

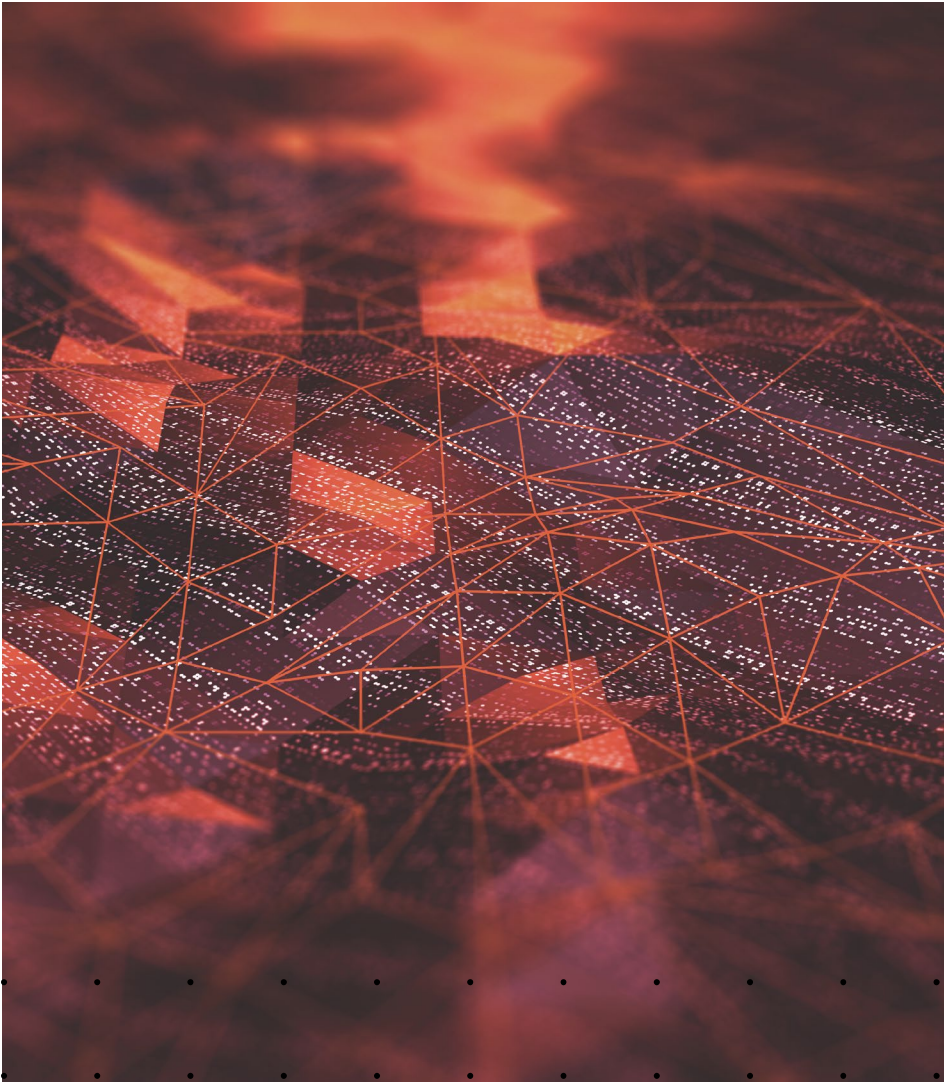
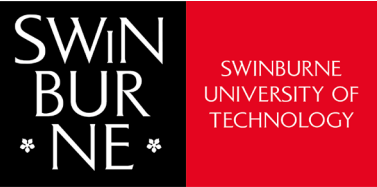
2023 Swinburne
Career Practitioner Seminar

Media and Communication

Media and communication
for an evolving landscape

Professor James Verdon

Dean, School of Social Science, Media, Film and Education



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Acknowledgement of Country

We respectfully acknowledge the Wurundjeri People of the Kulin Nation, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer-east, and pay our respect to their Elders past, present and emerging.

We are honoured to recognise our connection to Wurundjeri Country, history, culture, and spirituality through these locations, and strive to ensure that we operate in a manner that respects and honours the Elders and Ancestors of these lands.

We also respectfully acknowledge Swinburne's Aboriginal and Torres Strait Islander staff, students, alumni, partners and visitors.

We also acknowledge and respect the Traditional Owners of lands across Australia, their Elders, Ancestors, cultures, and heritage, and recognise the continuing sovereignties of all Aboriginal and Torres Strait Islander Nations.

