

What can I do with a Degree in Life and Social Science?



Bachelor of Arts (N0515) (*Before 2010, N055)

Bachelor of Arts (Honours) (N052)

Bachelor of Arts (Digital Media) (N0515DIG)

Bachelor of Arts (Digital Media and Marketing) (N0515DMM)

2011

Please note: the information contained in this document was current as of January 2011. Refer to www.swinburne.edu.au/courses/ for the most current updates.

For entry and admission requirements for the above courses, go to the Swinburne website: www.swinburne.edu.au/courses

What can I do with this degree?

The Bachelor of Arts (Digital Media) puts an emphasis on digital media production. It provides comprehensive coverage of the practical skills and creative techniques spanning a broad range of areas including web development/programming, animation, digital video/audio, 3D modelling and animation, DVD authoring and video game development. You will become familiar with multimedia industry-standard applications and languages such as Photoshop, Flash, Premiere, Encore, After Effects, Audition, 3D Studio Max, HTML and PHP/MySQL. The course also explores the more theoretical areas of experience design, information architecture, multimedia technology and interactive narrative.

The Bachelor of Arts (Digital Media and Marketing) will enable you to develop comprehensive skills in the principles and practice of marketing along with the applied and creative aspects of multimedia production. An emphasis on e-business and e-marketing is complemented by a thorough grounding in the practical areas of web development, video production and promotional CD / DVD authoring.

Graduates may be employed as:

You will be equipped for careers in web development, video production, 3D modelling, information architecture, CD/DVD production, and multimedia project management.

Those with the additional marketing focus, will have the typical career options for marketing graduates such as public relations, advertising, product/brand management, market research, direct marketing and international marketing. Graduates of this course are also qualified to pursue further career opportunities in e-commerce consulting, customer relationship management, digital media production, web design, video production and animation.

Multimedia Designer/Developer/Author - generate and manipulate graphic images, animations, sound, text and video into consolidated and seamless multimedia programs.

Multimedia Author-based Programmer - applies appropriate multimedia authoring technologies to conceptualise, design, assemble and integrate a variety of images, text, animation and/or sound before selecting and applying the desired program structure to produce a multimedia end-product.

Multimedia Programmer - examines systems and applications programming issues involving the conversion between platforms and the initial writing of code for incorporation of text, graphics, video, animation, digital/analogue photographs, audio and 2/3D modeling.

Advertising Specialist - devise and coordinate advertising campaigns, which are created to encourage consumers to purchase particular products or services.

Project Manager (IT) – is responsible for making sure that projects such as major building and construction or information technology infrastructure, or programs such as new government policies, are designed and completed on time and within budget.

Audio/Video Engineer - operate technical equipment to amplify, enhance, record, mix or reproduce sound in support of performing arts, and may also assemble and maintain sound equipment.

Production Assistant - provide technical and other assistance for the production, recording and/or broadcasting of artistic performances.

Applications System Designer - undertakes design tasks for business computer systems such as payroll or stock control.

Instructional Designer - designs and develops content and curriculum products, learning support resources and delivery/assessment methodologies.

Game Developer - produce games for PC's, Macs and games consoles. They may work on new games or update existing titles.

Computer-based Graphic Designer - uses computing technology and specialist software packages to manage the production, interface and integration of various graphics and other media into the multimedia package design.

What industry sectors do Humanities graduates work in?

Private	64.3%
Government	14.2%
Education	10.6%
Other	9.2%
Health	1.7%

Source: <http://svc095.wic026v.server-web.com/GraDSOnline/index.asp>

Examples of where you may find employment:

- Advertising
- Instructional design
- Business promotion
- Training
- Online entertainment industries
- Integration of telecommunications systems
- Computer networks
- Broadband interactive online network
- Integrated computer and communication infrastructure for global networking
- Video games design
- CD/DVD production studios
- Public Relations
- e-commerce consulting

The skills and attributes required by Bachelor of Arts (Digital Media) graduates

- A sound and broad knowledge of the design of multimedia applications and an appreciation of the various skills required.
- Skills in the application of learning and instructional design principles to structured multimedia applications.
- The ability to function effectively as an individual and in project teams, whether as a manager, leader or team member.
- The communication and management skills required to successfully manage multimedia development projects.
- Be prepared for the rapidly evolving multimedia industry by developing life-long learning skills and flexibility of mind.
- A thorough understanding of the way end-to-end enterprise-wide technologies are changing the way business is conducted.

- The means to participate in and understand the development of sophisticated methods of customer data management, with corresponding improvements in business efficiency and potential customer satisfaction.
- An understanding of the changing face of multimedia, in relation to both acceleration in the use and development of technology, and its impact on society

Swinburne Graduate Attributes

- Capable in their chosen professional, vocational or study areas
- Entrepreneurial in contributing to innovation and development within their business, workplace or community
- Effective and ethical in work and community situations
- Adaptable and manage change
- Aware of local and international environments in which they will be contributing (such as sociocultural, economic, natural)

What do Humanities graduates do after finishing their courses?

