

# Diploma of Communication

## Course Outline, T2 2021

<b>Campus</b>	Melbourne Burwood Campus / Jakarta Campus, Indonesia
<b>Intake</b>	March, June, October
<b>CRICOS</b>	097893M
<b>Course Duration</b>	Standard track (recommended) three trimesters (12 months). Fast track option available to complete two trimesters (8 months).
<b>Teaching Methods</b>	Instruction for all units is classroom-based with four hours of class contact per week are allocated to each unit. Some units have additional practical classes.
<b>Assessment</b>	Assessment for all units is ongoing and continuous - consisting of quizzes, written reflections, case study analysis and practical projects.
<b>Course Structure</b>	Eight units must be completed and passed to be awarded the Diploma.
<b>Units</b>	<p><b>TWO core units:</b> ACC100 Communication in Everyday Life ACG103 Design Skills <b>PLUS:</b> *AAI018 Academic Integrity (* compulsory online zero credit point unit)</p> <p><b>Plus three streams or Electives (6 units in total) from the following unit options:</b></p> <p><b>Advertising stream</b> ALA101 Advertising Principles and Practices ALA102 Creative Brand Communication</p> <p><b>Public Relations stream</b> ALR103 Introduction to Public Relations ALR104 Strategic Communication and Writing</p> <p><b>Journalism stream</b> ALJ111 News Reporting 1 ALJ112 News Reporting 2</p> <p><b>Digital Media stream</b> ALM101 Making Social Media ALM102 Making Video</p>

<b>Transfer to Deakin University</b>	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> <li>• You must complete and pass eight Deakin College diploma units*.</li> <li>• You must achieve the required Weighted Average Mark (WAM) for your Deakin College diploma taking into account all units attempted at Deakin College (required WAM's are included under each Deakin University degree on the following pages).</li> </ul> <p>Transfer to some degrees requires specific Deakin College units to be completed in order to receive the appropriate credits (see Deakin University degrees below for core units).</p>
<b>Study Mode</b>	<ul style="list-style-type: none"> <li>• If you are a domestic student, you can enrol in 1 to 4 units, also known as modules (25%-100% study load) each trimester. If you are seeking Centrelink assistance, you must enrol in 3 or 4 units.</li> <li>• If you are an international student, we recommend you enrol in 3 or 4 units, also known as modules (75%-100% study load) per trimester in order to meet progression requirements to Deakin University, as outlined in your offer letter. If you cannot take full-time study load, you must contact your Academic Coordinator prior to your scheduled enrolment date for a discussion. You will not be able to enrol through the Student Portal if you try to enrol in one or two units and will need to seek assistance from your Academic Coordinator.</li> </ul>
<b>Assessments</b>	<ul style="list-style-type: none"> <li>• Assessment items are subject to change, please check Unit Outlines for specific assessment detail for individual units each trimester.</li> </ul>

**Units offered in each Trimester.**

Unit	Trimester 2	Trimester 3	Trimester 1
	2021	2021	2022
ACC100 Communication in Everyday Life	✓	✓	✓
ALA101 Advertising Principles and Practices	✓	✓	✓
ALA102 Creative Brand Communication	✓	✓	✓
ACG103 Design Skills	✓	✓	✓
ALR103 Introduction to Public Relations	✓	✓	✓
ALR104 Strategic Communication and Writing	✓	✓	✓
ALJ111 News Reporting 1	✓	✓	✓
ALJ112 News Reporting 2	✓	✓	✓
ALM101 Making Social Media	✓	✓	✓
ALM102 Making Video	✓	✓	✓

\* Zero credit point unit AAI018 Academic Integrity available online each trimester

# Diploma of Communication

## Example Course Plans for Students

### Example Course Plans for Students

The following are example course plans for students studying in the Diploma of Communication. Please note that core and elective units can be taken in any order. The following course plan should be used as a guide only.

### How to use the Plan

Students need to select or choose which Deakin University Degree Course they wish to transfer into once they have completed their studies at Deakin College. Deakin University offers direct transfer into the following courses from the Diploma of Communication

- Bachelor of Arts (majors in Journalism, Public Relations, Advertising, Digital Media) A300
- Bachelor of Communication (Public Relations) A325
- Bachelor of Communication (Journalism) A331
- Bachelor of Communication (Digital Media) A333
- Bachelor of Communication (Advertising) A334

### Deakin University Campuses and Trimester codes

**B** Melbourne Burwood Campus **WP** Geelong Waurin Ponds Campus **WF** Geelong Waterfront Campus **C** Cloud (online)

**T1** Trimester 1 entry **T2** Trimester 2 entry **T3** Trimester 3 Entry

NOTE: for Australian students entry is for T1 only. T2 entry is subject to availability of places.

