2012
DEGREE AND
DIPLOMA
MEDIA AND
COMMUNICATION

OUTRUN
THE FUTURE
SKILLED COMMUNICATORS WHO CAN EASILY ADAPT TO A RAPIDLY CHANGING WORLD ARE IN HIGH DEMAND

OUTRUN
Media and communication studies at RMIT will thoroughly prepare you for the fast-moving media and communications industry.

You will be trained to think critically, act fast and make informed decisions.

RMIT programs are designed and taught by industry leaders in the fields of:

» advertising
» communication
» creative writing
» journalism
» media
» music industry
» public relations
» screenwriting.

You will also have the opportunity to gain work experience through RMIT’s highly-regarded Workplace Integrated Learning Scheme.

RMIT media and communication graduates work around the world in television, radio, newspapers, corporations, advertising agencies, government and not-for profit organisations.

What’s your goal?

‘RMIT has a great reputation for journalism, and I love the reading, writing and current affairs, so journalism for me was a natural fit.’
DAVID SWAN, BACHELOR OF COMMUNICATION (JOURNALISM)
'I am now working as a Marketing Assistant and loving it. The marketing department of my company is quite small so I get to do everything from presentations, design work and administration to dealing with our company’s advertising agency.'

Jessica Hose
Bachelor of Communication (Advertising)
ADVERTISING

BP219 Bachelor of Communication (Advertising)
Duration: FT3—V X
2011 ATAR: RC
www.rmit.edu.au/programs/bp219

CITY CAMPUS

Throughout the degree you will develop problem-solving and analytical skills and will be challenged to seek new and unexpected solutions to advertising opportunities.

Working as an individual and in teams, you will initiate, plan and produce effective advertising campaigns that generate attention for brands and products and build an emotional bond with consumers.

You will also develop the skills and knowledge to critically appraise these activities.

Working with industry

This degree has strong industry links and a commitment to work readiness. You are encouraged to seek work experience and participate in local and international award competitions. For example, in 2009, two students became the first Australians to win the prestigious Cannes Future Lions student advertising competition in France.

Industry briefs are an integral part of the curriculum for many of the advertising courses. You will work on these in close cooperation with industry partners.

What you will study

Professional strand

In the professional strand, major areas of study include art direction, campaigns, client management, digital design and production, concept development, copywriting, strategy and media planning.

Communication strand

All students in the Bachelor of Communication (Advertising) are required to take four communication strand courses:

» Communication and social relations
» Communication histories and technologies
» Introduction to advertising
» An approved communication elective.

Contextual studies strand

You must complete a major in contextual studies. A major consists of five courses from one of the following fields:

» Asian media and culture
» Cinema studies
» Politics, economies, communication
» Literature and philosophy.

You must also complete three general student electives, usually in different fields from that chosen for your major. The contextual studies component of the degree ensures that graduates bring a broad academic grounding to their subsequent work in the industry.

Honours

An honours year is available.

Career outlook

Advertising graduates are equipped to become innovative advertising strategists, copywriters and art directors. You can work strategically and creatively, locally and globally, and move seamlessly and comfortably across disciplines and organisations that use advertising to achieve their goals.

Typically, graduates work in:

» agencies specialising in advertising, digital media, direct-response and sales promotion
» media (TV and radio stations, newspapers and magazines), suppliers (TV production, radio, print and new media)
» business, government and non-profit organisations with in-house advertising facilities
» advertising and management consultancies.

Demand is high for top graduates in major centres, and long-term employment prospects are good globally, with particular growth in the Asia-Pacific region.

Professional recognition

Accredited by the worldwide industry body, the New York-based International Advertising Association (IAA), graduates will be eligible for the IAA’s Diploma of Advertising in addition to their degree from RMIT.

Global connections

The advertising program exchanges students with the Danish School of Media and Journalism (DMJX) in Copenhagen. Three Australian students went to Denmark in 2010/11 and a number of Danish students are attending RMIT Advertising in 2011. This gives students exposure to a wide range of international industry partnerships, networks and work experiences.

Prerequisites

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

Extra requirements

All applicants are required to submit a pre-selection kit. Shortlisted applicants may be required to present their folio and attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Students with a sufficiently high academic achievement may apply to be considered for an additional year of honours.

You may also be interested in…

» Advertising (TAFE) (page 4)
» Marketing (see the business brochure)
» Media (page 6)
» Professional communication (page 7)
» Public relations (TAFE) (page 9)
» Public relations (degree) (page 8)
ADVERTISING

C4227 Certificate IV in Advertising
C5226 Diploma of Advertising
C6091 Advanced Diploma of Advertising

Duration: Cert IV: FT0.5–1 or PTA—
(Dip: FT1–1.5 or PTA)
(Adv Dip: FT2 or PT4)

2011 ATAR: 35.40
www.rmit.edu.au/programs/c6091

CITY CAMPUS

These programs provide professional training in all aspects of the advertising industry and related fields for those who wish to enter as practitioners and for those who are already in advertising or related areas.

The advanced diploma is designed for people with no previous experience and prepares you for the rigours of the marketplace, where you will be able to display work-ready skills and an in-depth knowledge of advertising and related industries to employers. The primary focus is on business communication.

RMIT’s advertising programs have been developed with considerable industry input and are strongly career-oriented. Workplace competency standards apply in the traditional areas of advertising studies, which include the marketing concept, consumer behaviour, creative and production elements in advertising, copywriting and art direction, advertising research, and media planning and buying.

You will become familiar with electronic advertisement creation, electronic marketing, promotion, creating advertising briefs, and presenting and evaluating the effectiveness of campaigns.

If you are a good communicator, enjoy teamwork and know how to prioritise tasks, RMIT can launch you towards your perfect career in advertising or integrated marketing communications.

Working with industry

The program includes work-integrated learning. You will have access to stagz, a virtual advertising agency, real-life project briefs and work placements.

What you will study

Year 12 applicants will typically apply for the certificate IV and complete the suite of three programs over two years full-time.

Non Year-12 applicants with prior skills, knowledge, experience or qualifications in advertising or a related field may apply for recognition of prior learning (RPL) or to undertake one of the three programs, depending on needs and experience.

Certificate IV

In the certificate IV you learn about conducting, analysing and presenting market research, as well as consumer behaviour and profiling a target audience. You will also develop an understanding of advertising production, conducting electronic marketing, promoting products and services, and scheduling advertisements. The use of computer packages and writing complex documents are explored.

Diploma

You will further develop your knowledge of the many facets of advertising, such as the marketing concept, managing budgets and financial plans, media types and media planning, electronic advertisement creation and the presentation of campaigns.

