Creative Arts offers seven main disciplines—graphic design, visual arts, media arts, journalism, creative writing, performance and sound (composition and music production), and interaction between these areas is encouraged. As a Creative Arts student you will benefit from the Faculty's flourishing relationships with diverse practitioners, cultural organisations and teaching institutions. The courses aim to develop technical skills and artistic insight, and an important feature of all programs is the linking of theoretical, historical and aesthetic perspectives with up-to-date skills acquisition through practice-based subjects and professional arts practice.

Approximately 40 new students are accepted into each of the discipline majors each year, ensuring you receive a high level of personal attention. Teaching staff are supportive, practicing professionals whose work is nationally and internationally recognised. The courses are designed to present you formally to your prospective audience, through performance, exhibition or publication. These opportunities occur regularly over the course of the degree.

The Faculty's culture fosters a lively community, emphasising innovation and creative risk-taking. Modern studios, specialist performance spaces and galleries provide an inspiring work environment, showcasing the work of students and staff as well as hosting Australian and international exhibitions and performances. The Faculty values and promotes individual difference and encourages the exploration of new art forms and new technologies.

You will have the opportunity to work in areas of overlap between the arts and to study with leading visual artists, designers, composers, performers, journalists and writers. A regular program of visiting artists and artists-in-residence will expose you to the work of Australian and international practitioners, from cultures as varied as Japan, Mexico, Taiwan, Turkey, Sri Lanka, the USA and the UK.

The Faculty offers degrees in Creative Arts and Journalism, which may be studied as single degrees or in one of the double degree combinations listed on page 36. A Creative Arts and Journalism double degree is also possible.

Full details of courses offered can be found at:
www.uow.edu.au/handbook/current
**DEGREES AT A GLANCE**

<table>
<thead>
<tr>
<th>DEGREE</th>
<th>APPROX. UAI</th>
<th>FULL-TIME DURATION</th>
<th>ASSUMED KNOWLEDGE</th>
<th>RECOMMENDED STUDIES/ADDITIONAL REQUIREMENTS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Creative Arts (All majors)</td>
<td>*</td>
<td>3 years</td>
<td>Any 2 units of English</td>
<td>Students must meet both academic and artistic entry requirements, and submit a portfolio and/or attend an audition and/or interview, depending on their chosen specialisation.</td>
<td>Wollongong</td>
</tr>
<tr>
<td>Bachelor of Creative Arts (Dean's Scholars)</td>
<td>90</td>
<td>3 years</td>
<td>Any 2 units of English</td>
<td>Demonstrated excellence in 2 or more Creative Arts fields. Separate application required.</td>
<td>Wollongong</td>
</tr>
<tr>
<td>Bachelor of Journalism</td>
<td>*</td>
<td>3 years</td>
<td>Any 2 units of English</td>
<td>Entrance is based on UAI, a written submission, plus a workshop and interview.</td>
<td>Wollongong</td>
</tr>
</tbody>
</table>

NB: UAI to be used as a guide only and are based on the previous year's demand. Median UAI in 2008 was 84.80.

*See assumed and recommended knowledge.

**BACHELOR OF CREATIVE ARTS**

The Bachelor of Creative Arts is structured to develop both theoretical knowledge and practical skills. Students complete practice-based subjects (through relevant studio practice, laboratory work and/or projects) and subjects providing a theoretical context in each year of the degree.

**CREATIVE WRITING**

Bachelor of Creative Arts (Creative Writing)

This major offers both a practical and theoretical understanding of writing practice. Classes are based around a combination of lectures, workshops, group discussions and individual presentations; students participate in public readings and performances as well as publication projects. In addition to writing fundamentals and theory subjects, students specialise in one or more of the following areas: Poetry; Prose Fiction; or Scripting for Film, Television or Theatre. These specialisations are developed into large-scale writing projects by the final year. Additional subjects in editing and professional practice for creative writers are offered in second and third years.

**GRAPHIC DESIGN**

Bachelor of Creative Arts (Graphic Design)

This major combines Visual Arts and design theory with laboratory production components. Students are introduced to a range of graphic and digital imaging techniques and practices across a number of conceptual and industry contexts including graphic design, web, and interactive multimedia design. The major encourages an interdisciplinary approach to the study and practice of creative print and screen-based design. Student work is showcased throughout the year in one of the gallery spaces in the Faculty.

The first year of the course covers both an introduction to graphic design and to theories of visual and graphic arts. Students are encouraged to carry out research on historical and contemporary designers and cultural trends, and then experiment with a range of production techniques, computer software, hardware skills and creative solutions. Students gain a solid grounding in visual art methods of drawing and constructing images, both analogue and digital.

During second year, students pursue specialised study in typography, campaign graphics, editorial design, web design and design theory. Students will be more independent in their motivations and research focus. Increasingly, student projects are concerned with real clients and job briefs.

Theory and production subjects run in parallel throughout the year.