CRICOS Codes:

Bachelor of Arts 012762C

Bachelor of Communication (Public Relationships) 083990C

Bachelor of Communication (Journalism) 083978K

Bachelor of Communication (Digital Media) 089296K

Bachelor of Communication (Advertising) 095289C

**When I transfer to Deakin University, I want to study  
Bachelor of Communication (Public Relations)**

International Students WAM: **B 50 WP 50**

Australian Students WAM: **B 50 WP 50**

Credits for Transfer: 8

<b>Fast Track (Completing In 8 months/2 trimesters)</b>					
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALR104</b> Strategic Communication and Writing	<b>CORE STREAM ALR103</b> Introduction to Public Relations	<b>REQUIRED</b>  <b>AAI018</b>  Academic Integrity
2 <sup>nd</sup> Trimester	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALR103</b> Introduction to Public Relations
2 <sup>nd</sup> Trimester	<b>CORE STREAM ALR104</b> Strategic Communications and Writing	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>
3 <sup>rd</sup> Trimester	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

<b>REQUIRED</b>  <b>AAI018</b>  Academic Integrity
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**Bachelor of Communication Public Relations major sequencing:**

**Students need to complete two CORE units plus two CORE STREAM units and four Elective options \*plus compulsory online zero credit point unit.**

**CORE: must complete two units below**

ACC100 Communication in Everyday Life

ACG103 Design Skills

\*AAI018 Academic Integrity

*(\* compulsory online zero credit point unit)*

**CORE STREAM (Public Relations) : must complete two units below**

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

**ELECTIVE STREAM: must complete 4 units from options below**

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

ALJ111 News Reporting 1

ALJ112 News Reporting 2

ALM101 Making Social Media

ALM102 Making Video

**When I transfer to Deakin University, I want to study  
Bachelor of Communication (Journalism)**

International Students WAM: **B 50 WP 50**

Australian Students WAM: **B 50 WP 50**

Credits for Transfer: 8

<b>Fast Track (Completing In 8 months/2 trimesters)</b>					
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALJ111</b> News Reporting 1	<b>CORE STREAM ALJ112</b> News Reporting 2	<b>REQUIRED</b>  <b>AAI018</b>  Academic Integrity
2 <sup>nd</sup> Trimester	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>				<b>REQUIRED</b>  <b>AAI018</b>  Academic Integrity
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALJ111</b> News Reporting 1	
2 <sup>nd</sup> Trimester	<b>CORE STREAM ALJ112</b> News Reporting 1	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>	
3 <sup>rd</sup> Trimester	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>		

**Bachelor of Communication Journalism major sequencing:**

**Students need to complete two CORE units plus two CORE STREAM units and four Elective options \*plus compulsory online zero credit point unit.**

**CORE: must complete two units below**

ACC100 Communication in Everyday Life

ACG103 Design Skills

\*AAI018 Academic Integrity

*(\* compulsory online zero credit point unit)*

**CORE STREAM (Public Relations) : must complete two units below**

ALJ111 News Reporting 1

ALJ111 News Reporting 2

**ELECTIVE STREAM: must complete 4 units from options below**

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

ALM101 Making Social Media

ALM102 Making Video



**When I transfer to Deakin University, I want to study  
Bachelor of Communication (Digital Media)**

International Students WAM: **B 50 C 50**  
 Australian Students WAM: **B 50 WP 50 C 50**  
 Credits for Transfer: 8

<b>Fast Track (Completing In 8 months/2 trimesters)</b>					
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALM101</b> Making Social Media	<b>CORE STREAM ALM102</b> Making Video	<b>REQUIRED</b>  <b>AAI018</b>  Academic Integrity
2 <sup>nd</sup> Trimester	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALM101</b> Making Social Media
2 <sup>nd</sup> Trimester	<b>CORE STREAM ALM102</b> Making Video	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>
3 <sup>rd</sup> Trimester	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

**REQUIRED**  
  
**AAI018**  
  
Academic  
Integrity

**Bachelor of Communication Digital Media major sequencing:**

**Students need to complete two CORE units plus two CORE STREAM units and four Elective options \*plus compulsory online zero credit point unit.**

