

Bachelor of Arts (Digital Media) (ARB003.2)

Please note these are the 2023 details for this course

Domestic students

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.
Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	362006
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

International students

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](#)

Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	095563A
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

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
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Winter Term	26 May 2025	✓	
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓
2026	Bruce, Canberra	Winter Term	08 June 2026	✓	
2026	Bruce, Canberra	Semester 2	10 August 2026	✓	✓

Credit arrangements

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

Academy Of Interactive Entertainment Ltd (Aie)

[Advanced Diploma of Screen and Media \(CUA60620\) \(30618\)](#)

Diploma of Screen and Media (CUA51020) - 24 credit points (30578)

Henan University Of Engineering

Digital Media Arts Program (Image Design Major) (33246)

Iact Malaysia

Mass Communication - UKTP (30925)

Other Australian Tafe

Any Australian Diploma (AQF5) (28896)

Diploma of Digital and Interactive Games (28836)

University Of Canberra College

Diploma of Communication (30719)

Diploma of Design (30718)

Course requirements

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

Required - 48 credit points as follows

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

Core Major in Arts (CM0001) | 24 credit points

Required - Must pass 18 credit points as follows

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

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

Restricted Choice - Must pass 6 credit points from the following

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

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

Professional Practice Internship (11575) | 6 credit points — Level 3

Professional Practice (Internships A) (11829) | 3 credit points — Level 2

Professional Practice (Specialist Skills) (11830) | 3 credit points — Level 2

Professional Practice (Internships B) (11832) | 3 credit points — Level 3

Professional Practice (Industry and Creative Projects) (11833) | 3 credit points — Level 3

Professional Practice (Internships A) (12144) | 3 credit points — Level 3

Note:

- 1. From 2022 units 11017 and 11018 are no longer available.
- 2. From 2025, unit 12144 Professional Practice (Internships A) replaces unit 11829 Professional Practice (Internships A)

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

Required - Must pass 24 credit points as follows

Design for Digital Contexts (11064) | 3 credit points — Level 2

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

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

Digital Media Art 2: Image Production (11836) | 3 credit points — Level 1

Digital Media Art 1: Narrative Production (11837) | 3 credit points — Level 1

3D Media Art Production (11838) | 3 credit points — Level 2

Emerging Production Technologies (11839) | 3 credit points — Level 3

Digital Production Project (11840) | 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.

1. 3 credit points of open electives must be completed at level 3 or above to ensure compliance with the Course Procedure - Courses and Course Components.

2. For further details, see the Course Procedure - Courses and Course Components at <https://policies.canberra.edu.au/document/view-current.php?id=180>

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 - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Digital Media Art 1: Narrative Production \(11837\)](#)

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

[Reading Culture, Curating Culture \(11110\)](#)

Semester 2

One Open Elective Unit

[Digital Media Art 2: Image Production \(11836\)](#)

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

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

Year 2

Semester 1

[3D Media Art Production \(11838\)](#)

[Design for Digital Contexts \(11064\)](#)

Two Open Electives Units

Semester 2

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

One Open Elective Unit

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

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

Year 3

Semester 1

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

[Emerging Production Technologies \(11839\)](#)

Two Open Electives Units

Semester 2

[Digital Production Project \(11840\)](#)

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

Two Open Electives Units

Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

Digital Media Art 2: Image Production (11836)

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

Professional Orientation (Arts) (10333)

The Grand Experiment (11111)

Year 2

Semester 1

Big Stories: Culture, Memory and Power (11108)

Digital Media Art 1: Narrative Production (11837)

One Open Elective Unit

Reading Culture, Curating Culture (11110)

Semester 2

Sound Design (11134)

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Two Open Electives Units

Year 3

Semester 1

Design for Digital Contexts (11064)

Two Open Electives Units

3D Media Art Production (11838)

Semester 2

Character Design and Animation (11133)

Digital Production Project (11840)

Professional Evidence (Arts) (11112)

One Open Elective Unit

Year 4

Semester 1

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Two Open Electives Units

Course information

Course duration

Standard 3 years full time or part-time equivalent. Maximum 10 years from date of enrolment to date of course completion.

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.	<p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; and</p> <p>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.</p>
Create advanced digital media artefacts and systems that combine multiple media forms through the application of advanced technical skills and knowledge.	<p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p>

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.	<p>1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload; and</p> <p>2.2 UC graduate are global citizens: adopt an informed and balanced approach across professional and international boundaries.</p>

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

ARAR01 Bachelor of Arts/Bachelor of Communication and Media

ARMG02 Bachelor of Arts/Bachelor of Event and Tourism Management

ARSC01 Bachelor of Arts/Bachelor of Science in Psychology

ARSC03 Bachelor of Arts/Bachelor of Laws

MGAR03 Bachelor of Business/Bachelor of Arts

SCAR02 Bachelor of Politics and International Relations/Bachelor of Arts

Enquiries

Student category	Contact details
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

Prospective International Students:

Email international@canberra.edu.au or Phone +61 2 6201 5342

Current and Commencing Students:

Email FAD.Student@canberra.edu.au or Phone 1300 301 727

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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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.