

# Diploma of Communication (951AA.5)

Please note these are the 2021 details for this course

## Domestic students

|                               |  |
|-------------------------------|--|
| Selection rank                | 50<br><b>Note:</b><br>The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.   |
| Delivery mode                 | On campus  |
| Location                      | UC College, Bruce, ACT   |
| Duration                      | 1.0 years  |
| Faculty                       | Faculty of Arts and Design   |
| Discipline                    | School of Arts and Communications  |
| UAC code                      | 360005   |
| English language requirements | An overall IELTS Academic score (or equivalent) of 5.5, with no band score below 5.5. Students who have undertaken all of their education in an English speaking country (as defined on UC website) are deemed to have met our English language proficiency requirements.<br><a href="#">View IELTS equivalences</a> |

## International students

|                             |  |
|-----------------------------|--|
| Academic entry requirements | To study at UC, you'll need to meet our academic entry requirements and any admission requirements |
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specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our [academic entry requirements page](#).

[View UC's academic entry requirements](#)

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|----------------------|-----------------------------------|
| <b>Delivery mode</b> | On campus                         |
| <b>Location</b>      | UC College, Bruce, ACT            |
| <b>Duration</b>      | 1.0 years                         |
| <b>Faculty</b>       | Faculty of Arts and Design        |
| <b>Discipline</b>    | School of Arts and Communications |
| <b>CRICOS code</b>   | 062888G                           |

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|                                      |  |
|--------------------------------------|--|
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|--------------------------------------|--|

# About this course

## Your path to an exciting career in communications

Are you interested in advertising, public relations, journalism or media and arts production? Are you an international student? If so, our Diploma of Communication is the perfect pathway to many exciting careers.

## By studying our Diploma of Communication you will:

- be supported in building language and academic skills for further studies
- get direct entry to the 2nd year of a many bachelors degrees
- develop a good understanding in key cultural areas
- develop the professional expertise to enter and confidently contribute to the communication industries.

## Study opportunities

Upon finishing your Diploma of Communication you can directly enter 2nd year of a range of bachelor degrees:

- Bachelor of Communication in Advertising
- Bachelor of Communication in Public Relations
- Bachelor of Journalism
- Bachelor of Media Arts and Production
- Bachelor of Communication in Media and Public Affairs
- Bachelor of Arts
- Bachelor of Arts in International Studies.

## Important to know

- It will take 2 terms or 7mths of fulltime study. You can take up to 9 terms to finish, if needed.
- If English is your second language you will need IELTS 5.5 or equivalent.

## Professional accreditation

None.

# Admission requirements

Students are required to meet English Language requirements and general admission requirements to the University of Canberra College.

## Additional admission requirements

None.

## Assumed knowledge

None.

## Periods course is open for new admissions

This course is not open for new admissions.

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#).

# Course requirements

## Diploma of Communication (951AA) | 24 credit points

**Required - Must pass 18 credit points as follows**

[Expand All](#) | [Collapse All](#)

Visual Representation Techniques (11041) | 3 credit points – Level 1

The Art and Power of Communication (11079) | 3 credit points – Level 1

Digital Media Fundamentals (11080) | 3 credit points – Level 1

Engaging Audiences (11082) | 3 credit points – Level 1

Journalism Now and Next (11084) | 3 credit points – Level 1

Foundations of Marketing Communication (11096) | 3 credit points – Level 1

## Restricted Choice - Must pass 6 credit points from the following

Academic English (9487) | 3 credit points – Level 1

Introduction to Design Thinking Techniques (11042) | 3 credit points – Level 1

Introduction to Interaction and User-Centred Design (11043) | 3 credit points – Level 1

Design Culture and Society (11044) | 3 credit points – Level 1

- International students with less than 6.0 IELTS or equivalent must complete Academic English (9487).

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

# Typical study pattern

UC - University of Canberra College, Bruce

COLTR1 2019 (Term A) Commencing - Domestic Students

2019

**COLTR1 (Term A)**

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

The Art and Power of Communication (11079)

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

**COLTR2 (Term B)**

Visual Representation Techniques (11041)

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

Engaging Audiences (11082)

Journalism Now and Next (11084)

COLTR1 2019 (Term A) Commencing - International Students

**2019**

**COLTR1 (Term A)**

[Digital Media Fundamentals \(11080\)](#)

[Foundations of Marketing Communication \(11096\)](#)

[The Art and Power of Communication \(11079\)](#)

**COLTR2 (Term B)**

[Engaging Audiences \(11082\)](#)

[Journalism Now and Next \(11084\)](#)

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

[Visual Representation Techniques \(11041\)](#)

**COLTR3 (Term A)**

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

## COLTR1 2020 (Term B) Commencing - Domestic Students

**2020**

**COLTR1 (Term B)**

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

[Engaging Audiences \(11082\)](#)

[Journalism Now and Next \(11084\)](#)

[Visual Representation Techniques \(11041\)](#)

**COLTR2 (Term A)**

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

[Digital Media Fundamentals \(11080\)](#)

[Foundations of Marketing Communication \(11096\)](#)

[The Art and Power of Communication \(11079\)](#)