Advanced diploma

You will develop comprehensive knowledge and skills in providing leadership, creating advertising briefs, developing and executing marketing communication plans, implementing business plans and advertising campaigns and then evaluating their effectiveness. Emerging e-business innovations are explored to ensure your relevance in this rapidly-changing environment. Essential industry skills including ensuring team effectiveness and developing work priorities are practised through project work.

Full-time classes are mostly conducted during the day (normal business hours) except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February.

Career outlook

Graduates of RMIT’s advertising programs are prepared for a broad range of occupations within the advertising industry, primarily account and media planning, as well as other related advertising and sales promotion fields, including integrated marketing communications.

Some of the career directions chosen by graduates include client service, media planning and buying, advertising production, strategic planning, marketing services management, brand management, market research, and product management.

Professional recognition

Graduates of the advanced diploma may be admitted as associate (diploma) members of the Advertising Institute of Australasia (AIA), providing they meet the age and approved advertising experience requirements as prescribed by the General Council of the Institute. Students may be admitted as a student member of the AIA. This program is supported by the International Advertising Association (IAA).

CAREERS DAYS—INTRODUCE YOURSELF

27 August / 10 September 2011

Each year RMIT University hosts career days for future students considering a career in advertising or public relations to learn more about each industry and employment opportunities.

Speakers include practitioners actively engaged in the advertising and PR industries and RMIT University teaching staff.

For further information, visit www.rmit.edu.au/businessstaff

Global connections

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year.


Prerequisites

There are no prerequisite studies.

Extra requirements

Non-Year 12 applicants must complete and submit a VTAC Pi form, available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Certificate IV in Advertising may progress to the Diploma of Advertising.

Graduates of the Diploma of Advertising may progress to the Advanced Diploma of Advertising.

Graduates of the Advanced Diploma of Advertising may apply for exemptions of up to one-and-a-half years from the following degrees:

» Bachelor of Business (Marketing)
» Bachelor of Business (Marketing)—Applied

You may also be interested in...

» Advertising (degree) (page 3)
» Marketing (see the business brochure)
» Public relations (page 8)
In year two, you will build on your print skills with an advanced print course and also learn to report, write and produce live radio and television and the fundamentals of online journalism. You will undertake an internship in your final year, as well as building your radio and television skills through your involvement in live radio and television news bulletins. You will also report, write and produce the program’s newspaper and online news site in a converged newsroom.

Communication strand
You will be required to take four communication strand courses.

Contextual studies strand
You must also complete a major in contextual studies (five courses). The contextual studies component of the degree ensures that graduates bring a broad academic grounding to their subsequent work in the industry. You must also complete three general student electives.

Career outlook
You will be able to work in Australia and overseas in all fields of journalism, such as metropolitan, regional and suburban newspapers, magazines, specialist publications, radio, television, online and in related areas in the corporate and public sectors.

Professional recognition
The program has the assistance and support of the Journalism Program Advisory Committee, which has senior representatives from metropolitan daily and regional newspapers, broadcast and online media.

Global connections
You may be able to study overseas for one or two semesters at universities in the UK, US, Canada and Europe.

Extra requirements
Non-Year 12 applicants must complete and submit a supplementary information form, available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
RMIT graduates of the following program may be eligible to apply for exemptions:
» Diploma of Professional Writing and Editing
» Master of Arts (Communication Studies) by research
» Master of Communication
» Doctor of Philosophy—Communication (PhD) by research

You may also be interested in…
» Creative writing (page 14)
» Languages (see the community services and social sciences brochure)
» Professional communication (page 7)
» Public relations (TAFE) (page 9)
» Public relations (degree) (page 8)
BP221  Bachelor of Communication (Media)  
Duration:  FT3 or PT6 —  
2011 ATAR:  91.70  
www.rmit.edu.au/programs/bp221  

CITY CAMPUS  

This degree provides the skills and knowledge that will enable you to meet the challenges posed by contemporary media. The degree emphasises project and collaborative work and integrates practical production with creative practice, critical reflection and individual experimentation in a context of solid professional and industry knowledge. It will provide you with a broad knowledge of all aspects of media, and put you in a strong position to be able to pursue your specific career direction. 

Graduates of this degree are creative thinkers and problem-solvers who are employable across a wide range of industry sectors. The degree’s distinctive integration of professional training and academic study exposes you to all facets of production, as well as allowing you to learn how to analyse media products in a variety of contexts: historical, critical and cultural. In the core professional stream, you will learn all facets of the production process, from writing to scripting, shooting, sound and image recording and editing, broadcasting and publishing. 

Working with industry  

There are many opportunities for production beyond the classroom. RMITV is a student-run television station broadcasting on Channel 31. Media students also work with independent radio broadcasters 3RRR FM and SYN FM, as well as with the ABC. Final year Media students work on a variety of industry-linked projects and undertake 80 hours of professional work attachment. 

Course content is further complemented with guest lectures by external industry professionals. 

What you will study  

The degree consists of three strands—professional, communication and contextual studies. 

In the first year of the professional strand, you will study how to read, write and publish work—using text, audio and video—in traditional and digital, online, converged and networked media. You will also explore the creative and critical application of these skills in a wide range of areas relevant to academic study and the media industries. 

You will apply these media literacies to more specialised contexts in second year, when you will choose either television or radio as a professional specialisation, and study emerging areas such as networked and interactive media. 

In third year, the emphasis is on advanced project work, which integrates and develops the theoretical, practical and professional knowledge previously acquired. You will function more independently, directing your own learning and producing media projects with an academic and/or industry focus. 

The communication and contextual studies strands enable you to develop the critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your own work and the work of others. 

Career outlook  

RMIT Media graduates can be found throughout the media industries within Australia and internationally. They find work in the film and television industry, public and commercial radio, internet and mobile media, screen culture, journalism, marketing, publishing, academia, the music and games industries, and the government sector. Many also proceed to postgraduate study. RMIT Media graduates have an edge in being multi-skilled, global in outlook and capable of working in a variety of media forms and professional contexts. 

Professional recognition  

RMIT Media has an excellent academic and vocational reputation. The degree is widely recognised by media industry employers as producing industry-ready graduates. A Program Advisory Committee comprising senior industry figures representing the film and television, radio, screen culture, internet and mobile media industries meets regularly to ensure this degree’s relevance to these industries. 

Global connections  

RMIT has hundreds of formal agreements with universities around the world and media students are encouraged to take one semester of study abroad where possible. 

Prerequisites  

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

Extra requirements  

Non Year-12 applicants must complete and submit an RMIT University media supplementary information form (www.rmit.edu.au/programs/apply/forms/vtac) by early November. Shortlisted applicants may be required to attend an interview: details will be provided by telephone, email or mail by late November to the applicants required to attend. These applicants must attend in December. Interviews may be conducted in person or over the telephone if the applicant is interstate or overseas. 

