



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Semester 1 2024 Orientation

Welcome to the Bachelor in Communication Program

Pradip Thomas

16 July 2024

Acknowledgment of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society.





What's happening today?

1. Welcome
2. Understanding your program structure
3. Preparing for your courses
4. Media and Production Support Team (MaPS)
5. What do B Comm students have to say about the program
6. JACS & You
7. Introducing NEWISH



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1. Welcome to one of the world's best Bachelor of Communication programs

Why should you choose UQ's Bachelor of Communication?

- UQ's Bachelor of Communication (B Comm) aims to equip students with knowledge and skills in writing, industry engagement, production, and critical thinking and prepares students for careers in media and communication in the public and private sectors.
- B Comm covers a wide range of knowledge and practices including multimedia and online content production, social media engagement, analytics, community and stakeholder engagement, writing and strategy, media strategy and campaign development.
- The program reflects the dynamic career paths graduates will be expected to pursue and has a strong industry-facing focus with extensive interactions with government, the corporate and the not-for-profit sectors.
- The program is taught by world-leading communication scholars ensuring that students gain practical experience underpinned by strong theoretical and research-led teaching.
- The program has produced outstanding domestic and international graduates who now work in public relations, corporate, government and not-for-profit communication and media roles, as well as advocacy and intercultural relations.

Meet our B Communication staff



Dr Sungyong Ahn



Dr Lemi Baruh



Dr Alex Bevan



Dr Elena Block



A/Prof. Nicolas
Carah



Dr Natalie Collie



Prof Kelly Fielding

Meet our B Communication Staff



Dr Aparna Hebbani



Dr Leah Henrickson



A/Prof Jane Johnston



Prof Shuang Liu



A/Prof Pradip Thomas



Dr Jagadish Thaker



A/Prof Elske van de Fliert



Dr Caroline Wilson-Barnao



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2. Understanding your program structure

What are your options for majors?

Choose from 2 majors

There are also minors and elective courses you can choose from.



Digital Media

This major focuses on the continuous evolution of media technologies and industries. Learn a combination of critical analytic, research, production, management and planning skills related to contemporary media industries.



Public Relations

Be well-prepared for both the technical and advisory roles that are central to professional public relations practice. Acquire skills in media management, learn to identify and manage organisational issues and crises, and develop industry materials and strategic campaigns for real client organisation.

What are your program structure?

Students must complete a total of 24 courses (48 units) to complete the B Comm program.

1 course = 2 units
Courses = subjects
Program = degree

The B Comm structure:

- 8 compulsory core courses (16 units) – All students must complete.
- 8 major-specific courses (16 units) – Digital Media and Public Relation majors complete 8 courses specific to their major.
- 8 elective courses (16 units) – Can choose from general elective courses; or one minor and electives; or two minors; or second major to make up for a total 24 courses (48 units).

What are your study options?

Student study options:

For a total of 24 courses (48 units), students can select:

- a) One major and electives;
- b) One major and a single minor plus electives;
- c) One major and two minors.
- d) Double majors (dual degree)





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3. Preparing for your courses

Program Planner

The Program Planner is a tool that allows you to plan courses for your program and ensure that the plan meets the program's completion rules and chosen structure.

As a rule of thumb, it is best that you progress step by step – Complete Level 1 courses before you opt for Level 2 & 3 courses All courses are subject/level coded – COMU1020 is a Level 1 course, COMU2030 Level 2 and so on.

Please refer to HASS [Program Advice](#). You can send your program planner to the HASS Faculty at hass@uq.edu.au if you would like to have it checked.



Things to know before starting your courses

Electronic Course Profile (ECP): The ECP of each course provides detailed information of aims, learning resources, learning activities (lectures/tutorials), assessment due dates and requirements, and important policies and procedures related to your study in your school and at UQ. **Read each ECP of your courses carefully.**

Blackboard: The Blackboard site of each course is where you access your lecture materials (e.g. modules, power points, lecture recordings), teaching team of your course, and course updates. In many courses you submit your assessment to Turnitin through Blackboard. **Ensure you regularly login Blackboard of your courses.**

Timetabling: Timetable for your courses and tutorials is available via my.UQ. If you have a timetable clash, you can email the timetabling team of your school (email in Section 1 of ECP of each course).

