

Bachelor of Applied Media (BAPM) - BAppMed

CRICOS code (International applicants): 059207J

	On-campus
Semester intake:	Semester 1 (March) Semester 2 (July)
Campus:	Springfield
Fees:	Commonwealth supported place International full fee paying place
Standard duration:	3 years full-time, 6 years part-time

Contact us

Future Australian and New Zealand students	Future International students	Current students
Ask a question Freecall (within Australia): 1800 640 678 Phone (from outside Australia): +61 7 4631 5315 Email: studyarts@usq.edu.au	Ask a question Phone: +61 7 4631 5543 Email: international@usq.edu.au	Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email usqassist@usq.edu.au

Program focus

The Bachelor of Applied Media provides students with those specialist skills in digital television production, digital audio production and broadcast radio. Students will develop and produce significant levels of television and radio content for community broadcast, giving them practical, hands on experience and developed skills in script writing, broadcast production, research, interviewing, documentary production and production management.

Career opportunities

This program can equally equip a student to work in the media industry and prepare them with the needed digital skills across many contemporary work environments. Employment is available in a wide variety of media areas including advertising, audio, multimedia and video production, broadcast presentation and production, educational and instructional technology, script and copywriting and production management.

Music Prac/Theory majors

Music at USQ offers a contemporary, cutting edge approach to music creation, performance and scholarship. These majors explore music as a living, vital, creative practice that embraces contemporary artistic and technological developments.

Career opportunities

Most organisations recognise the importance of public relations to ensure the support of the public, media, government and their own staff. Opportunities exist in the areas of corporate public relations, consulting, government organisations, lobby groups, environmental and social issues, fund-raising, publicity and promotion, and community development.

Music Theory

Creative Media (including Multimedia)

This major focuses on providing a creative environment for students interested in the artistic use of computer driven digital technologies, with a focus on conceptualising, designing and applying self-generated projects sustained upon a firm technological base and professional application. Students will work in the field, in the television studio, sound studios and design and computer labs to release their projects.

The Creative Media (Multimedia) specialisation major is designed to reflect the diversity of inter-disciplinary knowledge and practices to produce graduates with the skills necessary to facilitate and lead the development of a wide range of multimedia products within the media, film, arts, information technology, educational and games sectors. The major also aims to enhance this practical skill and knowledge with a strong contextual foundation, supported by studies in new media and arts theory.

Career opportunities

Television production, animator, video and sound production, secondary teacher (with further study).

Multimedia strand - Opportunities for graduates exist in media/entertainment industries and communication professions including film, television, computer games, web development, information technology, education, defence force and the arts.

Creative Arts Cross-Disciplinary major

The unique strategies employed by this major have been developed to create a flexible palette of choices where you determine, through consultation with Program staff, a combination of specific discipline suites of theory and practice.

Theatre

The new theatre majors offer an exciting range of learning options and career pathways. they allow students to develop skills in their main areas of practice or discipline, and augments with a secondary specialisation that maximises career opportunity.

Career opportunities

Collaborative artist, events manager, actor, play and screenwriter, arts administrator, secondary teacher (with further study), community arts officer, youth arts officer.

Tourism management major*

Tourism Management is designed to provide a relevant professional education for students seeking management careers in a particularly diverse and dynamic tourism industry. The program is structured around a core of foundation business courses, field-specific courses and elective courses, and includes a blend of theoretical and applied courses. An increasing number of employers in the industry now prefer tertiary-trained graduates to fill supervisory and executive positions.

Career opportunities

Graduates find such positions as ecotourism project manager, tourism researcher, events coordinator, tourism marketing manager, tourism planning and development coordinator, and cultural tourism manager.

* Courses subject to change as new courses become available at Springfield campus

Visual Arts

Visual Arts Practice introduces you to the areas of drawing, printing, printmaking, ceramics, sculpture, textiles (constructed and printed) and gallery studies. These gradually enable you to specialise in one area. Visual Arts Theory introduces you to social, cultural, historical and philosophical issues affecting studio practice.

