

UNDERGRADUATE GUIDE

MEDIA, MUSIC, ART & DESIGN 2018



DIGITAL MEDIA &
COMMUNICATIONS

ART & DESIGN

CONTEMPORARY MUSIC

CREATIVE WRITING



scu.edu.au/sass


CRICOS Provider: 01241G

From left: **Simon Whicker, Nada van Kempen, Bec Skimmings**

Bachelor of Digital Media and Communications students



Why study with us?

- ★ Ranked in the top 150 universities under 50 years old in the world.
Times Higher Education Young University Rankings
- 
- ★ Outstanding research achievements – rated ‘at world standard or above’ in 24 key research areas.
Excellence in Research for Australia 2015 (ERA)
 - ★ Award-winning songwriter, Phil Barton, who graduated from Southern Cross University with a Bachelor of Arts, majoring in Contemporary Music in 1995, is the joint 2016 Outstanding Alumnus of the Year. Phil writes for Liz Rose Music and Warner/Chappell Music.
 - ★ Purpose-built facilities including concert performance space – Studio One29; multi-camera television studio; sound engineering and music production facilities; recording studios; keyboard lab; visual arts studios for drawing, painting, sculpture, printmaking, and digital arts; and digital media production studios.
 - ★ Links to international events and festivals and connections with regional and national gallery networks and arts organisations.
 - ★ Workshops with acclaimed national and international performers.
 - ★ Exciting international exchange opportunities.

SCHOOL OF ARTS & SOCIAL SCIENCES

The School of Arts and Social Sciences is a multidisciplinary and creative learning community. A common element throughout all courses is a commitment to community engagement and engaged learning.

Students in the discipline areas of contemporary music, media, art and design, and writing benefit from living and studying in a region renowned for its dynamic arts and music scene and rich, creative vibe.

They have the opportunity to select highly specialised interest areas. These include the performance stream or the songwriting/composition stream for music students; or areas like sculpture, curating and handmade papermaking for art and design students; and for digital media students, interest areas such as journalism or screen media.

Selected courses are also offered online where students are welcomed as part of our interactive learning community.

Studying with Southern Cross University

Studying with us involves a range of learning experiences which may vary based on your course of study, your location and your mode of study.

You may take part in face-to-face lectures, workshops and tutorials, and collaborative peer projects. Courses may include interactive video-conference lectures, podcasts and discussion forums. You can bring your own device onto campus (or use one of our on-campus computers) and tap into our extensive wireless network.

Certain degrees are offered online for students who cannot make it onto campus or are balancing work and other commitments.

Most degrees include opportunities for gaining professional experience and building networks.

Students access highly specialised professional-standard facilities and may take part in performances, exhibitions, video productions and media showcases, depending on their course of study.

Southern Cross University acknowledges the Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands where we live, learn and work.

Degrees which put you in the workplace

Supervised professional placements enable students to engage within their respective industries, put theory and knowledge of their chosen discipline into practice, and establish contacts and networks to prepare for entry into the workforce.

Contemporary Music students work with music organisations, at major national and international venues, and produce and perform music throughout their studies. **Art and design** students can undertake internships with the dynamic arts industries of the NSW North Coast and can study for a session at a university overseas. **Digital media and communications** students undertake placements at radio and television stations, newspapers and on film shoots. **Creative writing** students can undertake writing tasks and other activities including at the Byron Writers Festival.

