Show off the words and images that will sell your vision to the masses. Creating mock-ups of how your advertising ideas will look in real life is a great way to do this.

**Show me the money!**

Budget planning is a fine art. Knowing how much you need to spend on what channels is the difference between a campaign that works well or wastes money.

CHALLENGING REAL-CLIENT PROJECTS

“Advertising at RMIT brings together a knowledge of creative methods and is focused on art direction and design, which appealed to me as I wanted to start my own business.

“The best part about studying at RMIT is the industry experienced teachers, challenging real-client projects and the high level of passion and knowledge among the students.

“Since graduating I’ve launched my own surfwear label together with a fashion design graduate from RMIT. I also currently work in my dream job in the creative marketing team at international brand Patagonia.”

**Emma Bäcklund**

Bachelor of Communication (Advertising)
Journalism

The multi-platform skills that RMIT journalism graduates offer are essential not only in the modern newsroom but also across the media and communication industries.

While the focus of the degree is to prepare you for a journalism career, it will also prepare you for roles such as media advisor, communication strategist and information officer – and jobs that don’t yet exist.

As the media landscape and the way we consume news changes, so does the role of a journalist. News delivery becomes timelier with audiences increasingly dependent upon online channels to find out about the world around them.

WE’RE ALL CONTENT PRODUCERS

Social media platforms like Twitter, Snapchat and Periscope are helping shape the way we communicate with each other – content is being produced, shared and consumed online at a rate like never before.

WHAT WILL I LEARN?

Your first two years of study will help develop your understanding of journalism, storytelling and reporting. You’ll learn the practical and technical skills needed to publish your stories online and via sound and image recording.

Your third year of study is made up of a professional placement in industry, as well as a practical studio-based intensive, the Newsroom.

You’ll graduate as a strategic and investigative thinker, ready for a world of new technologies and opportunities.

HIGHLY REGARDED IN THE INDUSTRY

“I completed several internships as part of my degree – at The Conversation, SmartCompany, Crikey and The Age. These work placements were vital in putting what I learnt into practice. The only thing more interesting than learning about the media is actually playing a part in producing it.

“RMIT gave me the tools necessary to thrive in a modern, digital-first newsroom. Work placements were a crucial part of this process.

“I love working as a journalist because I get to keep powerful people accountable every single day.”

Broede Carmody
Bachelor of Communication (Journalism)
Media

Are you a storyteller? Do you lead your friends in understanding and using new technologies? Media might be the area best suited to help you develop an edge as a multiskilled, global thinker and producer.

You’ll experiment and innovate to help shape the future directions of the media industry.

This degree has a unique combination of industry training and academic study, which teaches you to analyse media in a broad historical and cultural context.

Technological and societal changes have affected the way audiences view and discover content. This has dramatically changed the media industry, not least by creating new job roles and opportunities for organisations to expand their product and service offerings.

WHERE WILL I WORK?

You will learn to deliver innovative content for a wide range of existing and new platforms. Graduates have gone on to roles in:

— film and television, as directors, producers, camera operators and video artists
— radio, as presenters, producers, station managers and editors
— internet and mobile media, as web developers, social media producers, publishers and content developers

WHY MEDIA?

“From the age of nine, I knew that I wanted to spend my life creating worlds and telling the stories of the characters that inhabit those worlds. The biggest inspiration to pursue a career in film and television comes from my parents, who, despite both being very pragmatic people – a scientist and a nurse – instilled some crucial values in me from a young age: a general curiosity for life, a constant appreciation of the beauty of the natural world, a fascination with the stories and behaviours of our fellow human beings and, of course, a love for good quality cinema!”

Angeline Armstrong
Bachelor of Communication (Media)
Public Relations

Public relations isn’t just about sending out press releases. PR professionals anticipate and interpret public opinion, talk to the media, shape debates, organise events and cultivate relationships.

Advising organisations and clients on how to enhance their reputation and increase understanding and awareness of their activities is at the heart of modern PR.

You’ll use strong problem-solving skills, leadership, analytical instincts and a keen curiosity to develop strategic communication plans that are needed in all sectors of business, government, academic and not-for-profit. As a PR professional you’ll be directly involved in:

— community and social media engagement
— employee and internal communication
— media relations and publicity
— fundraising and event management
— crisis management
— government, public and policy affairs
— investor networking and business development

WHY STUDY PR?

“The PR degree highlighted to me the power that communication has to bring people together, to establish dialogues and ensure transparency. I think it’s important that brands and organisations have conversations with people, so they can learn from the community, and not talk at them.”

MAKING A POSITIVE CHANGE

“I work for Ellis Jones, as an account executive. We are an integrated communications agency that works across all aspects of the comms landscape for a varied client base. But most importantly, all our clients share two things in common – they aim to have a social impact and want to help make a difference.

“I’m currently working across multiple clients, across government, health and start-ups. I see social impact as both hugely important to myself and society, but also as a huge growth area for all industries as they see the value and importance of doing business in a better way. To know that the work we do at Ellis Jones is part of this is hugely rewarding.”

Nic Gill
Bachelor of Communication (Public Relations)
INQUISITIVE MIND
Nichola’s work history illustrates the diverse outcomes for graduates of the professional communication degree. Having started her career as a radio producer at the ABC, she then moved on to work as an associate producer on Channel Ten’s *The Project*. She now works as marketing manager at a vocational education and training organisation.

WHY DID YOU CHOOSE TO STUDY AT RMIT?
“I chose to study at RMIT because of its reputation as one of the best universities in the country for communication. I was particularly attracted to the professional communication degree because it offered a taste of media, PR and journalism and I really wanted to ensure I graduated with a wide skill set.”

**Nichola Spain**
Bachelor of Communication (Professional Communication)
Published books by RMIT writing and editing graduates.
Have you always wanted to be a writer? Or do you just love tinkering with other people’s words? Regardless of your goals – personal or professional – RMIT has a suite of specialist programs from which you can choose.

RMIT graduates have worked as authors, editors, screenwriters and communicators in diverse industries. Celebrated alumni include Graeme Simsion for his screenplay and book *The Rosie Project*, which was recently picked up by Sony Pictures. Children’s writer Sophie Laguna was awarded the 2015 Miles Franklin Literary Award – Australia’s top fiction prize – for her second adult novel *The Eye of the Sheep*.

RMIT teachers are experienced practitioners with strong industry connections. They nurture your passion for writing and editing, help you develop and hone your skills, and offer personal guidance for your creative and collaborative projects.

Visiting writers, editors and publishing professionals regularly attend classes and seminars. They give you vital industry knowledge and open up a world of networking opportunities.

