WELCOME TO UTS: COMMUNICATION

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WHY COMMUNICATION AT UTS?

The School of Communication is a dynamic centre of creativity, innovation and knowledge in communication, media and social science.

STUDY WITH THE BEST
Join one of the most in demand communication schools in the country learning from industry experts and with access to high tech facilities and equipment.

GRADUATE IN DEMAND
UTS journalism and writing grads earn the highest starting salaries of all grads in their field in Sydney. Graduate Careers Australia, 2013

STUDY IN SYDNEY’S CITY CREATIVE INDUSTRIES HUB
Benefit from the opportunities and atmosphere created by being in a precinct that contains 70% of Sydney’s creative industries, such as the ABC.

GAIN A GLOBAL OUTLOOK
Choose to combine your degree with B Arts in International Studies – the only degree offered in NSW that enables you to spend a year overseas as part of your degree.

COMBINED OPTIONS
Communication students can also combine their degree with Law or Creative Intelligence and Innovation in most majors or apply to do Honours as an addition year.

GET THAT FOOT IN THE DOOR
Actively engage with industry as you undertake faculty facilitated internships. Build your resume and networks by entering industry competitions.
UTS students have been Tropfest (Australia’s most competitive short film festival) finalists 10 times in the past five years.
AUSTRALIA’S MOST INNOVATIVE CAMPUS

By studying at UTS you’ll be amongst the first to advantage from UTS’s innovative campus of the future. Below are just a few examples of the new and revitalised spaces on campus.

JOIN THE IDEAS HUB
The arrival of the Dr Chau Chak Wing Building (pictured), designed by world-renowned architect Frank Gehry, solidifies UTS’s place in Sydney city’s creative precinct. The building embodies the UTS Business School’s commitment to fostering ideas and collaboration with industry and research.

UTS Business School students will experience learning spaces that encourage collaboration and innovation, both in formal and informal learning environments.

A SPACE TO BE CREATIVE
The Faculty of Design, Architecture and Building has undergone a transformation over the past years. State-of-the-art facilities include the Digital Workshop, Fashion and Textile Studio, Photomedia Studio, Motion Capture Lab, and many more.

LEADING EDGE HEALTH AND SCIENCE PRECINCT
UTS Science is expanding. Another modern, state-of the art building will be opening in 2015. With the new ‘Super Lab’, we’ll revolutionise the way science is taught at UTS.

STUDY IN A LIVING LAB
With its unique binary code screen design, the newly opened Engineering and IT Building is the single-largest facility to be constructed under UTS’s $1.2 billion City Campus Master Plan. It features a 3D data arena, collaborative theatres and sensors throughout the building that display real-time data for research purposes.

A PLACE TO FLEX YOUR NEW SKILLS
With cutting-edge simulation technologies across 16 purpose built nursing and midwifery clinical labs, UTS Health students will be learning in the most highly developed laboratories on the east coast of Australia. Our well-equipped sports and exercise labs will enable students to test and assess physical activity, strength, health and fitness levels.
UTS: Communication students have access to an array of production facilities, providing the latest tools of the trade for teaching and learning.

**Portable Equipment Store**
The Portable Equipment Store gives students access to an extensive range of professional production equipment, enabling students to produce broadcast-quality projects and to graduate experienced and competent working with the latest production technologies.

**Video Editing Suites**
Students enrolled in production subjects have access to AVID Adrenaline digital edit suites as well as the Final Cut Pro High Definition Edit suite which has a broadcast standard HDTV monitor and a computer equipped with a HD Extreme Decklink card for broadcast quality capturing, editing and playback.

**Journalism Lab**
The Journalism Lab contains iMac computers for desktop publishing, word processing and online research; printing and photocopying facilities as well as a number of audio visual facilities for playback and recording purposes.

**Sound Facilities**
The Sound Facilities include three ProTools | HD 8 control rooms, equipped to specialise in Music/Audio Arts, Post-Production and Surround Mixing, housed around a shared recording floor with links to all control rooms and a separate vocal booth. In addition, there are six digital audio workstations in individual suites.

**Media Production Labs**
The Media Production Labs are specialised limited access computing laboratories for UTS: Communication students. These labs allow students to complete their media production assignments in video editing, compositing and animation, emergent media authoring, website production, desktop publishing and online research.

**Bon Marche Studio**
The Bon Marche Studio is a 10m x 10m x 10m shooting stage, and performance and media arts production space. The Studio has high definition playback and projection, a 9.1 loudspeaker system, 8 channel surround, or film surround formats up to 7.1, and contains a large green screen cyclorama.
Our courses place a high value on creativity and production, with many graduates emerging to become outstanding practitioners across the media and communication fields.

WHAT WILL YOU GAIN WITH A CAREER IN COMMUNICATION?
> Transferable skills across all industries
> Interesting, challenging and creative work in a dynamic industry that is constantly changing
> Good working conditions and a balanced lifestyle
> An opportunity to work overseas – Media and Communication is a global industry

THE COMMUNICATION INDUSTRY NEEDS PEOPLE WHO ARE:
> Good communicators and enjoy working with people
> Creative thinkers and good problem solvers
> Willing to learn new things and adapt to an ever changing environment
> Resourceful and capable of research and analysis
> Able to communicate across various mediums and media platforms

WHAT CAN YOU DO WITH A CAREER IN COMMUNICATION?
There are many different jobs in communication – here is a snapshot of career options available. Refer to related course pages 6–17 for more information:

Creative Writing
> editors
> publishers
> scriptwriters
> copywriters

Digital and Social Media
> digital and social media coordinators
> communications officers
> digital channels strategists
> social media managers

Journalism
> careers in print, broadcast, online and social media
> reporters
> producers

Media Arts and Production
> directors
> editors
> film or new media producers

Public Communication
> public relations consultants
> advertising executives
> media liaison officers

Social Inquiry
> social researchers
> policy analysts
> political advisors

Sound and Music Design
> sound design or production across a diverse range of areas such as music, animation, web applications, gaming, production design, and exhibition design
> new media artists

WHAT OUR EMPLOYERS SAY
“The UTS Bachelor of Arts in Communication (Public Communication) course provides students with a solid grounding for entering the professional public relations industry. Their students are critical thinkers, show initiative and are able to multitask. UTS students are a step above students in similar courses.”

