

WESTERN SYDNEY
UNIVERSITY



POSTGRADUATE STUDY



Convergent Media

2016

CONVERGENT MEDIA

NAVIGATE THE NEW ENVIRONMENT OF CONVERGENT MEDIA

The Western Sydney University is ranked in the top 400 universities and top 100 young universities in the world, by the prestigious Times Higher Education (THE) World University Rankings.

With more than 44,000 students and 1,400 academic staff, Western Sydney University is one of Australia's largest research-led universities.

PREPARE FOR MULTI-PLATFORM MEDIA INTEGRATION WITH THE WESTERN SYDNEY UNIVERSITY

The contemporary media landscape is characterised by the breakdown of traditional media silos and the transformation of media production and consumption practices.

Media, marketing and creative professionals are now required to understand and connect with their audiences across broadcast, online, mobile and other channels, and to integrate new platforms and social media into their mix.

The Master of Convergent Media, the Graduate Diploma and Graduate Certificate offer an environment in which you will develop new digital content, build skills and resources, and explore the industry's future, while assessing how you can adapt your experience to this rapidly changing industry.

You will extend your experience portfolio, building advanced skills in creative/conceptual development and media production through the delivery of a multi-platform/convergent media product. You will acquire a thorough knowledge of the convergent landscape, from mobile media to gaming, virtual worlds and social media.

The University's School of Humanities and Communication Arts offers superior academic

CAREER OPPORTUNITIES

The course will prepare you and help you advance in roles associated with the development and production of convergent media, mobile and social media, and strategic communication.

and production resources, with a recent refurbishment of its studio, broadcast facilities, streaming server and a new live outside broadcast remote facility.

These facilities will enable you to develop a professional pitch and prototype in the production format of your own choice and receive critical feedback from leading industry professionals.

Convergent Media

COURSE NAME	COURSE CODE/ CRICOS CODE	DURATION	TOTAL CREDIT POINTS	2016 INDICATIVE TUITION FEES AUD\$		CAMPUS	INTAKE
				ANNUAL	PER 10 CREDIT POINTS		
Master of Convergent Media	1804	2 years	160	\$28,720	\$3,590	Parramatta City	July/August

CORE UNITS

Here are some units typically offered in the Masters of Convergent Media, the Graduate Diploma and Graduate Certificate in Convergent Media.

- Media Project Proposal
- Mobile Media
- Researching Convergent Media
- Convergent Media Internship
- Media Project Production
- Television Sydney Internship
- Strategic Communication
- Foundations of Media Arts and Production
- Thesis: Academic or Practice-led Research
- Convergent Media Incubator

Recommended study sequence

Qualification of the Masters of Convergent Media requires the successful completion of 160 credit points.

Completion of the Graduate Diploma requires the successful completion of 80 credit points.

Completion of the Graduate Certificate requires the successful completion of 40 credit points.

Industry placement

There are two units comprising industry placements. The TVS Internship enables students to develop and produce a broadcast convergence project; the Convergent Media Internship enables students to undertake an industry placement at a media or marketing organisation.

Entry requirements

For entry to the Graduate Certificate, students need an undergraduate or post graduate degree in a relevant discipline or 3 years full time or equivalent work experience in one of the following areas: journalism, public relations, advertising, marketing, communications, media, design, visual communication, creative arts or multimedia. For the Graduate Diploma and Masters program students need an undergraduate or post graduate degree in a relevant discipline or 5 years full time or equivalent work experience in one of the following areas: journalism, public relations, advertising, marketing, communications, media, design, visual communication, creative arts or multimedia.

Master of Convergent Media

Applicants must have successfully completed an undergraduate degree in any discipline

OR

a Master in any discipline

OR

a Graduate Certificate in Convergent Media or Professional Communication

OR

have a minimum of five years full-time equivalent work experience in one of the following areas: journalism, public relations, advertising, marketing, communication, media, design, visual communication, creative arts or multi-media.

Recognition of prior learning

The Academic Course Advisor may consider applications for advanced standing for studies already completed in equivalent post graduate degrees in accordance with the UWS Advanced Standing and Recognition of Prior Learning Policy. All students enrolling into the program are advised to seek progression advice about unit selection from the Academic Course Adviser.

The Course Advisor will consider applications for advanced standing for previous study in accordance with the UWS Advanced Standing and Recognition of Prior Learning Policy.

SYDNEY MORNING HERALD 1 Sept 2012

by Clive Hopkins

Surge to converge

Media professionals are jumping at the opportunity to learn how to apply their skills across many platforms, writes Clive Hopkins.

"Convergence" has been a buzzword in media circles for years. However, students studying the master of convergent media course at the Western Sydney University are coming to grips with what it means in practice.

'A lot of media professionals have come up through the ranks, often in a very specialist area,' the course coordinator Kate Richards says.

'But as people move into more senior roles, or start their own company, they're often asked by clients to develop a project that is effectively multi-platform. This course gives people the skills to do that.'



MINA SAMANDAR

Master of Convergent Media

'After completing my Bachelor degree I found entering a Master's degree a daunting experience,' says Mina.

'However, the guidance and mentoring I received in the Master of Convergent Media program helped me hone my skills in project and time management.

'The course also helped me understand the strategy of social media. Within months of graduating I was pursuing my career in social media.

'I am currently in the social media industry and I am sure this would not have been possible had I not completed the Master of Convergent Media.

'I owe my success largely to the course and my teacher and mentor Kate Richards.'

DISCLAIMER

The Western Sydney University reserves the right at all times to withdraw or vary courses listed within this publication. In the event that the course is to be changed, or in the event that the course is to be withdrawn, applicants will be advised by mail to the address specified by them on their application.

CRICOS provider code: 00917K

FURTHER INFORMATION

For more information about studying at Western Sydney University, including course information, English language requirements, intakes, tuition fees, assessment methods, accommodation options, financial obligations and living in Australia, please visit westernsydney.edu.au/international or email internationalstudy@westernsydney.edu.au



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