Please refer to the 2012 VTAC Guide for full details on extra requirements. 

Pathway  

RMIT graduates of the following program may be eligible to apply for exemptions: 

» Advanced Diploma of Screenwriting  
» Advanced Diploma of Screen and Media  

RMIT’s School of Media and Communication offers honours. 

You may also be interested in…  

» Journalism (page 5)  
» Professional communication (page 7)  
» Screen and media (page 16)
PROFESSIONAL COMMUNICATION

BP222 Bachelor of Communication (Professional Communication)

Duration: FT3—V 2011 ATAR: 95.20
www.rmit.edu.au/programs/bp222

CITY CAMPUS

Experience three key aspects of communication and gather a broad range of skills that could see you enter any number of professional communications fields.

RMIT delivers one of the premier professional communications degrees in Australia.

Through experiencing journalism, media production and public relations, you will be gaining a career-oriented degree that produces multi-skilled communicators with online, radio, television and print experience.

You will develop skills in corporate communications, professional writing and editing, online and broadcast journalism, script writing, film, TV and radio production and related fields associated with public relations, journalism and media production.

Working with industry

You are encouraged to undertake a professional placement during your degree.

What you will study

The degree comprises three groups of courses: communication studies, professional studies and contextual studies. Students complete compulsory courses in communication studies and also in journalism, media production and public relations. In the third year of the degree, students choose to specialise in one or two professional areas choosing courses from journalism, public relations and media production. Students also complete at least five courses from the contextual studies group in one of the following areas: cinema studies, Asian media and culture, communication business and politics or literature and philosophy. Students can also choose up to three elective courses from any program at RMIT.

Honours

An honours year is available.

Career outlook

Graduates work in a wide variety of occupations, such as media liaison, media research, corporate and government communications, journalism, television and radio production. Students in the professional communication degree come from many parts of the world, and past graduates are employed in Australia, Asia and Europe.

Global connections

Professional Communication is also offered at the RMIT Vietnam campus in Ho Chi Minh City. Students can complete a part of their studies in Vietnam.

Prerequisites

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

Extra requirements

Non-Year 12 applicants must complete and submit a supplementary information form, available online at www.rmit.edu.au/programs/apply/forms/vtac.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates are well placed to take up further study to pursue a particular research interest through honours or the following postgraduate degrees: Master of Communication by coursework; Master of Arts by research; Doctor of Philosophy—Communication (PhD) by research.

You may also be interested in…

» Advertising (page 3)
» Creative writing (page 14)
» Journalism (page 5)
» Languages (see the community services and social sciences brochure)
» Marketing (see the business brochure)
» Media (page 6)
» Public relations (page 8)
» Screenwriting (page 17)
BP223 Bachelor of Communication
(Public Relations)

Duration: FT3—V X
2011 ATAR: RC
www.rmit.edu.au/programs/bp223

Do you want to know more about how organisations interact with people and the world around them? Are you able to get to the core of an issue and find out why it is important to an organisation and the people it deals with? Can you take that knowledge and work out what an organisation might do with it to achieve its objectives? Advising organisations on how to enhance their working relationships and reputation locally and, sometimes, internationally is at the heart of modern PR.

A PR degree at RMIT prepares you for the increasingly globalised, technology-driven world of PR, working in corporate, government, not-for-profit or consultancy environments.

You will gain professional skills and knowledge, including in professional writing techniques, media and stakeholder relations, strategy and research, with an emphasis on problem solving, creativity, and project and relationship management.

You will have an opportunity to build your skills and knowledge on campus and in a variety of work-integrated learning environments.

You will be exposed to other fields of applied communication practice, to reinforce the convergence of the industries, and to equip you for the 21st century world of professional communication.

Working with industry

Work-integrated learning is incorporated into all levels of the degree.

In first year you will participate in structured client projects. In second year you will complete a research project for a not-for-profit organisation, and build complementary workplace skills with the guidance of industry practitioners.

In third year you will plan a public relations campaign, working for a not-for-profit organisation. You will also complete an internship in a supervised placement in a public relations role in a not-for-profit, corporate or government organisation or in a PR consultancy.

Internships can be completed outside Australia.

What you will study

The degree comprises three strands:

Professional strand

You will find out why and how organisations use PR, as well as how to gauge the effectiveness of PR. You will also learn about professional protocols and ethics.

You will build written and verbal communication skills, using a variety of communication media. You will also gain an understanding of social, political, business and communication issues and environments, which will help you identify the goals and needs of employers and clients.

Opportunities to build your critical and analytical skills will prepare you for leadership roles in industry.

Communication strand

You will learn basic communication models, drawn on social sciences and cultural studies, as well as research methods. You will work with students from the range of applied communication studies.

Contextual studies strand

These courses provide an understanding of the application of media and communication in a broader context, and to complete this aspect of the degree, you must take a minimum of five courses from one of the following fields:

- Asian media and culture
- Cinema studies
- Politics, economies, communication
- Literature and philosophy.

Career outlook

There are many opportunities for public relations practitioners, and the range of opportunities is growing, both in Australia and around the world.

Public relations graduates work in many areas, including:

- corporate communication
- change management
- internal communication
- issues and crisis management
- public affairs and lobbying
- media relations and publicity
- event management
- fundraising and sponsorship.

Public relations careers usually start at junior consultant or officer/coordinator level and extend up to senior manager or consultant, director and, sometimes, chief executive officer.

Professional recognition

The public relations degree has been developed in close association with experienced public relations practitioners. Their ongoing commitment as Program Advisory Committee members, staff members and guest lecturers contributes to the reputation of the public relations degree.

The degree is accredited by the Public Relations Institute of Australia (PRIA). Graduates are eligible for the PRIA Provisional Associate membership.

Global connections

Students may take study tours, or study abroad with exchange partners, including RMIT Vietnam. These studies might focus on PR or other areas relevant to the program. Students might also be offered opportunities for overseas work placements. Staff work with client and industry organisations around the world to ensure our program equips graduates for work in international industry.

Prerequisites

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

Extra requirements

Non-Year 12 applicants must complete and submit a supplementary information form, available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the following programs may be eligible to apply for exemptions:

- Advanced Diploma of Business (Public Relations)
- Diploma of Professional Writing and Editing

RMIT’s School of Media and Communication offers honours and has the following postgraduate offerings: Master of Communication by coursework; Master of Arts—Communication Studies by research; Doctor of Philosophy—Communication (PhD) by research.

