Communication and Digital Media

Be true to you

Postgraduate

Web Edition
Updated 26 October 2015
RMIT is renowned for its expertise in communication and digital media. Modern facilities and industry partnerships allow our 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.

A Message from the Dean

“RMIT degrees have a reputation for producing graduates who are able to engage and adapt with the rapidly changing and ever-converging worlds of media and communication.

“RMIT constantly reviews and updates programs in order to respond to this rapid change to better equip students before they enter the workforce. Programs are designed to engage far more deeply with practice-based, project-based and studio-based teaching in order to expose students to a much more live and real way of learning.

“RMIT has also built a pool of electives that will allow students to look at other disciplines and begin to understand how they might work in a field that is going to be increasingly complex and diverse. Building on deep strengths with industry connections and workplace learning, RMIT generates and creates opportunities for students to be working in professional realms while they are studying, both in Melbourne and overseas.

“These are exciting times for the world of media and communication as the information that surrounds us becomes increasingly complex. At RMIT we are interested in exploring that together – both with students and in research – and hope that you can join us.”

Professor Martyn Hook
Dean, School of Media and Communication
Facilities

For more than one-hundred years RMIT City campus has been an integral part of Melbourne’s character.

RMIT’s campuses are continually evolving to meet the demands of modern study. You will find award-winning buildings equipped with industry-standard facilities, modern technology and sustainable features.

Dedicated postgraduate spaces allow you to work in simulated environments with access to world class design, animation, TV and radio studios.

Acknowledgement of Country

The Wurundjeri people of the Kulin Nation are the traditional custodians of the land on which this organisation stands. RMIT pays its respects to owners and Elders, both past and present.
Master of Advertising

Join the fast-paced world of advertising and promotion. Whether your interests lie in agency management, brand and account service, creative, media or strategy, this degree is the perfect springboard for future advertising and marketing communication leaders.

Facilitated by advertising professionals and academics from around the world, the degree is designed to further develop your skills and knowledge.

You will learn to apply creative strategic advertising solutions to business issues in today's competitive global environment.

This program is ideal for recent graduates of bachelor degrees who are seeking a more practice-based and industry-focused postgraduate experience.

Program Structure
The degree is delivered across face-to-face and online learning and teaching approaches including lectures, tutorials, workshops and studio practice.

You will focus on problem-based learning and case studies through group discussions and presentations.

This industry-connected program has strong relationships with industry-leading media, communication and advertising agencies such as Clemenger Group, Dentsu Aegis and MediaCom.

Guest lecturers from industry attend classes to provide current perspectives on theory and assessments.

Real-life individual and group projects will challenge you to develop and present advertising strategy and creative campaigns to real clients.

You will also have the opportunity to do an internship, international study tour or a digital campaign challenge.

Career
Graduates excel in executive and management roles within advertising agencies and management consultancies, as well as in advertising, marketing and promotion roles within business, government and not-for-profit organisations.

Professional Recognition
The Master of Advertising is accredited by the International Advertising Association (IAA) and the Media Federation of Australia (MFA).

The program has established, ongoing links with The Communications Council (previously the Australian Federation of Advertising), and the International Association of Business Communicators (IABC).

Entry Requirements
A bachelor degree in any discipline with a minimum Grade Point Average of 2.5, or at least three years of professional experience in the advertising, marketing, marketing communication, professional communication or public relations field.

Program Code
MC249

Campus
City campus

Duration*
2 years full-time or 4 years part-time.
* Duration may be shorter depending on previous qualifications.

2016 Tuition Fee
Full-Fee Places
$22,080 per year full-time.
Please refer to Fees Explained on page 14.

How to Apply
Apply directly to RMIT University at www.rmit.edu.au/programs/apply/direct.
Please refer to How to Apply on page 15.

Further Information
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Melbourne VIC 3000
Tel. +61 3 9925 2260

URL
www.rmit.edu.au/programs/mc249

Work-Integrated Learning
As part of the Master of Advertising, the Creative Advertising course provides students with the opportunity to pitch live campaigns to agencies such as CHE Proximity and Whybin\TBWA Group Australia. The recent client list includes Yellow Pages, Foxtel, Gogglebox TV show, McCains, and charities for human rights.

“It’s very exciting for students to present their creative work to clients – students love this course and we have had a handful gain employment “on-the-spot” while presenting to clients.”