MEDIA, MUSIC, ART & DESIGN DEGREES

Degrees	Career Opportunities	Gold Coast	Lismore	Coffs Harbour	Online	UAC/QTAC codes	Units	Duration (years) F: full-time P: part-time
Indicative ATAR/OP								
B Digital Media and Communications ATAR: 68 OP: 13	Graduates will typically find careers in a range of digital media industries – from film, music videos, TV, radio, newspapers, magazines, blogging and graphic design, to marketing, advertising and public relations.		✓		✓*	UAC: 333103 QTAC: 053041	24	3F/6P
B Art and Design (University approval pending)	Graduates typically become practising artists and fine art researchers within the context of contemporary practice. Students exhibit in the Graduate Exhibition and can undertake research projects.		✓			UAC: 333102 QTAC: 053021	24	3F/6P
<i>Entry to this course is by portfolio/interview.</i>								
B Contemporary Music (University approval pending for course name) ATAR: 68 OP: 14	As performers, songwriters, producers, sound engineers, music educators, session musicians, musical directors, arrangers, music event promoters, band and venue managers. Graduates who complete the required units can study the Master of Teaching and teach secondary school music.		✓			UAC: 333101 QTAC: 053011	24	3F/6P
<i>Entry to the performance and songwriting/composition (audition streams) is by audition/interview.</i>								
NEW IN 2018 B Laws/ B Creative Writing (University approval pending)	Graduates will be skilled as lawyers who can write well and as writers who can think and argue strategically. They can pursue opportunities in fields such as intellectual property, commercial or academic publishing, corporate communications, as well as legal work in a range of creative industries, government departments and professional practices.	✓	✓		✓	UAC: GC 336164 L 336115 QTAC: GC 056371 L 056211	32	4F/8P
Associate Degree of Creative Writing ATAR: 63 OP: 15	As a writer of novels and scripts; food, nature, art or travel writer; feature journalist; critic and reviewer; essayist; poet; editor and publisher; or writer for marketing and public relations, the public service and arts-related industries.		✓		✓	UAC: 333301 QTAC: 053301	16	2F/4P

* Some units include compulsory residential workshops for online students.

^ Both online and on-campus students attend compulsory workshops for some law units.



Sean Peter

Bachelor of Arts, majoring in Contemporary Music
Music producer

Every Australian child knows the distinctive sounds of Play School, the imaginative ABC show featuring toy stars Jemima, Humpty and Big Ted.

The theme song 'There's a Bear in There' ignites a sense of wonder, with its most recent arranger, Southern Cross University music graduate Sean Peter, describing it as 'an iconic part of our culture.'

The much-loved television show celebrated 50 years on air in 2016, with Sean helping to judge the Triple J Play School remix competition.

"I created the new version of the song in 2011. Every 10 years or so they rework and update it," he said.

Sean graduated from a Bachelor of Arts (Contemporary Music) from Lismore in 1992, then moved to Sydney where he worked as a music producer on children's shows such as Giggle and Hoot, and on musical theatre productions including Strictly Ballroom, King Kong, Hairspray, Fame and most memorably with Julie Andrews on My Fair Lady.

He has worked as the Sydney Opera

House sound engineer with acts such as Ray Charles, Bernadette Peters and Billy Connolly, before transitioning into freelance composing. He recently produced the music for a new Weet-Bix ad – rearranging the iconic 'Aussie Kids are Weet-Bix Kids' jingle.

"I enjoyed the Southern Cross University course. It was amazing and I made so many lifelong friends. I had the freedom to learn the things I wanted to learn and experiment with different ideas and techniques."

For one of his second-year assignments – in a moment of blissfully ignorant foreshadowing – Sean performed live the Play School theme song in reggae and country western styles in front of his peers and assessors.

"Southern Cross gave me the opportunity to find out what sort of musician I wanted to be, and it was flexible enough to allow me to bring in my fledging projects as part of the degree, so it was a very practical path."



Emily Page

Bachelor of Media student
(Now Bachelor of Digital Media and Communications)
NEP Broadcast Training Program

Emily Page has worked in broadcasting Olympic coverage around Australia and Asia, even before finishing her degree.

With a passion for graphic design and a way of making people laugh, Emily said it was the opportunity from NEP Host Broadcast which helped her realise her valuable screen abilities.

She was one of eight students chosen for the NEP Broadcast Training Program as part of the Seven Network's Rio 2016 Olympic Games coverage at NEP's studio complex in Sydney.

