THE UNIVERSITY OF QUEENSLAND AUSTRALIA | CREATE CHANGE

Semester 2 2025 Orientation

Welcome to the Bachelor of Communication Information Session

Lemi Baruh, B COMM Convenor

Aparna Hebbani, Strategic Communication Convenor

Bonnie Evans, Digital Media Convenor

22 July 2025

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 to Bachelor of Communication
2. Understanding your program structure
3. What awaits you after you graduate?
4. Preparing for your courses
5. Media and Production Support Team (MaPS)
6. Academic Integrity
7. Placements, Internships & Work Experience
8. Gain Experience at Campus
9. Elevate Bootcamp

Which of the following professions have you heard of before? Mark every profession that you have heard about before.

38%	A. Online marketing specialist
39%	B. (Social media) influencer
14%	C. Prompt engineer
9%	D. A.I. personality designer

0

1. Welcome to one of the leading Bachelor of Communication programs in the world

What Sets UQ's Bachelor of Communication Apart?

- Prepares graduates for careers in media and communication across public and private sectors.
- Aims to equip students with essential skills in writing and production, creativity, curiosity, and critical thinking.
- Emphasizes industry engagement across government, corporate, and not-for-profit sectors.
- Produced exceptional graduates working in strategic communication, corporate, government, nonprofit communication, media, advocacy, and intercultural relations.
- Taught by world-leading communication scholars ensuring that students gain experience underpinned by strong theoretical and research-led teaching

What you'll learn in B Comm?

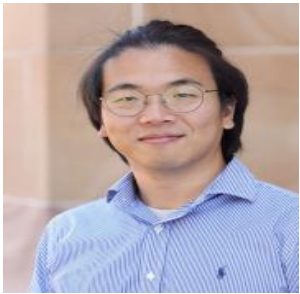Multimedia and online content production

Social media engagement & analytics

Community and stakeholder engagement

Writing & communication strategy

Campaign development

Meet our Bachelor of Communication Staff

Dr Sungyong Ahn

Dr Lemi Baruh

Mr Anthony Biancotti

Dr Elena Block

Prof Nicolas Carah

Dr Adam Dodd

Dr Natalie Collie

Dr Bonnie Evans

Prof. Kelly Fielding

Dr Aparna Hebbani

Dr Leah Henrickson

A/Prof Jane Johnston

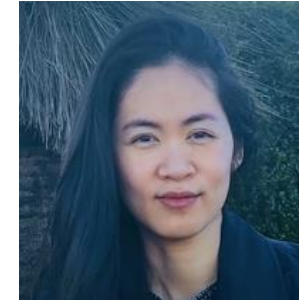# Meet our Bachelor of Communication Staff

Ms Kiah Hawker

Dr Anne Kruger

Prof Shuang Liu

Dr Renee Mickelburgh

Dr Kylie Navuku

Dr Giang Nguyen-Thu
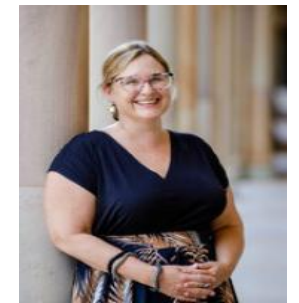
Dr Melanie Piper

Dr Jagadish Thaker

A/Prof Pradip Thomas

Dr Abbie Trott

A/Prof Elske van de Fliert

Dr Caroline Wilson-Barnao

+ Mr Regan Neal

+ Mr Izrin Ariff

2. Understanding Bachelor of Communication program structure

What is your program structure?

You will need to complete a total of 24 courses (48 units) to complete the B Comm program.

Each course is worth 2 units (units = credits)
Courses are the subjects you will study
Program = Degree

The B Comm structure:

8 compulsory core courses (16 units)
- Courses that all B Comm students must complete.

8 major-specific courses (16 units)
- Digital Media and Strategic Communication majors complete 8 courses specific to their major.

8 elective courses (16 units).
- You can choose from
  - General elective courses; or
  - One minor and electives; or
  - Two minors; or
  - A second major

Majors and Minors

You choose from 2 majors

Digital Media (16 Units)

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.

