

# *School of Creative Arts*

# Bachelor of New Media Arts



*The arts are changing...  
New technologies are driving the digital revolution*

## Norges Kreative Fagskole & James Cook University; *a Creative Combination*

The Bachelor of New Media Arts degree at James Cook University develops the knowledge and skills needed for contemporary creative arts practice where computer technologies are used.

This program is designed to foster the development of creative and flexible graduates with a diversity of skills that will make them competitive in the digital media workplace.

The degree involves core studies which provide the theoretical knowledge needed to use current and emerging technologies in art making. You also complete a major where you can specialise in a practical way in an area of personal or professional interest. A minor study also allows you to further broaden your knowledge base and become competitive in the modern Workplace.

Each student also completes a professional studies requirement dealing with ideas and issues that shape art making and small business practice relevant to creating successful demand for creative products in the creative industries.

# Study Programs for NKF Graduates

Graduates of Norges Kreative Fagskole (NKF) are awarded advanced standing (credit) towards the Bachelor of New Media Arts. This equates to the following:

- Graduates of the Diploma in Photography are awarded 36 credit points (1.5 years) into the Digital Imaging Major
- Graduates of the Diploma in Graphic Design are awarded 36 credit points (1.5 years) into the Digital Media Design Major

The following tables outline the sequence of study for graduates of these NKF programs

## Study programs for graduates of the Diploma of Graphic Design

SEMESTER	CORE STRAND	DIGITAL MEDIA DESIGN MAJOR	CHOOSE ONE MINOR BELOW AND COMPLETE EACH OF THE FOUR SUBJECTS:			
1	NM2101 The Reflective Creative Practitioner	NM2301 Web Authoring 1	<b>DIGITAL IMAGING</b>	<b>DIGITAL VISUAL ARTS</b>	<b>DIGITAL SOUND</b>	<b>PERFORMANCE</b>
		or	NM1201 Intro to Digital Imaging – Capture	NM1502 Drawing Principles and Practices	NM1600 Digital Sounds and Surrounds	NM1701 Introduction to Creating Performance
	NM2102 Connecting The Creative Arts	NM2402 Typography – Still and Dynamic for Creative Media	NM1202 Intro to Digital Imaging – Image Processing	NM1504 Illustration	NM1601 Music, Emotion and Meaning	NM1702 Acting Performance Text
2	NM3101 Professional Studies 1	NM3401 Web Authoring 2	NM2201 Light: Principles and Practice	NM2502 Drawing and Concept	NM2602 Sound and Media	NM2701 Creating Performance Writing
		NM3302 Time based digital media-video				
3	NM3102 Professional Studies 2	NM3407 Information and Publication Design for Digital Media	NM2202 Photojournalism: Documentation and Communication	NM2504 Drawing and the Spatial	NM2604 Global Sounds and Surrounds	NM2702 Performance Live
		NM3104 Creative exchange project				

Students study four subjects per Semester. All subjects are 3 credit points. Students can commence at the beginning of the year (February) or mid-year (August)

## Study program for graduates of the Diploma of Photography

SEMESTER	CORE STRAND	DIGITAL IMAGING MAJOR	CHOOSE ONE MINOR BELOW AND COMPLETE EACH OF THE FOUR SUBJECTS			
1	NM2101 The Reflective Creative Practitioner	NM2201 Light: Principles and Practice	<b>DIGITAL MEDIA DESIGN</b>	<b>DIGITAL VISUAL ARTS</b>	<b>DIGITAL SOUND</b>	<b>PERFORMANCE</b>
		or	NM1401 Intro to Graphic Design for Digital Media	NM1502 Drawing Principles and Practices	NM1600 Digital Sounds and Surrounds	NM1701 Introduction to Creating Performance
	NM2102 Connecting The Creative Arts	NM2202 Photojournalism: Documentation & Communication	NM1402 Design for Digital Media Communication	NM1504 Illustration	NM1601 Music, Emotion and Meaning	NM1702 Acting Performance Text
2	NM3101 Professional Studies 1	NM3201 The Digital Studio	NM2301 Web Authoring 1	NM2502 Drawing and Concept	NM2602 Sound and Media	NM2701 Creating Performance Writing
		NM3202 Immersive Imaging				
3	NM3102 Professional Studies 2	NM3202 Advanced Concept Creation and Development	NM2402 Typography – Still and Dynamic for Creative Media	NM2504 Drawing and the Spatial	NM2604 Global Sounds and Surrounds	NM2702 Performance Live
		NM3104 Creative exchange project				