The integrated learning approach was a unique opportunity to be part of a live multi-sport international broadcast experience, equipping her with the necessary skills to work during the 2018 Commonwealth Games on the Gold Coast.

"It was a once-in-a-lifetime opportunity for all of us to have real-world experience and a really big foot in the door as I will be graduating soon and looking to use what I've learnt.

"The work environment was fast-paced and intense with 10-hour shifts each day alongside about 200 other people where we logged footage received from Rio, which was produced by the Olympic Broadcast Service (OBS). This footage was then distributed globally, allowing for Channel Seven to put their own spin on it for Australian audiences.

"In the future I would love to merge my screen-based skills with graphic design. I am hoping to find a job in the field which will take me overseas."

Bachelor of Digital Media and Communications

Digital media is everywhere today – our social lives, our business lives and our personal identities are inseparable from the media technologies that underpin them.

The internet, smart-phones and social media have changed the face of the media industries, introducing a revolution in citizen journalism and a new way to interact with broadcast media.

Journalists today need to do more than write a good story – they need to take the photograph, record the interview, edit the video, lay out the blog entry AND write a good story.

The entertainment industry is changing too, as new digital camera technologies change how entertainment is created, and as mobile and interactive devices change the contexts in which entertainment content is consumed.

The traditional media industries are merging, converging and evolving. Media producers have to adapt to this changing environment.

Major areas of study

Students in this degree will learn the core skills required for a future in the digital media industries of today:

- Visual communication and design
- Digital video production and storytelling
- Journalism and news writing
- Media theory and analysis.

In addition, students have the opportunity to study in a range of areas to focus and refine their expertise and can choose four-unit minors from:

- Digital Design
- Journalism
- Screen Media
- Digital Marketing
- Music and Technology
- Creative Writing
- Visual Culture

Professional placement

This degree has strong links to the vibrant creative industries of the North Coast of NSW and beyond. The degree includes a compulsory professional placement unit (70–100 hours) at the closing stages of the course. This unit enables students to gain practical workplace experience within relevant organisations. Students have worked at radio and television stations, in newspapers and on film shoots, for film festivals and publishing houses, for graphic design and post-production companies, and for local and state government.

Assessment methods

Assessment tasks include creative projects such as websites and graphic design, TV commercials and music videos, news and magazine articles, animations, podcasts, as well as essays, articles, journals and tutorial presentations.

Facilities and resources

On-campus students gain access to production facilities including digital workstations and labs, radio and television studios and location recording equipment such as broadcast-standard HDV cameras, lighting and sound recording equipment.

Visit: scu.edu.au/studios

Bachelor of Art and Design

(University approval pending)

The Bachelor of Art and Design provides a comprehensive grounding in the practical and theoretical aspects of contemporary visual arts practice. The theoretical component of the course instils an appreciation of both contemporary and historical perspectives applicable to contemporary art practice, curatorial practice and other careers in the arts industry.

Students gain a diverse and rich studio experience in an atmosphere that nurtures and inspires creativity. They develop their skills working in well-equipped, purpose-built studios for painting, printmaking, ceramics and sculpture, digital arts and design, and drawing. Students work under the guidance of academic staff, many of whom are active in the contemporary arts industry.

The Lismore campus is a cultural hub at the centre of the dynamic arts scene of the Northern Rivers.

Our art and design graduates have featured in some of Australia's most prestigious arts awards and their work regularly features in commercial and public galleries nationally and internationally. Many have gained further qualifications through Honours and PhD studies to become art researchers and academics, while continuing their art practices.

Major areas of study

Core studies:

- **Studio studies:** painting, printmaking, mixed media, 3D studies
- **Art Theory**
- **Curating**
- **Studio Drawing**
- **Design**

In second and third year, students select from a range of creative and media arts units and/or units from across the University, to complement their areas of interest.