Karen Carter
Course Coordinator

The New York City Professional Practice study tour provided an exciting adventure in global media and communication. Students worked with a number of key international organisations across creative networks including advertising, design and communication practice. They experienced what it means to be a global practitioner, developed strategies that will kickstart their international careers, and expanded their global network of fellow students and established practitioners.
Master of Animation, Games and Interactivity

For 20 years, RMIT has been a leading innovator in animation, games and interactive media. RMIT masters degree graduates have a track record in theoretical research, creative development and practical production. This studio-based degree incubates your personal directorial vision of narrative, visual and interactive media, and helps you explore and experiment using advanced production skills that are informed by the latest industry trends and developments.

You will explore emerging technologies in animation and interactive media, which are quickly becoming a primary tool of communication.

Program Structure
This degree has a strong focus on creativity, skills and knowledge split between practical and theoretical courses. You will learn from staff who are active practitioners in these fields as well as Australian and international industry guests.

As part of the major studio-model courses within this degree, you will complete a number of customisable projects in a specialisation of your choosing. This flexibility allows you to develop your chosen skills in drawing, animation or games in RMIT's world-class studio facilities.

Career
You will graduate with advanced design, research and production skills, plus the adaptability to thrive amid the radical technological change that underpins animation, games and interactive media.

You will keep pace with the industry's constant growth as you build valuable connections with RMIT's industry contacts such as the Australian Centre for the Moving Image (ACMI), Experimedia, Film Victoria and the Melbourne International Animation Festival (MIAF).

Graduates excel as game, app and web developers, 2D and 3D animators, motion graphics designers and visual effects specialists.

Entry Requirements
Applicants require a bachelor degree in any discipline or at least three years of professional experience in the animation, games, interactivity and/or digital media area.

Applicants who have completed the Bachelor of Design (Animation and Interactive Media), Bachelor of Design (Games) or Bachelor of Design (Digital Media) with a minimum Grade Point Average of 3.0 will be guaranteed entry into this degree and will be exempt from completing the selection tasks.

Program Code
MC232

Campus
City campus

Duration*
2 years full-time or 4 years part-time.
* Duration may be shorter depending on previous qualifications.

2016 Tuition Fee
Full-Fee Places
$20,160 per year full-time.
Please refer to Fees Explained on page 14.

How to Apply
Apply directly to RMIT University at www.rmit.edu.au/programs/apply/direct.
Please refer to How to Apply on page 15.

Further Information
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URL

* The Master of Creative Media (Animation and Interactive Digital Media) has been renamed Master of Animation, Games and Interactivity.

** Assent by Oscar Raby, Master of Creative Media (Animation and Interactive Digital Media). Assent is an immersive documentary developed in the Unity game engine for the Oculus Rift virtual reality headset. Assent has been part of film and creative festivals in Australia, Canada, the US, Mexico, the Netherlands and the UK.

** Vertical by Neil Van Vuuren, Master of Animation, Games and Interactivity, shown as part of the Melbourne International Animation Festival 2015 Industry Launch event.

** “MIAF has always screened an impressive collection of RMIT graduate works and, after 15 years, this impressive roster of films stands as a clear testament to the standard of teaching at RMIT.”

Malcolm Turner
Director
Melbourne International Animation Festival

** “RMIT has a great reputation as a technical university and has a comprehensive range of animation facilities that are hard to re-create in a home environment. I make interactive sculptural installation work and this program allows for a lot of creative freedom and collaboration.”

Katie Turnbull
Master of Creative Media (Animation and Interactive and Digital Media)
Master of Communication

Program Code: MC248
Campus: City campus

Duration*
2 years full-time or 4 years part-time.
* Duration may be shorter depending on previous qualifications.

2016 Tuition Fee
Full-Fee Places
$20,160 per year full-time.
Please refer to Fees Explained on page 14.

How to Apply
Apply directly to RMIT University at www.rmit.edu.au/programs/apply/direct.
Please refer to How to Apply on page 15.

Program Structure
The program’s strong industry connections provide insights that link theoretical learning with practical, real-life experience. A combination of internationally renowned guest lecturers and local industry leaders with specialised skills in change communication, risk and crisis communication and corporate storytelling complement the program’s academic teaching team.
You will develop your knowledge and skills through an innovative course structure that combines lectures with scenario-based learning. The strategic communication management oriented practice areas include public relations, corporate writing and editing, new media technology and advertising.

Career
Communications professionals are becoming increasingly important and influential in corporate and public sectors. All organisations require communication to achieve their goals.
There are many job opportunities for strategic professional communicators, and employers are looking for strong theoretical and practical skills, which this program provides.
Graduates will be equipped to secure professional and management roles in communication and PR agencies, or management consultancies.