Alice Collins, Associate Director, Insight Communications
PRACTICAL EXPERIENCE

Here's just some of what we offer in our practice-oriented learning approach:

> Assignments based on authentic professional projects relevant to the industry that students wish to enter, providing material for a portfolio after graduation.

> Journalism students participate in UTS News Day where they research, produce and report stories for TV, radio, online and press.

> Public Communication students get the opportunity to respond to a client brief and develop a communication strategy for real clients. Projects can be tailored to students’ particular fields of interest in public communication. The industry collaboration gives students experience in working with clients and producing a major piece of communication.

> Sound and Music Design students complete a Professional Practice subject which exposes them to site visits, guest lectures, workshops and, where possible, short-term work experience placements.

> Creative Writing students complete a portfolio of work for their capstone subject, in a genre of their choice, developing skills in editing and revision and acquire the confidence to enable them to submit their work for publication.

> The elective subject Professional Internship (open to students in the Journalism, Creative Writing, Digital and Social Media, Public Communication and Media Arts and Production majors) places students into the communication industry, blending theory and practice to develop graduates into professionals.

> Media Arts and Production students complete a short media work in either sound, video, interactive media, installation, performance or film, adding to their professional portfolio of creative work they can show industry bodies, employers and clients when they graduate.

> Social Inquiry students undertake a workplace or community-based placement in their final year, putting into practice their thematic insights, research capacities and communicative skills developed throughout the degree.
BACHELOR OF SOUND AND MUSIC DESIGN

KEY INFORMATION

2015 ATAR: 70.00
with International Studies: 76.50
Duration: 3 years (full-time)
UAC Code: 60006

Combine this degree with:
International Studies
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28

CAREERS

Sound design or production across a diverse range of media, communication and design outlets including music, animation, web applications, gaming, product design, exhibition design and architecture.
> new media artists
> interactive media artists
> installation artists/sound sculptors
> computer musicians
> electronic music composers
> product audio designers
> software interface designers
> new sonic interface designers

WHAT YOU LEARN

This course aims to develop creative and technologically fluent practitioners in sound and music design with a strong base of artistic, professional and theoretical skills. Studies focus on developing cross-disciplinary creative skills and application of these skills in major projects. This course is the first of its kind to combine the domains of sound and music, and prepare students for new emerging careers that require the confluence of sound in design and interaction. Students study core subjects, plus a sub-major and electives.

See the UTS online Handbook for full subject information and course structure.

WHY CHOOSE THIS COURSE?

> This course offers a unique, contemporary sound and music degree experience by merging art and technology across domains of composition, entertainment and audio technology, as well as combining features of music and audio engineering with interaction design.
> This course appeals to students with an interest in music, creative arts, design and technology or new media.
> The studio-based and professional practice subjects are highly flexible, allowing students to foster their specialisation and interests through practical projects, critical review, documentation development and collaboration with industry professionals. Students’ learning outcomes include expression through creative practice, and technical fluency across a range of technologies.
> The degree can be combined with the Bachelor of Arts in International Studies.

CORE SUBJECTS

Audio Culture
This subject focuses on the meaning and significance of music and sound in different cultural contexts and historical settings. The subject addresses questions of aesthetics, poetics and politics. It investigates the social environment, theoretical climate and influences that shape contemporary music, examining diverse genres.

Electronic Music Composition
This subject explores both practical and theoretical aspects of electronic music and teaches students the techniques needed to create electronic music in a wide variety of music styles. Students learn techniques in recording and editing sound, and the use of digital audio workstation software.

Live Sound
This subject focuses on sound design in the context of live sound practice, live performance, recording and sound installation. Sound design for live performance is a broad area that covers basic musical and theatrical understanding, insight into sound system technology and microphone techniques.

Sonology
This subject explores the fundamental concepts behind the representation, synthesis and manipulation of sound. These multi-faceted topics are examined in a diverse range of contexts.

Research and Practice
Students have the opportunity to develop their creative practice and capacity for critical reflection through conceptualisation, research and writing. This subject allows students to develop their final projects and/or to undertake research.

Media Arts Project
Students develop and complete a small media arts project, e.g. sound, video, interactive media, installation or performance. They can consider a range of distribution modes for the project such as online, broadcast, theatrical or other hybrid models.

Speech, Music and Sound
This subject focuses on the relationships between speech, music and sound; exploring the communicative roles of aural perspective; rhythm, melody and timbre in music as well as speech; everyday soundscapes; and film and television soundtracks.

Audio Production
This subject provides an introduction to the concepts and production procedures involved in professional audio across a range of media. Students work in digital formats, focusing on idea development, composition and experimentation.

Sound for Time Based Media
This subject focuses on the design and composition of sound for time-based media including moving image, radio, podcasts, digital media, installation, interactive systems and games.
### BACHELOR OF ARTS IN COMMUNICATION

The Bachelor of Arts in Communication combines core communication studies with a major, plus a choice of sub-majors and electives.

- Core – 48 credit points (cp)
- Major – 48 credit points (cp)
- Sub-Major – 24 credit points (cp)
- Electives – 24 credit points (cp)

#### CORE SUBJECTS 48CP

The core subjects combine theory and practice and are designed to give students the essential knowledge and skills that they will need as communication professionals. Students engage in critical examination of key communication foundations and concepts, preparing students to work with industry in the capstone subject, Communication Practice Project.

The core subjects assist students in developing their digital literacy, including the ability to shoot and edit still and moving images and sound, as well as uploading images to the internet.

The core subjects are:

- **Understanding Communication**
  - In this foundational subject students investigates the role of communication in society and the different ways in which communication is understood and practised interpersonally, socially, culturally and professionally. Students also gain practical experience through conducting interviews and presenting their findings in writing, photography and video, and in various online forms using digital media.