## COLTR1 2020 (Term B) Commencing - International Students

**2020**

**COLTR1 (Term B)**

[Engaging Audiences \(11082\)](#)

[Journalism Now and Next \(11084\)](#)

[Visual Representation Techniques \(11041\)](#)

**COLTR2 (Term A)**

[Foundations of Marketing Communication \(11096\)](#)

[The Art and Power of Communication \(11079\)](#)

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

[Digital Media Fundamentals \(11080\)](#)

**COLTR3 (Term B)**

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

## COLTR2 2019 (Term B) Commencing - All Students

2019

**COLTR2 (Term B)**

[Engaging Audiences \(11082\)](#)

[Journalism Now and Next \(11084\)](#)

[Visual Representation Techniques \(11041\)](#)

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

**COLTR3 (Term A)**

[Digital Media Fundamentals \(11080\)](#)

[Foundations of Marketing Communication \(11096\)](#)

[The Art and Power of Communication \(11079\)](#)

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

## COLTR2 2020 (Term A) Commencing - All Students

2020

**COLTR2 (Term A)**

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

[Digital Media Fundamentals \(11080\)](#)

[Foundations of Marketing Communication \(11096\)](#)

[The Art and Power of Communication \(11079\)](#)

**COLTR3 (Term B)**

[Engaging Audiences \(11082\)](#)

[Journalism Now and Next \(11084\)](#)

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

[Visual Representation Techniques \(11041\)](#)

**COLTR3 2019 (Term A) Commencing - All Students**

**2019**

**COLTR3 (Term A)**

[Digital Media Fundamentals \(11080\)](#)

[Foundations of Marketing Communication \(11096\)](#)

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

[The Art and Power of Communication \(11079\)](#)

**2020**

**COLTR1 (Term B)**

[Engaging Audiences \(11082\)](#)

[Journalism Now and Next \(11084\)](#)

[Visual Representation Techniques \(11041\)](#)

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

**COLTR3 2020 (Term B) Commencing - All Students**

**2020**

**COLTR3 (Term B)**

[Engaging Audiences \(11082\)](#)

[Journalism Now and Next \(11084\)](#)

[Visual Representation Techniques \(11041\)](#)

One unit from: 11042 Introduction to Design Thinking Techniques OR 9487 Academic English

**2021**

**COLTR1 (Term A)**

[Digital Media Fundamentals \(11080\)](#)

One unit from: 11043 Introduction to Interaction & User-Centred Design OR 9487 Academic English

[Foundations of Marketing Communication \(11096\)](#)

[The Art and Power of Communication \(11079\)](#)

# Course information

## Course duration

Standard 1 year full-time or equivalent. Maximum 4 years.

## Learning outcomes

| Learning outcomes  | Related graduate attributes   |
|--|---|
| 4. Develop analytical and critical thinking skills and apply them to professional practice and academic enquiry.   | <p>Analysis and inquiry</p> <p>The ability to gather information, and to analyse and evaluate this information and arising situations in a systematic, creative and insightful way</p> <p>Problem solving</p> <p>The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions.</p> |
| 3. Develop a basic understanding of the theoretical principles and practical application of communication in society, and of the nature and functions of the communication professional; including the ability to exercise professional judgement. | <p>Problem solving</p> <p>The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions.</p>  |
| 1. Develop oral and written communication skills including the ability to present knowledge, ideas and opinions both orally and in written form with confidence and clarity; and to actively listen and respond to the ideas of other people.      | <p>Communication</p> <p>The ability to effectively present knowledge, ideas</p>   |



|   |   |
|---|---|
|   | <p>and opinions and communicate within and across professional and cultural boundaries</p> <p>Working independently and with others</p> <p>The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to also work collaboratively.</p>   |
| 6. Understand the socio-economic ethical and political context in which the communication professions are practiced and differentiate between ethical and non-ethical professional practice within that context | <p>Professionalism and social responsibility</p> <p>The capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment</p>  |
| 5. Develop skills in group work, including team leader and team member roles, to work cooperatively with diverse stakeholders, to exercise initiative and take responsibility for carrying out agreed tasks     | <p>Working independently and with others</p> <p>The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to also work collaboratively.</p>  |
| 2. Develop the ability to independently locate, evaluate and apply relevant information to develop creative solutions in professional practice.   | <p>Analysis and inquiry</p> <p>The ability to gather information, and to analyse and evaluate this information and arising situations in a systematic, creative and insightful way</p> <p>Working independently and with others</p> <p>The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to also work collaboratively.</p> |

## Awards

| Award | Official abbreviation |
|-------|-----------------------|
|-------|-----------------------|

|                          |          |
|--------------------------|----------|
| Diploma of Communication | Dip Comm |
|--------------------------|----------|

## Enquiries

| Student category                   | Contact details  |
|------------------------------------|--|
| Current and Commencing Students    | Please contact University of Canberra College, Phone +61 2 6201 2961 or Email <a href="mailto:ucc.studentservices@canberra.edu.au">ucc.studentservices@canberra.edu.au</a> |
| Prospective Domestic Students      | Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)  |
| Prospective International Students | Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342  |

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.