Entry Requirements
A bachelor degree in any discipline with a minimum Grade Point Average of 2.5, or at least three years of professional experience in the public relations, corporate strategic communication and/or professional communication area.

Advanced Standing
Students with a bachelor degree in the same discipline may be able to complete this degree in less than two years.

If you have successfully completed a bachelor or bachelor honours degree, graduate certificate, graduate diploma specialising in public relations, corporate strategic communication, professional communication and/or editing and publishing, you will be eligible for exemptions, which will reduce the duration of the program.

Communications professionals are becoming increasingly important and influential in all organisations.

Student Profile
“Communications professionals are becoming increasingly important and influential in all organisations.”

Yvonne Luu
Master of Communication

Student Profile
“I chose RMIT due to its reputation and ranking as a top university in media and communication.
“It’s great that you can just dive into whatever you can get your hands on from the first day of the program. RMIT is helping me gain the skills to work towards my dream job as a producer or creative art director, where I will oversee both the macro and the micro levels in a business.”

Tor Borre Gaasland
Master of Communication

Student Profile
“The Master of Communication has prepared me for my future in many ways. My qualification will give me an edge as I apply for more senior positions. It has also helped me to develop a range of skills that have enabled me to become a more confident strategic communications practitioner.
“I am now much more strategic in my work and have developed a far more nuanced lens for everything from copywriting, project planning to risk management.”

Yvonne Luu
Master of Communication
Master of Communication Design

This flexible program develops advanced critical thinking that enables you to become a leading practitioner in the constantly evolving global communication design sector. It emphasises design entrepreneurship and strategy – and the expertise you acquire is always contextualised by current industry developments.

The degree is taught by a team of nationally and internationally renowned practitioners and educators who will help you develop expert knowledge and specialised technical and creative skills.

Students in this program come from a background in industry practice with a desire to upskill, from a bachelor degree in communication design with a desire to advance their expertise, or from related disciplines with a desire to pursue a future in communication design.

On completion of the degree, you will be an advanced communication design practitioner able to contribute to global industry developments and design innovation.

Program Structure

The program is structured around a series of major studio courses that focus on entrepreneurship, strategic design thinking, and best practice in communication design with a global focus. These vertically integrated studio courses are supported by advanced studies in typography, theory and criticism, coding, research methods and other specialisations.

In your final year, you will undertake an individually negotiated professional research project. This project will enable you to synthesise your knowledge and skills, connect theory and practice, and crystallise your contribution to the future directions of the sector.

Career

With the growth in importance of design thinking within organisations, employers are looking for the advanced knowledge and skills demonstrated by graduates of this program.

Upon graduating, you’ll display advanced insights into the future of the communication design industries. Confident, entrepreneurial and collaborative, you’ll be well positioned to found new business enterprises or move into senior roles as a communication designer, design manager, account manager and design strategist.

Entry Requirements

A bachelor degree in any discipline or at least three years of professional experience in the graphic design, communication design and/or visual communication area.

Student Profile

“After working as a graphic designer within small businesses for many years, I needed to build on my skills and develop a solid foundation for the next stages in my professional future.

“After doing some research into the courses available in Melbourne, I decided that RMIT’s Master of Communication Design was well suited to my needs. The institution has an excellent reputation and the qualification will open doors for future job opportunities.

“This program will inspire me with a fresh, current perspective of communication design and show me how I can thrive within the design space and pursue higher-level roles.”

Freya Robson
Master of Communication Design
You are already an experienced designer. Now it’s time to lead through design, and use your creativity strategically.

This innovative program introduces you to a global network of design professionals who are tackling new kinds of challenges. You will learn to identify and articulate the contribution design makes to organisations, and to reshape your own practice to help design better social, cultural and economic futures.

RMIT’s Program Advisory Board of Australian and international designers is lead by Adjunct Professor Dan Hill from the Future Cities Catapult. The Board links our teaching with the latest directions in strategic design and design leadership.

Program Structure
The degree is delivered entirely online through RMIT University’s new Connected Studios platform. Through the virtual studio, you will be connected to your international classmates and will learn how contemporary collaborative work happens while building an online presence as you study.

You will use your design skills to respond to assignments and projects through the year, building towards your major project where you will tackle real-life problems in briefs framed by RMIT’s international network of industry leaders.

Career
Graduates of this program will be prepared to solve contemporary problems in an organisational context, from traditional design businesses to the corporate, government and not-for-profit sectors. Whether as executives, consultants or entrepreneurs, you will revitalise institutions by using design to unlock new capabilities and opportunities. Potential future careers include design manager, principal designer, chief experience officer and design founder.