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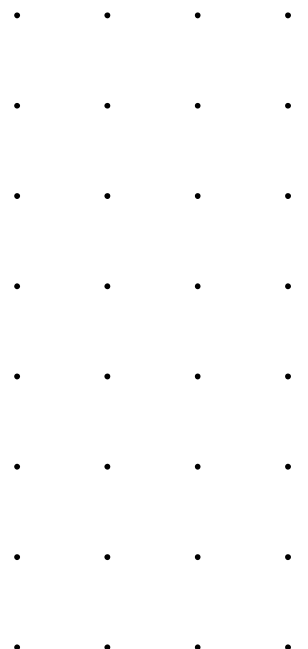
Welcome & Introductions

Department of Media and Communication:

- Professor Therese Davis, Chair
- Associate Professor Dan Golding, Deputy Chair
- Associate Professor Liam Burke, Discipline Coordinator for Cinema and Screen Studies Major

Special guests:

- Benjamin Haller, Memberships and Engagement Officer
ACMI (Australian Centre for the Moving Image)
- Andrew Roberts
Swinburne Screen Studies graduate.



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next gen_now

Bachelor of Media and Communication
(Professional)

Bachelor of Media and Communication



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Course at a glance

Bachelor of Media and Communication [Professional]

⌚ 4 yrs FT/ 8 yrs PT 📍 Hawthorn ☆ Entry ATAR 80 🖱️ VTAC or Direct Units

48104

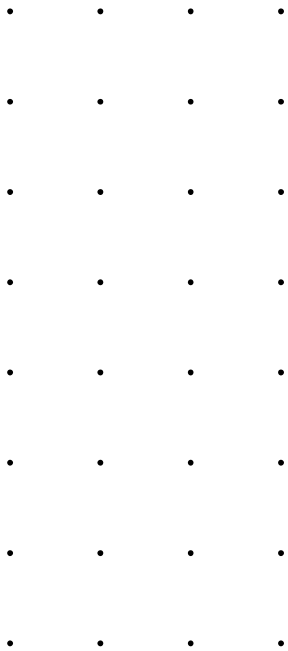
Bachelor of Media and Communication

⌚ 3 yrs FT/ 6 yrs PT 📍 Hawthorn ☆ Entry ATAR 60 🖱️ VTAC or Direct Units

4812

Majors in

- Advertising
- Cinema and Screen Studies
- Creative Writing and Publishing
- Immersive Media
- Journalism
- Public Relations
- Social Media



next gen_now features

Currently the **second largest** Media and Communication program in Victoria with 1,100 students.

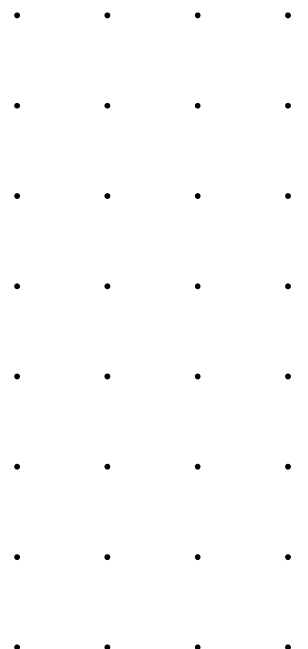
Widest choice of major discipline areas.

Focus on **developing key skills** in professional communication and media content creation.

Industry placements, internships, projects. Long-established **industry connections** provide **opportunities** for practical, experiential learning relevant to growing areas of employment.

Four innovative tech-rich core units. Students interact with new technology and learn about issues such as the influence of social networking, crisis communication, media ownership, big data and the impact of AI on media industries and social communication.

Students graduate with an **Adobe professional portfolio.**



Where our students build careers

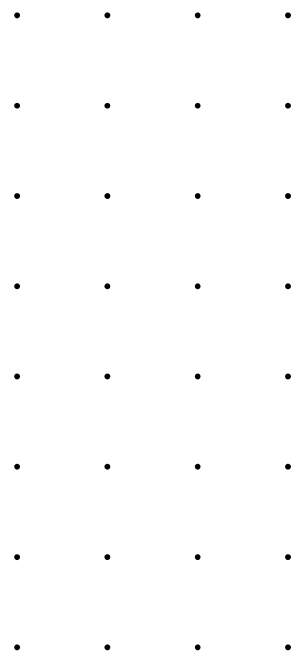
- Corporate and government communications
- Streaming companies
- News websites and newspapers
- Public relations agencies
- Digital marketing
- Media and content creation
- Cinemas and film festivals
- Television
- Radio and podcast production
- Publishing industry