Textbooks: Some courses may require prescribed textbooks; other courses require other learning materials. This information is in the ECP.

4. Media and Production Support Team



MaPS

Media and Production Support





WORKSHOPS

TWO HOUR INTENSIVES

GEAR

FREE LOANS AND FACILITIES

SUPPORT

WHEN YOU NEED IT

VIDEO PRODUCTION

You'll learn the basics of shot design, framing, camera handling & audio capture

VIDEO EDITING

The basics skills needed to get around Adobe Premiere Pro

AUDIO PRODUCTION AND EDITING

Audio recording techniques with hand held audio recorders and audio editing in Adobe Audition

WEBSITE DESIGN

How to create an online portfolio using WordPress

PHOTOGRAPHY

Take your understanding of your camera to the next level. It's time to discover Manual Mode!

PHOTOSHOP

Learn basic image editing fundamentals using Adobe Photoshop!

PRINT DESIGN AND LAYOUT

Learn basic image editing fundamentals using Adobe Photoshop!

WORKSHOPS

SIGN UP!
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QUICK STREAM

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QUICK STREAM

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booth - MaPS QUICK...

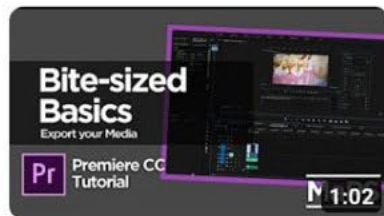
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Speed up audio - MaPS
QUICK STREAM

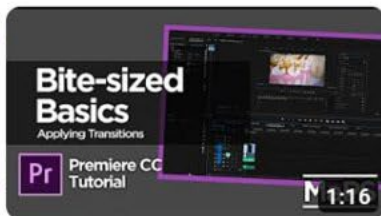
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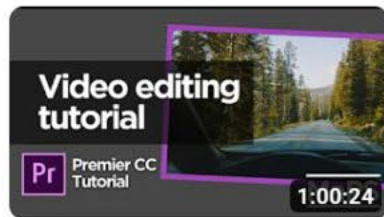
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JACTECH

Journalism and Communication Technology



PRODUCTION GEAR



FREE TO YOU



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jactech.com.au

GEAR



CAMERAS



AUDIO RECORDERS



ACCESSORIES

FACILITIES

Level 2, Joyce Ackroyd Building (39)

DIGITAL LEARNING STUDIO

AUDIO RECORDING BOOTHS



ADOBE CREATIVE CLOUD ACCESS

MAPS IS HERE TO HELP

Learning digital skills can be a learning curve! We're here to support you on the ride.

Email: maps@uq.edu.au

Office: Rm 210, Joyce Ackroyd (39)

SUPPORT



Let's hear from our B Comm students



What do B Comm students have to say about the program?

Kacy Miaco





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UQ Journalism & Communications Society (JACS)

Bimini Pressler, President



OVERVIEW OF NEWISH



Who are we?