Career opportunities

These majors are meant to complement skills acquired through other Arts studies. Supported by further study, careers as a teacher, librarian, artist, art critic or curator are available to you.

Marketing major*

This major provides an understanding of marketing theories, principles and strategies. Students will learn how to apply these to real world situations through case studies and applied projects. Students take part in practical projects in which they develop and apply the many diverse skills required for modern marketing.

Career opportunities

A career in marketing could include a number of positions and career tracks. Specialisation choices available within the marketing profession can include business development, fund raising, market research, public relations, promotions, media liaison, direct marketing, brand/product management, channel management, account management, sales promotion, not-for-profit marketing, advertising, art direction and e-commerce management.

* Courses subject to change as new courses become available at Springfield campus

Education major*

The Education major provides students with a broad range of educational skills that assist in the understanding of classroom processes and teaching at the primary and middle school level. In addition to understanding pedagogic concepts, the major will equip students with a broad range of methodological approaches for planning instructional and studio based curricular.

Career opportunities

Career opportunities are available in broadcast production houses and studios that specialise in training and development programs, and with organisations that assist in scripting, production and postproduction of materials used in teaching resources within primary schools and middle schools throughout Australia.

* Courses subject to change as new courses become available at Springfield campus

Program aims

The Bachelor of Applied Media is designed to foster interaction between multidisciplinary developers, educators and the media industry in understanding, and contributing to, the rapid evolution of media broadcast products. It aims to produce graduates who are equipped to identify, analyse and produce media related product in both private and public sectors. This program aims to produce a graduate of high academic and professional standard who is capable of successfully competing for employment in a relevant profession and pursuing career development in this discipline or other related areas. The Bachelor of Applied Media seeks to develop critical, articulate, creative students by offering a range of majors and minor studies in disciplines that meet industry demand.

Program objectives

On successful completion of the program, students should be able to:

- demonstrate strong communication skills
- understand the concepts, processes and procedures relevant to media related industries
- identify and evaluate the environments within which media is conducted
- identify information needs appropriate to their studies and apply the techniques required to gather and impart such information
- identify, analyse and solve problems in several public and private areas of media by selecting and using appropriate media applications
- apply methods, concepts and theories to the creation of media projects
- evaluate the outcomes of media projects
- act within the ethos of professional media practice

- have knowledge of at least one associated discipline.

Admission requirements

Admission to the Bachelor of Applied Media is in accordance with University admission guidelines for undergraduate programs. Please refer to Academic Regulation 5.4.2, Section 1 (for Australian students) and Section 3 (for international students). International candidates must meet the University's English language proficiency requirements for undergraduate students.

Students who have completed a Diploma or Advanced Diploma of Screen (Film and Television), or other media associated Diploma or Advanced Diploma, from TAFE (or other accredited provider) may be granted advanced standing – see Exemptions.

How to apply

Domestic students

[Application for undergraduate programs](#) may be made through the Queensland Tertiary Admissions Centre (QTAC). The same procedure applies whether you plan to study on-campus or by distance education.

If you completed Year 12 at a Queensland secondary school you will be assessed for entry on the basis of your Overall Position (OP) or equivalent score. Year 12 students from other states or territories are considered for entry on the basis of their UAI, ENTER or TER and the subject prerequisites indicated. Other applicants will be based on their overall Rank. You should ensure you submit your application by the [closing dates](#).

International students

This program is offered to international students. An international student is a person who is not an Australian or New Zealand citizen and not an Australian permanent resident. Please refer to [USQ International](#) for information about entry requirements, visa arrangements and how to apply.

Program fees

Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of your higher education and you as a student pay a [student contribution amount](#), which varies depending on the courses undertaken. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

International full fee paying place

International students pay [full fees](#). Full fees vary depending on the courses that are taken and whether they are studied on-campus, via distance education/online. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Program structure

The Bachelor of Applied Media consists of 24 courses. All students must complete core studies - 16 courses taken over three years and either:

- a Specialisation Major - 8 courses, or
- two minor studies of 4 courses each - 8 courses, or
- one minor study - 4 courses and 4 electives – 4 courses

Required time limits

Students have a maximum of 9 years to complete this program.