- **Language and Discourse**
  - This subject introduces three key communication concepts: Discourse, Genre and ‘Multimodality’. It develops a thematic study and teaches skills in the medium of sound.

- **Ideas in History**
  - This subject engages students in critical examination, discussion and reflection on some of the key ideas and intellectual movements in world history and how these inform current social, cultural, economic and political thought and practice.

#### MAJOR 48CP

Six Majors are offered in the Bachelor of Arts in Communication:

- Creative Writing
- Digital and Social Media
- Journalism
- Media Arts and Production
- Public Communication
- Social Inquiry

Each Major integrates theory and practice and is designed to provide the specialist skills and knowledge required by an entrant to a particular industry or creative practice. Major subjects maintain a critical focus on industry while allowing students to develop the well-rounded expertise that a practitioner will need in the next decade.

Students select their major when applying for the Bachelor of Arts in Communication through UAC. Each major is outlined in detail on pages 10–15 of this brochure.

#### SUB-MAJOR 24CP

A Communication sub-major is a study sequence of three subjects that relate to a particular field of study. Students may decide to choose a sub-major that complements their major or use it as an opportunity to explore their own interests or career goals.

For greater detail on sub-majors, please consult the UTS Handbook: [www.handbook.uts.edu.au](http://www.handbook.uts.edu.au)

#### ELECTIVES 24CP

Elective subjects allow students to broaden or specialise their knowledge and skill sets.

Students can choose:

- Any three subjects from the Communication subject bank;
- Three foundation subjects of another Communication Major (with the exception of Media Arts & Production subjects);
- A second Communication Sub-major;
- Language and Culture subjects;
- Subjects from another faculty at UTS

Note: These courses are currently under re-accreditation and new versions of the courses with expanded options will be offered in 2016. Please check the faculty website mid-year for the new course updates.
A range of genres and forms will be explored, including narrative writing, creative non-fiction, poetry and poetics and screenwriting. Students complete the communication core, sub-major, electives, and the following 6 major subjects:

> **Fictional Forms**
Students are brought into close contact with creative practice in both mainstream and emergent forms of fiction and narrative as they investigate the question ‘What is Fiction?’ Throughout the semester students produce and collectively workshop their own writing in fiction or script.

> **Imaging the Real**
This subject focuses on the concept of the real. Students are asked to engage with the history, contexts, conventions and current debates centred on the notion of ‘the real’ from both creative and theoretical perspectives. Students produce an extended piece of non-fiction writing in a workshop environment.

> **Writing Through Genre**
Students engage with the conventions of genre, in both its broad and specific applications, building upon knowledge and skills gained in other subjects. Students study a range of genre writing forms in traditional manifestations (romance, crime, fantasy) or a blend of genres (verse narratives, literary mash-ups), and produce and collectively workshop their own writing in a chosen genre.

> **Writing Laboratory**
This subject is a laboratory in thinking, writing, the senses and experiment. The laboratory is an environment of experimental elements working towards the networking of concepts, senses and practices. Students present their final work in a published, electronically published, screening, exhibition, seminar or performance context.

> **Narrative and Theory**
Based on practice, and oriented towards the production of writing, this subject will focus on the large field of narrative and its essential elements. Students will study and practice aspects of narrative theory including point of view, temporality, story and plot development. Students will produce their own piece of narrative writing in a genre of their choice.

> **Creative Writing Project**
This capstone subject enables students to complete a portfolio of work, in a genre of their choice, to a professional standard. Students will gain an understanding of literary and other creative industries, including journal and other specialist publications. They will develop skills in editing and revision and acquire the confidence to enable them to submit their work for publication.

**WHY CHOOSE THIS MAJOR**
> Gain practical experience and theoretical engagement in contemporary creative writing.
> Explore contemporary creative writing across key genres and narrative forms including short story, creative nonfiction, screenwriting, genre writing and poetry
> Learn from academics who are award-winning published writers
> Broaden your understanding and practice of creative writing and pursue particular interests
> Pathway to Secondary School Teaching in English

**CAREERS**
> editors
> publishers
> scriptwriters
> literary agents
> communication coordinators
> copywriters
> novelists
> feature writers
> publications officers
> freelance writers

**WHAT YOU LEARN**
This course aims to develop students’ practical experience of and theoretical engagement in the discipline of contemporary creative writing. Students apply their skills across a number of key genres and narrative forms. An emphasis on critical skills leading towards the development of independent writing projects prepares students for professional practice.

Studies will focus on critical and creative practice via exemplary set texts and authors. Students will also engage critically with their own writing and that of their peers in the workshop process.
BACHELOR OF ARTS IN COMMUNICATION (DIGITAL AND SOCIAL MEDIA)

Students complete the communication core, sub-major, electives, and the following 6 major subjects:

> **User Experience Design**
Students are introduced to the principles of creative information design: audience analysis, contextual writing, colour, typography and layout. Students design, create the content and produce for selected clients useful information products in a range of digital and non-digital formats and media.

> **Engagement, Participation, Gamification**
Game-like processes and ‘gamification’ are becoming more and more widespread as a mode of interaction, participation and communication design for engagement with diverse audiences or publics. In this subject the students will be introduced to theories of technological mediation of communicative ecologies and of interactions through social media. They will undertake place-based research about global locations and events (both contemporary and historical) and then use this knowledge in a design process to create a hybrid online/offline game.

> **Digital Communities**
Students are encouraged to examine localised cultural practices and to present their findings through the use of commonly used digital and mobile media and written text. The subject focuses on case studies of creative interventions in urban contexts and invites students to research and learn about the social, historical, cultural and economic aspects of the city as a physical and digital reality at the intersection of lived and mediated spaces.

> **Media Writing and Production**
Students develop knowledge and practice in writing and producing materials such as media releases, feature articles, newsletters, brochures, speeches, profiles, websites and print, and online production. The requirements of different genre and styles of public communication writing are explored together with issues rhetoric and persuasion in public relations. Students enhance their skills in writing, design production and the application of these skills to the internet.