Located in the heart of literary Melbourne, RMIT works with industry partners to offer fellowships and work-integrated learning opportunities. Close relationships exist with the Melbourne Writers Festival, Emerging Writers Festival, Writers Victoria, Australian Writers’ Guild, Institute of Professional Editors, non/fictionLab, and Writers’ Immersion and Cultural Exchange Program (WrICE).

So which program is best for you?
Associate Degree in Professional Writing and Editing

Whatever your goal – write a novel, start an online magazine, work as a freelance editor – this program will support and inspire you. You’ll start by gaining a broad base of skills in fiction, creative nonfiction, professional communication, digital content, grammar and editing. Then you’ll specialise in your preferred areas, with a focus on building a writing portfolio, developing practical projects and engaging with industry and readers.

WHERE WILL I WORK?

Graduates go on to work as writers, editors, journalists, publicity and communications officers, social media writers and copywriters across varied industries including publishing, government, non-government, arts and cultural organisations.

Ender Baskan
Wheeler Centre Hot Desk Fellowship recipient and Marten Bequest Travelling Scholarship for Prose.

Bachelor of Arts (Creative Writing)

You’ll be surrounded by a group of like-minded and passionate writers. Your flair for creative expression will be complemented by becoming proficient in the business side of writing, allowing you to understand the publishing process as well as learn the skills required to become a freelance writer.

You’ll have the opportunity to study school- and university-wide electives and work with students across other communication disciplines on projects such as short films and book or magazine production.

WHERE WILL I WORK?

Graduates have gone on to work as writers, editors, publishers, events and festival managers, screenwriters and screen producers.

There are increasing opportunities in online and mobile media platforms through games and apps, as well as emerging opportunities for self-employment through ebooks and ezines, and self-publication via the internet.

Nina Buxton
“At RMIT ‘the muse’ is all around you. Inspiration for novels, screenplays, poetry and stories live in the students, professors and the very walls of RMIT.”

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Advanced Diploma of Professional Screenwriting

Develop your storytelling and screenwriting skills in a challenging, creative and supportive environment. In this program you will acquire an in-depth understanding of the screen industry, both locally and internationally. You will access RMIT’s extensive resources to experiment, innovate and collaborate with other media students on industry-related projects. And you will identify employment opportunities and make important industry contacts, because this program is where filmmakers and production companies look for trained, talented and creative new writers.

WHERE WILL I WORK?
Graduates can expect to work in diverse roles, including screenwriting, script editor and script supervisor, across the screen and media industries. With the growth in on-demand entertainment, curated content, and corporate, educational and advertising media, the need for screenwriters has increased.

Graeme Simsion
Author of The Rosie Project and The Rosie Effect.

Diploma of Professional Writing and Editing (Business)

This communication-based program will develop skills vital for success in today’s workplace. Here you’ll learn to use written text and images to help you inform, persuade, instruct and explain.

You’ll learn how to edit your own work and that of your colleagues or clients with greater accuracy. You will apply those skills to a wide range of business applications, in print and online, so that key messages are heard and understood.

WHERE WILL I WORK?
Employment opportunities for trained professional writers and editors are strong. You will be able to gain communications or editing work within the corporate, education, cultural or government sectors, or in the growing field of social media marketing. Graduates may go on to work as writers, editors, researchers, communications officers or media content managers.

Susan McCarthy
“Even if you don’t want a career specifically in writing, the skills you learn hold you in good stead for virtually any career choice.”
Kate Mildenhall
Associate Degree in Professional Writing and Editing

“I dreamed of writing fiction, but also knew there would be a practical benefit to improving my professional writing and editing skills with the aim of freelancing in education and curriculum writing.

“The professional writing and editing program at RMIT has a reputation for being the best! The teaching staff and students in the program are extraordinary. I would stay forever just to be able to learn from and with such a talented bunch. Also, I love the City campus, its proximity to my work, and the flexibility of being able to study part-time.

“The program is practical and has a real emphasis on industry. It has given me extraordinary access to professionals working within the writing and publishing world and focuses on up-to-date and practical information about how to carve out a successful career.

“I’ve gained so many skills and qualities from my study – persistence, confidence in pitching, understanding the craft of writing and the importance of collaboration and networking.”

SKYLARKING

“During a Tuesday night fiction class in my first year, I scribbled out a writing exercise that stuck with me. I workshoped the unfolding story over two more semesters of fiction classes and eventually, with a lot of hard work, it became my novel, Skylarking, which will be published by Black Inc.

“I sat in my first year of classes sighing and swooning every time I heard a writer tell us about landing a publishing deal, or being invited to a writers’ festival, or hearing about some of their international rights being sold. It seemed so impossible a dream.

“Now, those things have happened to me, and I can only say that it would have been impossible without this program, and all that I have learnt and the connections I have made during my time at RMIT. The teachers, tutors and guests are first class. You don’t want to miss a thing! And do the writing. You have to do the writing!”
Students and teachers from across RMIT’s writing programs joined forces to publish a book in nine days as part of the Emerging Writers’ Festival. 9 Slices brought together 33 students from writing and editing programs as well as design and photography.

Over the course of the festival, the students focused their creative skills on developing and publishing an entirely new book. Each day, a different team consisting of a writer, an editor and a designer settled into their makeshift office in the Slice Girls Pizzeria to create one chapter of the 200-page book. The experience was educative and inspiring; the result, a triumph.
You don’t need to play an instrument to play an important role in the music industry. There are countless jobs throughout the local and global music industries that require sharp and knowledgeable people to fill them.

Sydney-siders might argue otherwise, but Melbourne is the home of live music performance and production in Australia – and you’ll be studying in the heart of it. Thriving local scenes, bars, clubs, theatres, festivals and countless opportunities make Melbourne the music capital of Australia.

Teachers and industry partners who are embedded in the Melbourne and international music scenes will guide you and you’ll develop a network of classmates and industry connections who will become your colleagues once you graduate.

WHAT WILL I LEARN?

Through your studies you will explore contemporary trends and issues through a combination of practical, project-based work and academic, theoretical study. You will also learn about key music technologies, global music cultures, popular music scenes, music business practice and live music performance.

WHERE WILL I WORK?

Graduates can work in key roles such as:
— artist manager
— publisher
— label coordinator
— studio producer
— music marketer
— performer
— event manager
As part of the Bachelor of Arts (Music Industry) degree, students have formed successful bands including King Gizzard and the Lizard Wizard (pictured above) and Leisure Suite (pictured left).
HARD WORK PAYS OFF

Graduate Damien Platt has done every internship and work placement under the sun. He’s used the vast network he built at RMIT to gain exposure across multiple areas in the industry. RMIT provides the contacts for you to build your name in the industry – take advantage of these opportunities and land your dream job.