Core courses

The Bachelor of Applied Media core courses are as follows:

Course	Year	Semester - On-campus (ONC)
MMS1003 Fundamentals of Media	1	1
MMS1011 Location Production	1	1
Choose one of the following two courses:		
Either CMS1009 Communication in Academic and Professional Contexts	1	11
Or CMS1000 Communication and Scholarship (EXT)	1	1
MMS1000 Scriptwriting	1	2
MMS1012 Editing	1	2
MMS1013 Production Management	1	2
MMS2011 Television Studio Production	2	1
MMS2023 Documentary Production	2	1
MMS2021 Broadcast Radio 1	2	1
MMS2022 Broadcast Radio 2	2	2
MMS2031 Short Narrative Production	2	2
MMS3021 Experimental Media Production	3	1
MMS3013 Media Production Project A	3	1
BCA3000 BCA Project A	3	1
MMS3022 Interactive Television Production	3	2
MMS3014 Media Production Project B	3	2

Major studies

In addition to the Core Studies all students must choose to complete **either** an 8 course Specialisation Major **or**, alternatively, students may choose to study two 4 course Minor Sequences instead **or** a 4 course minor and 4 electives.

Creative Media major (including Multimedia)

Course	Mode	Semester
MEA1000 Elements of Multimedia	EXT	1
VIS1100 Elements of Visual Design	EXT	1
FET5621 Introduction to Web Publishing	Online	1,3
CSC3406 Computer Graphics	EXT	1
MEA1004 Cinematic Language	EXT	2
BCA3000 BCA Project A	EXT	1
BCA3001 BCA Project B	EXT	2
BCA3002 Arts Business Practice	EXT	1

Creative Arts Cross-Disciplinary major

Course	Mode	Semester
MUS1031 Music History 1 or MUS2087 Introduction to Popular Music	EXT, EXT	MUS1031 — 1; MUS2087 — 2
MUS1021 Music Craft 1 or MUS2022 Music Craft 2	EXT, EXT	MUS1021 — 1; MUS2022 — 2
VSA1000 Introduction to Art Theory	EXT	1
VSA1001 Contemporary Art Practice 1	EXT (Arts Management only)	2
THE1001 Introduction to History and Theory of Drama 1 or THE1002 Introduction to History and Theory of Drama 2	EXT, EXT	THE1001 — 1; THE1002 — 2
THE2003 Children's and Young People's Theatre or THE2002 Community and Political Theatre	EXT, EXT	THE2003 — 1; THE2002 — 2
BCA3001 BCA Project B	EXT	2
BCA3002 Arts Business Practice	EXT	1

Music Practice/Theory major

Course	Mode	Semester
MUI1001 Music Performance, Creation and Scholarship 1	EXT (either/or Composition, Musicology, and Ensemble – no solo – performance)	1
MUI2003 Music Performance, Creation and Scholarship 3	EXT (either/or Composition, Musicology, and Ensemble – no solo – performance)	1
MUI1002 Music Performance, Creation and Scholarship 2	EXT (either/or composition, Musicology, and Ensemble – no solo – performance)	2
MUI2004 Music Performance, Creation and Scholarship 4	EXT (either/or Composition, Musicology, and Ensemble – no solo – performance)	2
MUS2087 Introduction to Popular Music	EXT	2
MUS1021 Music Craft 1	EXT	1
MUS1031 Music History 1	EXT	1
MUS2022 Music Craft 2	EXT	2

Or students may choose the following 8 courses:

