

## Bachelor of Arts (Digital Media) (ARB003.1)

Please note these are the 2021 details for this course

### Domestic students

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**Selection rank** 60

**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 IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

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**Duration** 3.0 years

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**UAC code** 362006

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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 - Canberra, Bruce

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**Fees** 2021: Commonwealth Supported Place  
2022: 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 IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

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**CRICOS code**

095563A

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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 - Canberra, Bruce

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**Duration**

3.0 years

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**Fees**

2021: \$29,000 per year

2022: \$30,000 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

### Take the digital media world by storm

From the mobile phone to the game console, digital technology has revolutionised the way we communicate, learn and play. It's an area of the economy that's growing in importance and one which is predicted to see job growth into the foreseeable future. The University of Canberra's Bachelor of Arts (Digital Media) is a specialist course that focuses on the essential practical knowledge needed to create complex interactive media.

You'll gain up-to-date skills using industry-standard technologies in virtual and augmented reality, digital photography, digital audio, interactive fiction, video and animation to create digital media stories and experiences for the 21st century. You'll graduate with the expertise needed to find work in this flourishing creative industry and, more importantly, the knowledge that you can adapt to whatever the future holds.

### Study a Bachelor of Arts (Digital Media) at UC and you will:

- identify and anticipate emerging technological trends and adapt your knowledge and skills to a changeable industrial context
- systematically and critically analyse digital and interactive media works and production processes, and efficiently communicate your evaluation
- create advanced digital media artefacts and systems which combine multiple media forms using advanced technical skills and knowledge
- discuss the concepts, theories and knowledge related to digital and interactive media and apply this knowledge to improve technical

production processes

- work effectively in production environments which mirror those found in digital and interactive media workplaces.

## Work Integrated Learning

Work Integrated Learning is at the very centre of the Bachelor of Arts (Digital Media). You'll learn from industry-active professionals and world-class scholars and will work and study in real-world situations through project work, internships, professional experience and mentorships.

You'll complete units designed to help you develop the professional skills essential for employment in the creative industries, and will have the opportunity to participate in international work and study experiences as part of your degree. Previous digital media students have undertaken internships across a range of different organisations in the public, private and not-for-profit sectors, including 372 Digital, the Australian Paralympics Committee, National Farmers' Federation, Rowdy Digital, Vizeum Australia, Woodlands and Wetlands Trust and Cre8ive design agency.

## Career opportunities

- Digital media manager
- Game designer
- Special effects designer
- Digital media producer
- Animator
- Videographer
- Digital media adviser
- Digital media designer
- Motion graphics designer
- Digital media strategist
- Mobile developer
- Game artist
- Communications manager
- Multimedia artist
- Digital media sales manager
- Digital photographer
- Digital media artist
- Virtual and augmented reality designer
- Sound designer
- Independent digital media specialist

## Course-specific information

Standard entry to this course is by selection rank, but a portfolio entry is also possible.

High-achieving students may be eligible for enrolment in the Bachelor of Arts and Design (Honours).

## Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs and admissions schemes.

More information is available on our Alternative Entry page: <http://www.canberra.edu.au/future-students/applications/apply-now/alternative-entry>

## Assumed knowledge

None.

## Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2021	UC - Canberra, Bruce	Semester 1	08 February 2021	✓	✓
2021	UC - Canberra, Bruce	Winter Term	01 June 2021	✓	
2021	UC - Canberra, Bruce	Semester 2	02 August 2021	✓	✓
2022	UC - Canberra, Bruce	Semester 1	07 February 2022	✓	✓
2022	UC - Canberra, Bruce	Winter Term	30 May 2022	✓	
2022	UC - Canberra, Bruce	Semester 2	01 August 2022	✓	✓
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Winter Term	30 May 2023	✓	
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Winter Term	27 May 2024	✓	
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

## Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

### Academy Of Interactive Entertainment Ltd (Aie)

[Advanced Diploma of Professional Game Development \(20631\)](#)

[Advanced Diploma of Screen and Media \(20650\)](#)

## Guangxi Normal University

Bachelor in English (19891)

## Other Australian Tafe

Any Australian Diploma (AQF5) (21011)

Diploma of Digital and Interactive Games (20370)

## Ucsi University Malaysia

Bachelor of Arts in Multimedia Design (28035)

Bachelor of Creative Arts in 3D Animation Design (28034)

Diploma of 3D Animation Design (28014)

## University Of Canberra College

Diploma of Communication (21190)

Diploma of Communication (Extended) (21290)

Diploma of Design (24270)

Diploma of Design Extended (21211)