Entry Requirements
Applicants must have a bachelor degree (or equivalent) in a design-related discipline, and five years’ relevant professional experience in design. Alternatively, applicants must have at least eight years’ relevant professional experience in managerial (or equivalent) design roles such as director, senior designer or manager of a design team.
Student Profile

"When I graduated, I felt I had a comprehensive understanding of the industry I was entering into and the expectations employers would have of me.

“The course offered a great balance of theory and practical experience; taught by people with real-life experience in the industry.”

Riahn Smith
Master of Communication (Journalism)*
Country Living Editor, The Weekly Times

*Now delivered as Graduate Diploma in Journalism with a pathway into the Master of Communication or Master of Media.

Program Structure

The program offers you the opportunity to produce and present live news reports for radio and live news program Newsline, as well as write for our City Journal publications. An intense Journalism Bootcamp course embeds you in a world-class newsroom and studio facilities where you create real news.

This focused setting will provide a base for you to gain the vocational skills required to work in a variety of journalism and media roles and be skilled in the ethics and regulations of the industry. You will gain experience and contacts through placement into professional newsrooms. RMIT’s extensive list of industry connections includes News Corp, Fairfax Media, the ABC, SBS and WIN, as well as overseas opportunities.

Career

You will graduate equipped for roles across all media platforms of Australian and international journalism: newspapers, magazines, online, radio and television, and specialist publishing, corporate and government communications. RMIT graduates are resilient and adaptable within fast-paced workplaces that are constantly subject to technological and organisational change.

Entry Requirements

Applicants require an Australian bachelor degree or its equivalent or relevant professional practice with a minimum of three years’ experience.

Pathways

The uniquely flexible pathway option available within this program allows you to complete two postgraduate qualifications in the time other universities offer one.

In your first year, study the intense, skills-focused Graduate Diploma in Journalism and then you can choose to stay on for a second year and transition into your choice of either the Master of Communication or Master of Media.

This flexibility allows you to define your own pathway and helps you graduate ready to work in your chosen field.

"I completed an invaluable work placement with AAP and was able to learn a lot in two weeks’ on-the-job training.”

Richard Henderson
Graduate Diploma in Journalism
Associate Editor, FundFire, New York
Master of Media

Shape your future as a leader in strategic media production by developing your production skills and exploring the global environment.

Hone your skills in audio, video and online production in one of the few hands-on media postgraduate degrees in Australia, and emerge with an impressive portfolio of work covering a variety of media forms and professional roles.

From the nuts and bolts of video production, to sophisticated global cross-media strategies, you will learn to think innovatively and assume leadership roles.

Program Structure
This program includes out-of-hours tutorials and intensives to cater for both full-time students and working students who are studying part-time.

All courses encourage the use of networked technologies to manage learning and some courses are delivered fully online.

You will have access to state-of-the-art RMIT equipment and facilities during your on-campus intensives as well as workshops to enable you to pursue your studies at the right level of sophistication to satisfy your own career interests.

Industry Connections
The program has strong industry links with a wide range of media organisations including the ABC and the Australian Centre for the Moving Image (ACMI), and student media organisations RMITV and SYN Media. A program advisory committee, consisting of high-profile industry representatives, ensures the degree remains up to date with industry standards and practice.

Career
Master of Media graduates situate themselves at the intersection of storytelling and media technology. They are alert to industry trends, and strategically respond to the opportunities inherent in these ever-evolving industries.

Graduates are ready for managerial, entrepreneurial and leadership roles, including:
— concept development
— producing and directing
— script writing
— producing
— directing social media strategy
— editing, in drama, documentary, and other forms of non-fiction

The skills you will learn in the degree are globally relevant to ensure you are employable both locally and internationally.

Entry Requirements
A bachelor degree in any discipline with a minimum Grade Point Average of 2.5 out of 4.0, or at least three years’ work experience in media production.

Applicants without a bachelor degree must include in their application a statement explaining their interest in studying the degree and how they feel the degree will advance their career, providing detail of any previous work experience in the industry.

Program Code
MC188
Campus
City campus

Duration*
2 years full-time or 4 years part-time.
* Duration may be shorter depending on previous qualifications.

2016 Tuition Fee
Full-Fee Places
$20,160 per year full-time.
Please refer to Fees Explained on page 14.

How to Apply
Apply directly to RMIT University at www.rmit.edu.au/programs/apply/direct.
Please refer to How to Apply on page 15.