Strategic Communication (16 Units)

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

BCommun Minors (8 units)

- Digital Media
- Interaction Design
- Journalism
- Strategic Communication
- Writing

Summary: For a total of 24 courses (48 units), your options:

One major + electives	Double majors (dual degree)
One major + a single minor + electives	One major + two minors

3. What awaits you after you graduate?

4. Preparing for your courses

Planning your Program

https://hass.uq.edu.au/bachelor-communication-program-advice

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.**

Timetabling: Timetable for your courses and tutorials is available via my.UQ. If you have a timetable clash, you can email the School of Communication and Arts timetabling team timetabling.commarts@enquire.uq.edu.au

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

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 may courses you submit your assessment to Turnitin through Blackboard. **Ensure you regularly login Blackboard of your courses.**
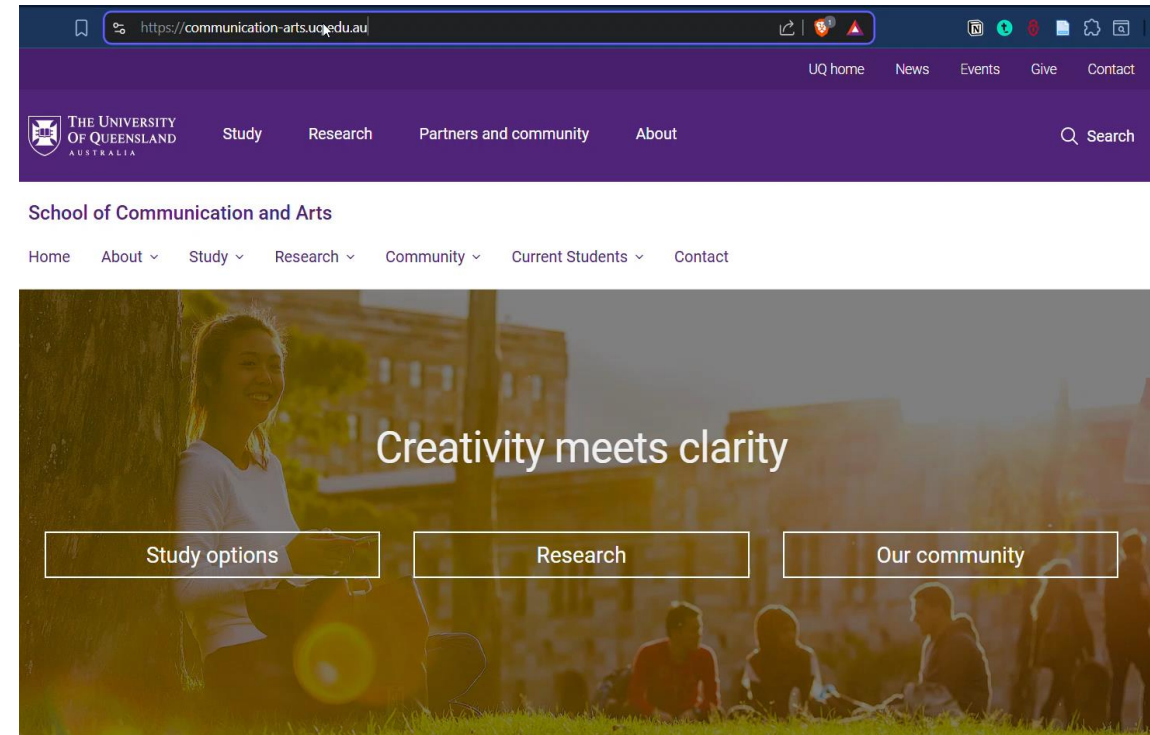
Course profiles can be accessed from: https://programs-courses.uq.edu.au/

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]()

Important dates

Monday 21 July - Friday 25 July

Orientation Week for Semester 2, 2025

Monday 28 July

First day of classes for Semester 2, 2025

Friday 8 August

Last day to add a course for Semester 2, 2025

Sunday 31 August

Census Date
Last date to *drop* Semester 2, 2025 courses or cancel enrolment without *financial* liability

Tuesday 30 September

Last date to *drop* a course for Semester 2, 2025 or cancel enrolment without *academic* liability

Get support

| HASS Student Administration Team	School Student Administration Team	HASS Student Futures Team	UQ Student Services
• Degree questions • Credit requests • Academic progress • Overseas study approval	• Course questions • Timetables • Assessment	• Extra-curricular opportunities • Career mentoring and seminars • Leadership development	• Learning assistance • Disability support • Counselling • International student services • Accommodation • Multi-faith chaplaincy
Contact hass.uq.edu.au/contact	**Contact** hass.uq.edu.au/your_academic_resources	**Contact** hass.uq.edu.au/enrich-your-study-experience	**Contact** my.uq.edu.au/student-support