Newish

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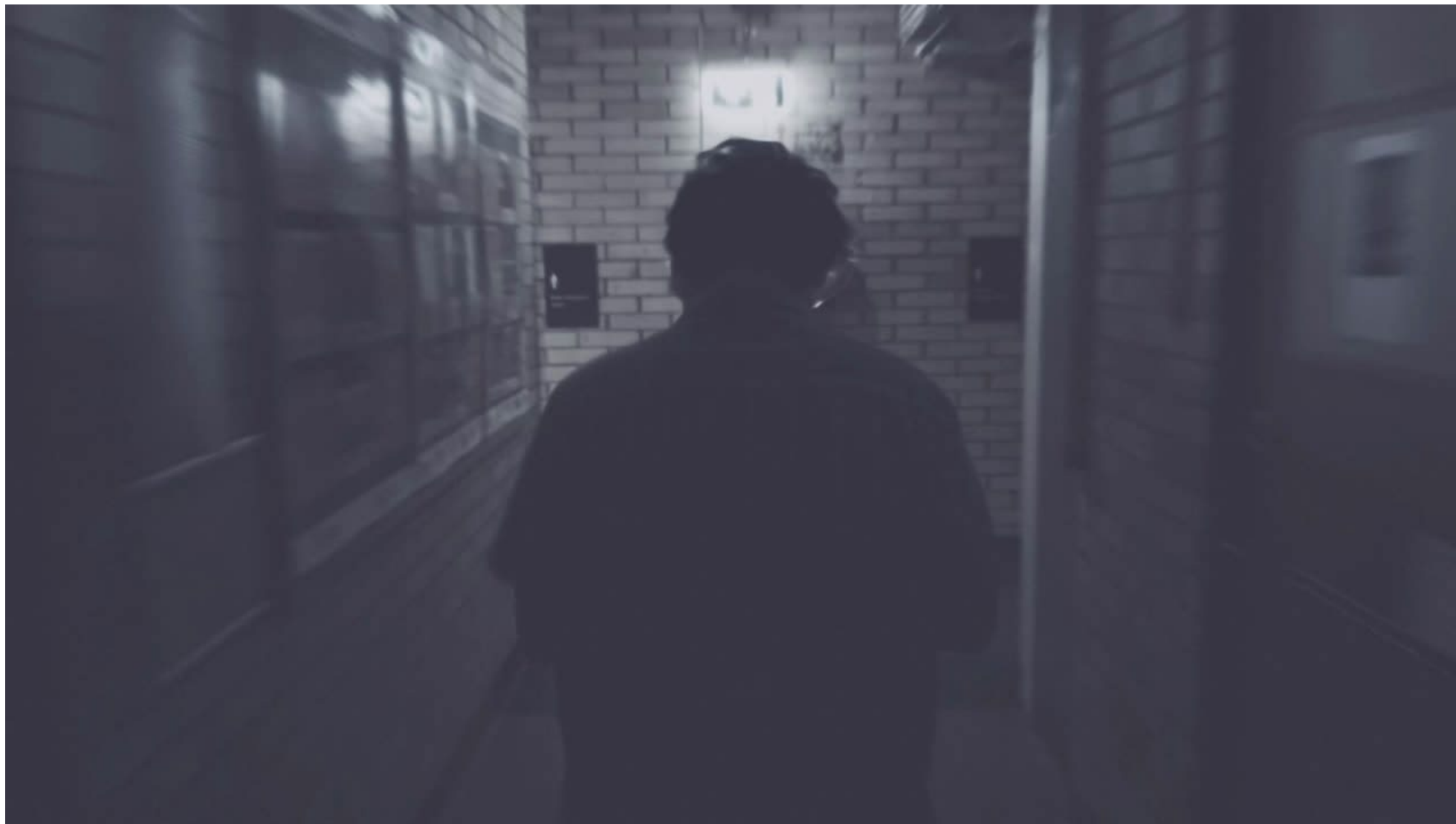
noun

1. Kinda new to this thing
2. Experienced (ish), Acquired newly (ish), Professional (ish)
3. Passionate, Innovative, Creative, Fun, Transparent

As Australia's first student-run Communications Agency, we offer something never seen before. Drive, innovation and a fresh outlook are the foundation of everything we do. With the industry's best at our side, we provide top to tail solutions to take any business big or small to the next level.



Crafting Narratives, Igniting Brands: Our Story in Pixels



OUR BENEFITS

Experiential process learning

- Students gain experience doing real media pitching, writing, event planning, and other tactical expertise. The agency structure introduces students to more disciplined business protocols than are offered in classrooms. Experience is more process driven and less task oriented than internships.

Professional identity development

- Students learn leadership and management skills, how to motivate employees, negotiate with clients, and gain professional confidence.

Career choice opportunities

- Client work leads to student internships and/or job opportunities. Like internships, the experience also helps students determine if the field is not for them.