Below is a list of Damien’s achievements thus far:

— artist management intern, teamtrick
— record label intern, Century Media Records
— festival director, Let Go Fest.
— secretary of youth advisory committee, The Push Inc
— artist liaison and accreditation manager, The Hills Are Alive Festival
— area coordinator, Golden Plains Festival
— artist liaison coordinator, Unify Festival
— music supervision and sync intern, Mana Music
— press liaison coordinator and events intern, Face The Music Conference
— booking, artist services and creative producer, Melbourne Music Week
— Caroline Australia intern, Universal Music Group
— festival intern, Melbourne Fringe Festival
— social media coordinator, The Age Music Victoria Awards
— student committee member, Music Victoria
— stage manager, Yarraville Festival
— guest relations, AIR Awards
— artist liaison, St Jerome’s Laneway Festival

Damien Platt
Bachelor of Arts (Music Industry)

“The degree has given me confidence when dealing with the business side of the industry. It’s given me insight on how the industry operates and has provided job and networking opportunities, which has been really cool. Everyone in the degree helps each other out and collaborates on projects. I can’t think of another industry that is so exciting to work in.”
INDUSTRY CONNECTIONS

The degree hosts weekly guest lectures by industry partners and contacts including the Mushroom Group, Creative Environment Enterprises, Deathproof PR, Melbourne Music Week, City of Melbourne Arts and Culture, and Music Victoria.

Chloe Turner
Bachelor of Arts (Music Industry)

Chloe followed her passion for music and it has paid off. She has landed a job at Music Victoria where she is using her skills to help create a positive change for women in the music industry.

“After playing music all my life, I joined a freeZa committee (a Victorian youth development program that focuses on music and cultural events) while I was in high school and I also started running local music events. I’d heard great things about RMIT from my music teacher and after I went to Open Day I was really excited and decided RMIT was the place for me.

“To make it in this industry you need to be persistent and dedicated. The music industry is ever changing and to be noticed you need to show that you’re a good worker. Never be afraid to introduce yourself to someone you want to work with or you admire in the industry.”
Sam Whiting

“I am a PhD candidate studying full-time in RMIT’s School of Media and Communication, and I’m also a sessional tutor for the music industry degree. My current research looks at how small-scale live music venues of Melbourne function as social hubs for musicians, industry professionals and art workers. I want to learn about what makes a venue a social success and how this makes for a healthy local music scene.

“By being an industry-focused university, the partnerships RMIT has with local music industry events such as the Melbourne Music Symposium and Melbourne Music Week can benefit students and the communities’ awareness of the local scene. RMIT has a long history of involvement with the local music industry and this involvement will generate more partnerships in the future.

“All of these experiences have been extremely valuable and have helped me in my professional development as a young researcher and tutor.”

DID YOU KNOW?

THE 2014 LIVE MUSIC REPORT, COMPILED BY LIVE MUSIC OFFICE, FOUND THAT THE LIVE MUSIC INDUSTRY IS WORTH $15.7 BILLION A YEAR TO AUSTRALIA.

At RMIT you’ll learn from screen and media experts to build world-class, practical and creative skills. You’ll have the opportunity to gain work experience in established production companies and work alongside our industry partners. Take your ideas from storyboard to screen as you learn the creative, professional and technical skills needed to set your work apart. Throughout the programs, there is a strong emphasis on industry knowledge, collaboration, team building and creative content production. You’ll graduate as a highly motivated professional ready for work in local or global industries.

WHERE WILL I WORK?
RMIT is the place where filmmakers and production companies look for trained, talented and creative graduates for roles such as:

— cinematographer
— camera assistant
— editor
— special effects specialist
— content producer
— scriptwriter
— producer
— director

So which program is best for you?

Sue Maslin
Film producer and Adjunct Professor of Media
The Dressmaker, Japanese Story

“RMIT is much more responsive to real-life media than a lot of the traditional film schools, who tend to still work on old models.

“I think the most important thing to equip students with is an understanding that media works across many different platforms. They must be taught to migrate ideas across these platforms. I see that happening at RMIT.”

Robert Connolly
Writer, director and producer and Adjunct Professor of Media
Paper Planes, Gallipoli and Romulus, My Father

“I’ve really enjoyed the chance to meet students as part of their programs. RMIT’s impressive teaching staff provide terrific opportunities for students to explore the screen industry and develop their skills.

“I’m still working with friends and colleagues I met in my student years, and the valuable opportunities to collaborate while studying will serve you well in a career ahead.”

Shanelle Knox
Advanced Diploma of Screen and Media

“It wasn’t until my final two years of high school that I decided to study film and television. That was when my passion for film and my desire to create films started and I knew I wanted to study it further.

“During the first year of the program we all had to write, produce, direct and edit our own short film. Although this seemed daunting at first, it was amazing to see it all come together. In the end I was really proud of the story I had come up with and the way the production played out. Everyone’s hard work really paid off and we were excited to see the final outcome.”
Certificate IV in Screen and Media

This program was developed in response to a strong industry demand for skilled TV professionals who could start work without needing on-the-job technical and production training.

Industry projects and guests will challenge and refine your skills. Practical learning environments include brand new studio facilities and on-location shooting – both of which ready you to step straight into the industry and a career in television.

The networks you form during your studies will end up being lifelong contacts and colleagues. You’ll also have access to part-time, casual and workplace experience in the media and television industries to further develop your skills.

Associate Degree in Screen and Media Production

This program builds your screen industry skills and knowledge in the key areas of concept development, storytelling, pre-production, production and post-production.

There is a strong emphasis on industry craft skills and knowledge with exploration of emerging trends in media practice.

Through classes, screenings, lab, location and studio-based exercises and productions, you’ll graduate ready to enter the industry as a highly motivated professional.
Aaron Farrugia
Advanced Diploma of Screen and Media
Aaron has worked as a director of photography and as cinematographer across feature films, music videos and television commercial campaigns for clients such as Country Racing Victoria, British Paints, NAB, SPC Ardmona, Red Rooster, AAMI and AustralianSuper.

“When I was thinking about studying to work in the film industry, I knew I wanted to study a hands-on program that gave me practical camera experience from day one.

“Throughout my studies I took steps to surround myself and meet with camera people, joined the Australian Cinematographers Society and went to their monthly event and meet nights.