5. Media and Production Support Team
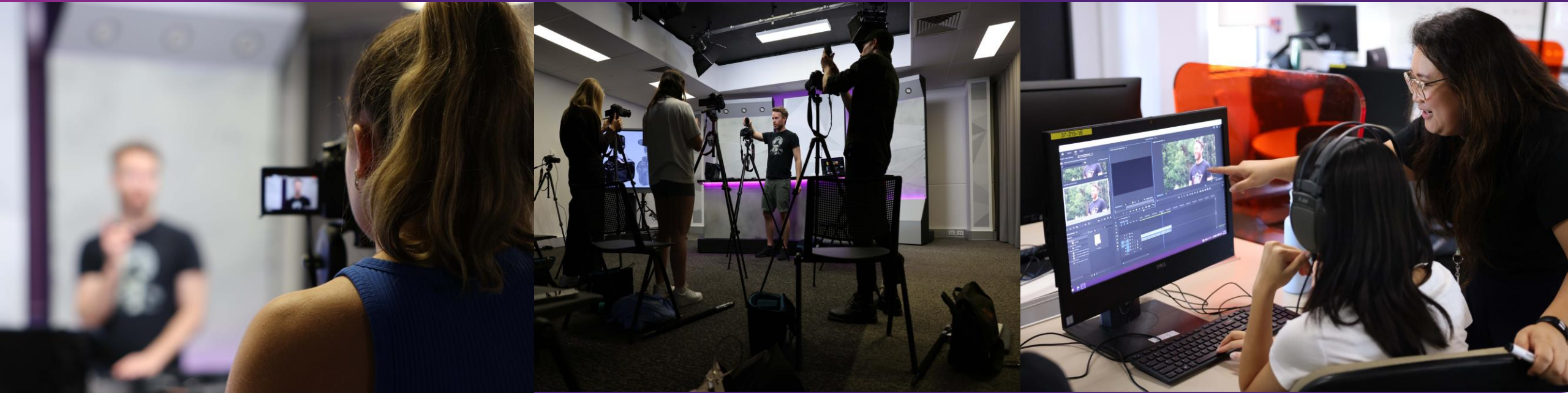
VIDEO PRODUCTION

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!
jactech.com.au

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Audio noise removal - MaPS QUICK STREAM
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124 views • 2 years ago

Cut and fix audio - MaPS QUICK STREAM
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Record in the podcasting booth - MaPS QUICK...
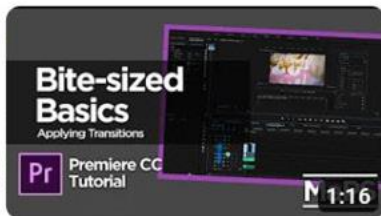watchmaps
26 views • 2 years ago

Spe... Pro -
watchmap
20 views •

Adobe Premiere Pro, Bite-sized Basics ▶ Play all

Adobe Premiere Pro, Bite-sized Basics: Export your...
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180 views • 2 years ago

Adobe Premiere Pro, Bite-sized Basics: Applying...
watchmaps
83 views • 2 years ago

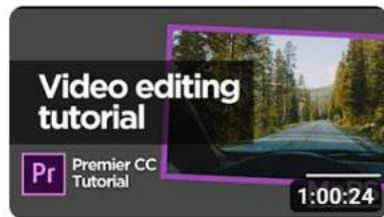**Adobe Premiere Pro, Bite-sized Basics: Quick Titles**
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Adobe Premiere Pr... sized Basics: Qui...
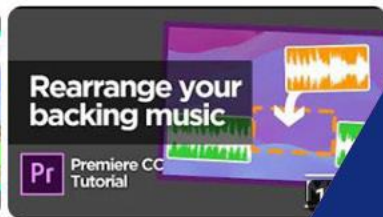watchmaps
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Adobe Premiere Pro Video Tutorials ▶ Play all

Create a trailer in Adobe

Change the length of a

Cut and rearrange your

ONLINE TUTORIALS

▶ **@watchmaps**

JACTECH

Journalism and Communication Technology

PRODUCTION GEAR

FREE TO YOU

BOOK ONLINE

jactech.com.au

GEAR

CAMERAS

ACCESSORIES

AUDIO RECORDERS

jactech.com.au

FACILITIES

DIGITAL LEARNING STUDIO

AUDIO RECORDING BOOTHS

ADOBE CREATIVE CLOUD ACCESS

SUPPORT

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)

6. Academic Integrity

Taryn Bashford

Academic Integrity and Honour Code

- As a member of the UQ academic community, you have a duty to maintain the highest standards of academic integrity in your work. You must avoid cheating, plagiarism, collusion and other forms of academic misconduct.

- The **Honour Code** sits alongside the **UQ Student Code of Conduct Policy**, which outlines the standards of behaviour expected of students (UQ standards) and conduct that is prohibited (misconduct).

[Academic integrity and student conduct - my.UQ - University of Queensland](#)

contract cheating (e.g. using file-sharing site to obtain or share answers for assessable items)	collusion	plagiarism
falsifying data	research misconduct	accessing examination materials without consent
impersonating another student	falsifying documents for academic advantage (e.g. a medical certificate, a bibliography)	changing the work of another student in a group without their consent.