The focus in third year is upon developing advanced graphic design skills within a professional, applied context. Major projects are developed for real clients and students develop advanced critical and practical skills in print and interactive new media, culminating in the public exhibition of their work within the Graduate Show.

**MEDIA ARTS**

Bachelor of Creative Arts (Media Arts)

Media Arts explores the creative potential of traditional and contemporary forms of media, from photography and film through to electronic, networked and programmable media. This major is closely linked to the Visual Arts and Graphic Design majors. Students have the opportunity to pursue dedicated study in these other fields alongside their study in Media Arts. The overall aim is to encourage a dialogue between traditional forms of art and graphic design and emerging forms of new media practice.

First year involves core creative and critical literacy subjects, as well as introductory subjects in media production, web authoring and creative computing. The approach is studio-based, with a focus on developing skills in conceptually informed and technically literate experimental practice.

Second year maintains a strand of core Visual Arts practical and theoretical study and includes specialised study in physical computing and experimental film-making and animation. Students develop greater independence in their project work and exhibit their major projects in an installation context.

The final year has strong individual project emphasis, complemented by continuing core Visual Arts study. Students develop advanced skills in project research, planning, development and installation, culminating in the public exhibition of their work within the Graduate Show.

**PERFORMANCE**

Bachelor of Creative Arts (Performance – Theatre and Production)

This major has been designed to develop skills leading to a high level of theatre-making, performance and production. Students undertake studies in physical performance (acting and movement); voice (singing and speech); dramaturgy, history and theory; text interpretation; contemporary performance and production.

**SOUND – COMPOSITION AND MUSIC PRODUCTION**

Bachelor of Creative Arts (Sound – Composition & Music Production)

This major examines the key concepts of music composition, digital sound studies and sound production, exploring the creation and manipulation of sound through the use of digital technologies. The design of sound for multimedia applications forms a significant component of the major. Creativity is extended through studies in the theory of sound (acoustics); composition (electronic media, improvisational, and vocal and instrumental); computer music applications; and critical listening skills.

**VISUAL ARTS**

Bachelor of Creative Arts (Visual Arts)

This major is based on studio practice and related theory and history studies. The studio processes cover textiles, painting and sculpture—with support studies in drawing, printmaking, photography, video, installation, digital image making and curatorial practices. Student work is shown throughout the year in various gallery spaces in the Faculty.

In first year, studio subjects introduce students to a range of processes and media. Studio skills are taught, and a critical approach to their use is fostered in weekly seminars that explore the histories of each art and craft discipline.

In second year, studio subjects build on these basic techniques and skills. Increased emphasis is placed on the students’ ability to achieve independence in ideas, technical skills and work practices. Students are encouraged to contextualise their work in contemporary practice by developing research processes, attending exhibitions and participating in the wider artistic community.

In third-year studio subjects, students are expected to explore and develop personal themes and ideas to a greater depth. Professional practice as a visual artist is introduced. This includes skills in visual presentation appropriate to the medium, gallery practice and compiling a professional portfolio. The focus is on the completion of a body of work for exhibition in the final-year graduating exhibition.
BACHELOR OF CREATIVE ARTS (DEAN’S SCHOLARSHIP)

The Dean’s Scholar program is designed with a high level of individual flexibility allowing students to mix programs of study drawn from any two of the major areas within the Bachelor of Creative Arts degree. Students who perform well in the audition/interview in two areas of study and obtain a UAI of at least 90 (or equivalent) are eligible for the Dean’s Scholar program.

HSC students must apply through UAC and must also submit a separate Dean’s Scholar application form to the University by the advertised deadline.

Contact UniAdvice on 1300 367 869 or uniadvice@uow.edu.au for more information.

The Dean’s Scholar degree is not a scholarship. Students intending to apply for a place in this degree are encouraged to apply for a UOW undergraduate scholarship as well (see page 32).

FURTHER STUDY

Bachelor of Creative Arts (Honours) is available to Creative Arts graduates who meet the high standards of achievement required for progression to this one-year course. Admission is by recommendation from the relevant head of the discipline and approval by the Dean or Sub Dean of the Faculty, as well as acceptance by an academic supervisor in the discipline.

A range of Coursework and Research Masters programs is offered for graduates of relevant Bachelor degrees.

→ Doctor of Philosophy (PhD)
→ Doctor of Creative Arts (DCA)

APPLYING FOR A BACHELOR OF CREATIVE ARTS

For entry into the Bachelor of Creative Arts or any Creative Arts double degree you will need to complete a Creative Arts Interview/Audition application form, and (where appropriate) supply a portfolio of your work. This is in addition to your UAC application.

