



CUA51015 Diploma of Screen and Media (Mass Communication)

National ID: CUA51015 | State ID: AB40

About this course

Become part of the fast paced world of content creation

Mass Communication is a broad term encompassing multiple forms of contemporary **media content and communications**. It's a field which is undergoing considerable shifts. The Diploma of Mass Communication is designed for the 21st century communications landscape, where traditional media jobs that exist today may not exist tomorrow.

You will gain **contemporary industry skills** needed to cut through the noise and become a more effective communicator on social platforms, creating stories with unique perspectives on important topics. You will **produce purposeful and relevant media content** that communicates, engages, and potentially sells; applying **digital marketing principles**.

Training occurs through **real-world projects**, connecting with people and capturing their stories for multi-platform content versions.

This qualification is a clear pathway to begin your career or go on to further study to university.

Gain these skills

- Effective media content creation for marketing purposes
- Effective use of social platforms
- Writing for social platforms (e.g. captions, blogs, copywriting)
- Photography
- Production (video and audio)
- Camera skills
- Sound recording and editing
- Editing software training
- Verbal and written communication with project stakeholders
- Problem solving

- Negotiation skills

Is this course right for me?

I have the following attributes:

- Creative mindset
- Interest in people and their stories
- Communication skills
- Focus and motivation
- Organisational skills
- Adaptability
- Willingness to adopt and affect change
- Team player
- Reliability and responsibility

Details

In order to comply with COVID-19 Government directed social distancing guidelines, some courses may include a mix of online learning, virtual classrooms (live web conferencing with your lecturer and class) and classroom delivery, as well as practical and work experience placements.

Lecturers will provide specific instructions to their student groups on how training will be undertaken.

Semester 1, 2020

Perth (Northbridge) - On Campus



Duration: **1 Year/s**



When: **Semester 1, 2020**



How: **On campus**

Units

Core

National ID	Unit Title
BSBCRT501	Originate and develop concepts
CUAIND502	Maintain and apply creative arts industry knowledge
CUAPPR505	Establish and maintain safe creative practice

Elective

National ID	Unit Title
CUAACD512	Work with photomedia in creative practice
CUAAIR401	Conduct interviews
CUACAM401	Shoot a wide range of screen content
CUAPHI501	Apply visual communication theory to photo imaging practice
CUAPOS401	Edit screen content for fast turnaround
CUAPOS402	Manage media assets
CUAPPM404	Produce programs and program segments
CUASOU407	Edit sound
CUASOU410	Record sound on location
CUAWRT401	Edit texts
CUAWRT403	Write narration and material for current affairs, features and documentaries
BSBMKG527	Plan social media engagement

Entrance requirements

School Leaver	Non-School Leaver	AQF
Completion of WACE General or ATAR (Minimum C Grades) or equivalent	Completion of WACE General or ATAR or equivalent (minimum C Grades)	Certificate III

Job opportunities



[Video Producer Blogger](#) | [Editorial Assistant](#) | [Photo Journalist](#)

Other job titles may include:

- Content creator
- Social Media Coordinator
- Multimedia Operator
- Website/Blog Editor

Please note this list should be used as a guide only as job titles and qualification requirements may vary between organisations.

Fees and charges

Local full time students

Course fees are made up of two components, tuition fees and resource fees.

Tuition fees are determined by multiplying the course fee rate by the nominal hours, which is the number of hours in which an average student could be expected to complete each unit. They are not the hours of training or instruction.

Resource fees are charges for material that are essential to a course or unit, and are purchased by NMT to be used by students during the course.

Fees may vary depending on the units you are enrolled in so an approximate amount has been shown. You will be given the exact amount of your fees at enrolment. Part time student fees will vary depending on the number of units you are enrolled in.

Please note, you may also need to buy textbooks or equipment for your course.

International Students

Check [TAFE International WA](#) to confirm this course is available to international students. You will pay your tuition fees to TIWA.

Please note, fees are subject to change.