Music Theory major

Course	Mode	Year/Semester
MUS1021 Music Craft 1	EXT	Year 1, S1
MUS1031 Music History 1	EXT	Year 1, S1
MUS2022 Music Craft 2	EXT	Year 1, S2
MUS2032 Music History 2	EXT	Year 1, S2
MUS2023 Music Craft 3	EXT	Year 2, S1
MUS2033 Music History 3	EXT	Year 2, S1
MUS2024 Music Craft 4	EXT	Year 2, S2
MUS2087 Introduction to Popular Music	EXT	Year 2, S2

Theatre major

Course	Mode	Semester
THE1001 Introduction to History and Theory of Drama 1	EXT	1
THE1002 Introduction to History and Theory of Drama 2	EXT	2
THE2003 Children's and Young People's Theatre	EXT	1
THE2002 Community and Political Theatre	EXT	2
THE2006 Theatre Manifesto	EXT	1
THE2005	EXT	1
THE2007 Renaissance Drama	EXT	2
THE2008	EXT	2

Visual Arts major

Course	Mode	Semester
VIS1100 Elements of Visual Design	EXT	1
VSA1000 Introduction to Art Theory	EXT	1
VSA3005 Contemporary Art Practice 5	EXT (Arts Management only)	2
VSA1001 Contemporary Art Practice 1	EXT (Arts Management only)	2
VSA2002 Contemporary Art Practice 2	EXT (Arts Management only)	1
VSA2003 Contemporary Art Practice 3	EXT (Arts Management only)	2
BCA3002 Arts Business Practice	EXT	1
BCA3001 BCA Project B	EXT	2

Tourism management major

Please note that courses are subject to change as new course become available at Springfield campus.

Course	Semester/Mode of Offer
LAW1101 Introduction to Law	S2 ONC
ACC1101 Accounting for Decision-Making	S1 ONC
TOU1003 Tourism Management	S1 ONC
MKT1001 Introduction to Marketing	S1,2 ONC
MKT1002 Consumer Behaviour	S2 ONC
MKT2001 Promotion Management	S1 ONC
TOU2008 Ecotourism	S1 ONC
TOU2009 Cultural Tourism	S2 ONC

Marketing major

Please note that courses are subject to change as new course become available at Springfield campus.

Course	Semester/Mode of Offer
LAW1101 Introduction to Law	S2 ONC
ACC1101 Accounting for Decision-Making	S1 ONC
MKT1001 Introduction to Marketing	S1,2 ONC
MKT1002 Consumer Behaviour	S2 ONC
MKT2002 International Marketing	S1 ONC
MKT2020 Sports Marketing	S2 EXT
TOU2010	S2 EXT, S3 EXT
MGT2002 Managing Organisations	S2 ONC, S3 EXT

Education major

Please note that courses are subject to change as new course become available at Springfield campus.

Course	Semester/Mode of Offer
EDC1200 Self, Education and Society	S1 ONC
PRI1491	S2 ONC, S3 WEB
EDC1300 Perspectives in Education	S2 ONC
EDU1010 Introduction to Curriculum and Pedagogy	S2 ONC
Course name to be advised. (Please contact the Program Coordinator regarding your individual enrolment — telephone: 3470 4657)	S1 ONC
EDC1100 Lifespan Development and Learning	S1,3 ONC
PRI2151	S2 ONC
Course name to be advised. (Please contact the Program Coordinator regarding your individual enrolment— telephone: 3470 4657)	S2 ONC

Minor studies

Students may take the minor studies path instead of the Specialisation Major. Option Studies are designed to enable students to widen their knowledge and perspectives across a range of disciplines. The purpose of the minor study sequence is to provide the student with the opportunity to bring skills and knowledge from a broader range of disciplinary approaches to underpin their applied media practice and careers. Courses must be taken over two levels. If a minor/Option study path is preferred, the student is required to choose two of the minor sequences as a substitute for the major from:

- the list of courses available on the Springfield campus below; or
- another minor studied externally from Toowoomba campus.