You may also be interested in…

- Creative writing (page 14)
- Journalism (page 5)
- Marketing (see the business brochure)
- Professional communication (page 7)
- Public relations (TAFE) (page 9)
PUBLIC RELATIONS

C5281 Diploma of Business (Public Relations)
C6102 Advanced Diploma of Business
(Public Relations)

Duration: 
Dip: FT1 or PTA—
(Adv Dip: FT2 or PT4)

2011 ATAR: 41.00
www.rmit.edu.au/programs/c6102

CITY CAMPUS

Maintaining good relationships with internal and external clients, customers and stakeholders is critical to the success of any organisation.
RMIT’s PR programs cater for public relations and other service industry sectors, such as tourism and hospitality, local government, public policy, media, journalism and feature writing, publishing (particularly for multimedia), libraries and information services, film and television information or publicist roles.

Public relations practitioners are key to maintaining positive relationships and reputation building. If you have a keen curiosity about people and the world, good problem-solving skills, the ability to work in and lead teams, confidence, and strong analytical instincts and communication skills, then a career in public relations is ideal for you.

Working with industry

This program is supported by a diverse industry advisory board, including members of the Public Relations Institute of Australia (PRIA) who are actively involved in reviewing program design and course materials.

You will benefit from exposure to guest speakers, work placements and real-life project briefs in this program.

What you will study

Year 12 applicants will typically apply for the diploma and complete the suite of two programs over two years full-time.
Non Year-12 applicants with prior skills, knowledge, experience or qualifications in public relations or a related field may apply for recognition of prior learning (RPL) or to undertake one of the two programs, depending on needs and experience.

Diploma studies will cover topics relating to project management, copywriting and producing effective presentations. You will learn how to conduct market research, analyse consumer behaviour for specific markets, and implement and monitor marketing activities as you develop your knowledge of the public relations industry.

At the advanced diploma level you will further develop your IT and general communication skills to create web pages with multimedia, develop an advertising campaign, write strategic PR documents, manage fundraising and sponsorships, and develop crisis management plans.

You will also learn how to develop a risk management strategy; develop a business or strategic plan; address legal and administrative requirements and government systems; follow health, safety and security procedures; and manage a budget and organisational communication strategy.

Classes are mostly conducted during the day (normal business hours) except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February.

Career outlook

The advanced diploma is a highly-regarded qualification. The program will enable you to develop the skills and knowledge necessary to begin a career in the public relations industry in Australia. Industry consultation and feedback has signalled a need for expertise in a wide range of industries, including not-for-profit organisations and consultancies. Roles include information officer, promotional event officer, PR officer and community development officer.

Students already employed in the industry, who wish to diversify within and outside the industry, or to access further education, will obtain a broader understanding of the Australian public relations industry and develop further skills in public relations.

Global connections

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year.

Prerequisites

There are no prerequisite studies.

Extra requirements

Non-Year 12 applicants must complete and submit a VTAC Pi form, available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Diploma of Business (Public Relations) may progress to the Advanced Diploma of Business (Public Relations).
Graduates of the Advanced Diploma of Business (Public Relations) may apply for exemptions from the following degree:

» Bachelor of Communication (Public Relations)

You may also be interested in…

» Public relations (degree) (page 8)

ANNA KELLOCK

Advanced Diploma of Business (Public Relations)

‘I always wanted to go to RMIT because I knew that studying here would greatly enhance my job prospects. RMIT delivers a progressive way of teaching and I like that I can tailor my studies to suit my area of interest. In the public relations program you learn how to be a team player, how to think on your feet and how to get your client what they need. You are exposed to it all and you get to do it your way, with no boundaries.’

Legend: FT—Full-time (number of years); PT—Part-time (number of years); RC—A range of selection criteria applied; N/A—Not available
T—Degree program; TAFE program; See page 21 for application details; V—VTAC; X—Extra requirement
Audiovisual technology students using AV equipment to set up for a production.

**Audiovisual Technology**

C4230 Certificate IV in Audiovisual Technology
C5231 Diploma of Audiovisual Technology

Duration: Cert IV: FT1 — diploma: FT1

2011 ATAR: RC
www.rmit.edu.au/programs/c5231

City Campus

Are you interested in working in audio, lighting, video and presentation and looking to develop a career in this field? Would you like to work in a team transforming AV designs into presentations for screen or live events?

These programs provide training for work in production roles such as:
- audio engineering
- event management
- technical direction
- vision switching
- camera operation
- projection and lighting operation
- design and installation

for:
- television broadcasters
- event production companies
- universities and schools
- infrastructure designers and installers.

The certificate IV will provide you with a broad range of audio visual technological skills, including audio visual production, video and presentation equipment operation, television studio production, digital photography, location lighting, practical placement and equipment maintenance.

The diploma will provide you with a range of specialised technical, creative and conceptual skills that may be used in corporate events, education, installation, screen and other sectors of the audio visual industry. You will train in home theatre installation and design, broadcast news camera, short drama video production and editing, production lighting and audio visual technical direction, music DVD and events production.

**What you will study**

Year 12 applicants will typically apply for the certificate IV and complete the suite of two programs over two years full-time.

**Certificate IV**

- Attach cords and plugs to electrical equipment for connection to a single-phase 250-volt supply
- Author interactive sequences
- Conduct in-service safety testing of electrical cord assemblies and cord connected equipment
- Coordinate production operations
- Create visual design components
- Develop and apply creative arts industry knowledge

- Establish and manage production requirements and resources
- Implement lighting designs
- Install, align and test sound equipment
- Mix sound sources
- Operate vision systems
- Participate in OHS processes
- Prepare, rig, test and modify vision systems
- Produce and prepare photo images
- Promote team effectiveness
- Repair and maintain production equipment
- Repair and maintain vision systems
- Use advanced features of computer applications.

**Diploma**

- Compile a production schedule
- Develop a budget
- Develop vision systems installations plans
- Edit screen content for fast turnaround
- Ensure team effectiveness
- Install and manage network protocols
- Install or upgrade broadcast facilities and equipment
- Manage locations for film and media productions
- Manage projects
- Operate sound reinforcement system
- Participate in negotiations
- Prepare, install and test lighting equipment
- Provide quality service to customers
- Set up, record and operate lighting cues and effects
- Shoot a wide range of television content
- Specify sound systems.

**Career outlook**

Graduates are prepared for work in production roles in the following fields: staging and event production, broadcast television, broadcast radio, audiovisual equipment hire and staging, audiovisual systems design, audiovisual installation including home theatre, corporate video production, education AV support, theatre, multimedia, film production, hotel audiovisual production and operation, audiovisual production, audiovisual equipment operation.

Past graduates have been employed in organisations such as the Melbourne Convention and Exhibition Centre, the Victorian Arts Centre (audio and staging departments) and broadcast television networks.