Further Information
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Program Manager
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Email: rebecca.young@rmit.edu.au or jenny.weight@rmit.edu.au
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Melbourne VIC 3000
Tel. +61 3 9925 2260

URL
www.rmit.edu.au/programs/mc188

International Study Tour
The program’s flexible delivery allows you to complete projects online with industry partners as well as take part in global production projects through our international partnerships. Master of Media students take part in international field trips where they work on projects for global clients. In 2015, students went to the Philippines and to Barcelona, Spain. In 2016, there are trips to India and Kenya planned.

“RMIT Bohol study tour was an amazing chance to learn and understand a different culture. Over the course of two weeks, we got to experience far more than most visitors. My task was to be the official photographer for the trip, including taking photos of the ruined churches of Bohol. My classmates and I were also fortunate enough to meet local politicians and tourism officials to discuss future developments to Bohol.”

Timothy Flicker, Master of Media
Master of
Writing and Publishing

Program Code  Campus
MC262        City campus

Duration*
2 years full-time or 4 years part-time.
* Duration may be shorter depending on previous qualifications.

2016 Tuition Fee
Full-Fee Places
$20,160 per year full-time.
Please refer to Fees Explained on page 14.

How to Apply
Apply directly to RMIT University at
Please refer to How to Apply on page 15.

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Melbourne VIC 3000
Tel. +61 3 9925 2260

URL
www.rmit.edu.au/programs/mc262

Staff Profile
Tracy O'Shaughnessy is a trade book publisher with over 20 years’ experience. Throughout her diverse career she has specialised in illustrated publishing and worked at a number of Australia’s leading publishing houses, including Hardie Grant Books, Melbourne University Publishing as the Miegunyah Publisher, and Allen & Unwin. In addition to her advocacy and mentoring within the writing and publishing industry, she continues to work as a publishing consultant.

Tracy O’Shaughnessy
Program Director

Master the publishing process from manuscript to marketplace.
Whether you’re embarking on a career in writing, editing or publishing, or seeking to acquire more specialist knowledge in your career, this newly formed, industry-focused masters degree is an exclusive opportunity.
The program is an extension of the renowned Graduate Diploma in Editing and Publishing. Across the syllabus you will study the art and craft of writing and editing across genres, print and digital production, project management and marketing strategies for writers and publishers.
You will also develop a nuanced understanding of, and undertake research in, writing and publishing culture in both an Australian and a global context.

Program Structure
The core of the degree is a series of connected studios under the banner of the Bowen Street Press. A unique point of difference, the Bowen Street Press operates as a real-life, student-led publishing house, which offers many opportunities for industry engagement and simulated work practice.
During the course you take on specific industry challenges through collaborative learning across several disciplines. Writing and publication in both group and individual scenarios from print through to digital are the focus of Bowen Street Press. To ensure a high-level of flexibility for students in the second year of the program, a combination of industry-led research and individual writing projects will be on offer.
Lecturers and academics all have strong industry relationships and experience. This ensures the program simulates professional practice within the writing and publishing industries. The studios will comprise a combination of intensive and weekly face-to-face seminars and student-directed learning.
The Master has a high degree of flexibility with both a part-time and full-time offering to suit students who are also working and there remains a Graduate Diploma exit point.

Career
You will develop advanced writing, editing and project management skills and high-level industry acumen preparing you to meet the needs of this constantly changing and fast-paced work environment. Graduates will be equipped to work in many diverse careers. These range from traditional jobs in the trade, educational, corporate and digital sectors, as well as freelance careers in writing and editing, plus the multiple roles within the fast-growing and opportunity-rich digital world.
The Graduate Diploma in Editing and Publishing has been supported by the Society of Editors (Victoria) and accredited by the Australian Publishers Association. This new degree is currently in the process of accreditation with the Australian Publishing Association.

Student Profile
“I chose RMIT because the program allowed me to pursue full-time work in the industry while completing my degree. RMIT also has a reputation for providing practical experience and industry connections.
“The industry is notoriously competitive and the connections I gained through RMIT were directly responsible for the jobs I ended up getting.
“I scored an internship that was advertised to RMIT publishing students that lead directly to paid editorial work for that same publishing house.”

Phillippa Finkemeyer
Graduate Diploma in Editing and Publishing*

Entry Requirements
A bachelor degree in any discipline with a minimum Grade Point Average of 2.5 out of 4.0, or at least three years of professional experience in the creative and professional writing, journalism, professional communication, public relations and/or editing and publishing area.
School of Media and Communication

Welcome to a dynamic, interdisciplinary community where you can explore your intellectual and professional interests within and between digital media, communication, creative writing, journalism, screen, games, and media theory and practice. RMIT’s researchers and practitioners are internationally recognised leaders in scholarly innovation. With their guidance and support, you’ll pursue speculative inquiry and contribute new knowledge to your fields of research and communities of practice.