> **Representing Complexity**
This subject extends on students’ knowledge and understanding of how to engage with diverse communities and audiences through researching and communicating an innovative solution to a complex real-world problem in the form of a virtual exhibition. Students explore how software and technologies structure our experience and interactions and therefore our relationships with them and with each other.

> **Digital Futures**
This subject develops students’ understanding of how new technologies interact with existing technologically and socially structured environments through exploring how a work-based context might respond to the transformative shifts brought about by the emergence of a new disruptive technology. Technological change is a given in workplaces of the future and this subject aims to equip students with theoretical and practical tools to remain agile in responding to these inevitable shifts.

### WHAT YOU LEARN

This course aims to develop digital communications practitioners who can produce high quality outcomes in complex collaborative digital environments, especially social media contexts. The future of the communications environment is one in which diverse media converge, mobile and social platforms are ubiquitous, and success for individuals and organisations will depend on their capacity to creatively adapt to the challenges of continuous transformation.

Studies will focus on capacities for imaginative, synthetic and analytical thinking and communication, as well as practical skills in digital communication across diverse technological platforms and environments. Graduates will be technologically literate, culturally sophisticated, innovative and resourceful leaders for the rapidly evolving digital communications industries.

### WHY CHOOSE THIS MAJOR

> Equip yourself with practical skills to thrive in complex collaborative digital environments, especially social media contexts

> Learn how to communicate effectively and develop the skills to creatively adapt to the challenges of continuous transformation in the digital environment.

> Gain practical skills for the rapidly evolving digital communications industries

> Develop informed and critical understandings of the role of technology in contemporary social life

> Graduate with practical design and technical skills as well as social media know-how, and the ability to continuously adapt to new technologies and platforms.
BACHELOR OF ARTS IN COMMUNICATION (JOURNALISM)

KEY INFORMATION

2015 ATAR: 82.00
with International Studies: 87.35
with Law: 97.05
with Creative Intelligence and Innovation: 87.70
Duration: 3 years (full-time)
UAC Code: 600013

Combine this degree with:
International Studies or Law
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28

CAREERS
> careers in the print, broadcast, online and social media
> reporters
> producers
> publishers
> editors and sub-editors
> feature and freelance writers
> investigative journalists
> media researchers
> strategists

WHAT YOU LEARN
This major is designed to meet the essential practical skills and theoretical knowledge needed for a career in journalism. Students gain a crucial understanding of the role that journalists play in creating a democratic society, providing a forum for debate and giving a voice to diverse communities. It equips students with advanced research, writing, reporting and analytical skills for print, television, radio, online media as well as knowledge of the intellectual, ethical and political foundations of journalism. Students complete the communication core, sub-major, electives, and these 6 major subjects:

> Introduction to Journalism
Students are introduced to principles of professional journalism and its theoretical and ethical dimensions. They research and produce original news stories to deadline and build e-Portfolios. They are introduced to Newsday, the real-time UTS newsroom event.

> Reporting With Sound and Image
The use of sound and image in journalism professional practice is explored. Students develop their sound and video recording, interviewing, writing and editing skills to produce short news and current affairs reports for broadcast media, as well as critically analyse professional and ethical issues. Students edit, package and publish reports on UTS Newsday.

> Reporting and Editing for Print and Online Journalism
This subject develops skills in research and reporting and introduces editing for online and print media. Students extend their abilities as reporters by developing more advanced research skills and interviewing and writing techniques appropriate for the production of longer stories. On UTS NewsDay, students research, write and edit stories to deadlines in a newsroom environment.

> Storytelling, Narrative and Features
This subject is designed to move students from news production to story telling through longer form journalism, focusing on the production of features and other forms of non-fiction narrative in a range of media.

> Specialist Reporting, Audiences and Interactivity
This subject introduces specialist genres and ‘rounds’ in journalism. All students are introduced to investigative research techniques within specialist rounds such as environment, health, technology, arts, sports, law, media, business and politics. Students build their own ePortfolios and specialist reporting teams contribute to the UTS Media Hub by producing work using a range of media forms.

> Media Hub
This subject draws together the threads of all other subjects in the journalism major in a final project that will showcase students’ skills in one medium of their choice. Each student participates in a final UTS Newsday and finalises their ePortfolio for presentation in their last seminar.

WHY CHOOSE THIS MAJOR
> Students will be part of one of the most established and respected journalism programs in the country, with many winning awards.
> Professional skills development is encouraged through relevant and practical assignments.
> Students have many opportunities to publish their work and develop a professional portfolio through mediums such as; UTS student paper Vertigo, 2SER-FM radio, Precinct, Reportage, and through the many work experience and internship opportunities provided by our close links with media organisations.
> Students have access to advanced technology and equipment to practise and produce assignments, including sound and film editing suites, radio and television studios, computer labs with the latest production programs available; plus all the hand-held equipment, and access to the Journalism Workroom.
BACHELOR OF ARTS IN COMMUNICATION (MEDIA ARTS AND PRODUCTION)

KEY INFORMATION

2015 ATAR: 80.10
with International Studies: 81.60
with Law: 97.20
with Creative Intelligence and Innovation: 92.35
Duration: 3 years (full-time)
UAC Code: 600018

Combine this degree with:
International Studies or Law
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28

CAREERS

> directors
> editors
> film producers
> cinematographers
> sound designers
> new media producers
> production managers
> scriptwriters
> multimedia designers
> radio producers
> arts administrators
> freelance media artists

WHAT YOU LEARN

In this major students explore contemporary issues, challenges and theories of media and culture in society. Students develop sophisticated production skills in video, sound and new media and enhance their creative innovation in these areas. Students are encouraged to develop as a creative director and producer of media projects as well as develop their technical proficiency in one media area.

By the time students graduate, they will have a professional portfolio of creative production work to show industry bodies, employers and clients. Students complete the communication core, sub-major, electives, and the following 6 major subjects:

> Exploring Media Arts
This subject explores creative media arts practices across moving image, audio and participatory forms. It introduces students to relevant media arts histories and contexts in addition to a range of technologies, media practices and production techniques.