**Professional recognition**

These programs have a strong industry advisory group that meets regularly to ensure that the programs are kept up to date. Employers wishing to fill audiovisual vacancies frequently contact RMIT.

**Prerequisites**

**Certificate IV:** There are no prerequisite studies.

**Diploma:** Applicants are required to have completed the certificate IV or be able to demonstrate a broad range of audiovisual technology skills at a technical level.

**Extra requirements**

Applicants must submit a supplementary information form, available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

**Pathway**

Graduates of the Certificate IV in Audiovisual Technology may progress to the Diploma of Audiovisual Technology.

Graduates may apply for exemptions from the following program:

- Advanced Diploma of Screen and Media

**You may also be interested in...**

- Music industry (degree) (page 11)
- Sound production (page 12)
MuSIC InDuStrY

BP047 Bachelor of Arts (Music Industry)
Duration: FT3— V X
2011 ATAR: RC
www.rmit.edu.au/programs/bp047

CITY CAMPUS

This degree enables you to interrogate the disciplines of the music industry through practical, theoretical and conceptual investigations. You will develop knowledge and skills in music performance, sound recording and production, and music business. The degree offers you the opportunity to continue developing skills associated with working in the music industry.

The degree includes courses dealing with current issues and practices in the music industry; optional courses in either performance practice and presentation skills or specific business areas; linked concept development and fully realised projects; and industry-based field experience.

The degree is studied in a range of flexible modes, including lectures, workshops, master classes and negotiated projects. The final semester involves an industry placement.

What you will study

Year one
Eight courses, including workplace communication, computer sound production, business skills for the creative industries, sound design, design studio, musical performance and philosophy of popular culture.

Year two
Eight courses, including contemporary and legal issues in the music industry, pathways into music industry practice, the global musician, concept development, music style overview, and performance or business electives.

Year three
Major project and production, an elective, and practical experience: semester-long industry internship for the second half of final year.

Career outlook
Graduates are employed in a variety of areas leading to middle and upper management within the broad music industry. Completion of the degree offers an opportunity to move from music performance, sound production and music business into employment in the performing arts industry, through industry-based projects and placement.

Prerequisites
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements
All applicants are required to submit a supplementary information form available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates of the following programs may be eligible to apply for exemptions:

» Diploma of Music Industry (Technical Production)

» A diploma or advanced diploma of music—practical, sound production, music business (available at other institutions) or equivalent

You may also be interested in...

» Audiovisual technology (page 10)

» Sound production (page 12)

» Fine art—sound (see the art and design brochure)
SOUND PRODUCTION

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

Duration: Cert IV: FT1 — (Adv Dip: FT1)

2011 ATAR: RC
www.rmit.edu.au/programs/c6104

This program provides training in the theory and practice of audio engineering, focusing on both technical and creative aspects. The program uses modern industry-standard equipment, allowing you to develop essential skills for multiple technologies.

Working with industry
In the Certificate IV and Advanced Diploma of Sound Production you are required to undertake 40 hours of supervised work-integrated learning in your chosen industry area, gaining invaluable experience and industry contacts.

What you will study
Year 12 applicants will typically apply for the certificate IV and complete the suite of two programs over two years full-time.

Certificate IV
» critical listening skills
» digital audio editing
» digital audio theory
» project management
» MIDI (musical instrument digital interface)
» operate sound mixing console
» operate professional audio equipment
» practical electronics
» sound and acoustics
» microphones
» studio recording and mixing
» live sound reinforcement
» workplace communication
» broadcast sound.

Advanced diploma
» advanced live sound
» audio production for media
» create a final sound balance
» develop sound design
» electronic music technology (advanced MIDI)
» event management
» performance technology
» broadcast and network protocols
» studio recording and mixing
» surround sound production.

Career outlook
Sound technicians operate audio equipment to amplify, enhance, record, mix or reproduce sound in a wide range of situations. Work may include studio recording, pre-production, live sound and music reinforcement, including related fields such as television, radio, film and multimedia.

Prerequisites
There are no prerequisite studies.

Extra requirements
Applicants must complete and submit a supplementary information form, available online at www.rmit.edu.au/programs/apply/forms/vtac. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates of the Certificate IV in Sound Production may progress to the Advanced Diploma of Sound Production.
Graduates of the Advanced Diploma of Sound Production may apply for exemptions from the following degree:
» Bachelor of Arts (Music Industry)

You may also be interested in...
» Audiovisual technology (page 10)
» Music industry (page 11)
» Fine art—sound (see the art and design brochure)
'Inspiration for novels, screenplays, poetry and stories live in the students, professors and the very walls of RMIT.

‘At RMIT ‘The muse’ is all around you. As a writing student, I would have been disadvantaging myself by studying at any other university.’

Nina Buxton
Bachelor of Arts (Creative Writing)
What you will study

Year one
In year one, you will study the art of narrative, world myths and narratives, introduction to cinema studies, and recent philosophy, modernism and post-modernism. You will also write non-fiction, study contemporary Australian writing, be introduced to literary studies, and write media texts.

Year two
In year two, you will have the choice to specialise in either the area of novel writing or screenwriting.

In the novel major, you will study literary non-fiction, literary realism to post-modernism, novel writing studio, and literary theory, as well as taking a creative writing elective.

In the screenwriting major, you will study the anatomy of a screenplay, scriptwriting, authorship, screenplay studio and narrative in the cinema, and a creative writing elective, as well as themes from popular culture.

Year three
In year three, you will look at concept development, communicating the self, professional practice, and genre. There will also be a major project and production (36 points), as well as the business of creative writing.

Honours
There is an honours year available

Career outlook
Employment opportunities exist in three broad areas: writing for publication in print and new media; writing for screenplay and script development; writing for and about education and other research fields.

With the increasing opportunities that arise from writing for convergent media platforms through interactivity, games and e-zines, the field for writers is expanding. There is also the potential to be self-employed as a creative writer.

Professional recognition
This program does not require professional accreditation. However, the publishing industry in Australia has been highly supportive of Creative Writing at RMIT. RMIT’s School of Media and Communication has close ties with Penguin Books, The Australian Film Commission, Scribe Publishers, Film Victoria, Allen and Unwin, Channel Seven, Text Publishers, Random House, Sleepers Publishing and others.
PROFESSIONAL WRITING AND EDITING

AD016  Associate Degree in Professional Writing and Editing

Duration: FT2 or PTA — X
2011 ATAR: —
www.rmit.edu.au/programs/ad016

If you want to work as a writer and/or editor at a professional level, then RMIT’s Associate Degree in Professional Writing and Editing is designed for you. This practical and industry-focused program allows you to explore your creative potential while gaining valuable employment skills. It is built around the understanding that professional writers and editors need to be versatile and proficient across different writing forms and in both print and electronic media.