# Course requirements

## Bachelor of Arts (Digital Media) (ARB003) | 72 credit points

Required - 48 credit points as follows

**Core Major in Arts (CM0001) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Professional Orientation (Arts) (10333) | 3 credit points – Level 1

Professional Practice 1: Work Integrated Learning (11017) | 3 credit points – Level 2

Professional Practice 2: Work Integrated Learning (11018) | 3 credit points – Level 3

Big Stories: Culture, Memory and Power (11108) | 3 credit points – Level 1

It Must Be True: Knowledge, Culture and Creativity (11109) | 3 credit points – Level 1

Reading Culture, Curating Culture (11110) | 3 credit points – Level 1

The Grand Experiment (11111) | 3 credit points – Level 1

Professional Evidence (Arts) (11112) | 3 credit points – Level 3

**Specialist Major in Digital Media (SM0003) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Pixels and Polygons (11013) | 3 credit points – Level 1

Media Worlds (11130) | 3 credit points – Level 1

Space, Time and Form (11131) | 3 credit points – Level 2

Engineering Reality (11132) | 3 credit points – Level 2

Character Design and Animation (11133) | 3 credit points – Level 2

Sound Design (11134) | 3 credit points – Level 2

Real Time Environments (11135) | 3 credit points – Level 3

Illuminated Bits (11136) | 3 credit points – Level 3

## Open Electives - 24 credit points as follows

- Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

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 - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

#### Year 1

##### Semester 1

[Professional Orientation \(Arts\) \(10333\)](#)

Arts Core Major Unit

[Media Worlds \(11130\)](#)

Arts Core Major Unit OR Open Elective Unit

##### Semester 2

[Pixels and Polygons \(11013\)](#)

One Open Elective Unit

Arts Core Major Unit OR Open Elective Unit

Arts Core Major Unit

#### Year 2

##### Semester 1

Arts Core Major Unit OR Open Elective Unit

[Engineering Reality \(11132\)](#)

One Open Elective Unit

[Space, Time and Form \(11131\)](#)

##### Semester 2

[Character Design and Animation \(11133\)](#)

[Professional Practice 1: Work Integrated Learning \(11017\)](#)

[Sound Design \(11134\)](#)

Arts Core Major Unit OR Open Elective Unit

#### Year 3

##### Semester 1

[Professional Practice 2: Work Integrated Learning \(11018\)](#)

[Real Time Environments \(11135\)](#)

Two Open Electives Units

##### Semester 2

[Illuminated Bits \(11136\)](#)

[Professional Evidence \(Arts\) \(11112\)](#)

Two Open Electives Units

Standard Full Time, Semester 2 Commencing

#### Year 1

##### Semester 2

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

[Pixels and Polygons \(11013\)](#)

[Professional Orientation \(Arts\) \(10333\)](#)

[The Grand Experiment \(11111\)](#)

## Year 2

### Semester 1

Big Stories: Culture, Memory and Power (11108)

Media Worlds (11130)

One Open Elective Unit

Reading Culture, Curating Culture (11110)

### Semester 2

Engineering Reality (11132)

Sound Design (11134)

Two Open Electives Units

## Year 3

### Semester 1

One Open Elective Unit

Character Design and Animation (11133)

Professional Practice 1: Work Integrated Learning (11017)

Space, Time and Form (11131)

### Semester 2

Illuminated Bits (11136)

Professional Practice 2: Work Integrated Learning (11018)

Two Open Electives Units

## Year 4

### Semester 1

Real Time Environments (11135)

Two Open Electives Units

Professional Evidence (Arts) (11112)

Standard Full Time, Semester 2 Commencing From 2020

## Year 1

### Semester 2

It Must Be True: Knowledge, Culture and Creativity (11109)

Pixels and Polygons (11013)

The Grand Experiment (11111)

One Open Elective Unit

## Year 2

### Semester 1

Big Stories: Culture, Memory and Power (11108)

Media Worlds (11130)

Professional Orientation (Arts) (10333)

One Open Elective Unit

### Semester 2

Engineering Reality (11132)

Professional Practice 1: Work Integrated Learning (11017)

Sound Design (11134)

One Open Elective Unit

## Year 3

**Semester 1**

Character Design and Animation (11133)  
Professional Practice 2: Work Integrated Learning (11018)  
Reading Culture, Curating Culture (11110)  
Space, Time and Form (11131)

**Year 4****Semester 1**

Three Open Electives Units  
Real Time Environments (11135)