> Fictions: Storytelling, Narrative and Drama
This subject is an exploration of narrative storytelling and drama in media. Students are introduced to narrative forms in media including concepts of structure, suspense and drama along with scriptwriting for narrative works.

> Composing the Real
This subject explores conceptual and production approaches to documentary media forms. Students are introduced to key documentary modes and examine and develop documentary projects. Hybrid forms and boundary blurring such as reality TV, blogging and other cross-overs between fiction and non-fiction are also examined.

> Aesthetics
This subject explores how media arts aesthetics work through engaging the senses and evoking emotions. It provides students with the opportunity to develop the potential impact of a piece of work through experimenting with form, composition, and poetics. Students explore ideas using techniques such as remixing and experimental approaches to composition and form.

> Research and Practice
Students have the opportunity to develop their creative practice and capacity for critical reflection through conceptualisation, research and writing. This subject allows students to develop their final projects and/or to undertake research and targeted skill development towards that project.

> Media Arts Project
Students develop and complete a small media arts project. Students may undertake this subject in a variety of ways: producing a short media work in either sound, video, interactive media, installation, performance or film with encouragement to explore the possibilities of convergent media; forming small collaborative associations and working as a team to produce a work of greater scope or complexity; or developing their skills in a specific production area or crew role and undertaking this role on several projects across the semester.

WHY CHOOSE THIS MAJOR

> Lecturers are accomplished academics with extensive production experience.
> The course is renowned in its field for the award-winning creativity and technical ability of its students and graduates, receiving accolades at The Academy Awards, Tropfest, Cannes and more.
> There are opportunities for students interested in specific technical areas such as editing, cinematography, sound or new media to collaborate with other students during the program, building expertise, sharing ideas, and developing show reels or tapes that demonstrate their talents and potential.
> Students have access to cutting-edge and regularly updated production facilities and equipment including: purpose-built digital sound studios and editing suites, Avid and Final Cut Pro digital video editing suites, an optical printer, Oxberry animation stands, HD digital video cameras, sound recorders, a radio studio and a television studio/shooting stage, portable lighting and all necessary accessories.
BACHELOR OF ARTS IN COMMUNICATION (PUBLIC COMMUNICATION)

KEY INFORMATION

2015 ATAR: 80.00 with International Studies: 85.25 with Law: 97.55 with Creative Intelligence and Innovation: 92.10
Duration: 3 years (full-time)
UAC Code: 600023

Combine this degree with: International Studies or Law
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28
Professional Recognition: Public Relations Institute of Australia; International Advertising Association

CAREERS

> communication strategists
> public relations consultants
> advertising executives
> media liaison officers
> event coordinators
> publicity officers
> political media advisers
> advertising copywriters
> community relations managers
> marketing communication specialists

WHAT YOU LEARN

This major has a focus on developing the professional communication skills and strategies required for a career in public relations or advertising. Students develop their professional skills in campaign design and production, copywriting, media liaison and writing, research and evaluation. Students complete the communication core, sub-major, electives, and these 6 major subjects:

> The Ecology of Public Communication
  Students explore the field of public communication and the major areas of practice. Students begin to produce their own work in advertising, public relations and organisational communication including using new media.

> Integrated Communication
  Students respond to a client brief to develop a communication strategy and produce a major piece of work in advertising, public relations or one of their specific sub-disciplines.

Select either the Advertising Stream or the Public Relations Stream:

Advertising Stream 32cp:
> Principles of Advertising
  Students are introduced to the principles and practice of advertising and its unique role in business and society, and learn how to develop and present a range of creative ideas.

> Advertising Campaign Practice
  Students gain insight into the various agency disciplines of campaign research and strategy, creation and production of ideas, media planning, and pitching as an agency team.

Public Relations Stream 32cp:
> Principles of Public Relations
  Students learn about theories, models and principles of contemporary public relations, tracing its historical evolution from technical function to strategic management.

> Organisational Communication
  Students develop their understanding of interpersonal, group and organisational communication; and apply their knowledge to a change scenario and develop communication strategies.

> Strategic Public Relations
  This subject equips students with knowledge and practical skills in research, planning and budgeting for strategic communication campaigns.

> Media Writing and Production
  Students develop knowledge and practice in writing and producing materials such as media releases, feature articles, newsletters, brochures, speeches, profiles, websites and print, radio, TV and online advertising.

WHY CHOOSE THIS MAJOR

> Brand Advertising Strategies
  Students explore consumer relationships with brands, the factors driving change and the use of brand equity models in their management and advertising strategy.

> Professional Advertising Practice
  Students examine the image of their chosen profession and the impact of social and industry perceptions on professional conduct within the advertising industry.

Public Relations Stream 32cp:
> Principles of Public Relations
  Students learn about theories, models and principles of contemporary public relations, tracing its historical evolution from technical function to strategic management.

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  This subject equips students with knowledge and practical skills in research, planning and budgeting for strategic communication campaigns.

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  Students develop knowledge and practice in writing and producing materials such as media releases, feature articles, newsletters, brochures, speeches, profiles, websites and print, radio, TV and online advertising.

> Why choose this major

> Brand Advertising Strategies
  Students explore consumer relationships with brands, the factors driving change and the use of brand equity models in their management and advertising strategy.

> Professional Advertising Practice
  Students examine the image of their chosen profession and the impact of social and industry perceptions on professional conduct within the advertising industry.

Public Relations Stream 32cp:
> Principles of Public Relations
  Students learn about theories, models and principles of contemporary public relations, tracing its historical evolution from technical function to strategic management.

> Organisational Communication
  Students develop their understanding of interpersonal, group and organisational communication; and apply their knowledge to a change scenario and develop communication strategies.

> Strategic Public Relations
  This subject equips students with knowledge and practical skills in research, planning and budgeting for strategic communication campaigns.