“Towards the end of my final year, Film Victoria advertised for a camera attachment on a movie (basically work experience in the camera department), for which I applied and was successful. I met the right people on this job and 10 years later I’ve never looked back. This invaluable work experience took place during my final year of study and RMIT was very supportive of me taking this on.”
Do you work well under pressure? Are you multi-skilled and able to adapt to different roles under pressure? Do you have a knack for making things work? A career in live or sound production might be your calling!

There are a wide range of jobs in these diverse and growing industries, and RMIT’s Diploma of Live Production and Technical Services and Certificate IV in Sound Production are the programs employers look to for skilled hands and cultivated minds.

These programs have been developed through industry consultation, so the skills you learn ensure you hit the ground running when you graduate.

Advanced Diploma of Sound Production

This highly regarded program teaches you the multiple technologies used across the industry as well as the theory and practice of studio recording, live sound production and sound reinforcement. RMIT graduates find work in specialised recording, live entertainment, games, sound design, television and film industries.

Diploma of Live Production and Technical Services

This program teaches you a broad range of practical skills including set-up, operation and maintenance of lighting, sound and TV production. Classes are practical and are taught with a hands-on approach and a strong focus on getting you industry ready.

So which program is best for you?
Milo Fisher
Advanced Diploma of Sound Production

Milo, who now works at Bakehouse Studios, recently completed all the dialogue recording and post-production sound on the Australian feature film *The Dream Children*. The film screened at the 2015 Made in Melbourne Film Festival.

“I became involved with *The Dream Children* through one of RMIT’s amazing teachers. He offered three students work experience on the film and I was lucky enough to be one of them. This is just one example of how industry connections are made accessible via the teachers.

“Working on the film was such a great experience! I ended up doing the post-mixing. This meant I balanced the music, SFX and dialogue tracks for the final product. It taught me a lot of what I know about film post-production and I continue to use those skills today.

“The facilities available to students in the program really prepared me for my future work. We had lots of hands-on experience with equipment that is used throughout the industry.

“My advice for future students would be to apply for internships while you are studying. Interning allowed me to be involved in the day-to-day running of various recording studios and work with musicians that I would have not been able to work with otherwise.”
Andrei Eremin
Advanced Diploma of Sound Production
Andrei is a producer/engineer for the next generation of music.

Since graduating from RMIT he has worked in the studio for releases on Sony, Warner, Future Classic and more, earning Grammy and ARIA nominations, gold-selling status and #1 spots across the iTunes and Billboard charts.

“The core principles of mixing and mastering involve creating sonic height, width, depth, punch and separation. Care must be paid to make sure songs will translate on a variety of speakers, ensuring their purpose is never lost. Above all, music should tell a story, creating an emotional connection with the listener. I combine all of these ideals with a unique cultural sensibility, crafting the kind of records people will celebrate for years to come.”

WHY STUDY AT RMIT?

“Sound production is something I tried in high school as a means to record my own music, before discovering I had a natural affinity for it. Studying it after high school felt like a natural extension of my interests.

“When I was looking around for options, I found that RMIT had a great reputation and was consistently recommended to me in conversation.

“My highlight at RMIT was the environment it immersed me in. Everyone who attended the program was deeply passionate about sound and music and that made it incredibly rewarding. The real-life recording scenarios were a huge bonus too.
Andrea Parfrey
Diploma of Live Production and Technical Services
“I plan to work as a live event lighting operator and what I am learning in the program will greatly assist me in achieving my goal.”

Christopher McDonald
Diploma of Live Production and Technical Services
“Through industry contacts made by the program teachers, I have obtained casual work with Harry the Hirer Productions and I’ve also worked on projects for several other live event production companies. All while I am still studying!”
BAKEHOUSE PROJECT

Students and staff from the live production and technical services, sound production, screen and media and photo imaging programs worked together with industry partners across six evenings on The Gift – a project set up by Melbourne’s Bakehouse Studios.

The Gift involved the students coordinating, scheduling and operating all aspects of the production including lighting, sound, camera and the post-production of videos for six bands.

The project received resounding feedback from the industry professionals involved and program manager John Phillips echoed that support saying, “Every student played a vital role in the production and showcased their skills across event production and digital media. This project pinned the students against the realities, timelines and production values of entertainment industry production, and the outcome was amazing.”
Artworks by RMIT animation, games, digital and interactive media graduates. Paige De Vanny (2–4, 6, 9–11, 14–15) and Marigold Bartlett (1, 5, 7–8, 12–13, 16).
Melbourne plays an integral part in Australia’s vibrant and growing animation, games and interactive media industries. It is home to independent start-ups and small gaming and app development studios, as well as being a hub for award-winning animation and VFX companies, including Iloura, whose team has worked on Hollywood blockbusters like *Mad Max: Fury Road* and *The SpongeBob Movie: Sponge Out of Water 3D*.

At RMIT you’ll be immersed in a historic culture of animation and design where staff are practising artists, designers and industry practitioners. You’ll be surrounded by like-minded students and be able to collaborate on projects across year levels and in real industry studios. Through studying animation, games, digital and interactive media at RMIT, you will become skilled in producing rich interactive experiences by developing your conceptual design, storytelling and specialist art skills. You will apply these skills to turn your hobby into a career.

RMIT has a long history of producing multiskilled artists, animators, designers and storytellers who forge the way in industries that are constantly evolving. RMIT graduates find work as freelance designers and artists and in studios locally and internationally.

**CAREER OPPORTUNITIES**

You’ll be prepared for a range of roles including:

— animator
— motion graphic designer
— character designer
— pre-production artist
— 3D visualiser and modeller
— visual effect artist
— web designer
— art director
— digital artist
— 2D and 3D game artist
— concept artist

So which program is best for you?

**Gaming in Australia**

**WHO PLAYS**

- 98% of homes with children have computer games
- 65% of game households have three or more game devices
- 68% of Australians play video games

**GAMES AND BENEFITS**

- 89% say video games can improve thinking skills – health
- 79% say video games can improve coordination and dexterity – health
- 76% say video games increase mental stimulation – positive ageing

**LEARNING AND WORK**

- 24% have used video games at work for training
- 35% say their children have used video games for school curriculum

Bachelor of Design (Animation and Interactive Media)

This program looks at animation in all its forms, from the animated character to motion graphics across linear and interactive environments. Presented in a creative and supportive environment, the program focuses on intellectual investigation and conceptual development.

In this program there is a strong focus of ‘learning by doing’, even in theory subjects. Your study will take place in studios and workshops and includes a guest lecture series from staff with an industry background.