Working	74.1%
Searching	25.9%
Studying	35.4%

Source: <http://svc095.wic026v.server-web.com/GraDSOnline/index.asp>

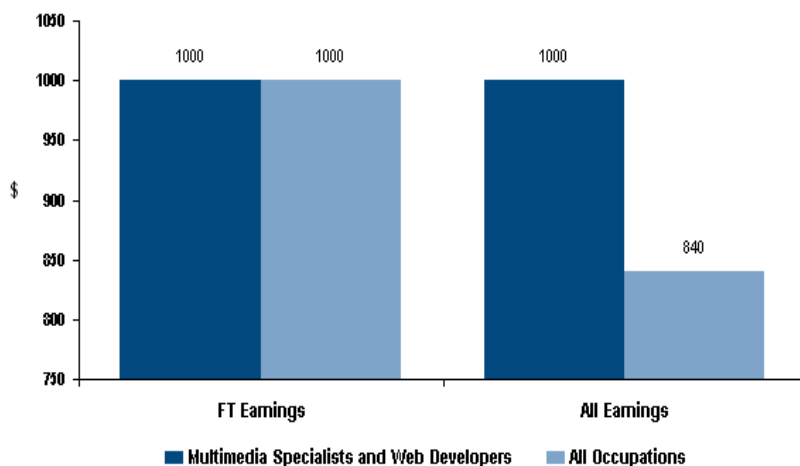
Job Prospects will depend on the majors that have been completed. For specific information regarding employment prospects for alternate occupations please see <http://jobsearch.gov.au/Careers>

Job Prospects for Multimedia Specialists and Web Developers

- Job prospects for Multimedia Specialists and Web Developers are good.
- Employment for Multimedia Specialists and Web Developers to 2014-15 is expected to grow strongly. Employment in this small occupation (7700 in November 2009) rose very strongly in the past five years, and in the long-term (ten years), but with small occupations employment estimates can fluctuate.

Source: Australian Government job search <http://jobsearch.gov.au/Careers>

Multimedia Specialist and Web Developer Weekly Earnings (full time and before tax)



Graph shows weekly earnings - for full-time work and before tax - for workers of all ages for this occupation, compared with all occupations. These figures cannot be used in determining a particular wage rate or as an indication of what a particular person will earn in that job.

Source: ABS EEBTUM survey August 2009 cat. no. 6310.0.

Potential Employers

Careers and Employment have put together a list of potential employers www.swinburne.edu.au/corporate/careers/employers_by_occupation.html

You can also refer to Graduate Careers Australia's publication Graduate Opportunities
www.graduateopportunities.com/

General Recruitment Agencies:

Swinburne Careers and Employment Recruitment Service www.swinburne.edu.au/careers

Specialist Recruitment Agencies

- Clarius Group
www.clarius.com.au
- Diversiti
www.diversiti.com.au
- ETX Consultants
www.etx.com.au
- Greythorn Pty Ltd
www.greythorn.com.au
- Icon Recruitment
www.iconrec.com.au
- Infosys Solutions Ltd
www.infosys-solutions.net
- Jav IT Group
www.jav.com.au
- MACRO Recruitment
www.macrorecruitment.com.au
- Michael Page
www.michaelpage.com.au
- Paxus
www.paxus.com.au
- PeopleBank
www.peoplebank.com.au
- Randstad
www.randstad.com
- Sirius Technology
www.sirius technology.com.au
- The Ambit Recruitment Group
www.ambit.com.au

Additional general employment sites:

- www.careerone.com.au
- www.graduateopportunities.com
- www.jobsearch.com.au
- www.seek.com.au
- www.unigrad.com.au
- www.mycareer.com.au

Specialist Job Search Websites

- www.acs.org.au
- www.adma.com.au
- www.agda.com.au
- www.aie.act.edu.au
- www.aimia.com.au
- www.artshub.com.au
- www.bandt.com.au
- www.freelancer.com.au
- www.gamesindustry.biz
- www.geemultimedia.com.au
- www.it2.com.au
- www.lavolta.com.au
- www.odysseyrecruit.com.au
- www.mmv.vic.gov.au
- www.newmedialab.com.au
- www.tsume.com

Professional Associations

Professional associations may conduct conferences, seminars, presentations and social functions to help members keep abreast of current practices and for networking purposes. For students, these events can be an excellent source of contacts and relevant information. Membership is usually open to students at a reduced rate.

- Academy of Interactive Entertainment www.aie.act.edu.au
- Australian Interactive Media Industry Association www.aimia.com.au
- Game Developers' Association of Australia www.gdaa.com.au
- International Games Developers Association www.igda.org

Other Useful Resources

- <http://www.silicon.com>
- <http://digitalministry.com/AU/home>
- <http://www.marketingmag.com.au/>
- <http://digitalmarketinglab.com.au>

Postgraduate study options:

A range of postgraduate programs are offered at Swinburne University. Programs are offered as a nested suite, offering students that opportunity to exit at the graduate certificate, graduate diploma or master stage.