Professional placement

Students have the opportunity to undertake an internship in the dynamic arts industries of the NSW North Coast. They can also study for a session at universities overseas including the prestigious Pratt Institute in New York, University of Hertfordshire in England, Universitat de Barcelona in Spain, University of Massachusetts in the USA, and Kansai Gaidai University in Japan.

Assessment methods

Units in visual arts studio studies, digital art and design, photography and drawing are assessed by studio production work, artist's journal, portfolio and e-portfolio. A significant proportion of the final grade is based on the studio production work. During study sessions there are ongoing individual and group critique opportunities for feedback on students' progress. Art theory units are generally assessed through research papers, group presentations and take-home exams.

Facilities and resources

Discipline-specific facilities are available at the Lismore campus for:

- Ceramics (wheel, hand construction, slip casting, kilns)
- Digital art and design (computer lab), 3D printers
- Drawing (full drawing studio, easels, lighting, life models)
- Handmade papermaking (including paper beaters, vats and presses)
- Painting (including studios for acrylic, oil and encaustic processes)
- Photography (computer lab and digital camera equipment)
- Printmaking (including etching, screen printing and relief processes)
- Sculpture (wood, metal fabrication and casting).

All studios are purpose-designed and well equipped. Students in most studio specialisations are given individual work spaces, while in others the studio is a shared workspace. Individual lockers are available to all students and storage space is available for works-in-progress. Students have access to dedicated exhibition spaces in the building, including the Studio One29 exhibition space. Visit: scu.edu.au/studios



Emily Imeson

Bachelor of Visual Arts

(Now Bachelor of Art and Design)

Painter

Emily Imeson approaches her practice with equal parts passion and determination. "My dream is to be a self-sufficient artist. I spend roughly 40 hours a week on my business – painting, research, plus completing grant and scholarship proposals."

'Portraits of Landscapes' was Emily's first solo exhibition. "I developed my exhibition proposal while at University. Writing that proposal helped me stay on track and achieve what I wanted."

Emily's focus has been rewarded with a NSW Young Regional Artist Scholarship from the NSW Government. Her project, 'Experienced Landscapes', includes a painting residency at Hill End, research trips across regional NSW to develop landscape painting skills, a mentorship with two artists and an exhibition in two years' time.

She is full of praise for the University's facilities and teachers. "Second and third-year students have their own studio space in V Block to experiment and explore, create a mess and leave it, to bounce ideas off other students. Having that conversation running creates a really nice energy. It's up to you to make the most of your very generous teachers."

Emily completed her visual arts degree in just two years, after receiving advanced standing for a TAFE advanced diploma.

Bachelor of Contemporary Music

(University approval pending for course name)

The Bachelor of Contemporary Music equips graduates for a range of careers in the music industry and reflects the diverse creative practices that are part of music making in the 21st century. The course prepares students for a portfolio career in music – the multifaceted career pathway that is now most common for contemporary musicians.

Students learn in a professional music industry environment, using state-of-the-art facilities and work with lecturers who are all practising musicians with strong industry links. During the course, students hone their practical, musical and musicianship skills while developing extensive knowledge across a range of contemporary music-making practices.

Many students perform individually or with bands at a variety of North Coast entertainment venues. Students have the opportunity to regularly use the professional studio and performance space, Studio One29, at the Lismore campus, for rehearsal and performance.

Situated in a region with vibrant creative industries, students benefit from numerous high profile music events such as Splendour in the Grass, Byron Bay Bluesfest and the Falls Festival.

Major areas of study

There are eight streams:

- **Performance** (audition stream)
- **Performance** (non-audition stream)
- **Songwriting/composition** (audition stream)
- **Songwriting/composition** (non-audition stream)
- **Music Education**
- **Sound Production**
- **New Media Arts**
- **Screen**

The flexible course structure enables students to choose the pathway most suited to their interests. Students can combine elements from different streams to create their own pathway.