Graduates of these programs join the international academic community and become leaders in research, practice and teaching. With advanced analytical skills, expertise in innovative research design and an ability to seamlessly shift between independent and collaborative work, graduates excel as founders of new business enterprises, or in executive, managerial and consulting roles within business, creative industries, government and non-profit organisations.

RMIT’s approach to research presents a unique combination of theory, methods and practice. RMIT is home to nationally and internationally recognised researchers providing scholarly leadership and a strong and supportive environment for early career researchers.

RMIT researchers are creative, critical and playful in their approach to research, celebrating disciplinary diversity and practice-led approaches.

Our centres, groups and labs bring together a variety of expertise and include:

- Centre for Communications Politics and Culture
- Screen Cultures research group
- Digital Ethnography Research Centre
- nonfictionLab
- Design Futures Lab
- CiART
- GEElab
- Exertion Games Lab
- Centre for Game Design Research

Research Programs

You will undertake a research project under the guidance of your supervisor, culminating in the submission of a thesis or project. A masters by research is completed over four semesters full-time, while a PhD is completed over eight semesters full-time.

Masters and PhD by Research

<table>
<thead>
<tr>
<th>Program Code</th>
<th>Specialist Discipline</th>
<th>Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR211</td>
<td>PhD (Media and Communication)</td>
<td><a href="http://www.rmit.edu.au/programs/dr211">www.rmit.edu.au/programs/dr211</a></td>
</tr>
</tbody>
</table>

You can find further details about individual programs by typing in the specific URL listed above.

What’s the Difference: Honours or Masters?

An honours degree is an extra year of your bachelor degree, which involves independent work on a major research project.

A masters degree by research also involves a major research project, but is taken over two years and is an additional degree to your bachelor degree. [www.rmit.edu.au/research](http://www.rmit.edu.au/research)

To Start Your Career in Research:

1. Complete your bachelor degree with high grades.
2. Complete an honours degree or a masters degree by research.
3. If you excel in your honours degree or masters degree by research, you can continue your research in a doctorate (PhD). This involves four years of research under the supervision of a senior researcher.

For further information about entry requirements and the application process for postgraduate by research programs, please refer to the How to Apply section of this brochure.

More Information

For more information about media and communication research centres, labs, groups and research expertise visit [www.rmit.edu.au/about/our-education/academic-schools/media-and-communication/research](http://www.rmit.edu.au/about/our-education/academic-schools/media-and-communication/research).

To find out about research programs, supervision and entry requirements visit [www.rmit.edu.au/graduateresearch](http://www.rmit.edu.au/graduateresearch).

Research proposals are invited within and between the disciplines of journalism, media, communications, cinema studies, cultural studies, games, advertising, marketing, communication design, creative writing and screen production. Methodological approaches can range from practice-based research to ethnography or analysis of archival material.

**Master of Design**

Are you engaged in, or curious about, communities whose members do things socially? Would you like to explore how people connect to share their interests and knowledge? If so, there’s definitely a place for your research within the Master of Design (Media and Communication).

We welcome research proposals that examine the tensions and connections between texts, images and practices; between producers and consumers; and between creative practice, commercial and industrial conditions, technology and society.

**Doctor of Philosophy**

Hone your critical thinking, your sense of initiative and ability to plan and execute projects, your methodological rigour, and your ability to refine and persuasively communicate ideas. Carve out new space within your field, and discover how professional practice interacts with theoretical, archival and textual analysis.

Candidates join a cross-disciplinary network of research groups, centres and labs, where researchers and postgraduates work together as colleagues on diverse projects funded by the Australian Research Council, philanthropic and commercial bodies.

**Exertion Games Lab**

RMIT researchers in the Exertion Games Lab are investigating how material representations of physical activity can improve users’ experiences of physical activity.

Their project, SweatAtoms, lead by Rohit Khot, turns heart-rate data into 3D printed artefacts to provide users with a novel way to enrich their daily activity routines. The research activity found that the material artefacts made participants more conscious about their involvement in physical activity.

**nonfictionLab**

nonfictionLab brings together critical practitioners in creative arts, design and humanities, and provides support for emerging researchers and a growing community of research students. The Lab fosters collaborative research projects in partnership with fellow scholars and artists, and with industries and communities, and with local and international industries and communities.

