

## Diploma of Communication (951AA.5)

Please note these are the 2022 details for this course

### Domestic students

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**Selection rank** 50

**Note:**

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.

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**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.

[View IELTS equivalences](#)

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**Duration** 1.0 years

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**UAC code** 360005

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**Faculty** Faculty of Arts and Design

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**Discipline** School of Arts and Communications

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**Location** UC - University of Canberra College, Bruce

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**Fees** 2021: Commonwealth Supported Place

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Students enrolled in a Commonwealth Support Place (CSP) are required to make a contribution towards the cost of their education, which is set by the Commonwealth Government. Information on Commonwealth Supported Places, HECS-HELP and how fees are calculated can be found [here](#).

### International students

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**Academic entry requirements**

To study at UC, you'll need to meet our academic entry requirements and any admission requirements 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](#).

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

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**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.

[View IELTS equivalences](#)

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**CRICOS code** 062888G

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**Faculty** Faculty of Arts and Design

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**Discipline** School of Arts and Communications

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**Location** UC - University of Canberra College, Bruce

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**Duration** 1.0 years

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**Fees** 2021: \$24,400 per year

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Information on how fees are calculated can be found [here](#).

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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

Year	Location	Teaching period	Teaching start date	Domestic	International
2022	UC - University of Canberra College, Bruce	UCC Trimester 3		✓	✓
2022	UC - University of Canberra College, Bruce	UCC Trimester 1		✓	✓
2022	UC - University of Canberra College, Bruce	UCC Trimester 2		✓	✓
2023	UC - University of Canberra College, Bruce	UCC Trimester 2		✓	✓
2023	UC - University of Canberra College, Bruce	UCC Trimester 3		✓	✓
2023	UC - University of Canberra College, Bruce	UCC Trimester 1		✓	✓

## 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](#). Credit is not permitted towards completion of a graduate certificate.

## Course requirements

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

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

- 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 may need to 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)**

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)

**COLTR2 (Term B)**

Engaging Audiences (11082)

One unit from: 11042 Introduction to Design Thinking

Journalism Now and Next (11084)

Visual Representation Techniques (11041)

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)**

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)

**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)**

[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

**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)**

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

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

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

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

**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)**

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

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

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

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

**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)**

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

**COLTR3 (Term B)**

Engaging Audiences (11082)

Journalism Now and Next (11084)

Visual Representation Techniques (11041)

Techniques OR 9487 Academic English

COLTR3 2019 (Term A) Commencing - All Students

2019

**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

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)

COLTR3 2020 (Term B) Commencing - All Students

2020

**COLTR3 (Term B)**

Journalism Now and Next (11084)

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

Engaging Audiences (11082)

Visual Representation Techniques (11041)

2021

**COLTR1 (Term A)**

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

## Course information

### Course duration

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

### Learning outcomes

Learning outcomes	Related graduate attributes
<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>	<p>Communication</p> <p>The ability to effectively present knowledge, ideas 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>
<p>2. Develop the ability to independently locate, evaluate and apply relevant information to develop creative solutions in professional practice.</p>	<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>
<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>	<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>
<p>4. Develop analytical and critical thinking skills and apply them to professional practice and academic enquiry.</p>	<p>Analysis and inquiry</p> <p>The ability to gather information, and to analyse and evaluate this information and arising situations in a</p>

systematic, creative and insightful way

Problem solving

The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions.

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	Working independently and with others  The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to also work collaboratively.
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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	Professionalism and social responsibility  The capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment
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## Awards

Award	Official abbreviation
Diploma of Communication	Dip Comm

## Enrolment data

2020 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
UC - University of Canberra College, Bruce	34

## 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 [study@canberra.edu.au](mailto:study@canberra.edu.au) or Phone 1800 UNI CAN (1800 864 226)



Prospective International  
Students

Email [international@canberra.edu.au](mailto:international@canberra.edu.au) or Phone +61 2 6201 5342

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CRICOS 00212K

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.