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Work-integrated learning opportunities – examples of past internships and placements

- Deloitte Digital – Comms
- Kantar (Heinz, Coles) – Marketing
- Australian Local Government Women’s Association – Social media
- Museums Victoria – YouTube branding
- UK Motorsport - Comms
- Makassar Literary Festival – Assistant to Director
- NGV - Social media
- Siemens – Graphic design/communications
- Dandenong Markets - Marketing
- MediaMonitors – Media analytics
- Fenton & Associates – PR Consultant
- Tennis Australia - Media consultant



Embedded industry-linked projects

1. Industry capstone project – major area of study

Students work in teams on a real project brief presented by one of our industry partners. Partners provide advice, support, feedback and assessment. And, if the solution or artefact meets their needs, they use it.

2. Industry brief

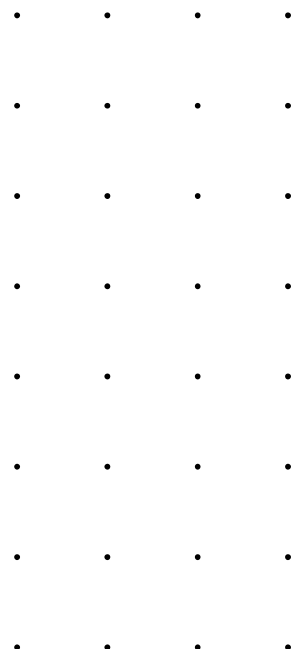
Industry partners brief students on an issue currently challenging their business. Students work in teams, create a solution, and present their solution to the business or community group for feedback and assessment.

3. Industry standard

Students undertake an activity in which they solve problems using current standard industry practices, tools and approaches.

4 Industry-related activity

Students solve a genuine and tricky industry problem relevant to media and communication by exploring a range of case studies.





Screen Culture Industry

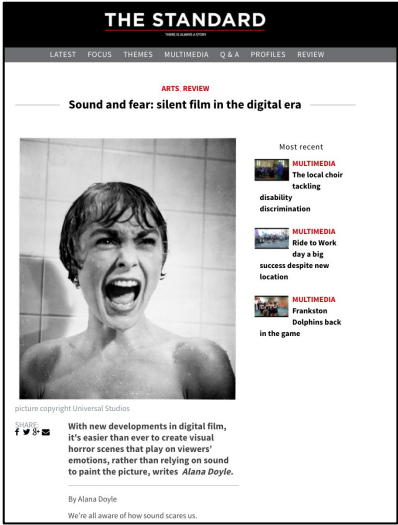
- Distribution
- Exhibition
- Curatorship
- Production
- Education
- Policy
- Entertainment Journalism
- And many more