A major component of the program is studio practice. This will engage you in learning about animation and interactive media via an immersion into the discipline, its methods and practices through set projects and briefs.

Paige De Vanny
Bachelor of Design (Animation and Interactive Media)

CONNECT WITH YOUR PEOPLE!

“The community that the program provided was definitely the highlight of the degree. Being in a cohort of around 50 insanely talented, friendly, geeky and creatively minded individuals who think on your wavelength is incomparable. We all encouraged and inspired each other. The environment was like no other – I loved being surrounded by unbelievably talented and inspiring people every day.”

SECURE YOUR PLACE IN THE INDUSTRY!

“I was able to get a very sought-after internship at an animation and motion graphics company in South Melbourne called Jumbla. I did this along with the last semester of my degree and was able to get credits from this towards my professional practice course. This experience was very beneficial. Not only did I learn what it was like to be in a professional working studio, but it lead to freelance work and a very competitive resume. I believe this experience really helped me land my new job as a trainee technical director at Weta – the company behind The Lord of the Rings and The Hobbit trilogies.”
Marigold Bartlett
Bachelor of Design (Games)

“I had been practicing digital art from home for a few years and knew that when I studied, I wanted to learn something creative that would play to my digital background. Games were a super interesting place conceptually – interactivity and play, as well as plenty of opportunity to explore different visual styles. I was excited by the idea of studying to graduate as a concept artist, environmental artist, and also to build strength in areas such as 3D modelling and animation.

“I went along to an RMIT open day and snooped around at the different buildings. The art school was where I looked first, but before we left I decided to quickly pop up to the games studios. As soon as I entered the area I knew that it was perfect for me. There was great student art on the walls, the studio was impressive and I recognised the gear.

“I spoke to some staff and current students to find out how much programming and visual art I would be doing and the balance seemed pretty perfect. The emphasis on visual art was a great drawcard for me. Basically, the degree looked challenging and incredibly interesting, and the facilities were very impressive.”

Bachelor of Design (Games)

This program trains you to be an independent thinker and developer with the ability to work self-sufficiently – a trait that design companies seek across the industry. You will learn skills that prepare you for the new games economy, currently dominated by apps but always evolving.

This program provides regular learning interaction with students from Bachelor of Information Technology (Games and Graphics Programming) in a studio that reflects the constantly evolving practices of the games industry.

Learn the skills required to work in the broader games and creative industries, or to launch your own successful company and artistic career.
Advanced Diploma of Screen and Media (Interactive Digital Media)

This is one of Australia’s most renowned interactive and digital media programs and it produces highly employable graduates with a diverse range of skills. The program content is industry-driven and kept up to date using industry standard software and production protocols. You’ll investigate the conceptual development and production of media content including broadcast motion design, 2D and 3D imaging and animation, and web and interactive design for delivery across a wide range of platforms such as film and television, advertising, the web and mobile platforms.

Rafael Mendros Co
Advanced Diploma of Screen and Media (Interactive Digital Media)

Rafael is currently an intern at Jumbla, a Melbourne-based animation and motion graphics company.

“I love creating fun and entertaining drawings. I draw every day and have used the skills I learnt in the program to land my internship. My dream is to one day work for Disney and make my illustrations come to life.”
Learn from the best with cutting-edge technology and equipment.
APP DESIGN AND DEVELOPMENT

Bachelor of Design (Digital Media)

As part of the final project in the Interactive Media 2 course, digital media students worked in teams to design and develop mobile apps. The class provided students with a detailed walk-through of the whole process of app development from concept to delivery.

Taking both user experience and user interface as essential considerations, students brainstormed for innovative app ideas and conducted detailed research to determine target user needs. Students constructed wire frames and designed the user interface before putting the final pieces together through coding.

Each team also produced a website to feature their app. Participating in this project enabled students to think as design practitioners, work collaboratively and gain useful hands-on experience of the different processes involved in app development.

One of the apps completed as a final project was Budgie, created by students Edwin Ang Ding Hou, Sarah Lin, Nicholas Roche and Jing Tang. Targeting young users, Budgie is a fun app that helps users keep track of their finances. Users set monthly goals and enter daily transactions. Budgie’s mood (the character) changes, depending on the user’s current balance.

Some teams continued to develop their apps following the end of semester with plans to make them available on the Apple App Store or Google Play.
### BP219 | Bachelor of Communication (Advertising)
Learn how to initiate, plan and produce effective advertising campaigns for brands, products and consumers. Graduates work in advertising agencies, media, business and advertising and management consultancies.

Prerequisites:
Units 3 and 4 — a study score of at least 30 in English (any).

Selection Task:
www.rmit.edu.au/programs/bp219

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Duration of pathway program</th>
<th>Additional duration to complete degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMA Advertising</td>
<td>1.5 years</td>
<td>1.5 years</td>
</tr>
</tbody>
</table>

**SELECTION TASK**

Selection requirements and key dates
— Creative Exercise
Thursday 24 November or Friday 25 November 2016.
— Folio presentation (short-listed only)
December 6–8, 2016.

Note
Information on the creative exercise will be emailed to all applicants by 5pm Friday 21 October 2016.

### BP220 | Bachelor of Communication (Journalism)
Combine theory and practice in this highly respected degree that includes students participating in live radio bulletins and a news and current affairs program. Careers options include all fields of journalism, including newspaper, magazine, radio, television and digital.

Prerequisites:
Units 3 and 4 — a study score of at least 35 in English (any).

www.rmit.edu.au/programs/bp220

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<tr>
<th>Pathway</th>
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<th>Additional duration to complete degree</th>
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</thead>
<tbody>
<tr>
<td>PMA Professional Writing and Editing</td>
<td>2 years</td>
<td>2.5 years</td>
</tr>
</tbody>
</table>

### BP221 | Bachelor of Communication (Media)
This degree produces critically informed contemporary media professionals who are creative and multiskilled communicators able to deliver innovative content for a wide range of existing and new platforms including film, television and radio, social and mobile media, and the web.

Prerequisites:
Units 3 and 4 — a study score of at least 35 in English (any).

www.rmit.edu.au/programs/bp221

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<tr>
<th>Pathway</th>
<th>Duration of pathway program</th>
<th>Additional duration to complete degree</th>
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<tbody>
<tr>
<td>PMA Screen and Media Production</td>
<td>2 years</td>
<td>1.5 years</td>
</tr>
<tr>
<td>PMA Professional Screenwriting</td>
<td>2 years</td>
<td>2 years</td>
</tr>
<tr>
<td>PMA Screen and Media</td>
<td>1 year</td>
<td>1.5 years</td>
</tr>
</tbody>
</table>

### BP222 | Bachelor of Communication (Professional Communication)
This career-oriented degree is one of the world’s premier professional communication qualifications. It produces multiskilled communicators with cross-platform skills in digital, broadcast and print media. The degree will develop your skills and knowledge in the key professional areas of journalism, advertising, media and PR.