With an emphasis on your own practice, you study the craft of writing fiction and non-fiction and the fundamentals of effective communication and editing practice. You also work with text and image, using industry-standard software to develop advanced word processing skills and design skills for print and web-based products.

As you progress through the program, you can specialise in a particular field of interest or continue working across a range of areas. The focus of the program is on developing projects that reflect your interests and goals.

Working with industry

In the associate degree, you can choose to work in your chosen industry area for 70 hours, gaining invaluable experience and industry contacts. RMIT professional writing and editing students have completed industry placements in major publishing houses locally and nationally, and have completed internships with a wide range of journals and magazines.

What you will study

In first year, you begin building the skills you will need as a professional writer and editor. Through writing fiction and non-fiction, you explore story and structure, research and readership, and learn how to build a strong narrative. You study copyediting and proofreading while looking at the use of language, grammar and punctuation. Applying these skills, you develop concepts for a range of projects and study the principles and practice of writing for different audiences. You learn to use industry standard software to manipulate text and image, and through your electives you explore specialist writing areas.

Second year offers a wide choice of writing electives, and you have the opportunity to further develop your writing projects, learning how to polish and pitch them for publication. You also have the option of working with others in editorial or production roles. You explore ways of creating content for digital media and can choose to complete an industry placement. A series of industry forums increases your industry knowledge and builds the skills you will need for working as a freelance writer and/or editor.

Career outlook

Graduates gain employment in many areas, including book, magazine and digital publishing. They are also employed in newspaper, online and magazine journalism, web writing, broadcasting, publicity and public relations, scriptwriting, copywriting, administration and project management. Employers include publishers, advertising agencies, the technical, education and scientific industries, government organisations, private consultancies, theatre and community groups. Graduates also work as freelance writers and editors, using the industry networks developed during the program.

Global connections

In Professional Writing and Editing, you have the option of completing your industry placement overseas.

Prerequisites

Units 3 and 4 — a study score of at least 25 in English (ESL) or at least 20 in any other English

Extra requirements

All applicants are required to submit a pre-selection kit available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to present their folio and attend an interview. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Associate Degree in Professional Writing and Editing may apply for exemptions from the following programs:
- Bachelor of Arts (Creative Writing)
- Bachelor of Communication (Journalism)
- Bachelor of Communication (Public Relations)

You may also be interested in...
- Advertising (page 3)
- Creative writing (page 14)
- Journalism (page 5)
- Marketing (see the business brochure)
- Screenwriting (page 17)
SCREEN AND MEDIA

C5216 Diploma of Screen and Media
C6087 Advanced Diploma of Screen and Media

Duration: 
Dip: FT1 — RC
(Adv Dip: FT1)

2011 ATAR: RC
www.rmit.edu.au/programs/c6087

CITY CAMPUS

On productions there may be many takes to produce the right shot. But it only takes one program to give you the right skills to build a career in screen.

The screen and media programs are designed to build valuable skills and knowledge related to the screen industry in the key areas of concept development, storytelling, pre-production, production and post-production for single camera and multi-camera productions.

Throughout the programs, there is a strong emphasis on industry knowledge, collaboration, team building and professionalism. Each program provides a broad range of classes and screenings, as well as computer lab, location and studio-based exercises and productions.

With access to a range of professional equipment and facilities, you are actively encouraged to develop and produce innovative screen content to industry standard.

You must successfully complete the diploma before progressing to the advanced diploma.

Working with industry

Students are actively encouraged to engage in part-time, casual or volunteer work in a range of film and television industries to develop and apply their knowledge and skills and to acquire workplace experience.

What you will study

Year 12 applicants will typically apply for the diploma and complete the suite of two programs over two years full-time.

Diploma

The diploma prepares you to use a range of technical or managerial competencies to plan, carry out and evaluate your own work and that of a team in the screen and media industries.

Areas covered:
» camera and multi-camera
» directing
» editing
» genre studies
» networking
» OHS
» production management
» post-production
» screenwriting
» sound
» special effects (VFX).

Advanced diploma

The advanced diploma is designed to deepen your knowledge and skills in the areas of screen and media. After you have completed the diploma you are encouraged to continue your studies in the advanced diploma.

Screen plan

You will be introduced to cinematography (16 mm and video) and cover post-production sound, as well as art direction and design, specifically to assist with raising production values.

You will engage in the following areas that will assist with your transition into the world of film and television production:
» art direction and design
» cinematography
» creativity
» directing
» innovation
» post-production
» post-production sound and design
» production
» script writing
» special effects (VFX).

The emphasis is on innovative program content, high production values, teamwork, professionalism and industry knowledge.

Career outlook

Graduates continue to enter the industry as freelance professionals in a variety of production roles. Many have also found career building positions in Australian network television.

Australian and international graduates are also actively working in media industries in Europe, USA and Asia.

Prerequisites

There are no prerequisite studies.

Extra requirements

Applicants must complete and submit a supplementary information form, available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Diploma of Screen and Media may progress to the Advanced Diploma of Screen and Media.

Graduates of the advanced diploma may apply for exemptions from the following degrees:
» Bachelor of Arts (Animation and Interactive Media)
» Bachelor of Communication (Media)

You may also be interested in...
» Media (page 6)
» Visual arts for Aboriginal and Torres Strait Islanders (see the art and design brochure)

NEW PROGRAM FOR 2012

C4295 Certificate IV in Screen and Media

If you want to work in a large television production team then this new certificate is for you. You will gain hands-on experience in all areas of television production and learn how to work as part of a team.

The areas of study range from audio and video production, audiovisual systems and equipment, broadcast television production, computer graphics through to studio and location camera operation. As part of the program you will also have opportunities to take part in industry-based projects.
Advanced Diploma of Screenwriting

C6088

Duration: FT2 or PT4—

2011 ATAR: RC

www.rmit.edu.au/programs/c6088

CITY CAMPUS

RMIT has earned a reputation as the place to study for screenwriters serious about breaking into the industry. It is also the place for filmmakers and production companies to look for trained, talented and creative new writers.

The program provides specialist training in writing for film, television and digital media across all genres. While encouraging you to develop your own creative strengths, it exposes you to the professional context for screenwriters, including the make-up of local and international industries, professional practice, analysis of entry points and career management.

All teachers come from the industry and are actively involved in writing, production or media. Local practitioners are invited as guest speakers to share their experience with you, and all students have the opportunity to work with mentors in leading companies and on all types of productions.