Screen Studies

Work Integrated Learning

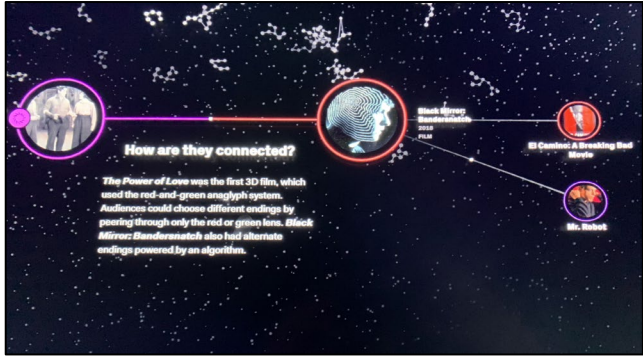
Screen Journalism



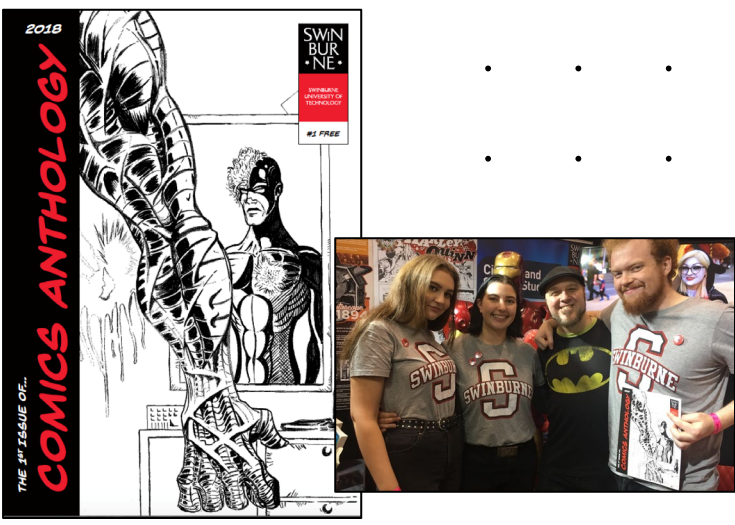
Video Essays



Exhibition Content Creation



Comics



Transmedia Franchise Pitches



Screen Tourism Apps





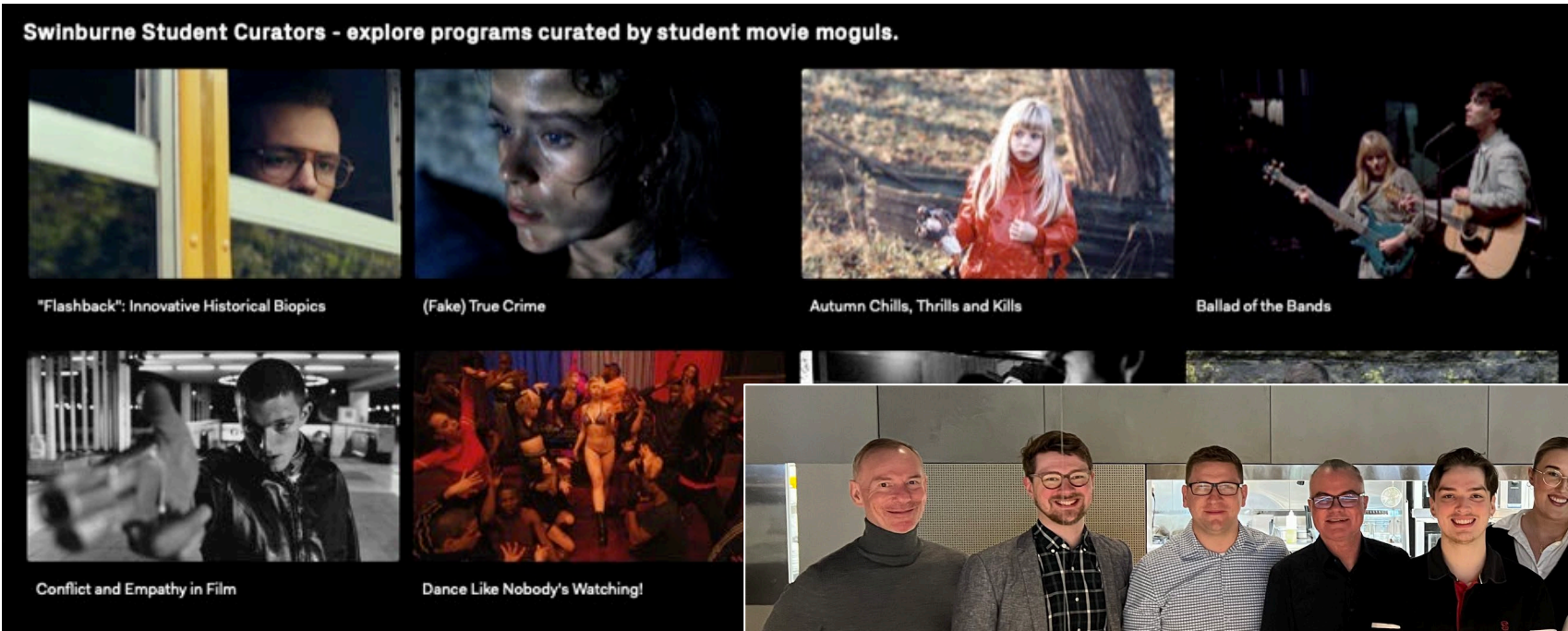
SCREEN

TECHNOLOGY & CULTURE

MDA30016 – SWINBURNE UNIVERSITY OF TECHNOLOGY

Movie Mogul

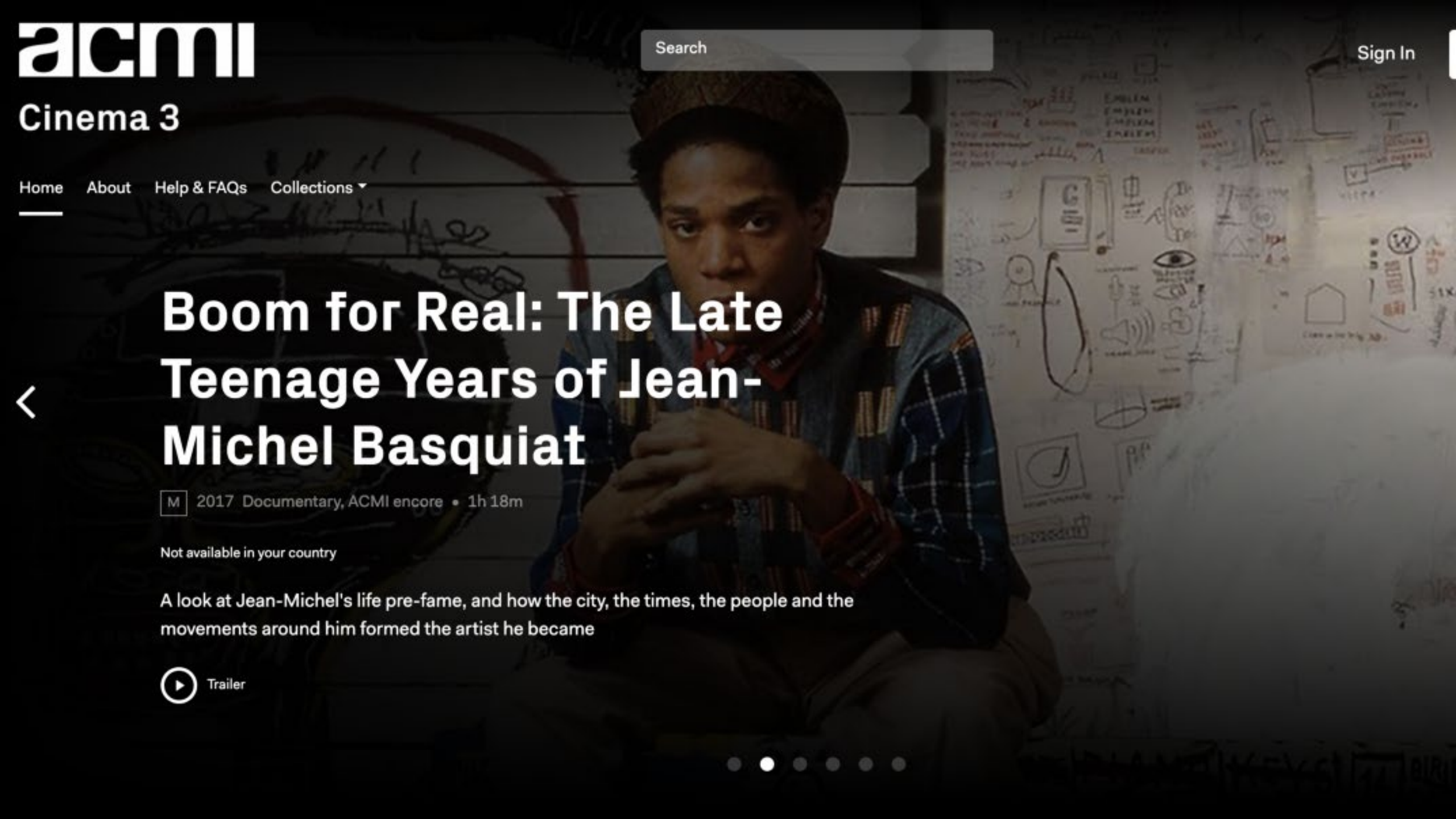
Example Industry-Linked Capstone Project:
Cinema and Screen Studies Major and ACMI
(Australian Centre for the Moving Image)



Benjamin Haller

ACMI Memberships and Engagement Officer





Boom for Real: The Late Teenage Years of Jean-Michel Basquiat

M 2017 Documentary, ACMI encore • 1h 18m

Not available in your country

A look at Jean-Michel's life pre-fame, and how the city, the times, the people and the movements around him formed the artist he became



MOVIE MOGUL

Swinburne Student Curators - explore programs curated by student movie moguls.