Prerequisites:
Units 3 and 4 — a study score of at least 35 in English (any).

www.rmit.edu.au/programs/bp222

### BP223 | Bachelor of Communication (Public Relations)
A PR degree at RMIT prepares you for the increasingly globalised, technology-driven world of PR within corporate, government, not-for-profit and consultancy environments. PR is a career for people with enquiring minds. Advising organisations on how to enhance their working relationships and reputation is at the heart of modern PR.

Prerequisites:
Units 3 and 4 — a study score of at least 35 in English (any).

www.rmit.edu.au/programs/bp223

<table>
<thead>
<tr>
<th>Pathway</th>
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<tbody>
<tr>
<td>PMA Professional Writing and Editing</td>
<td>2 years</td>
<td>2.5 years</td>
</tr>
<tr>
<td>PMA Business Public Relations</td>
<td>2 years</td>
<td>1.5 years$^\dagger$</td>
</tr>
</tbody>
</table>

$^\dagger$ Pathway currently under review

### CS371 | Diploma of Business (Public Relations)

**C6140 | Advanced Diploma of Business (Public Relations)**

National Curriculum Code: 22294MV (Diploma), 22265MV (Advanced Diploma)
PR specialists are trained to build an organisation’s reputation and maintain positive relationships with stakeholders, clients and customers. These programs prepare you for career options in tourism, media, journalism, events, PR or community development.

Diploma: www.rmit.edu.au/programs/c6371
Advanced Diploma: www.rmit.edu.au/programs/c6140

**MARKETING AND ADVERTISING**

For a full listing of Marketing and Advertising programs, please see the 2017 Degree and Diploma Guide - Business
AD016 | Associate Degree in Professional Writing and Editing
This industry-focused program allows you to explore your creative potential while gaining valuable skills to work as a professional writer and/or editor. Study the craft of writing and the fundamentals of effective communication and editing.
Prerequisites:
Units 3 and 4 – a study score of at least 20 in any English (except EAL) or at least 25 in English (EAL)
Selection Task:
www.rmit.edu.au/programs/ad016

BP257 | Bachelor of Arts (Creative Writing)
Develop skills as a creative writer with a range of theoretical and practical approaches. Graduates typically work in publication in print and new media, screenplay and script development, or education and other research fields.
Prerequisites:
Units 3 and 4 – a study score of at least 35 in English (any)
Selection Task:
www.rmit.edu.au/programs/bp257

C6125 | Advanced Diploma of Professional Screenwriting
National Curriculum Code: 10308NAT
This program provides specialist training in writing for film, television and digital media across all genres. While encouraging you to develop your creative strengths, it exposes you to the professional screenwriting environment including the structure of local and international industries, professional practice and career management.
Prerequisites:
Units 3 and 4 – any English
Selection Task:
www.rmit.edu.au/programs/c6125

CS314 | Diploma of Professional Writing and Editing (Business)
National Curriculum Code: 22091VM
Learn to write clearly and confidently across all forms of professional communication including correspondence, reports, proposals and marketing material. Graduates can work as writers and/or editors within the corporate, educational, cultural or government sectors.
Prerequisites:
Selection Task
www.rmit.edu.au/programs/cs314

BP047 | Bachelor of Arts (Music Industry)
You will explore contemporary trends and issues through a combination of practical, project-based work and academic, theoretical study. You will also learn about key music technologies, global music cultures, popular music scenes, music business practice and live music performance.
Prerequisites:
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL)
www.rmit.edu.au/programs/bp047

AD017 | Associate Degree in Screen and Media Production
Build valuable screen industry skills and knowledge in the key areas of concept development, storytelling, pre-production, production and post-production for single and multi-camera productions. The program has a strong emphasis on industry knowledge, collaboration, team building, creative application and professionalism.
Prerequisites:
Units 3 and 4 – a study score of at least 20 in any English (except EAL) or at least 25 in English (EAL)
www.rmit.edu.au/programs/ad017

BP045 | Bachelor of Arts (Fine Arts)
This program provides specialist training in fine arts, encompassing a range of disciplines: fine arts practice, studio practice, and theory. Graduates will have gained a thorough understanding of fine arts practice and theory, and be able to pursue advanced studies or a career in the fine arts field.
Prerequisites:
Selection Task:
www.rmit.edu.au/programs/bp045

C5314 | Diploma of Professional Writing and Editing
Selection Task:
www.rmit.edu.au/programs/c5314

C6125 | Advanced Diploma of Professional Screenwriting
Selection Task:
www.rmit.edu.au/programs/c6125

BP047 | Bachelor of Arts (Music Industry)
Selection Task:
www.rmit.edu.au/programs/bp047

AD017 | Associate Degree in Screen and Media Production
Selection Task:
www.rmit.edu.au/programs/ad017

Communication and Digital Media
C5216 | Diploma of Screen and Media
C6087 | Advanced Diploma of Screen and Media

National Curriculum Code: CUF50107 (Diploma), CUF60107 (Advanced Diploma)

Develop skills and knowledge in concept development, storytelling, pre-production, production and post-production. Graduates enter the industry as freelance professionals or may work in Australian network television.

Prerequisites: 
- Selection Task

Diploma: www.rmit.edu.au/programs/c5216
Advanced Diploma: www.rmit.edu.au/programs/c6087

Selection Task
Selection requirements and key dates
- Pre-selection kit
  Thursday 29 September 2016.
- Interview (short-listed only)
  December 2016.

Note
Online pre-selection kit (https://rmit.service-now.com/rmit-apply)

- The pre-selection kit comprises responses to the following questions (maximum 150 words per question)
  - Provide an example of some activity you have undertaken that has depended upon a group of people working in a team. Examples may include team sports, work, a committee membership or participation in activities undertaken in a hobby or special interest group or other
  - Tell us about any task or project you have carried out yourself without being directly supervised by a teacher, employer, family member or mentor
  - Tell us about a verbal presentation you have given (on any topic) and explain how you prepared and what support material you used
  - Tell us what film or video production hardware and or software have you used and why did you use that particular hardware or software.

