

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 (Media) (N0515MED)
- Bachelor of Arts (Multimedia & Media) (N0515MMM)
- Bachelor of Multimedia (Media Studies) (J0515), (J055)

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

What can I do with this degree?

In the past, the term "multimedia" referred to art in which more than one physical medium was used i.e. someone who used both photographs and oil painting to create a "mixed media" work was considered a "multimedia artist." Today the term almost exclusively refers to an integration of electronic media: computers, video, electronic musical instruments, etc. Multimedia Artists of today may design web sites, CD-ROMs, or video games which incorporate text, still graphics, video clips, sounds, and virtual reality simulations. They may also create elaborate theatre pieces combining the live actor with computer controlled videos, lighting effects, and music. They might even create electronic music which has a video component; a gallery installation in which the visitors can partly control the art being displayed; or a kinetic sculpture which moves and makes sounds.

Graduates of Multimedia find employment in such diverse fields as:

- Multimedia production
- Multimedia development
- Computer graphics / object oriented programming (Java, .NET)
- Interactive content creation / Information architecture / Information design
- Multimedia design
- Media and Journalism
- Electronic games design and programming
- eBusiness / e Marketing
- IT / Intranet / LAN management / Network administration and design
- Public relations
- Communications research
- Advertising
- Digital media production
- Web design
- Video production
- Animation
- Architectural visualisation.

Examples of where you may find employment:

- | | |
|--|------------------------------|
| ▪ Advertising Agencies | ▪ Community Organisations |
| ▪ Media Companies | ▪ Newspapers |
| ▪ Television Stations | ▪ Internet Companies |
| ▪ Radio Stations | ▪ Department Stores |
| ▪ Marketing Companies | ▪ Music Production Companies |
| ▪ Government – Commonwealth, State and Local | ▪ Manufacturers |

What industry sectors do Arts graduates work in?

Private	57.0%
Government	17.4%
Education	9.5%
Other	14.1%
Health	2.1%

Source: <http://svc095.wic026v.server-web.com/gradsonline/>

The skills and attributes required by Bachelor of Multimedia graduates

A graduate of the Bachelor of Multimedia (Media Studies) should have:

- 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;
- Been prepared for the rapidly evolving multimedia industry by developing their life-long learning skills and flexibility of mind;
- An appreciation of texts in context: the various ways in which we make sense of film and media materials (TV, radio, print, new media);
- An understanding of the political economy of media and telecommunications - including issues such as ownership, control of the media and the cultural impact of new technologies, and
- 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 able to manage change
- Aware of local and international environments in which they will be contributing (eg socio-cultural, economic, natural)

What do Arts graduates do after finishing their courses?

Working	75.9%
Searching	24.9%
Studying	30.2%

Please note: These figures include combinations of activities i.e. graduates who are searching for employment while also undertaking postgraduate studies.

Source: <http://svc095.wic026v.server-web.com/gradsonline/>

Job Prospects for Multimedia (Media Studies) Graduates will depend on the majors that they have completed. For specific information regarding employment prospects for alternate occupations please see <http://jobsearch.gov.au/Careers>

Job Prospects for Web Developer:

- 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. Note: There are no specific data for this IT specialisation. The information presented is for the group of Computing Professionals which includes this specialisation.

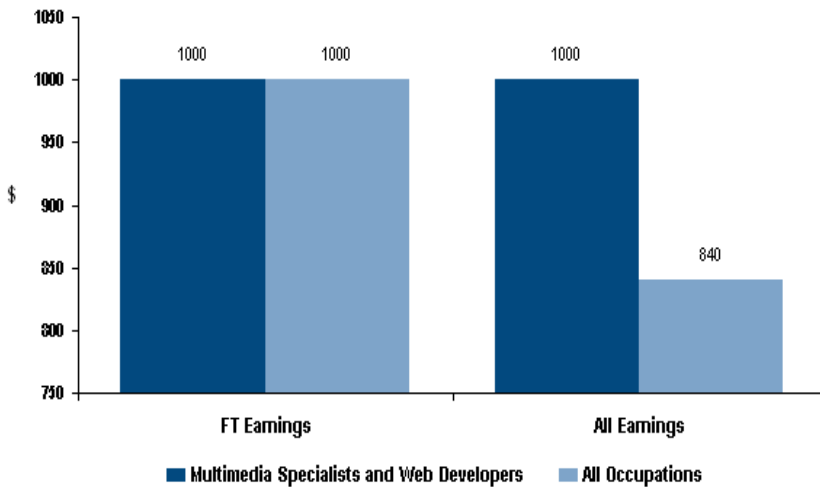
Source: Australian Government job search <http://jobsearch.gov.au/Careers>

Bachelor of Arts (Media) (N0515MED), Bachelor of Arts (Multimedia & Media) (N0515MMM), Bachelor of Multimedia (Media Studies) (J0515), (J055)

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Web Developer Weekly Earnings (full time and before tax)



The graph shows weekly earnings both total and full-time before tax. These figures are indicative and cannot be used to determine a particular wage rate.