Communication and communication studies minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
CMS1010 Introduction to Communication and Media Studies	S1 ONC
CMS1011 Understanding Television	S2 ONC
CMS2013 Cinema Text and Theory	S1 ONC
CMS2014 New Hollywood Cinema	S2 ONC

Creative Arts Cross-Disciplinary minor

Course	Semester/Mode of Offer
VSA1100 or VSA1000 Introduction to Art Theory	S1 EXT
THE2003 Children's and Young People's Theatre or THE2002 Community and Political Theatre	THE2003 S1 EXT; THE2002 S2 EXT
MEA1000 Elements of Multimedia	S1 EXT
MUS2087 Introduction to Popular Music or MUS2032 Music History 2	S2 EXT

Creative Media minor

Course	Semester/Mode of Offer
MEA1000 Elements of Multimedia	S1 EXT
VIS1100 Elements of Visual Design	S1 EXT
FET5621 Introduction to Web Publishing	S1,3 WEB
MEA1004 Cinematic Language	S2 EXT

Music History minor

Course	Semester/Mode of Offer
MUS1031 Music History 1	S1 EXT
MUS2032 Music History 2	S2 EXT
MUS2033 Music History 3	S1 EXT
MUS2087 Introduction to Popular Music	S2 EXT

Music Practice minor

Course	Semester/Mode of Offer
MUI1001 Music Performance, Creation and Scholarship 1	S1, EXT (either/or Composition, Musicology, and Ensemble – no solo – performance)
MUI2003 Music Performance, Creation and Scholarship 3	S1, EXT (either/or Composition, Musicology, and Ensemble – no solo – performance)

MUI1002 Music Performance, Creation and Scholarship 2	S2, EXT (either/or Composition, Musicology, and Ensemble – no solo – performance)
MUI2004 Music Performance, Creation and Scholarship 4	S2, EXT (either/or Composition, Musicology, and Ensemble – no solo – performance)

Music Theory minor

Course	Semester/Mode of Offer
MUS1021 Music Craft 1	S1 EXT
MUS2022 Music Craft 2	S2 EXT
MUS2023 Music Craft 3	S1 EXT
MUS2024 Music Craft 4	S2 EXT

Theatre minor

Course	Semester/Mode of Offer
THE1001 Introduction to History and Theory of Drama 1	S1 EXT
THE1002 Introduction to History and Theory of Drama 2	S2 EXT
THE2003 Children's and Young People's Theatre	S1 EXT
THE2002 Community and Political Theatre	S2 EXT

Visual Arts minor

Course	Semester/Mode of Offer
VIS1100 Elements of Visual Design	S1 EXT
VSA1000 Introduction to Art Theory	S1 EXT
VSA1001 Contemporary Art Practice 1	S2 EXT (Arts Management only)
BCA3002 Arts Business Practice	S2 EXT

Public relations minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
PRL1002 Principles and Practice of Public Relations	S1 EXT
PRL1003 Reputation Management	S2 EXT
PRL1001 Writing for Public Relations	S1 EXT
PRL2001 Issues and Crisis Management	S2 EXT

Tourism management minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
TOU1003 Tourism Management	S1 ONC
MKT1002 Consumer Behaviour	S2 ONC
ACC1101 Accounting for Decision-Making	S1 ONC

TOU2009 Cultural Tourism	S2 ONC
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Marketing minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
MKT1001 Introduction to Marketing	S1,2 ONC
MKT1002 Consumer Behaviour	S2 ONC
MKT2002 International Marketing	S1 ONC
TOU2010	S2 ONC, S3 EXT

Education minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
EDC1200 Self, Education and Society	S1 ONC
PRI2151	S2 ONC
FOE2000	S1 ONC
EDC2200 Indigenous Perspectives for Educators	S2 ONC

Psychology minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
PSY1010 Foundation Psychology A	S1 ONC
PSY1101 Critical Thinking	S1 ONC
PSY1020 Foundation Psychology B	S2 ONC
PSY1030 Cross-Cultural and Indigenous Psychology	S2 ONC

IT requirements

Access to high-level computers is necessary as computers can play an important role in the studying and learning process, especially in media related fields where digital technology has superseded analogue traditions. Students are strongly encouraged to make use of up-to-date computer technology in a number of ways to facilitate learning, and in the production of assessment material. Some courses require substantial access to a computer because computer software is integral to the material being taught in the course. On-campus students will access appropriately equipped laboratories, but should consider acquisition of their own computer.