All students participate in collaborative practical music-making activities throughout the degree. An extensive ensemble program includes small and large repertoire focused groups and student-led project bands. Students write, arrange, rehearse, record and perform a wide range of music, and are encouraged to develop their own creative projects.

Performance (audition stream) and **Songwriting/composition (audition stream)** offer students who are entering the course with high-level abilities the opportunity to work closely with staff and hone their skills in a specialist area. Students in these streams receive extensive one-on-one tuition and consultations.

Please note that students wishing to be considered for audition streams must complete the audition process as part of their application to this course. Information about the audition process is available at scu.edu.au/music

Students who achieve at a high level in the **Performance (non-audition stream)** or **Songwriting/composition (non-audition stream)** can transfer into the audition stream in second year.

Students who complete the degree with the **Music Education stream** can then apply for a graduate education course (such as our Master of Teaching) to become a secondary school music teacher. The Bachelor of Contemporary Music course structure enables them to also pick up a second teaching area by taking elective units in either English, history, maths or geography.

The **Sound Production stream** develops students' skills in live and recording sound engineering. Students have access to state-of-the-art production facilities, including purpose-built recording and performance spaces. They work closely with performers and songwriters in both live and recording environments.

Students in the **New Media Arts stream** and the **Screen stream** pursue design, film, video and emerging arts practices. There are opportunities for students to collaborate on projects with students studying the Bachelor of Digital Media and Communication and the Bachelor of Art and Design.

Professional placement

Students have the opportunity to undertake professional placements at major national and international venues and with music organisations. Public performances are a major part of the assessment process and students have opportunities to perform at North Coast entertainment venues or form bands, taking advantage of the rich music environment throughout the region.

Assessment methods

Assessment methods include performances, composition/songwriting portfolios, recording portfolios, technical assessments, musicianship exams and assignments, oral presentations, reflective writing tasks, peer and self-assessments, essays, projects and written exams.

Facilities and resources

Students access state-of-the-art equipment and facilities at the Lismore campus for tuition, rehearsals, performance, recording and production. These include recording studios, music production labs, keyboard lab, and Studio One29 – a professional standard concert performance space.

There is a new state-of-the-art recording studio which has been designed in collaboration with internationally renowned acoustic designer David Connor. The main control room offers an exceptional sound quality experience for both the recording and mixing phases of music production, incorporating the latest digital audio advances, including a Solid State Logic (SSL) AWS 948 Delta analog recording console. Students have access to the latest audio technology and a Mac lab equipped with the latest music software. There are comprehensive practice facilities for individual and band performance. Students have ample opportunity to perform on campus and at local venues.

Visit: scu.edu.au/studios

National campus band competition

Southern Cross University musicians have achieved success at the National Campus Band Competition (NCBC) for the past two decades. Most recently, our bands won the QLD state final three years in a row – **Ladyslugs** (2016, pictured right), **Nocturnal Tapes** (2015) and **Parkside Orchestra** (2014) – with Nocturnal Tapes and Parkside Orchestra crowned national winners.

NCBC alumni from Southern Cross include Grinspoon, WHARVES, The Swamp Stompers, The Simpletons, The Downstairs Mix-up, Proem, and Chenlab.

Notching up 23 years, NCBC is the only band competition in the southern hemisphere to run on Australian university and TAFE campuses across the country; 400 bands from more than 40 institutions have competed live in that time.



Associate Degree of Creative Writing

If you have a way with words, a passion for writing, or a story to tell, this degree will help build your confidence and provide professional feedback to assist in becoming published.

Students will have the opportunity to immerse themselves in the world of words and become confident and skilled creative writers, graduating with a broad range of skills spanning several writing genres.

The degree enables students to focus on the practice and theory of writing, along with developing the attributes and skills needed for a professional career in writing.

It offers a rich mix of creative writing and literary studies across a range of writing modes in fiction and nonfiction, including experimental writing, journalism, life writing, poetry, writing for stage and screen, and writing for young adults.