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Artificial Intelligence (AI) & Machine Translation (MT)

- AI is becoming integral to our lives.
- UQ's goal is to help you develop the knowledge and the skills to use AI **ethically** and **effectively**.
- Please review UQ's Artificial Intelligence module for an overview of the different types of AI, the implications of AI for society and what AI research is being done at UQ.

At UQ, the use of AI outputs without attribution, and contrary to any direction by teaching staff, is a form of plagiarism and constitutes academic misconduct.

If you use AI in your assessment without permission or appropriate acknowledgment it may be considered misconduct.

Please always check course profiles (ECPs). They define appropriate AI use for assessments.

If you have questions or unsure about whether a particular use of AI is appropriate, please ask your course coordinator.

2025 SCA Integrity Reminders for Students

DO:

1. Complete the <u>Academic Integrity Modules (AIM)</u>: mandatory for all new students.

2. Check out the UQ Library's "Write, Cite, Submit" module, part of the Digital Essentials modules, <u>https://uq.pressbooks.pub/digital-essentials-write-cite-submit/chapter/module-overview/</u> .

3. Know UQ's policy on AI (Artificial Intelligence) and MT (Machine Translation):

4. Visit the UQ AI Student Hub <u>AI Student Hub - Library - The University of Queensland</u>

5. Read your assessment instructions carefully for their AI and MT policy: unless the assessment instructions allow you to use AI and/or MT, its use will constitute plagiarism and academic misconduct.

<u>Academic Integrity Modules (AIM)</u>

<u>AI Student Hub</u>

2025 SCA Integrity Reminders for Students

DON'T:

1. Take help from any friend/classmate/family member - complete all assessments by yourself and on your own devices.

2. Falsify/edit/alter a medical certificate.

3. Use material from previously submitted assignments (at university or school) or from examples from another course assessment without the explicit consent from the course coordinator.

4. Cheat or solicit contract cheating.

5. Upload/share/sell your assignments to third-parties.

6. Work closely with peer/s or in a group and submit work as if it were your own work (Collusion).

7. Copy others' work without proper reference in every place/sentence in the assignment (Plagiarism).

Penalties may include:

- Zero marks for an assessment

- Re-submission of an assessment

- Automatic failure of a course

- Issuing of a conduct notice

- Referral to a Misconduct hearing

- Records noted on your transcript

7. Placements, Internships & Work Experience

Sven Fea

Placement and Work Experience Insurance

All UQ Students can access up to 30 days of **Work Experience** (not for course credit) Insurance per calendar year.

- **Placement Insurance** is also available for placement activities that are course requirements.

- Travel insurance is also available in certain circumstances for both Work Experience and Placements

- **School approval** is essential prior to undertaking Work Experience or Placement activity in order to access Insurance.

- **The activity type** will determine the Insurance process.

Placement and Work Experience Insurance

For further information, contact:

Sven Fea

SCA Placements Officer

Level 6 Michie Building (#9)

Email: scaplacements@uq.edu.au

Phone: 07 3346 8286

8. Gain Experience at Campus

new.ish

Ambryn Parent

James Lange

Stay Connected

f   UQ Humanities, Arts & Social Sciences

in   UQ Humanities, Arts & Social Sciences

Instagram   @uqhasslife

The home of HASS online
linktr.ee/uqhasslife

New Students

Enrich Your Study Experience

Student Spotlight

Program Advice

#HASSLIFE

Student Support
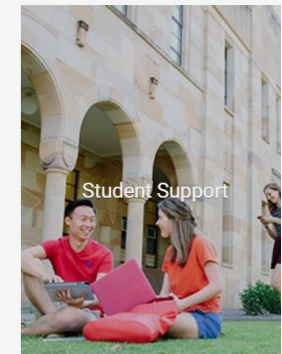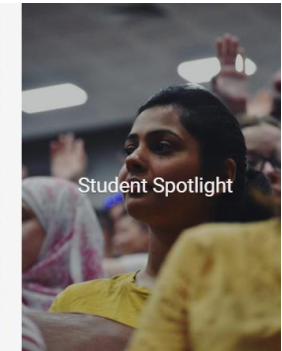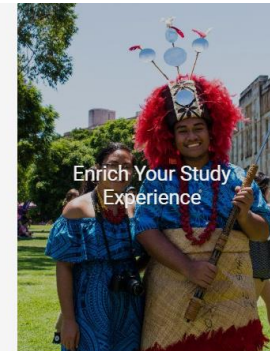
Quick Survey

We really value your feedback as it allows us to improve for the future.
Please complete this 2-minute survey.

Q&As?

9. Time for Elevate Bootcamp