**CORE: must complete two units below**

ACC100 Communication in Everyday Life

ACG103 Design Skills

\*AAI018 Academic Integrity

*(\* compulsory online zero credit point unit)*

**CORE STREAM (Public Relations) : must complete two units below**

ALM101 Making Social Media

ALM102 Making Video

**ELECTIVE STREAM: must complete 4 units from options below**

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

ALJ111 News Reporting 1

ALJ111 News Reporting 2

**When I transfer to Deakin University, I want to study  
Bachelor of Communication (Advertising)**

International Students WAM: **B 50 C 50**  
 Australian Students WAM: **B 50 WP 50 C 50**  
 Credits for Transfer: 8

<b>Fast Track (Completing In 8 months/2 trimesters)</b>					
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALA101</b> Advertising Principles and Practice	<b>CORE STREAM ALA102</b> Creative Brand Communication	<b>REQUIRED</b>  <b>AAI018</b>  Academic Integrity
2 <sup>nd</sup> Trimester	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>			
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM ALA101</b> Advertising Principles and Practice
2 <sup>nd</sup> Trimester	<b>CORE STREAM ALA102</b> Creative Brand Communication	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>
3 <sup>rd</sup> Trimester	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

**REQUIRED**  
  
**AAI018**  
  
Academic  
Integrity

**Bachelor of Communication Advertising major sequencing:**

**Students need to complete two CORE units plus two CORE STREAM units and four Elective options \*plus compulsory online zero credit point unit.**

**CORE: must complete two units below**

ACC100 Communication in Everyday Life

ACG103 Design Skills

\*AAI018 Academic Integrity

*(\* compulsory online zero credit point unit)*

**CORE STREAM (Public Relations) : must complete two units below**

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

**ELECTIVE STREAM: must complete 4 units from options below**

ALM101 Making Social Media

ALM102 Making Video

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

ALJ111 News Reporting 1

ALJ111 News Reporting 2

**When I transfer to Deakin University, I want to study  
Bachelor of Arts**

International Students WAM: **B 50 C 50**  
 Australian Students WAM: **B 50 WP 50 C 50**  
 Credits for Transfer: 8

**Majors offered from Diploma of Communication at Deakin University include:**

- Journalism ● Public Relations ● Advertising ● Digital Media ● Digital Media

<b>Fast Track (Completing In 8 months/2 trimesters)</b>					
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM OPTION</b>	<b>CORE STREAM OPTION</b>	<b>REQUIRED</b>  AAI018  Academic Integrity
2 <sup>nd</sup> Trimester	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>	

<b>Normal Track (Completing course in 12 months/ 3 Trimesters)</b>				<b>REQUIRED</b>  AAI018  Academic Integrity
1 <sup>st</sup> Trimester	<b>CORE ACC100</b> Communication in Everyday Life	<b>CORE ACG103</b> Design Skills	<b>CORE STREAM OPTION</b>	
2 <sup>nd</sup> Trimester	<b>CORE STREAM OPTION</b>	<b>ELECTIVE 1</b>	<b>ELECTIVE 2</b>	
3 <sup>rd</sup> Trimester	<b>ELECTIVE 3</b>	<b>ELECTIVE 4</b>		

**Bachelor of Arts major sequencing (Advertising, Public Relations, Journalism or Digital Media):**

**Students need to complete two CORE units plus two CORE STREAM OPTION units and four Elective options  
 \*plus compulsory online zero credit point unit.**

**CORE: must complete two units below**

ACC100 Communication in Everyday Life

ACG103 Design Skills

\*AAI018 Academic Integrity

*(\* compulsory online zero credit point unit)*

**CORE STREAMS and ELECTIVES: students must complete one pair of Core Streams (major option) and 4 electives from unit list below**

**Advertising Major**

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

**Journalism Major**

ALJ111 News Reporting 1

ALJ112 News Reporting 2

**Public Relations Major**

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

**Advertising Major**

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

## Unit Outlines

### **ACC100 Communication in Everyday Life**

This unit explores communication theory through practice, using dynamic and creative participatory learning activities to discover how communication theory 'plays' out in everyday life.

Students examine the motivation for and consequences of communication in their daily life, exploring how we communicate changing social norms and use agency to reproduce and redefine things like 'friends', 'work' and what are 'acceptable' modern communication practices. The unit brings communication theory to life by drawing on a range of learning materials – reading text, newspapers, television, web-based resources and film in order to examine how individuals participate in social construction, the process of meaning making and the building of social capital.

**Assessment 1 - Interpretation & digital objects 30%**

**Assignment 2 – Interactive presentation 30%**

**Assignment 3 – Digital Workbook 40%**

### **ALA101 Advertising Principles and Practices**

This unit will introduce students to the theory and practice of contemporary advertising by exploring the industry's history and rapidly changing nature in the digital era. The social, ethical and regulatory contexts of advertising are established to encourage students to become reflective future producers or consumers of advertising messages. The strategic imperatives of advertising and notions of effectiveness are examined to build students' abilities to solve communication problems that are commonly faced by private, public and non-for-profit sector clients.