After completion of the Associate degree, students may choose to apply to study a further eight units to gain a Bachelor of Arts degree.

Major areas of study

While this course has no majors, studies in fiction and nonfiction writing include:

- **Experimental Writing**
- **Journalism**
- **Life Writing**
- **Poetry**
- **Writing for Stage and Screen**
- **Writing for Young Adults**

Professional experience

The University is the education partner of the Byron Writers Festival and Northern Rivers Performing Arts NOPRA, and supports the Bellingen Readers and Writers Festival. Opportunities exist for writing students to undertake work placements with these organisations. Students can choose a professional placement unit during which they can spend 70–100 hours in an appropriate organisation using their knowledge and skills.

NEW IN 2018

Bachelor of Laws/Bachelor of Creative Writing

(University approval pending)

This unique four-year combined degree in laws and creative writing provides graduates with clear professional pathways as both legal and writing practitioners. Students gain fluency in written and oral expression, reading and research skills, and above all, writing across a range of genres, both professional and imaginative. The course anchors creativity, imagination and expressiveness within a professional degree, with clear vocational outcomes in law, government and industry. Graduates will be highly competent and adept in these two locally significant and globally relevant fields.

The degree meets legal accreditation requirements and can be completed on campus or fully online.

Major areas of study

Students study core units, plus select units from electives to suit their career aspirations.

Honours is embedded in the Bachelor of Laws/Bachelor of Creative Writing degree and requires the completion of two specified Law units in addition to a high academic achievement overall.

Professional placement

Law students can undertake voluntary legal experience and professional placement with legal firms or offices to build their practical legal skills and develop their professional networks.

Professional recognition

This degree is designed to fulfil the academic requirements for admission to the legal profession. Professional admission authorities also require law graduates of all universities to complete practical legal training or similar to practise as a lawyer.

Students who intend to practise law outside Australia should refer to the relevant country's admission body to confirm their admission requirements.

Key dates for 2018

Rising Stars Scholarship applications for 2018	Open July 2017 Check website for closing dates: scu.edu.au/scholarships
UAC and QTAC on-time applications for 2018 entry (Session 1) <i>Late UAC and QTAC applications incur an extra fee</i>	Open early August 2017 Close late September 2017
STAR Early Entry opens	Early July 2017
STAR Early Entry offers	Early December 2017
Southern Cross University Info Days	4, 5 and 7 December 2017
UAC and QTAC main round offers <i>For the full list of offer rounds visit the UAC and QTAC websites</i>	Mid January 2018
Session 1 2018 teaching dates Orientation	26 February – 25 May 2018 21 – 23 February 2018
Session 2 2018 teaching dates Orientation	9 July – 5 October 2018 4 – 6 July 2018
Session 3 2018 teaching dates Orientation	5 November 2018 – 30 January 2019 31 October – 2 November 2018

5 steps to Southern Cross

1 Choose a course



scu.edu.au/courses

2 Find out more



campustours@scu.edu.au
scu.edu.au/yourfuture
E: futurestudent@scu.edu.au
Freecall: 1800 626 481

3 Apply



To study on campus (full-time or part-time) apply via UAC www.uac.edu.au or QTAC www.qtac.edu.au
To study online, apply direct to the University.
scu.edu.au/howtoapply

4 Accept your offer



scu.edu.au/gettingstarted

5 Enrol in units



scu.edu.au/enrol



The information in this brochure was correct at the time of publishing (April 2017). All University courses are subject to change by the University and the information provided in this brochure should be used as a guide only. To the extent permitted by law, Southern Cross University excludes all liability arising from the use of, or reliance on, the information contained in this brochure.

International students: Southern Cross University welcomes international students. This guide however is not intended for their use. International students should contact SCU International. W: scu.edu.au/international E: intoff@scu.edu.au T: 02 6620 3876

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