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

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

Examples of employers who employed Swinburne Multimedia (Media Studies) graduates in 2010

- Design Inferno (Sales and Design)
www.designinferno.com.au
- Environment Essentials (Web Programmer)
www.enviroessentials.com.au
- Haven Licensing (Product Development Co-Ordinator)
www.havenlicensing.com.au/
- Madman Interactive (Multimedia Author)
www.madman.com.au
- Medici Capital (Web Developer)
www.medici.com.au
- The Group (Web Developer)
www.the-group.net
- Woolworths Limited (Retail Manger)
www.woolworthslimited.com.au

Additional examples of employers who have recently employed Swinburne Multimedia (Media Studies) graduates

- JadeLynx Incorporating
<http://jadelynx.com.au/>
- Blue Connection
www.blueconnections.com.au
- Digital Hive
www.digitalhive.com.au
- Direct Response Australia
www.direct.com.au
- Hawthorn Football Club
<http://hawthornfc.com.au>
- IBSA Web Design
www.ibsa.com.au
- Melissa Norfolk Web Design
www.melissanorfolk.net.au
- Online Learning Australia
www.onlinelearningaustralia.com.au
- Pagemasters Pty Ltd
www.pagemasters.com.au/MarketingPage.aspx?p=PrivacyPolicy
- PCA NU Systems
www.pcanu.com.au
- Staging Connections
www.stagingconnections.com.au
- Swinburne University
www.swin.edu.au
- Your PC Matters
<http://yourpcmatters.com>
- Network 10
www.ten.com.au

Potential Employers

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

You can also refer to Graduate Careers Australia's publication Graduate Opportunities <http://graduateopportunities.com/> for further employment information.

Specialist Recruitment Agencies

Swinburne Careers and Employment Recruitment Service

www.swinburne.edu.au/careers

- Aquent
www.aquent.com.au
- Atomic Recruitment Melbourne
www.atomicrecruitment.com.au
- Blue Sky Careers
www.blueskycareers.com.au
- Brazil
www.brazil.net.au
- CSP Apple
www.cspapple.com
- ETX Consultants
www.etx.com.au
- Everjoy Consulting
www.everjoy.com.au
- FBI Consulting
www.fbirecruitment.com
- Furst Media
www.furstmedia.com.au
- Interactive Selection
www.interactiveselection.com
- Odyssey Recruitment
www.odysseyrecruit.com.au
- Michael Page International
www.michaelpage.com.au
- Newton Consulting Group
www.newtonconsulting.com.au
- Respect Business Services Group
www.respectsearch.com.au
- Sandy Oldham Consulting
www.soldham.com
- Searchforce Media
www.searchforcemedia.com.au
- Tenth House
www.tenthhouse.com.au
- The i Group
www.igroupaustralia.com.au/
- Wallage Recruitment
www.wallage.com.au
- Wellington's Recruitment Pty Ltd
www.wellingtons.net.au

Multimedia/Media Job Search Websites

- Australian Communications and Media Authority's
www.acma.gov.au/WEB/HOMEPAGE/PC=HOME
- Australian Broadcasting Corporation
www.abc.net.au
- Australian Council for the Arts
www.australiacouncil.gov.au
- Australian Direct Marketing Association
www.adma.com.au
- Advertising Federation of Australia
www.afa.org.au
- Australian Film Commission
www.afc.gov.au
- Alliance Online
www.alliance.org.au
- Communication Jobs
www.comjobs.com.au
- Entertainment Careers
www.entertainmentcareers.net
- Entertainment Personnel
www.entertainmentpersonnel.com.au
- Fox Studios
www.foxstudios.com.au
- Journalism Education Association
<http://jeaa.org.au>
- Job Serve
www.jobserve.com.au
- Media Centrix
www.mediacentrix.com

- Australian Marketing Institute
www.ami.org.au
- Australian Press Council
www.presscouncil.org.au
- Arts Hub
www.artshub.com.au
- Community Broadcasting Association of Australia
www.cbaa.org.au
- SBS Television
www.sbs.com.au
- Screen Producers Association of Australia
www.spaa.org.au
- Public Relations Institute of Australia
www.pria.com.au
- Screen Hub
www.screenhub.com.au

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.

- Australian Network for Art and Technology (ANAT)
www.anats.org.au
- Australian Business Arts Foundation (AbaF)
www.abaf.org.au
- Design Institute of Australia (DIA)
www.dia.org.au
- Australian Graphic Design Association
www.agda.com.au
- Public Relations Institute of Australia
www.pria.com.au
- Australian Interactive Media Industry Association
www.aimia.com.au
- Australian Marketing Institute
www.ami.org.au
- Media Entertainment & Arts Alliance (MEAA)
www.alliance.org.au
- Media Federation of Australia
www.mediafederation.org.au

Additional general employment sites

- www.careerone.com.au
- www.graduateopportunities.com
- www.jobsearch.com.au
- www.jobsearch.gov.au/joboutlook
- www.mycareer.com.au
- www.myfuture.edu.au
- www.seek.com.au
- www.unigrad.com.au

Postgraduate study options:

A range of postgraduate programs for Media students 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. Upon completion of the appropriate course, you can pursue employment opportunities in areas such as:

- Multimedia producer/developer/programmer/network administrator
- Website developer/programmer
- Project Management
- Running a multimedia business
- Instructional designer
- Interactive content creator
- 2D/3D modeller/ animator
- Multimedia advertising
- Digital media production – particularly streaming media and web-casting
- Digital signals and image processing
- Database developer

- Multimedia researcher

Graduate Diploma of Design (Multimedia Design) (DMMD31)

Master of Design (Multimedia Design) (DMMD30)

Career Opportunities: Graduates will possess broad-based knowledge and specialist skills that will enable them to work at many levels in design consultancies, information technology companies, media and entertainment studios, advertising agencies and government instrumentalities.