Briefly tell us what it is about visual storytelling (as opposed to any other narrative form) that particularly interests you
- Drawing exercise
  Attach a three-frame story board evoking the word ‘trust’, formatted to fit on an A4 page. Your three drawings should progressively tell a story. This story should have a beginning, middle and end and be driven by your understanding of the word ‘trust’. It should be easily understood by an audience. Imagine each frame as a scene in a film and think along the lines of narrative progression. There is to be no dialogue or captioning included in this exercise – it is purely visual narrative.
* This is not a test of your drawing skills, stick figures are fine.

C4295 | Certificate IV in Screen and Media

National Curriculum Code: CUF40107

Gain hands-on experience in all areas of TV production and learn the teamwork essentials. Career roles can include lighting assistant, camera operator, production assistant, studio operator or assistant director.

Prerequisites: 
- Selection Task
  www.rmit.edu.au/programs/c4295

Selection Task
Selection requirements and key dates
- Interview
  October or November 2016.

C4348 | Certificate IV in Live Production and Technical Services
C5332 | Diploma of Live Production and Technical Services

National Curriculum Code: CUA40413 (Certificate IV), CUF50207 (Diploma)

Learn the broad skills of the audiovisual industry including lighting, sound, TV production, design, installation and event management while working on real-life productions and events around Melbourne.

Prerequisites: 
- Selection Task
  www.rmit.edu.au/programs/c4348

Selection Task
Selection requirements and key dates
- Interview
  November or December 2016.

C4276 | Certificate IV in Sound Production
C6104 | Advanced Diploma of Sound Production

National Curriculum Code: CUB40209 (Certificate IV), CUB60209 (Advanced Diploma)

Combine technical and creative talents using modern industry-standard equipment to develop skills across multiple technologies. Graduates can work as sound technicians to amplify, enhance, record, mix or reproduce sound.

Prerequisites: 
- Selection Task
  www.rmit.edu.au/programs/c4276

Selection Task
Selection requirements and key dates
- Pre-selection kit
  Thursday 29 September 2016.
- Interview (short-listed only)
  November or December 2016.

Note
Online pre-selection kit (https://rmit.service-now.com/rmit-apply)

- The pre-selection kit comprises responses to the following questions (maximum 150 words per question)
  - Which digital audio workstation (DAW) software packages have you used, and for how long?
  - Have you had experience using microphones to record instruments, voice, or other sources?
  - Please provide details of other hardware you have utilised, such as pre-amps, EQ or dynamics processors.
  - Have you observed the audio engineering process while attending other live performances or studio recordings?
  - Have you completed any audio engineering processes, or assisted in live sound production or studio recordings?
  - Audio task
    You will be required to download and unzip a sound file and, using any DAW software package (eg. Pro tools, Logic, Cubase, Melda, Audacity, GarageBand etc), create a mix of the audio stems provided in the zip file. Produce a completed stereo mix of the file size must not exceed 10MB (file size of stereo bounce should be approximately 5MB) or supply a URL to your completed stereo mix of the file. You must state the methods of production used on your audio task.
BP203 | Bachelor of Design (Animation and Interactive Media)

Become a specialist in digital media and design, including 2D and 3D animation, digital video, motion graphics, special effects, interactive media and sound design. Graduates work in a variety of areas across design, media and art disciplines.

Prerequisites:
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).
Selection Task.

www.rmit.edu.au/programs/bp203

BP309 | Bachelor of Design (Digital Media)

This degree will teach you to be a digital media specialist in screen design, time-based media or interactive media. You will focus on some of the core disciplines of the field including visual effects and composting, motion graphics, interactive media and design, sound design and digital media theory.

Prerequisites:
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).
Selection Task.

www.rmit.edu.au/programs/bp309

BP214 | Bachelor of Design (Games)

This unique degree provides specialist training in computer-generated design with particular emphasis on game studies and art practice. You will study design, narrative, imaging, modelling and animation (2D and 3D), concept art and game environments.

Prerequisites:
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).
Selection Task.

www.rmit.edu.au/programs/bp214

CS218 | Diploma of Interactive Digital Media

C6087 | Advanced Diploma of Screen and Media

National Curriculum Code: CLJ50207 (Diploma), CLJ60107 (Advanced Diploma)

Study advanced interactivity, concept development, games, group and independent productions and sound design while making important industry connections. Develop your aesthetic and technical abilities in the creative areas of design, media and art.

Diploma: www.rmit.edu.au/programs/cs218
Advanced Diploma: www.rmit.edu.au/programs/c6087

ANIMATION, GAMES, DIGITAL AND INTERACTIVE MEDIA

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Duration of pathway program</th>
<th>Additional duration to complete degree</th>
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</thead>
<tbody>
<tr>
<td>ADV Screen and Media</td>
<td>1 year</td>
<td>2 years</td>
</tr>
</tbody>
</table>

Selection Task

Selection requirements and key dates
— Pre-selection kit
5pm Friday 7 October 2016.
— Folio presentation (short-list only)
November or December 2016.

Note
Online pre-selection kit (https://rmit.service-now.com/mit-apply)
— The pre-selection kit comprises a statement of no more than 400 words outlining what interests you about animation and interactive media and a visual story telling task, told in a comic strip sequence, without words and text, based on one of the following themes: dust, flummox, tattoo, or anarctica.
— In nine to 10 postcard-sized images, tell your story using any hand-drawn graphic, collage or photographic means. In images one to eight, develop your story, which then leads to an unexpected, amusing or surprise ending in the final images.

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<thead>
<tr>
<th>Pathway</th>
<th>Duration of pathway program</th>
<th>Additional duration to complete degree</th>
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</thead>
<tbody>
<tr>
<td>ADV Graphic Design</td>
<td>2 years</td>
<td>1 year</td>
</tr>
<tr>
<td>ADV Screen and Media Production</td>
<td>2 years</td>
<td>1 year</td>
</tr>
<tr>
<td>ADV Graphic Design</td>
<td>2 years</td>
<td>2 years</td>
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<tr>
<td>ADV Screen and Media</td>
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</tbody>
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Selection Task

Selection requirements and key dates
— Pre-selection kit
5pm Friday 7 October 2016.
— Folio presentation (short-list only)
November or December 2016.

Note
Online pre-selection kit (https://rmit.service-now.com/mit-apply)
— The pre-selection kit requires you to select three areas of games design that interest you from the following and to describe, in no more than 200 words per area, the reasoning behind your selection:
1. character designs
2. concept art
3. character design, game mechanics, environment design, critical thinking about games, modding and other experimentation or interest in the future of games.
— Also include a piece of your work which demonstrates your skills and interest in the areas selected. This may be in the form of character designs, environment designs, demonstrations of games or mods you have made, a short critical analysis of a game, or any other elements that best represent your interests and experience.