> Media Writing and Production
  Students develop knowledge and practice in writing and producing materials such as media releases, feature articles, newsletters, brochures, speeches, profiles, websites and print, radio, TV and online advertising.
KEY INFORMATION

2015 ATAR: 73.00
with International Studies: 80.95
with Law: 97.00
with Creative Intelligence and Innovation: 83.00

Duration: 3 years (full-time)

UAC Code: 6000 28

Combine this degree with:
International Studies or Law

Credit Points (cp): 144

Bonus Points: Not applicable

How to Apply: See page 28

BACHELOR OF ARTS IN COMMUNICATION (SOCIAL INQUIRY)

> Introduction to Social Inquiry
This subject provides an introduction to key ideas in social and political thought which enable the critical interpretation of social life.

> Society, Economy and Globalisation
Global social forces shape social change and it could be said that the most powerful actor in contemporary globalisation is global business. To understand the problems of global society and develop possible solutions we must understand the global political economy.

> Local Transformations
The way we think about relationships between the individual, local community life and the wider social order is addressed in this subject through investigation of the intersections between time, place and agency. Students engage a range of theoretical approaches and integrate them with archival and ethnographic methods, developing communication skills to present resulting insights.

> Ideology, Beliefs and Visions
Students examines issues such as what produces beliefs and ideologies and how they are built into coherent worldviews through successive generations, the differences between religious cosmologies, political ideologies and visions and the ways they transform peoples’ lives and the source of their potency and danger.

> Policy and Advocacy
This subject engages with the processes of communication associated with the development, contestation, implementation and evaluation of social change strategies. Students develop critical and analytical perspectives, drawing on relevant theory and learn to apply them through advocacy, policy development and communication practices.

> Social Inquiry Placement
In this final year subject students bring to bear the thematic insights, research capacities and communicative skills that they have gained through the subject through a workplace or community-based placement.

WHY CHOOSE THIS MAJOR

> Students have the opportunity to be involved in a professional placement or a project with a community, non-government or government organisation where they can showcase their skills. A special placement with New South Wales Parliament is also available.

> The course offers a dynamic combination of social science analysis, communication studies and research skills that spans politics, cultural history, international studies, sociology and social policy.

> Lecturers are actively involved in combining research and professional practice.

> It is designed to offer a unique combination of theory and practice that gives students a diverse range of workplace options.

> Social Inquiry students start implementing social change while still at University through community ventures such as those organised by UTS Shopfront, the University’s community research and advocacy centre.

CAREERS

> political advisors
> community historians
> social researchers
> community development workers
> policy analysts
> trade union officials
> media researchers
> international aid workers
> social welfare officers
> community projects managers and change agents in a range of social, cultural, historical and political arenas

WHAT YOU LEARN

This cross-disciplinary major brings together perspectives from history, politics, sociology, philosophy, cultural studies, political economy and anthropology and applies them through a range of social science methodologies to problems of social change. Graduates in Social Inquiry will be able to research, analyse and intervene in situations of social change, from the local to the global.

They will be able to critically assess the world they find and communicate their insights, conclusions and proposals to a range of public, corporate and government audiences. Students complete the communication core, sub-major, electives, and the following 6 major subjects:

> Social Inquiry Placement
In this final year subject students bring to bear the thematic insights, research capacities and communicative skills that they have gained through the subject through a workplace or community-based placement.
Take your career and personal ambitions one step further and combine your Communication degree with International Studies, Law or Creative Intelligence and Innovation.

**5 YEARS FULL TIME**

The combined Communication/Law degree significantly broadens your choice of careers as the law plays an increasingly visible role in the communication professions. The combination of communication knowledge and skills with legal qualifications aims to place you in high demand in the media, communication, social science, information and legal industries. This course satisfies the academic requirements for admission as a lawyer in New South Wales. Students wishing to obtain full recognition as graduate lawyers have the option of completing the Practical Legal Training program also offered by UTS:Law.

**COURSE STRUCTURE**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
<th>Semester 5</th>
</tr>
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<tbody>
<tr>
<td>1</td>
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<td>Communication Subject (Core)</td>
<td>Communication Subject (Major)</td>
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<td>Communication Subject (Core)</td>
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<td>4</td>
<td>Core Law Subject</td>
<td>Core Law Subject</td>
<td>Select one Law elective</td>
<td>Communication Subject (Core)</td>
<td>Select four Law electives</td>
</tr>
<tr>
<td>5</td>
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<td>Core Law Subject</td>
<td>Select one Law elective</td>
<td>Communication Subject (Core)</td>
<td>Select four Law electives</td>
</tr>
</tbody>
</table>

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The Bachelor of Creative Intelligence and Innovation (BCII) encompasses high-level critical and creative thinking, invention, complexity, innovation, future scenario building and entrepreneurship; leading-edge capabilities that are highly valued in the globalised world.

Fundamental to the degree is trans-disciplinarity – designed to build your ability to work in not only your own, but also across and between other disciplines, ensuring you graduate with creative intelligence competencies to be a driving force in a rapidly accelerating world of change.

The BCII can be combined with Communication majors in; Public Communication, Journalism, Media Arts and Production, Creative Writing, and Social Inquiry.

<table>
<thead>
<tr>
<th>COURSE STRUCTURE</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
<th>YEAR 4</th>
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</thead>
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<tr>
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<td>Sub-major subject or Elective</td>
<td>Envisioning Futures</td>
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<td>Major subject</td>
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<td>Major subject</td>
<td></td>
<td>Innovation Internship OR Speculative Start-up</td>
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<td>Core subject</td>
<td>Sub-major subject or Elective</td>
<td>Sub-major subject or Elective</td>
<td>Innovation Capstone: Research and Development</td>
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<td><strong>WINTER SCHOOL</strong></td>
<td>Problems to Possibilities</td>
<td>Past, Present, Future of Innovation</td>
<td>Leading Innovation</td>
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<td>Professional Practice at the Cutting Edge</td>
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<td>Sub-major subject or Elective</td>
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<td><strong>SUMMER SCHOOL</strong></td>
<td>Creative Practice &amp; Methods</td>
<td>Creativity and Complexity</td>
<td>Initiatives and Entrepreneurship</td>
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</table>
BACHELOR OF ARTS IN COMMUNICATION – BACHELOR OF ARTS IN INTERNATIONAL STUDIES
5 YEARS FULL TIME

The combined Communication/International Studies degree provides students with an invaluable opportunity to acquire an in-depth knowledge of the language and culture of another country. Students gain an important international perspective on the ideas and issues they are studying in their Communication course, an edge that enables graduates to transcend national barriers and be competitive in a global market. Students can choose one of the following country majors: Argentina, Canada (Quebec), Chile, China, Colombia, Costa Rica, France, Germany, Italy, Japan, Mexico, Spain, Switzerland or Latino USA.