Graduate Certificate of Arts (Media and Communication) (N0717)

Graduate Diploma of Arts (Media and Communication) (N0817)

Master of Arts (Media and Communication) (N0917)

Career Opportunities: Graduates will gain a broad range of writing and production skills valued in many sectors of the print, broadcasting and electronic media, such as radio production, journalism and information technology. Graduates will be equipped with the kind of digital technology skills likely to be sought by a wide array of employers in the digital content industries.

Graduates are also equipped with skills in content and project management and a range of generic skills that qualify them to actively contribute to the changing nature of work and vocational training in relation to the impact of media.

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
- Career Seminars / Workshops for Students
- Careers in the Curriculum (CIC) – Higher Education Students
- Student Recruitment Services – 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
- Assessment Centres
- Cover Letters or Letters of Application
- Curriculum Vitae or Resume
- Employer Expectations of Graduates
- Interviews - How to Plan, Prepare and Perform
- Informational Interviewing
- Job Hunting
- Networking: What Is It and How Do You Do It?
- Online Applications
- Psychometric Tests
- Skills and Attributes
- Thinking About Changing Your Course?
- 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,
Swinburne University
Level 2, George Swinburne Building,
Wakefield Street, Hawthorn VIC
Tel: 9214 5360
Email: careers@swin.edu.au
www.swinburne.edu.au/careers

ADVERTISEMENT EXAMPLES

Sourced from www.seek.com.au (2011)



Media Captioners – Experienced and Trainees

- **Full-time shift work**
- **Outstanding written & oral skills**
- **Interest in general knowledge, news & current affairs and sport**

Red Bee Media Australia would like you to join our team of high profile captioners, 1,500 worldwide, whose quality, speed and accuracy are the watchwords of the subtitling business with over 20 years' experience providing captions for broadcast television networks, advertising and video industries.

Major clients include Nine Network, Network Ten, Seven Network, SBS, BBC and Qantas.

We are looking for experienced and trainee captioners.

- **Full-time shift work**
- **Outstanding written & oral skills**
- **Interest in general knowledge, news & current affairs and sport**

Experienced Captioners

Essential in this role;

Proficiency in Swift and/or Wincaps and/or voice recognition software

Excellent written and oral language skills - spelling, grammar and punctuation

High level of general knowledge, particularly news and current affairs

An ability to edit with sensitivity

Ability to multi-task and work to tight (sometimes real-time) deadlines

A high degree of computer literacy

Trainee Captioners

You must demonstrate superior English written and oral language skills, aptitude for developing voice recognition profile

Close attention to detail

Wide general-knowledge base

A high degree of computer literacy

Based in our South Melbourne facility, staff at Red Bee carry out a variety of tasks and duties, making for interesting and varied work.

Please address selection criteria in cover letter.

To be eligible to apply for this position you must have an appropriate Australian or New Zealand work visa.

Previous applicants need not re-apply.

Only successful applicants will be notified.

Please send applications to:

katherine.taylor@redbeemedia.com.au

Media Assistant - Global Media Agency

MEC, a global Media Agency within the WPP Group, have an exciting entry level opportunity as a Media Assistant in one of our client groups, located in the CBD.

We are searching for a highly motivated and energetic team member to help us deliver innovative media campaigns on an exciting international client.

Although this is an entry level position, it is a role which is extremely important because it supports every aspect of the entire teams' work. So, our ideal candidate will possess the following skills and attributes:

- Keen attention to detail
- An understanding of media and it's role in the marketing process
- A desire to work as a team in a fast-paced environment
- Willingness to learn
- Strong communications skills, both written and verbal
- Strong numeracy skills
- Self discipline in terms of organisation and time management

This role can change day-to-day depending on the workload, deadlines and client requests, so a flexible, can-do attitude is a must. The key responsibilities would include:

- The administration of Media Bookings, incl. Data Entry, Checking, Confirming etc.
- TV campaign monitoring and post analysis reporting
- Producing reports on our competitor's campaigns
- Clerical duties such as maintaining files and preparing reports
- Attending meetings, which may include both client and media companies

Although not essential, tertiary education and Media related study/qualifications would be highly regarded.

If you are interested in applying for this opportunity, we would like to hear in your own words "what you believe a media agency does". Please provide a brief description on a separate page (100 words or less) and include this with your CV and a covering letter, and email to David O'Brien at david.o'brien@mecglobal.com