**Assessment 1 - Online quiz 20%**

**Assessment 2 - Group Presentation 30%**

**Assessment 3 - Research and Planning Report 40%**

### **ALA102 Creative Brand Communication**

Students will explore the nexus of creativity and strategy that is fundamental to successful brand communication. They will examine the nature of

creativity in the communication industry and practitioner approaches to the creative process. The advertising messages produced by international brands will be analysed to help students prepare for global mobility as future practitioners. Students will be introduced to the key creative roles within communication companies and build the research, planning and ideation skills required of contemporary practitioners.

**Assessment 1 - Advertising Challenge Tasks 20%**

**Assessment 2 - Essay 40%**

**Assessment 3 - Written Project 40%**

### **ALR103 Introduction to Public Relations**

The unit provides an introduction to the field of public relations. Students learn about what public relations people do, and how they do it. Topics include planning, media relations, employee relations, community relations, international public relations, ethics and public relations law.

**Assessment 1 - Quizzes 20%**

**Assessment 2 – Essay 30%**

**Assessment 3 - Planning Project 50%**

### **ALR104 Strategic Communication and Writing**

This unit sits at the nexus of theory and practice to help you understand the role of strategic communication in organisational contexts. Put simply, strategic communication refers to the ability to develop and disseminate messages that achieve specific and measurable objectives. Whether that objective is to inform, change opinion or adapt behaviour, successful strategic communication revolves around people.

**Assessment 1 - Online quiz 20%**

**Assessment 2 - Group planning project 40%**

**Assessment 3 - Portfolio 40%**

### **ALJ111 News Reporting 1**

This unit is an introduction to the practice and theory of multimedia journalism. It sets the social, professional and legal context for journalism practice, and introduces students to the convention of news writing and reporting stories. Students will also focus on combining text with photos and audio clips to produce news stories; critically examining their own production processes, and learn to report multimedia news stories to a deadline.

**Assessment 1 - Research file 20%**

**Assessment 2 - News story for print media 40%**

**Assessment 3 - Multimedia news story 40%**

### **ALJ112 News Reporting 2**

This unit in the practice and theory of multimedia journalism focuses on news reporting processes. It outlines professional, social and legal factors that impact on reporting of local, regional and national news. The unit introduces students to key news beats, including reporting stories about politics, business, sport and local newsworthy events and issues. Students will build contacts in their preferred news beat/s and engage with social media tools to report and produce their news stories. They will also gain skills in reporting a news story (to a deadline) for broadcast and online media platforms.

**Assessment 1 - Social media for reporting 20%**

**Assessment 2 - Photojournalism assignment 40%**

**Assessment 3 - 40% Video based assignment 40%**

### **ALM101 Making Social Media**

This unit enables students to explore and experience present day digital media culture in critical and creative ways. The unit is built on multi-platformed content, delivery and assessment, providing a user-friendly engagement with social media that facilitates practical, hands-on work in micro-blogging, blogging and podcasting. Creating and sharing different forms of media content, students learn how to communicate across different online platforms as part of a highly interactive community. Highlighting the benefits of media-making for

personal and professional use, the unit allows students to develop their portfolios and discover how to use social media to strategically build a dynamic online identity.

**Assessment 1 - Portfolio Exercise 20%**

**Assessment 2 - Portfolio Output 40%**

**Assessment 3 - Portfolio Output 40%**

### **ALM102 Making Video**

This unit enables students to critically and creatively engage with present day digital media culture, with a particular emphasis on making videos. Highlighting the crucial importance of creating audio-visual content for different purposes and audiences, the unit guides students through various video-making practices and strategies. Emphasising the benefits of making videos in a wide range of industry settings, the unit allows students to develop their portfolios and learn how to use video to strategically build a dynamic online identity.

**Assessment 1 - Video Exercise 1 20%**

**Assessment 2 - Video Exercise 2 30%**

**Assessment 3 - Video Project & Reflection 50%**

### **ACG103 Design Skills**

This unit introduces students to the digital tools necessary for visual communication design. Students will be introduced to the Adobe imaging suite. Consideration will be given to the theoretical concepts and implications of digital technology as they relate to other art and design processes. Techniques including digital mark making, graphic illustration, design elements and principles, creative thinking and layout explored through practical projects. This unit is a combination of practical skills and theory exploring the design elements and principals.

**Assessment 1 - Design project 30%**

**Assessment 2 - Research project 30%**

**Assessment 3 - Design project 40%**