The Lab is currently running the Writers Immersion and Cultural Exchange program (WrICE) in conjunction with the Copyright Agency. This program contributes to an Asia-Pacific community of writers, sparking networks and connections and raising the professional profile of writers across the region.
Fees Explained

Postgraduate Studies by Coursework

Full-Fee Places
Students in full-fee places are required to pay a tuition fee that covers the full tuition costs of their program. The tuition fees vary according to each program and are adjusted on an annual basis. Financial assistance may be available through the FEE-HELP scheme (see right for details).

Only students who are Australian citizens, New Zealand citizens or hold an Australian Permanent Resident Visa are eligible for a domestic full-fee place. Students who do not meet these citizenship and residency requirements may be offered a place as an onshore international student.

Fees for 2016 are listed under each program in this booklet or visit www.rmit.edu.au/programs/fees from October 2015.

Postgraduate Degrees by Research
If you are an Australian citizen, Australian permanent resident or New Zealand citizen you may be eligible for a Research Training Scheme (RTS) place where your tuition costs are funded by the Commonwealth Government and you therefore have full exemption from tuition fees.

Acceptance in an RTS place is very competitive and places are granted on the condition that you meet progress requirements and complete within the allotted time for your program and your status as a part-time or full-time candidate.

www.rmit.edu.au/graduateresearch

Other Fees and Expenses
In addition to tuition fees, you will be charged a student services and amenities fee (SSAF), which is indexed annually. Eligible students can defer payment of the fee through SA-HELP. For more information visit www.rmit.edu.au/programs/fees/ssaf.

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.

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

Financial Assistance

Scholarships
Before you let financial constraints or living arrangements get in the way of your decision to study, find out about the range of RMIT scholarships available.

Coursework Scholarships Office
Tel. +61 3 9925 2811
Email: scholarships@rmit.edu.au
www.rmit.edu.au/scholarships

FEE-HELP
FEE-HELP is an optional loan scheme that assists eligible students to pay all or part of their tuition fees. To learn more about FEE-HELP visit www.rmit.edu.au/programs/fees/helploans/fee-help.

Income Support
The Commonwealth Government has approved a number of RMIT University postgraduate programs for student income support payments. The list of approved programs is available at www.rmit.edu.au/programs/fees/highered/masters.

To check your eligibility for student income support or rent assistance, please contact Centrelink or visit www.humanservices.gov.au.

Income Tax Deductions
Students may be eligible to apply for income tax deductions relating to the education expenses that are linked to their employment. The Australian Taxation Office (ATO) website at www.ato.gov.au provides guidance on the taxation treatment of your fees.

Fees List

The table below shows a student’s annual tuition fee for a full-time study load in 2016, for students in a full-fee place. For information about full-fee places and other fees and expenses refer to Fees Explained (above).

<table>
<thead>
<tr>
<th>Program Code</th>
<th>Award Title</th>
<th>Full-time Duration</th>
<th>2016 Annual Program Fee</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC249</td>
<td>Master of Advertising</td>
<td>2 years full-time</td>
<td>$22,080</td>
<td>6</td>
</tr>
<tr>
<td>MC232</td>
<td>Master of Animation, Games and Interactivity</td>
<td>2 years full-time</td>
<td>$20,160</td>
<td>7</td>
</tr>
<tr>
<td>MC248</td>
<td>Master of Communication</td>
<td>2 years full-time</td>
<td>$20,160</td>
<td>8</td>
</tr>
<tr>
<td>MC250</td>
<td>Master of Communication Design</td>
<td>2 years full-time</td>
<td>$20,160</td>
<td>9</td>
</tr>
<tr>
<td>MC245</td>
<td>Master of Design Futures</td>
<td>1 year full-time</td>
<td>$28,800</td>
<td>10</td>
</tr>
<tr>
<td>GD074</td>
<td>Graduate Diploma in Journalism</td>
<td>1 year full-time</td>
<td>$20,160</td>
<td>11</td>
</tr>
<tr>
<td>MC188</td>
<td>Master of Media</td>
<td>2 years full-time</td>
<td>$20,160</td>
<td>12</td>
</tr>
<tr>
<td>MC282</td>
<td>Master of Writing and Publishing</td>
<td>2 years full-time</td>
<td>$20,160</td>
<td>13</td>
</tr>
</tbody>
</table>

Fee listed is based on a full-time study load.

The tuition fees vary according to each program and are adjusted on an annual basis. Full details about fees for 2016 are available from www.rmit.edu.au/programs/fees from October 2015.