Additionally, students are required to purchase an External 7200 rpm Hard Drive with Firewire in their first semester, first year. This hardware will be necessary for use over the duration of the three years (full-time) of the degree course.

The University is installing a wireless network for students' computers. In order to take advantage of this facility and further enhance their on-campus learning environment, students should consider purchasing a notebook/laptop computer with wireless connectivity.

Please see the following URL for up-to-date advice on computing requirements
<http://www.usq.edu.au/ict/students/standards/default.htm>.

Access to computer facilities, including the internet and email, is necessary. The recommended standards of hardware and operating system are outlined at <http://www.usq.edu.au/ict/students/standards/hardware.htm>

Other program requirements

Students must maintain good standing in this program. Please refer to [Academic Regulation 5.9](#).

Exemptions

- Students with prior industry experience and/or previous related study may apply for consideration for exemption as per Regulation 5.5.5.
- In particular, students who have completed the Diploma of Screen (Film and Television) from a TAFE (or other accredited provider) may apply for exemption of up to 8 core courses as per AQF agreement. All requests for further exemptions above the agreed 8 credit points will be considered on a case by case basis and responses directed by the Program Coordinator. The Program Coordinator is not obliged to grant further exemptions above the 8 credit points but is able to do so if they believe there are demonstrated grounds for doing so.

Recommended enrolment pattern - Springfield campus only

Given the program structure information, students should plan their enrolment making sure that they have fulfilled all core, major, minor and elective requirements. Enrolment requirements must be satisfied before enrolling in a course.

As a guide, full-time students should plan to undertake eight courses per year or four units per semester. For further details, see above under Program Structure.

Courses in the core studies are only offered on-campus and follow a strict pre-requisite pattern. While most courses in the specialisation major, minor, and elective studies are on-campus a small number are only offered externally at this time.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
First Year							
MMS1003 Fundamentals of Media	1	1					
MMS1011 Location Production	1	1					
Choose one of the following three courses:							
CMS1009 Communication in Academic and Professional Contexts	1	1					
EDC1100 Lifespan Development and Learning	1	1					
CMS1000 Communication and Scholarship			1	1			
Course from Specialisation major, Minor study or elective	1	1					
MMS1012 Editing	1	2					
MMS1013 Production Management	1	2					
MMS1000 Scriptwriting	1	2					
Course from Specialisation major, Minor study or elective	1	2					
Second Year							
MMS2011 Television Studio Production	2	1					
MMS2023 Documentary Production	2	1					
MMS2021 Broadcast Radio 1	2	1					
Course from Specialisation major, Minor study or elective	2	1					
MMS2022 Broadcast Radio 2	2	2					Pre-requisite: MMS2021
MMS2031 Short Narrative Production	2	2					Pre-requisite: MMS2011 and MMS2021 and MMS2023
Course from Specialisation major, Minor study or elective	2	2					
Course from Specialisation major, Minor study or elective	2	2					

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
Third Year							
MMS3021 Experimental Media Production	3	1					Pre-requisite: MMS2022 and MMS2031
MMS3013 Media Production Project A	3	1					Pre-requisite: MMS2011
BCA3000 BCA Project A	3	1					OE
Course from Specialisation major, Minor study or elective	3	1					
MMS3022 Interactive Television Production	3	2					Pre-requisite: MMS3021 and MMS3013
MMS3014 Media Production Project B	3	2					Pre-requisite: MMS3013
Course from Specialisation major, Minor study or elective	3	2					
Course from Specialisation major, Minor study or elective	3	2					

Footnotes

OE Before enrolling in this course students must check that they have satisfied the 'Recommended prior study' or 'Other enrolment' requirements set out in the Other requisites section of the course specification.