As a part of the International Studies program, students learn the language of their country major, as well as about cultural diversity, comparative social change, contemporary society in the country of their major and spend two semesters studying at a university within that country.

<table>
<thead>
<tr>
<th>COURSE STRUCTURE</th>
<th>YEAR 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<td>Semester 2</td>
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<td>In-country study 2</td>
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<td>Sub-major or elective subject</td>
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DIPLOMA IN LANGUAGES

KEY INFORMATION

2015 ATAR: Not applicable
Course code: C20059
Duration: 3 years (part-time), concurrent study
Credit points: 48
Delivery: Face-to-face, City campus

The Diploma in Languages is taken concurrently with any undergraduate or postgraduate coursework degree program at UTS. The course gives students the opportunity to learn a language and about the corresponding cultures and societies over six semesters.

LANGUAGE OPTIONS

> Chinese
> French
> German
> Italian
> Japanese
> Spanish

The course will engage students in creative and inspiring learning that enables them to build strong professional identities and future-focused graduate capabilities. Students will obtain or improve their language and socio-cultural skills and therefore increase their employability in the domestic and international marketplace.

SUBJECTS

> Language and Culture 48cp
Students will study six Language and Culture subjects of either: Chinese, French, German, Italian, Japanese or Spanish. They will gain a communication tool and understandings of other cultures and societies. Throughout the subjects the four macro language skills of listening, speaking, reading and writing, both individually and in combination, will be developed using authentic materials covering a variety of situations.

A range of entry levels cater for students with prior knowledge and for beginners. Students who have successfully completed the language at HSC level or equivalent may be able to begin at higher levels.

STUDY PATTERN

Students study one Diploma in Languages subject per semester in addition to their professional degree subjects. A standard UTS fulltime semester for undergraduates is 24cp. With the Diploma in Languages a student would increase their load to 32cp per semester.

GRADUATE OUTCOMES

Throughout the course students will have developed a range of skills and capabilities. Graduates of the Diploma in Languages will:

> have the capacity to operate appropriately in intercultural professional contexts
> be able to apply international knowledge as adaptable, flexible and resourceful practitioners
> have a broad and coherent understanding of the historical, political, cultural, social and economic situations of countries and societies where their language of study is spoken
> be able to creatively design and conduct independent, engaged and ethical research in and about other cultural contexts and societies
> possess critical problem-solving and research-led analytical skills in international and intercultural change
> be able to personally reflect upon the relationship between diverse cultures in Australia while confidently engaging successfully with cultures overseas, particularly in this region
> have the capacity to reflect upon and contextualise Indigenous peoples’ experiences and circumstances to professional and social situations as and when appropriate
> and as informed and engaged international citizens graduates will demonstrate cosmopolitan openness, with an awareness of, and commitment to, ethical practices

FEES

Local Students: Commonwealth Supported Places for both undergraduate and postgraduate local students.
International students: fee paying

ADMISSION REQUIREMENTS

Any student enrolled in a UTS undergraduate or postgraduate coursework degree is eligible to apply. Students not studying at UTS are unable to apply and it can not be enrolled in as a stand alone course.

HOW TO APPLY

Students need to submit a direct application to UTS.
http://www.uts.edu.au/future-students/international-studies
ELSA WW
Bachelor of Arts in Communication (Social Inquiry) (Honours)
Commonwealth Parliamentary Library, Research Branch, Social Policy Section

“I provide independent information, analysis and advice to federal parliamentarians on social policy issues, particularly those concerning immigration, refugees and asylum and diversity. Most days begin by getting up to speed on social policy issues by reading press clips, media releases, and relevant reports, and following the progress of Senate Estimates hearings and parliamentary inquiries.

“During parliamentary sitting periods the phones ring early and often with enquiries from advisors to members and senators and sometimes from politicians themselves. Some questions are straightforward, but others require considerable research and analysis. In addition to regularly publishing papers on bills before Parliament and key issues such as the annual Budget we also publish research papers on topical issues at the heart of public debate.”

ANGUS THOMPSON
Bachelor of Arts in Communication (Journalism)
Journalist, The Herald Sun

“During my last year of study I worked as a news editor for The City News. I also completed internships with The Australian, The Sydney Morning Herald, AAP and Reuters in Jakarta. I co-hosted a radio show at Radio 2RDJ and freelanced as a music reporter.

“The UTS journalism course equips you to move into reporting, producing, publishing, editing, investigative journalism, broadcasting or online media.

“In my role as a journalist for The Herald Sun, I work in a multimedia environment. I can be filing stories for the paper, covering breaking news for the website and shooting videos. The best part of being a journalist is that there is no ‘average day’, one day you can be interviewing a family about a personal tragedy and the next you can be chasing a celebrity. Almost every day involves new challenges.”

VIVIENNE RONTZIOKOS
Bachelor of Arts in Communication (Public Communication)
Bachelor of Arts in International Studies (France)

“I really think UTS has equipped me with the ability to not only see the big picture but to actually think outside the square in terms of things like problem solving and creative proposals. The real world focus of the classes, lecturers and degree overall, has definitely meant that once in the workplace I have been able to hone skills I’ve already developed and draw on aspects of the degree in different ways.”
TUITION FEES

Local students
Most local students will be studying in a Commonwealth Supported Place which means the Australian Government makes a contribution to the cost of your study while you pay a student contribution. If eligible, you can elect to pay your student contribution upfront or defer payment of your student contribution using HECS-HELP visit: www.studyassist.gov.au for more info.