RMIT reserves the right to adjust fees for full-fee places on an annual basis by an amount that will not exceed 7.5% each year (subject to rounding). For higher education fees, tuition fees are rounded up to the nearest $10 per credit point increment. The absolute fee increase may exceed 7.5%.
How to Apply

Postgraduate Studies by Coursework and Honours Degrees

Entry Requirements
To be considered for admission you must meet the RMIT University entry requirements as well as any program entry requirements. Entry requirements for each program can be accessed via www.rmit.edu.au/study-with-us.

Direct Application
Apply online at www.rmit.edu.au/programs/apply/direct.
Semester 1 timely applications for coursework programs open on Open Day (9 August) and are due by 10 November.*
Semester 2 (Midyear) applications open 1 May and are due by 31 May.*
* Applications will continue to be accepted until all places have been filled. You are encouraged to lodge your application early.

Postgraduate Degrees by Research

Entry Requirements
To be considered for admission you must meet RMIT University entry requirements as well as any program entry requirements. Refer to the program URL on page 4 for entry requirements before applying. For more information visit www.rmit.edu.au/programs/research.

Finding a Supervisor
Before you apply, you need to find qualified supervisors with similar research interests to you and discuss a research proposal with them. It is recommended that you start by contacting the Higher Degrees by Research Coordinator in the academic school to which you are applying, as they can direct you to appropriate potential supervisors. The supervisors will read and comment on your proposal and indicate if they are willing to supervise you. Your research proposal must be included in your application.
For more information about finding a supervisor visit www.rmit.edu.au/research/search-supervisors.

Application Process
Application for candidature involves three steps:
1. Find a program and confirm eligibility.
2. Seek academic advice and secure the support of qualified supervisor(s).
3. Complete and submit the application form and supporting documents.
For detailed information visit www.rmit.edu.au/programs/apply/research or contact the School of Graduate Research at www.rmit.edu.au/graduateresearch.

Application Timelines
Applications to higher degree programs are accepted all year round. There are two scholarship rounds.
Applications for 2016 scholarships are open from 1 July until 31 October 2015. For more information visit www.rmit.edu.au/research/phds-and-other-research-degrees/scholarships-and-support.

Choosing a Program

Different programs require different time commitments. Programs may involve independent study, group work, daytime or evening classes and weekend classes or workshops. Online delivery of some courses may be offered, in addition to programs offered completely online.

Please read the Program Structure section to plan an even balance of your work, personal and study commitments.

Further Information

Info Corner
330 Swanston Street (cnr La Trobe Street)
Melbourne VIC 3000
Tel. +61 3 9925 2260
Why Postgrad?

A Competitive Edge »
Employment opportunities increase by 85% after completing a postgraduate qualification.*

Increase Your Earnings »
On average, a postgraduate qualification will up your long-term earnings by more than 15%.

Turn Career Dreams into Reality »
Almost 50% of people feel like they are in the wrong career. A postgraduate qualification will empower you to follow your passion.

Why RMIT?

1. Take your career to the next level
RMIT was ranked 79th in the world by global employers for graduate employability in the 2014 QS World University Rankings.

2. Flexibility that works for you
40% of RMIT’s 11,700 postgraduate students study part-time with many flexible learning options.

3. Broaden your horizons
RMIT offers exchange opportunities at over 200 institutions across 41 countries.

4. Open doors to worldwide opportunities
RMIT has over 200 research collaborations with overseas partners and industry. RMIT graduates are employed in more than 100 countries around the world.

5. Transform the future through research
RMIT is ranked as one of the top five Australian universities for excellence in key research disciplines, and was awarded more than $19 million in research funding in 2014.

6. Education that packs a punch for your prospects
RMIT is ranked as one of the world’s top 35 universities for key subject areas in the 2015 QS World University Rankings.

The information in this guide is specific to Australian and New Zealand citizens and permanent residents of Australia.

RMIT University
Info Corner
330 Swanston Street (cnr La Trobe Street)
Melbourne VIC 3000
Tel. +61 3 9925 2260
Email: study@rmit.edu.au
www.rmit.edu.au

Disclaimer: The information contained in this guide is subject to change without notice. It is the responsibility of the applicant to check and confirm all general and specific program information prior to lodging an application for enrolment. For the most up-to-date program information, please refer to the RMIT University website. Visit www.rmit.edu.au. This guide is designed for Australian and New Zealand citizens and permanent residents of Australia. Vocational education programs are delivered with Victorian and Commonwealth funding for eligible students. RMIT University CRICOS Provider Code: 00122A, RTO Code: 3046.