Graduate Certificate of Multimedia (J076)

Graduate Diploma of Multimedia (J086)

Master of Multimedia (J096)

Master of Multimedia Technology (J106)

Career Opportunities: At postgraduate level you can expect to have developed multimedia authoring skills and knowledge of the interactive communication process that will enhance your employability in a range of professions.

A full listing of all postgraduate courses offered by Swinburne is available at:

<http://www.swinburne.edu.au/postgrad/courses/>

What help does Swinburne Careers and Employment offer?

Career Services

- Daily Resume and Cover Letter checks
- Daily Interview practice
- Careers Seminars/ Workshops for Students
- Careers in the Curriculum (CIC) – High Education Students
- Student Recruitment Service (Final Year Students)
- Career Counselling

Career Resources

- Career Resource Library
- Job Search Handouts
- Interactive Career Planning

SwinEmploy Employment Service

- All job advertisements for graduate placements, casual, vacation, part-time and full-time employment
- Links to employer websites
- Enables students to book online for events such as workshops, employer information sessions and interviews
- Access to Going Global (over 10,000 job vacancies listed across Europe, Asia-Pacific, UK and US. Global key employer directories, work permits & visa regulations, country specific cultural & interviewing advice & more)

Download Careers and Employment job search handouts from SwinEmploy, including:

- | | |
|---|--|
| ➤ Addressing Selection Criteria | ➤ Job Hunting |
| ➤ Assessment Centres | ➤ Networking: What Is It and How Do You Do It? |
| ➤ Cover Letters or Letters of Application | ➤ Online Applications |
| ➤ Curriculum Vitae or Resume | ➤ Psychometric Tests |
| ➤ Employer Expectations of Graduates | ➤ Skills and Attributes |
| ➤ Interviews - How to Plan, Prepare and Perform | ➤ Thinking About Changing Your Course? |
| ➤ Informational Interviewing | ➤ Tips for facing the work environment and your first professional job |

The material in this document has been produced from the Graduate Destinations Survey, Swinburne University and Graduate Careers Council of Australia material, Graduate Opportunities, Australian Job Search, The Job Guide, Professional Associations and Careers and Employment's own research.

Careers & Employment
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Email: careers@swin.edu.au
www.swinburne.edu.au/careers

ADVERTISEMENT EXAMPLES
Sourced from Seek February 2011



Multimedia Developer

Take your web development to the next level in an eLearning landscape

- Competitive Salary
- Melbourne CBD

Omni Asia Pacific (OmniAP) is a leader in the eLearning market in Australia, and we currently have an exciting opportunity for a Multimedia Developer to join our content development team. Within this role you will be working closely with the Courseware Solutions Manager, Lead Multimedia Developer and Instructional Designers. We have a great team of people that enjoy a fun and relaxed work environment.

Working to storyboards provided by our Instructional Designers, you will be assisting to build online courseware for use by large organisations throughout Australia. You will be responsible for client side scripting, ActionScript programming and delivering SCORM and W3C compliant eLearning courseware. The successful candidate will demonstrate the ability to complete multimedia projects to a high standard and within strict deadlines.

The ideal candidate MUST have experience and be confident in the following skills/software:

- ▣ High level JavaScript (DHTML, DOM manipulation, this includes JavaScript /CSS)
- ▣ CSS
- ▣ ActionScript 2 (3 preferably)
- ▣ W3C WCAG
- ▣ Dreamweaver
- ▣ Flash
- ▣ XML/HTML
- ▣ SCORM/AICC

Other desirable skills include:

- ▣ Fireworks
- ▣ Lectora
- ▣ Reload Editor
- ▣ ADL TestSuite

Commercial experience in similar working environments will be highly regarded, but we are also interested in university graduates that feel they have the required skill set (as listed above) and are interested in developing industry leading eLearning products.

If you can demonstrate the above skills and qualities apply now with your CV and covering letter (quoting ref no. MMD) to HR at GPO Box 5239, Sydney NSW 2001, e-mail employment@angusknight.com.au or fax to (02) 92595597.



Social Media & Communications Consultant

- Drive Social Media Initiatives
- Opportunity to Enhance the Corporate Reputation
- Integrate Corporate Communications Programmes

Our client's charter is to provide an essential service to the lives of many Victorians. A rare opportunity now exists for a skilled Social Media and Communications Consultant to join this high calibre corporate communications division.

Reporting to the Corporate Communications Manager, you will be tasked with a twofold remit to enhance and protect the reputation of the organisation via the social media as well as the more traditional communication channels. You will be responsible for establishing and coordinating the implementation of the organisation's social media programme. In addition, the role will support the communication and media function by developing relevant content for these channels.

Tertiary qualified in either Media or Digital Marketing with an exceptional eye for detail and excellent writing skills, you will be comfortable operating in an environment that requires you to interchange between a strategic and tactical approach on a regular basis. Your strong interpersonal skills and communications expertise will allow you to navigate a complex stakeholder environment.

To apply, please email your application to cvantonder@ampersand.com.au quoting reference CT922. Alternatively, contact Claire van Tonder on 03 9008 5110.