Students study four subjects per Semester. All subjects are 3 credit points. Students can commence at the beginning of the year (February) or mid-year (August)

# Bachelor of New Media Arts

## Areas of Study

### Digital Media Design

Digital Media Design covers the creative use of images, text, voice, sound, video and graphics for a wide variety of commercial and artistic purposes. Students learn the principles and practice of **graphic and multimedia design** and explore theory and design practice in contemporary media using the latest technology. The distinctive feature of this course is the integration of a wide variety of media as creative material. Students gain skills to create and communicate using: text, graphics, images, film, video and animation.

### Digital Imaging

Digital Imaging is the art, science and craft of capturing and manipulating images using computer technology for a wide variety of applications. This area concentrates on the development of understandings linked to the design, development and implementation of a digital imaging workflow for the needs of the **photographic artist** as well as the aspiring professional practitioner in photo media. The subjects concentrate on the use of digital technologies in image creation and utilisation with a major emphasis on Colour Management.

### Digital Sound

Digital Sound involves a blend of composition, performance and use of technology geared to meet the needs and concerns of the music industry. Students will be exposed to digital or computer music technologies as a unifying

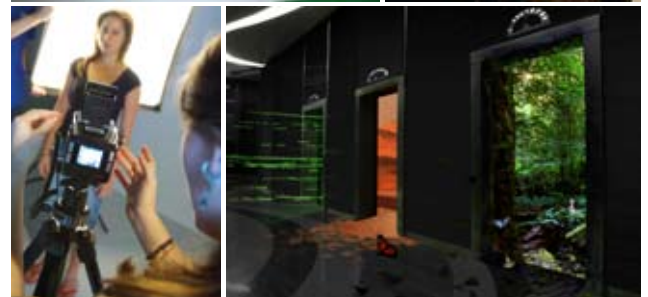
feature enabling the student to **create or perform music** in its own right or as part of a broader series of collaborative tasks where audio (voice and instrument) are combined with other artistic and creative activities. Students will have the opportunity to work with a variety of instruments of their choice.

### Digital Visual Arts

Digital Visual Arts offers a stream of subjects focusing upon technical and conceptual **skills in drawing for contemporary media**. Each subject addresses theoretical and practical applications ranging from fundamental elements and principles to studio and lab-based activities. Creative projects aim to prepare graduates for a diversity of career paths including: illustration, book arts, graphic installations, game design and their related industries.

### Performance

Performance integrates artistic and analytical approaches to a wide range of performance texts, events and processes. Students explore an interdisciplinary range of literary, cultural and personal texts in performance as well as participating in a series of creative workshops to acquire a range of skills to develop their **potential as performance artists**. This area covers a full range of performance from theatre and movement to ritual and popular entertainment. Students are involved in a number of practical projects that are underpinned through research and analysis of relevant performance theory.



# James Cook University

## Australia's leading tropical university

**James Cook University (JCU)** is one of Queensland's premier universities and Australia's leading tropical research university. As a leading research university, JCU offers highly qualified staff, modern facilities and quality courses.

Total student enrolment is over 15,000, including more than 1,400 international students from 105 countries worldwide. JCU is a contemporary, dynamic and multi-campus institution, with main sites in Townsville and Cairns with a footprint extending well beyond North Queensland. JCU locations include campuses in Cairns, Townsville, Brisbane and Singapore.

Students enjoy the tropical climate and natural setting of JCU's Cairns and Townsville campuses. Cairns and Townsville are thriving regional cities with high-growth economies. There are good opportunities for part-time work for students due to northern Queensland's popularity as a tourist destination and strong minerals industries.

JCU prides itself on its excellent support services for students, to ensure they achieve their best in their studies. Services include: international student advisers, accommodation service, careers and employment service, study skills centres, counselling service and English language centres.

The University takes its name from the renowned eighteenth-century English navigator and explorer Captain James Cook, who first charted the east coast of Australia in 1770. He contributed significantly to the world of science – in geography, astronomy and natural history. JCU was founded in 1970, 200 years after Cook sailed the Queensland coast.



## For more information

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