Steps for Applying

1. Find out the program and entry requirements from the RMIT website.
2. Prepare early. Take note of important dates. Do not leave your application until it's too late.
3. Apply via VTAC. Timely closing date: 30 September 2016.
4. Start preparing your material. Images, folio, and anything else required for the selection tasks.
5. Complete and submit the selection tasks for all programs that you are applying for.
6. Wait to hear from RMIT about any next steps.


Communication and Digital Media / 45
HOW TO APPLY

Before applying for a program at RMIT, refer to the program information available at www.rmit.edu.au/study-with-us.

All the information you need to apply is at www.rmit.edu.au/study-with-us/applying-to-rmit.

<table>
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<tr>
<th>How to Apply by Program and Student Type</th>
<th>Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Current Year 12 Students</td>
</tr>
<tr>
<td>Degree and associate degree</td>
<td>VTAC application</td>
</tr>
<tr>
<td>Certificate IV, diploma, advanced diploma</td>
<td>VTAC application</td>
</tr>
<tr>
<td>Certificate III and below*</td>
<td>RMIT school-based application</td>
</tr>
</tbody>
</table>

*Some certificate III and below programs are administered by direct application. This will be explained in the individual program information available at www.rmit.edu.au/study-with-us.

Current Year 12 Students
If you are a current Year 12 student applying for Semester 1, you must apply through VTAC for all programs except some that are certificate III and below, which may require you to submit an RMIT school-based application.

Non-Year 12 Students
If you are a non-Year 12 student applying for Semester 1, you must apply for degrees and associate degrees through VTAC but have the choice of applying for certificate IV, diploma and advanced diplomas either through VTAC or direct to RMIT. Please select one application method only.

RMIT Students and Recent Graduates
Current RMIT students and recent graduates can fast-track their application for a new program by applying direct to RMIT as an internal applicant.

Mid-Year Entry (Semester 2)
Not all RMIT programs will accept applications for mid-year entry. A list of programs accepting mid-year applications is published in May on the RMIT website (www.rmit.edu.au/midyear).

Selection Tasks
Many programs at RMIT have selection tasks as part of the selection process, such as:
— an interview
— a test
— a folio
— a supplementary form or pre-selection kit
It is very important that you carefully read any instructions to complete a program’s selection tasks. Selection tasks are listed under programs on the VTAC or the RMIT websites. These selection tasks are compulsory. Applications without selection tasks will not be considered.

Entry Requirements
To be considered for admission, you must meet RMIT University entry requirements as well as specific program entry requirements. For more information please refer to the program information available on the RMIT website (www.rmit.edu.au/study-with-us).

Study Scores
Study scores listed in this guide are subject to change.

RMIT’s My Brochure
The power of personalisation is at your fingertips.

Create your customised resource in moments with RMIT’s new online tool.

“RMIT’s My Brochure is an excellent resource. Students put in their requested information, and minutes later, receive a personalised brochure.”

Jacky Burton
Professional Career Development Practitioner
The Knox School

Download yours today!
www.rmit.edu.au/study-with-us/my-brochure
### Tuition Fees for Certificates, Diplomas and Advanced Diplomas

The tuition fees you pay depend on whether you are offered a Victorian Government–subsidised place or a full-fee place, based on the eligibility criteria.

#### Victorian Government–Subsidised Places

For eligible students, this training is delivered with Victorian and Commonwealth Government funding.

Tuition fees for a government-subsidised place vary according to each program. For a full list of program fees for a government-subsidised place visit [www.rmit.edu.au/programs/fees/vocational/govtsub](http://www.rmit.edu.au/programs/fees/vocational/govtsub).

You will be offered a government-subsidised place if you meet the eligibility criteria based on your citizenship, age, prior education, the number of programs you are studying in the current year and the number of government-subsidised programs you have commenced in your lifetime at each level.


If you are applying for a government-subsidised place, you will be required to provide documentation to establish your eligibility.

You will be enrolled according to how qualifications are defined in the relevant industry training package. This may impact on your eligibility for a government-subsidised place for individual qualifications. For more information visit [www.rmit.edu.au/programs/apply/vocational/eligibility](http://www.rmit.edu.au/programs/apply/vocational/eligibility).

RMIT University's Registered Training Organisation (RTO) code is 3046.

#### Fee Concession

You may be entitled to a concession on your tuition fees if you are in a government-subsidised place and you meet the eligibility criteria.


#### Full-Fee Places

Students in full-fee places are required to pay a tuition fee that covers the full tuition costs of their program. Financial assistance may be available through the FEE-HELP scheme. The tuition fees vary according to each program and are adjusted on an annual basis. Visit [www.rmit.edu.au/programs/fees](http://www.rmit.edu.au/programs/fees) for more information.

### Tuition Fees for Degrees and Associate Degrees

#### Commonwealth Supported Places

A Commonwealth supported place is a place at university where the tuition fee is jointly paid by you and the Australian Government. Your share of the fee (student contribution) is set by the government and is determined by the discipline areas (bands) of your individual enrolled courses, not the overall program. For more information about what fees you will pay in 2017 visit [www.rmit.edu.au/programs/fees](http://www.rmit.edu.au/programs/fees).

#### HECS-HELP

You may be eligible to defer payment of the student contribution through the HECS-HELP loan scheme if you are an Australian citizen or holder of an Australian Permanent Humanitarian Visa. You must pay your student contribution up front if you are a New Zealand citizen or permanent resident (other than Australian Permanent Humanitarian Visa holder). For more information visit [www.rmit.edu.au/programs/fees/helploans/hecs-help](http://www.rmit.edu.au/programs/fees/helploans/hecs-help).

#### Full-Fee Places

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#### FEE-HELP

FEE-HELP is an optional loan scheme that assists eligible students to defer payment of up to 100 per cent of their tuition fees. To learn more about FEE-HELP visit [www.rmit.edu.au/programs/fees/helploans/fee-help](http://www.rmit.edu.au/programs/fees/helploans/fee-help).

#### Other Fees

In addition to tuition fees, you will be charged a student services and amenities fee (SSAF). Eligible higher education students will be able to defer payment of the fee through SA-HELP.


You may also be required to purchase items related to your program, including field trips, specified textbooks and equipment. These expenses vary from program to program.


#### Scholarships

RMIT offers more than 2000 coursework and research scholarships to vocational and higher education students.

Equity scholarships provide an opportunity for students who have experienced financial or educational disadvantage to achieve their academic goals, while merit scholarships recognise and award outstanding academic success.

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