Application forms are available from Careers Advisers in all high schools and TAFE colleges in NSW and the ACT and from UOW. Contact UniAdvice on 1300 367 869 to request a copy, or download the form at www.uow.edu.au/creativearts

Application forms and portfolios are to be sent to the Faculty of Creative Arts by the advertised deadline. A fee of $50 will apply for applications submitted after this date. Please contact UniAdvice to confirm closing dates for late applications. Applicants need to meet artistic entry requirements, determined by application and an interview or audition, together with an appropriate UAI score (or equivalent).

All applications will be considered and selected applicants will be notified of an interview or audition to assess their suitability to study the Bachelor of Creative Arts.

INTERVIEWS AND AUDITIONS

Applicants must be prepared to demonstrate their ability (in both theory and artistic practice) to meet the criteria for their proposed major.

MULTIMEDIA DESIGN

Bachelor of Multimedia Design*

This course, new for 2010, will provide a sophisticated education in all aspects of multimedia production, focusing particularly on digital animation and video, web production, and computational media. The course combines industry relevance with an experimental creative arts approach. Students study at TAFE and UOW concurrently, and on completion are awarded a degree from UOW and an Advanced Diploma from TAFE.

This course provides dedicated practical skills in sophisticated multimedia production and an informed critical understanding of contemporary media arts perspectives.

*subject to final approval

JOURNALISM

Bachelor of Journalism

The Bachelor of Journalism degree is a three-year full-time course that caters for students planning a career in journalism or a related field.

The course has been designed to combine hands-on journalism skills with a specialisation taken from another faculty.

Graduates will have a strong practical background in journalism, which can be applied to print, broadcast and online media newsrooms; coupled with an understanding of another discipline that can help establish a career as either a journalist or specialist reporter.

Students are introduced to the basics of journalism in the first year, including news writing, research and the fundamentals of hard-copy and online production. In second and third years, students are encouraged to develop specialist interests, linking studies in their area of specialisation in another faculty to the journalism-specific skills they develop in broadcast, web or photo-journalism.

Students may also develop design skills through subjects available in Creative Arts.

Much of second and third year is devoted to the production of news and feature stories for an online publication. Also, in third year, students spend time as an intern in a newsroom.

FURTHER STUDY

→ Master of Journalism
→ Doctor of Philosophy (PhD)

APPLYING FOR A BACHELOR OF JOURNALISM

Entry into a Journalism degree is based on UAI, interview and written application. For entry into the Bachelor of Journalism (and all related Journalism double degrees), you will need to complete a Bachelor of Journalism application form, which includes a written submission. This is in addition to your UAC application.

Applications including written submissions are due by the advertised deadline. A fee of $50 will apply for applications submitted after this date. Please contact Uniadvice to confirm closing dates for late applications.

Application forms are available from Careers Advisers in all high schools and TAFE colleges in NSW, ACT and from UOW. Contact UniAdvice on 1300 367 869 to request a copy, or download the form at www.uow.edu.au/creativearts

BACHELOR OF COMMUNICATION AND MEDIA STUDIES (JOURNALISM)

For information on the Bachelor of Communication & Media Studies (Journalism) degree, refer to the Faculty of Arts section on page 38.

GRADUATE PROFILE

ZOË KLEEBORN

Bachelor of Arts/Bachelor of Creative Arts – 2004

Psychology, Design & New Media)

Producer at DTDigital

My current role is a Producer with a web-based solutions company. My daily responsibilities involve duties such as project management, client relations, and account management. The double degree that I completed at UOW gave me a valuable depth of knowledge and skill. The design element has enabled my understanding of the practicalities of web design, while the psychology degree has played a pivotal role in many a successful client negotiation.

Although I was accepted into a few universities, the proximity and natural beauty of the UOW campus won me over. In addition, the high quality of teaching and friendly staff and students all contributed to an engaging experience. I would highly recommend the 'small campus feel' experience to anyone.
JONATHAN LOWE
Bachelor of Creative Arts/Bachelor of Laws
Creative Writing

I had a number of reasons for choosing UOW. First, it was on the coast, which meant the beach. Second, the campus was so beautiful—when I came down to have a look for the first time, I fell in love with the place straight away. Third, UOW was the only uni where I could combine a law degree with creative arts. I’m very interested in both areas, and found that UOW could accommodate my needs!

My favourite thing about studying here is the friends I’ve made. Coming from Canberra, I knew very few people down here. Now that I’ve been studying here for almost two years, I have made heaps of new friends.
At the end of my HSC, I knew I wanted to become a scientist; however, I also had a deep love of the visual arts that I knew I wanted to keep developing. After talking to a number of my teachers and looking through countless university guides, one option kept surfacing: a double degree in Creative Arts and Science at UOW. It's like the degree was made for me!

One of the best things about studying at UOW is that almost every week there's an exhibition opening in one of the galleries at the Faculty of Creative Arts. Whenever I'm in Wollongong I also like to check out what's happening at our local galleries. More often than not there's a touring exhibition or a student show on. It's cool walking into an exhibition and seeing your friends' and teachers' work on the walls and thinking, “I know the artist!”