Working with industry

As part of the program, you will be required to complete 68 hours of professional work–integrated learning in the second year. RMIT Screenwriting students have completed work placements at the ABC; they have also gained internships with Fremantle Media, working on TV shows such as Neighbours; and a host of commercial television production companies.

What you will study

In the first year you will be provided with a comprehensive grounding in writing for film, television and digital media.

In the second year you are encouraged to develop your own creative strengths through specialist training across a wide range of genres. You also learn about the local and international film and television industries, as well as how to work professionally, market your projects and manage your career.

The program’s strong industry links ensure that you will be in a good position to look for employment as a writer in the film and television industry.

Career outlook

Graduates may secure jobs in the film, television and digital media industries as screenwriters, story editors, script editors, researchers, writer/ producers, copywriters/script developers in digital media and advertising, screenwriting teachers/tutors, script assessors and in film development roles.

Global connections

You will have the option of completing your industry placement overseas.

Prerequisites

Units 3 and 4—English (any).

Extra requirements

All applicants are required to submit a pre-selection kit available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to present their folio and attend an interview. Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates may apply for exemptions from the following degrees:

» Bachelor of Arts (Creative Writing)
» Bachelor of Arts (Fine Art)
» Bachelor of Communication (Media)

You may also be interested in…

» Advertising (page 3)
» Creative writing (page 14)
» Journalism (page 5)
» Professional writing and editing (page 15)
» Public relations (page 8)
» Screen and media (page 16)

SHAUN GRANT

Advanced Diploma of Screenwriting

‘While still studying at RMIT I conceived the idea to write a screenplay dealing with the Snowtown murders. The film premiered at the 2011 Adelaide Film Festival, where it won the audience award for Best Film. I couldn’t be more proud of the finished piece.’

An image from Shaun’s feature film Snowtown for which he wrote the screenplay.
Global Connections

I have come home so appreciative of what I have here, with a head full of rare and fantastic knowledge from all over the world and with a drive to travel more and meet as many interesting people along the way as I can!'

Stephanie Caldwell
Bachelor of Communication (Professional Communication)

Broaden your horizons

Your global passport
Get an international edge:
» semester exchanges
» group study tours
» international work placements
» research projects.
RMIT’s International Industry Experience and Research Program (RIIERP) offers students from all disciplines the opportunity to work overseas with global best practice companies.
More information:
www.rmit.edu.au/RIIERP

Your RMIT ticket to the world
Experience a life-changing adventure and enhance your career prospects at the same time!
» Study one or two semesters overseas.
» Choose from over 100 RMIT partner institutions or RMIT Vietnam.
» Choose a shorter ‘study tour’ option.
» Take up an international work placement and gain hands-on work experience.
Expert staff at RMIT Education Abroad will help you to make it all possible.
www.rmit.edu.au/globalpassport/educationabroad

International recognition
Many RMIT programs are recognised internationally. Recognition can include:
» full accreditation
» membership of overseas professional associations
» membership of Australian associations that have reciprocal membership arrangements with overseas bodies.
SCHOLARSHIPS

Scholarships at RMIT: a world of possibilities
Commencing and current students are strongly encouraged to apply for an RMIT scholarship.
Each year RMIT awards millions of dollars in scholarships to thousands of RMIT students across all TAFE, university and postgraduate program areas.
RMIT scholarships recognise academic achievement, leadership and community skills. RMIT also offers Equity and Aboriginal and Torres Strait Islander scholarships to assist students from a range of backgrounds to achieve their study ambitions.

Scholarships for academic achievement
If you achieve outstanding VCE (or equivalent) results, there are many opportunities to have your talents rewarded at RMIT.

Leadership scholarships
Leadership and community involvement scholarships provide assistance in the education of young people with outstanding leadership potential. These scholarships target students with a passion for study and a commitment to contributing to their community.

Equity scholarships
Equity scholarships are available to assist students from disadvantaged backgrounds.

Scholarships for Aboriginal and Torres Strait Islander students
RMIT is committed to supporting Aboriginal and Torres Strait Islander students to engage in study through financial support.

Research scholarships
RMIT has various scholarships to assist you with your academic and career goals.

Further information on these and many more scholarships is available on our website: www.rmit.edu.au/scholarships

TAKE ENROLMENT

The structure of a TAFE qualification is pre-determined by the relevant industry training package. How you progress through the qualification levels in a training package, combined with your eligibility for a government-subsidised place, will determine the tuition fees that you will pay.

For the following programs, you will be admitted into the lowest level in the training package and upon successful completion of each qualification level you can apply to commence the next qualification level in the training package. Each qualification level is classed as a new enrolment in a new program and your eligibility for a government-subsidised place will be assessed prior to enrolling in each program. This will determine the fees you will pay. Most students will commence at the lowest qualification level, however you may be able to commence at a higher qualification level, subject to recognition of prior learning:
- Advertising (page 4)
- Audiovisual technology (page 10)
- Public relations (page 9)
- Screen and media (page 16)
- Sound production (page 12).

More information about TAFE tuition fees is available in Money matters on page 20.

MORE DEGREE AND TAFE STUDY OPTIONS

The following brochures are also available:
- Apprenticeship and traineeship
- Architecture and building
- Art and design
- Business
- Community services and social sciences
- Computing and information technology
- Education and training
- Engineering
- Environment and planning
- Health and medical sciences
- Justice and legal
- Science

Order more brochures online at www.rmit.edu.au/programs/publications.
Alternatively, speak to a customer service consultant at RMIT's Info Corner. Tel. +61 3 9925 2260, email study@rmit.edu.au, or drop into Info Corner at 330 Swanston Street (cnr La Trobe St), Melbourne.
TAFE programs

At TAFE you may be offered a state government-subsidised place or a full-fee place.

State government-subsidised places

You are eligible for a government-subsidised place if you are:
- an Australian citizen, an Australian Permanent Resident, a Special Category Visa holder (sub-class 444, New Zealand citizen), or an East Timorese asylum seeker
- under 20 years of age on 1 January in the year you start studying
- enrolling in a Foundation Skills qualification (as categorised by Skills Victoria)
- enrolling in a qualification that is accredited at a higher level than the qualifications you already hold
- a Victorian apprentice commencing in 2011.

TAFE tuition fees are determined by the level of the qualification and in 2011 they were categorised as follows:

Skills Creation: certificate I and II
$1.51 per student contact hour
with a minimum fee $105 and a maximum fee $875 p.a.

Skills Building: certificate III and IV
$1.84 per student contact hour
with a minimum fee $188 and a maximum fee $1250 p.a.

Skills Deepening: diploma and advanced diploma
$3.79 per student contact hour
with a minimum fee $375 and a maximum fee $2000 p.a.