Fees from 2016 onwards
As part of its 2014-15 Budget announcements, the Federal Government indicated its intention to introduce major changes to higher education funding that will have significant implications for universities and students, particularly Commonwealth Supported students. These changes are subject to the passage of legislation. In the case that this legislation is passed through the Senate, UTS will work closely with all stakeholders to determine fee amounts for 2016 onwards. Check www.fees.uts.edu.au for updates.

International students
This guide is not intended for international students. For information on fees for international students visit www.uts.edu.au/international

Student Services and Amenities Fee
Students are also required to pay a Student Services and Amenities Fee. This fee funds services and amenities at UTS such as social and cultural clubs, services for developing students study skills, UTS Union food, beverage and retail outlets (including a 10% discount for students), the free legal services centre for students, and the second-hand bookstore. If you’re an Australian citizen or on a humanitarian visa, this fee may be deferred through a new government loan scheme called SA-HELP. For more information see www.fees.uts.edu.au

SCHOLARSHIPS
UTS offers a range of scholarships to high achieving students and to assist students in need of financial assistance.

For information on all scholarships visit www.uts.edu.au/future-students/scholarships

FINANCIAL ASSISTANCE
The UTS financial assistance service can help students with practical and financial aspects of life at university.

Local UTS students with ongoing and long-term low income, can approach our financial assistance service for support with advocacy to Centrelink, information on HECS & FEE-HELP, loans and equity based scholarships and grants, and advice on budgeting.

STUDENT LOANS
As a UTS student you may be eligible for an interest free student loan from UTS of up to $500 to assist with bills, rent, one-off living expenses and other costs, such as medical costs.

For information on financial assistance at UTS visit www.ssu.uts.edu.au/fassist
Applying to UTS

LOCAL STUDENTS
Applications for most UTS undergraduate courses must be lodged online through the Universities Admission Centre (UAC):

Applications open in August and must be received by UAC by the end of September. Late fees apply for applications received after this date.

Current School Leavers
For high school student applicants, selection is based on your ATAR or IB only. If you completed your IB in another country you may also need to demonstrate your English language proficiency. You may also be eligible for entry via one of the UTS Access Schemes.

Mature Age and Non-current School Leavers
For mature-aged students and non-current school leavers, selection is based on academic merit based on previous ATAR or post-school subjects already completed. UTS may also take into account your relevant achievements. You may also increase your chances of getting into UTS via access schemes. See Entry Schemes section for more info.

INDIGENOUS AUSTRALIANS
If you identify as Australian Aboriginal or Torres Strait Islander, the Jumbunna Indigenous House of Learning will provide specialised assistance to help you gain entry to UTS through the Jumbunna Direct Entry Program or UNISTART.

To apply for entry to UTS through the Jumbunna Direct Entry Program or UNISTART, contact:
Tel: 1800 064 312 (free call within Australia)
Tel: +61 2 9514 1902 (for international calls)
Web: www.jumbunna.uts.edu.au
Email: atsirecruitment@uts.edu.au

INTERNATIONAL STUDENTS
Please note this guide is not intended for international students and not all courses are available to international students.

Course information for international students is available in the relevant UTS: International Course Guide and online at: www.uts.edu.au/international

Applicants who are not citizens or permanent residents of Australia or citizens of New Zealand must apply as international students directly through UTS International.
Tel: 1800 774 816 (free call within Australia)
Tel: +61 3 9627 4816 (for international calls)
Web: www.uts.edu.au/international
Email: international@uts.edu.au

ENTRY SCHEMES
UTS Educational Access Schemes take into account a range of educational disadvantages that may have affected your most recent academic performance. The following schemes assist applicants to gain entry to UTS courses:

> inpUTS Educational Access Scheme awards 10 concessional ATAR points for high school leavers and students with post-secondary qualifications who have experienced educational disadvantage and achieve a minimum ATAR of 69.

> UTS Elite Athletes and Performers Special Admissions Scheme awards 5 concessional points off the ATAR cut-off to applicants who are elite athletes and/or performers (representing school or state in national level competition) and whose sport or performance commitments have impacted on their studies.

For more information about Educational Access Schemes contact the
Tel: +61 2 9514 1084
Web: www.equity.uts.edu.au/admission
Email: equity@uts.edu.au
ENTRY PATHWAYS

If you don’t gain entry to your degree of choice, consider undertaking another form of study and then reapply the following year as a non-current school leaver. At UTS, there are a number of pathways you can take to gain entry to your preferred course:

> **UTS:INSEARCH** is the premium pathway provider to UTS. Diploma programs can provide direct entry\(^1\) into corresponding undergraduate degrees and you could fast track into the 2nd year of a UTS undergraduate degree, depending on the course you choose.

> UTS Foundation Studies provides pathways to UTS:INSEARCH diplomas and entry into the first year of an undergraduate degree at UTS (provided you meet the academic admission requirements and if you obtain exceptional results). For more info, visit [www.insearch.edu.au](http://www.insearch.edu.au)

> Complete a TAFE Diploma
UTS offers some subject exemptions to students who apply to study at UTS after first completing a course at TAFE. Each exemption is assessed on an individual basis.

> Commence study of a course with a lower ATAR requirement, either at UTS or another university, and apply to transfer to your preferred degree after a year. The marks you achieve in your first year of study will count towards your application and you may be eligible to receive credit recognition towards your final degree for some of the subjects you’ve studied.

For more information on all entry pathways to UTS visit [www.undergraduate.uts.edu.au/pathways](http://www.undergraduate.uts.edu.au/pathways)

\(^1\) Subject to successful completion of a diploma with the required Grade Point Average
OUR REINVENTED CAMPUS IS NOW READY, WITH THREE NEW BUILDINGS AND A HOST OF WORLD-CLASS FACILITIES. VISIT US TO SEE WHY UTS IS AUSTRALIA’S MOST INNOVATIVE CAMPUS.

UTS OPEN DAY

29 AUGUST 2015
City campus, 9am – 4pm
Register online at openday.uts.edu.au