Communication & Arts - Administration

- Enrolment planning
- Questions about courses
- Assessment – SCA extension requests, deferred examination applications
- How to contact academic staff
- Anything really – we can help point you in the right direction!

Our main office is on level 6 of the Michie Building

Open 8:30am-4:30pm, Mon-Fri.

Phone: 3365 2552

Important dates

Monday 15 July - Friday 19 July

Orientation Week for Semester 2, 2024

Monday 22 July

First day of classes for Semester 2, 2024

Friday 2 August

Last day to add a course for Semester 2, 2024

Saturday 31 August

Census Date

Last date to **drop** Semester 2, 2024 courses or cancel enrolment without **financial** liability

Monday 30 September

Last date to **drop** a course for Semester 2, 2024 or cancel enrolment without **academic** liability

Important terms



Your University

Central
Faculty
School



Your Degree

Program
Plan

- Minor
- Major
- Extended major



Your Courses

Course

- Compulsory
- Elective

Unit

ECP

Blackboard

Course enrolment & tutorial sign-on

- Log into [Starting at UQ](#). Go to mySI-net to enrol in courses.
- Once you are enrolled in a course, you should be able to see if tutorial sign-on is required. If not, this will be covered in your first lecture.
- If you have a problem with sign-on, email your school admin team.

Textbooks

Wait until Week 1 to work out what textbooks you should get

- **Buy:** [The School Locker](#) or [Second-hand Texts & Stationary](#)
- **Print:** [UQ Print](#)
- **Borrow:** [UQ Library](#)

Get support

HASS Student Administration Team

- Degree questions
- Credit requests
- Academic progress
- Overseas study approval

Contact

hass.uq.edu.au/contact

School Student Administration Team

- Course questions
- Timetables
- Assessment

Contact

hass.uq.edu.au/your-academic-resources

HASS Student Futures Team

- Extra-curricular opportunities
- Career mentoring and seminars
- Leadership development

Contact

hass.uq.edu.au/enrich-your-study-experience

UQ Student Services

- Learning assistance
- Disability support
- Counselling
- International student services
- Accommodation
- Multi-faith chaplaincy

Contact

my.uq.edu.au/student-support

Stay Connected



UQ Humanities, Arts & Social Sciences

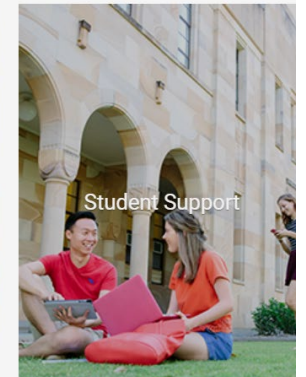
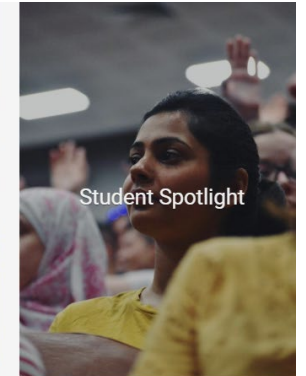
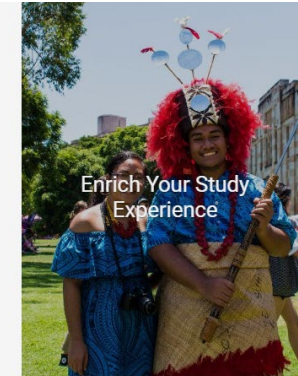
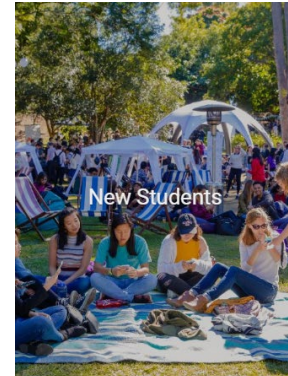


UQ Humanities, Arts & Social Sciences



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The home of HASS online
linktr.ee/uqhasslife





Quick Survey

We really value your feedback as it allows us to improve for the future. Please complete this 3 minute survey.