For information about the TAFE program level you will be enrolled in and how this will affect your eligibility for a government-subsidised place and the tuition fees that you will pay, please refer to www.rmit.edu.au/programs/apply/tafe/eligibility.

Full-fee places

If you do not meet the criteria listed above then you will be offered a full-fee place (FFP). FFP students are required to pay the approved tuition fee for their program. FFP fees vary according to each program. A full list of fees for TAFE programs is available online at www.rmit.edu.au/programs/fees/tafe/fullfee.

Financial assistance

Financial assistance may be available to eligible students through the VET FEE-HELP scheme, which is a government loans scheme to assist students to pay their tuition fees. For information visit www.deewr.gov.au/vetfeehelp.

TAFE fee concession

If you are a Victorian Government-funded student with a Health Care Card or receive government benefits through Centrelink you may be entitled to a concession on your tuition fees, which in most cases is equivalent to the minimum fee for the qualification level. For information visit www.rmit.edu.au/programs/fees/tafe/concession.

Associate degree and degree programs

If you are applying for an associate degree or degree program you may be offered a Commonwealth-supported place (CSP).

Commonwealth Supported Places (CSP)

A CSP is jointly funded by you and the Commonwealth Government. Some Commonwealth supported students may be eligible for HECS HELP. The amount to be paid is defined by Student Contribution ‘bands’. In 2011, the following student contributions for a standard, annual, full-time load applied:

<table>
<thead>
<tr>
<th>Student contribution band</th>
<th>Maximum student contribution for a place in 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band — national priorities: mathematics, statistics, science</td>
<td>$4355</td>
</tr>
<tr>
<td>Band 1: humanities, behavioural science (including clinical psychology), social studies, foreign languages, visual and performing arts, education, nursing</td>
<td>$5442</td>
</tr>
<tr>
<td>Band 2: computing, built environment, health (allied health and other health), engineering, surveying, agriculture</td>
<td>$7756</td>
</tr>
<tr>
<td>Band 3: law, dentistry, medicine, veterinary science, accounting, administration, economics, commerce</td>
<td>$9080</td>
</tr>
</tbody>
</table>

More information

For information on Commonwealth supported places and HECS HELP please visit the Australian Government Department of Education, Employment and Workplace Relations website at www.goingtouni.gov.au.

Australian students may be eligible to apply for income tax deductions relating to the education expenses that are linked to their employment. Students should check with an accredited taxation accountant/consultant as to their eligibility for possible deductions. The Australian Taxation Office website may also be useful www.ato.gov.au.

Material fees (TAFE and degree)

Material fees are charged by RMIT for goods and services associated with your study such as field trips or lecture notes, reading material or course readers and laboratory or workshop equipment that is consumed by you or may become your own property after you have completed the course. These fees are not compulsory and you can choose to purchase these items independently.

Please note: fees indicated relate to 2011 and should be used as a guide only. RMIT reserves the right to adjust fees for full-fee places on an annual basis.
HOW TO APPLY

Before applying for a program at RMIT, check the mode of application and the extra requirements in this brochure, the VTAC Guide or at www.rmit.edu.au/programs.

How to apply by program type

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Semester 1 Intake</th>
<th>Semester 2 Intake (if offered)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degrees and associate degrees (not including honours)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate IV, diploma, advanced diploma (full-time)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate IV, diploma, advanced diploma (part-time)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate III and lower*</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
</tr>
<tr>
<td>Apprenticeships and traineeships</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
</tr>
</tbody>
</table>

* Some certificate III and lower programs are administered by direct application. Please visit www.rmit.edu.au/programs for more information.

VTAC application

To apply for the following RMIT programs for Semester 1 2012, you need to apply through the Victorian Tertiary Admissions Centre (VTAC):
- degree programs—full-time and part-time
- certificate and diploma programs—full-time and part-time.
For more detailed information about the VTAC application process, entrance requirements and application dates go to www.vtac.edu.au.

Direct application

To apply for one of the following programs submit a direct application at www.rmit.edu.au/programs/apply:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Details</th>
</tr>
</thead>
</table>
| TAFE         | » VCE and VCAL
              | » full-time and part-time TAFE programs not offered through VTAC       |
| Degree       | » new degrees not offered through VTAC                                  |
| Midyear      | » all midyear applications                                              |

RMIT school-based application

A number of TAFE certificate I, II, III and a limited number of certificate IV programs accept applications directly to the relevant RMIT school. Information on where to obtain and lodge an application can be found on the program information web page at www.rmit.edu.au/programs, by contacting Info Corner, or by contacting the relevant RMIT school at www.rmit.edu.au/schools.

Midyear entry

To apply for midyear entry at RMIT you will need to apply online at www.rmit.edu.au/programs/midyear.

Not all RMIT programs will accept applications for midyear entry. A list of programs accepting midyear applications is published in May at www.rmit.edu.au/programs/midyear.

Entrance requirements

RMIT has general requirements of entry which applicants are required to meet in order to demonstrate their capacity to successfully complete an RMIT program. The general requirements of entry for undergraduate programs can be found at www.rmit.edu.au/policies/students/selection.

Extra requirements

Many programs at RMIT have extra requirements as part of their selection process such as:
- an interview
- a test
- a folio
- completion of additional supplementary forms.

It is very important that you carefully read any extra requirements listed under programs in the current VTAC Guide or in RMIT program brochures. Failure to comply with these requirements by the date specified will jeopardise entry into a program.


Application dates

Key application dates are as follows:
- 1 May         Midyear intake applications open
- 31 May        Closing date for direct applications—midyear (timely)
- 1 August      VTAC applications open
- 14 August     Direct applications for degree and diploma programs open (Semester 1 2012 intake)
- 30 September  Closing date for VTAC applications (timely)
- 11 October    Closing date for VTAC SEAS and Direct ACESS applications
- 31 October    Closing date for direct applications—selected TAFE programs
- 10 November   Closing date for direct applications—postgraduate and honours (timely)
- 11 November   Closing date for VTAC applications (late)
- 1 December    Closing date for direct applications—selected degree and TAFE programs
- 9 December    Closing date for VTAC applications (very late)

International/non-resident of Australia

Applicants who are not Australian or New Zealand citizens, permanent residents of Australia or holders of a Permanent Humanitarian or Temporary Protection Visa should apply through RMIT International Services (unless currently studying Year 12 in Victoria—VCE or the International Baccalaureate).

For more information visit www.rmit.edu.au/programs/international.

More information

For more information about RMIT programs and application procedures go to www.rmit.edu.au/programs/apply or contact Info Corner at 330 Swanston Street, Melbourne, tel. +61 3 9925 2260 or email study@rmit.edu.au.