Standard Full Time, Semester 2 Commencing From 2021

**Year 1****Semester 2**

It Must Be True: Knowledge, Culture and Creativity (11109)  
Pixels and Polygons (11013)  
One Open Elective Unit  
The Grand Experiment (11111)

**Year 2****Semester 1**

Big Stories: Culture, Memory and Power (11108)  
Media Worlds (11130)  
Professional Orientation (Arts) (10333)  
One Open Elective Unit

**Semester 2**

Illuminated Bits (11136)  
Professional Evidence (Arts) (11112)  
Two Open Electives Units

**Year 3****Semester 1**

Engineering Reality (11132)  
Professional Practice 2: Work Integrated Learning (11018)  
Reading Culture, Curating Culture (11110)  
Space, Time and Form (11131)

**Semester 2**

Illuminated Bits (11136)  
Two Open Electives Units  
Professional Evidence (Arts) (11112)

**Year 4****Semester 1**

Three Open Electives Units



Real Time Environments (11135)

Standard Full Time, Winter Term Commencing

Year 1

Semester 2

It Must Be True: Knowledge, Culture and Creativity (11109)  
Pixels and Polygons (11013)  
Professional Orientation (Arts) (10333)  
The Grand Experiment (11111)

Winter Term

One Open Elective Unit  
Big Stories: Culture, Memory and Power (11108)

Year 2

Semester 1

Media Worlds (11130)  
Reading Culture, Curating Culture (11110)  
One Open Elective Unit  
Space, Time and Form (11131)

Semester 2

Engineering Reality (11132)  
Professional Practice 1: Work Integrated Learning (11017)  
Sound Design (11134)  
One Open Elective Unit

Winter Term

Two  
Open  
Electives  
Units

Year 3

Semester 1

Real Time Environments (11135)  
One Open Elective Unit  
Character Design and Animation (11133)  
Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Two Open Electives Units  
Illuminated Bits (11136)  
Professional Evidence (Arts) (11112)

Standard Full Time, Winter Term Commencing From 2021

Year 1

Semester 2

Pixels and Polygons (11013)  
One Open Elective Unit  
It Must Be True: Knowledge, Culture and Creativity (11109)  
The Grand Experiment (11111)

Winter Term

One Open Elective Unit  
Big Stories: Culture, Memory and Power (11108)

Year 2

Semester 1

Media Worlds (11130)  
Professional Orientation (Arts) (10333)

Semester 2

Character Design and Animation (11133)  
Professional Practice 1: Work Integrated Learning (11017)

Reading Culture, Curating Culture (11110)

Space, Time and Form (11131)

Year 3

Semester 1

One Open Elective Unit

Engineering Reality (11132)

Professional Practice 2: Work Integrated Learning (11018)

Year 4

Semester 1

Real Time Environments (11135)

Two Open Electives Units

Sound Design (11134)

One Open Elective Unit

Semester 2

Professional Evidence (Arts) (11112)

Two Open Electives Units

Illuminated Bits (11136)

## Course information

## Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

## Learning outcomes

Learning outcomes	Related graduate attributes
Identify and anticipate emerging technological trends and adapt their knowledge and skills to a changeable industrial context.	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;</p> <p>2.5 UC graduate are global citizens: make creative use of technology in their learning and professional lives;</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and</p> <p>3.4 UC graduates are lifelong learners: evaluate and adopt new technology.</p>

Systematically and critically analyse and evaluate digital and interactive media works and production processes, and to effectively and efficiently communicate that evaluation.

1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; and

3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development.

Create advanced digital media artefacts and systems that combine multiple media forms through the application of advanced technical skills and knowledge.	1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.
Converse in the concepts, theories and knowledge related to digital and interactive media and apply this knowledge to augment technical production processes.	1.2 UC graduates are professional: communicate effectively.
Work effectively in production environments typical of those found in digital and interactive media workplaces.	1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload; and  2.2 UC graduate are global citizens: adopt an informed and balanced approach across professional and international boundaries.

## Majors

- [Specialist Major in Digital Media \(SM0003\)](#)
- [Core Major in Arts \(CM0001\)](#)

## Awards

Award	Official abbreviation
Bachelor of Arts (Digital Media)	BA (DigitalMedia)

## Honours

High performing students may be eligible to enrol in the Bachelor of Arts and Design (Honours) course.

## Alternative exits

Master of Arts in Creative and Cultural Futures.

## 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 - Canberra, Bruce	47

## Enquiries

Student category	Contact details
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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

Current and Commencing Students:

Email [FAD.Student@canberra.edu.au](mailto:FAD.Student@canberra.edu.au) or Phone 1300 301 727

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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.