"Flashback": Innovative Historical Biopics



(Fake) True Crime



Autumn Chills, Thrills and Kills



Ballad of the Bands



Conflict and Empathy in Film



Dance Like Nobody's Watching!



The Music of Love and Empowerment



Trials of Youth

MOVIE MOGUL

EXPLORE THE FILMS



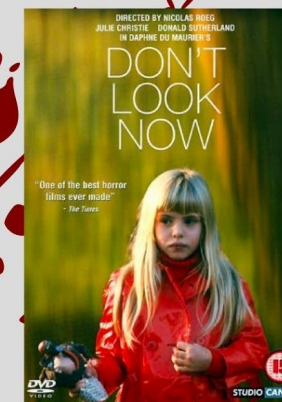
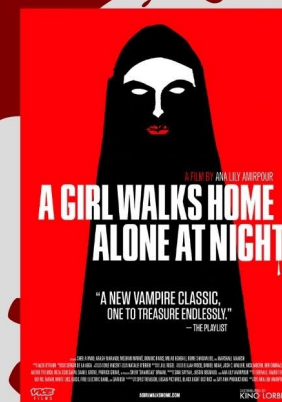
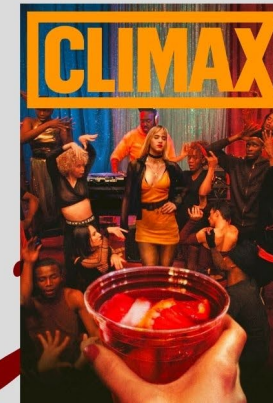
Autumn Thrills, Chills and Kills

As Summer becomes Winter, as the nights get colder, it is the perfect time to curl up on the couch with a collection of creepy, unnerving and tense horror thrillers from around the world.

WATCH ONLINE NOW

AUTUMN CHILLS, THRILLS & KILLS

Get cozy this autumn and settle in for the night with our top thriller picks, scan our QR code to watch!



Student Experience

Andrew Roberts
Screen Studies Graduate



100	ANIMAL KINGDOM	Madman	Violence
101	ANNETTE	Madman	Violence
148	BILL & TED FACE THE MUSIC	Madman	Relationships
172	CAMERAPERSON	Madman	Tech Doc
191	CITIZENFOUR	Madman	Politics
195	CLIMAX	Madman	violence
203	COMIC-CON EPISODE IV: A FAN'S HOPE	Madman	Pop culture doc
210	DARK CRIMES	Madman	Violence
220	DESTROYER	Madman	Violence
308	HEARTS AND BONES	Madman	Relationships
311	HELL OR HIGH WATER	Madman	Violence
334	HUNT FOR THE WILDERPEOPLE (AUS)	Madman	Relationships
351	IN THE LOOP	Madman	Politics
405	LEON	Madman	Violence
424	LOVING VINCENT	Madman	Relationships
429	MANDY	Madman	Violence
446	MEMORIES OF MURDER	Madman	Violence
447	MEMORY: THE ORIGINS OF ALIEN	Madman	Film doc
452	MINARI	Madman	Relationships
472	MY FRIEND DAHMER	Madman	Violence
475	MY NAME IS GULPILIL	Madman	Film doc
487	NITRAM	Madman	Violence
491	NOT QUITE HOLLYWOOD	Madman	Film doc
530	PIG	Madman	Violence
542	PORTRAIT OF A LADY ON FIRE	Madman	Relationships
551	RASHOMON	Madman	Violence
583	SERENITY	Madman	Violence
592	SHORT TERM 12	Madman	Relationships
605	SLEEPING WITH OTHER PEOPLE	Madman	Relationships
608	SNOWTOWN	Madman	Violence
635	SUPERNOVA	Madman	Relationships
638	SWISS ARMY MAN	Madman	Relationships
661	THE BREAKER UPPERERS (AUS)	Madman	Relationships
677	THE DEATH OF STALIN	Madman	Politics
726	THE KILLING OF A SACRED DEER	Madman	Violence
744	THE NEON DEMON	Madman	Violence
758	THE RAID	Madman	Violence
759	THE RAID 2	Madman	Violence
787	THE TRIP	Madman	Relationships
816	TOKYO STORY	Madman	Relationships

Autumn Chills, Thrills and Kills: Mandy, Noé and A Season of Creeps

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Chilling Films
You Have To See

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TV

Review -



Andrew Roberts
@AndrewFilms15

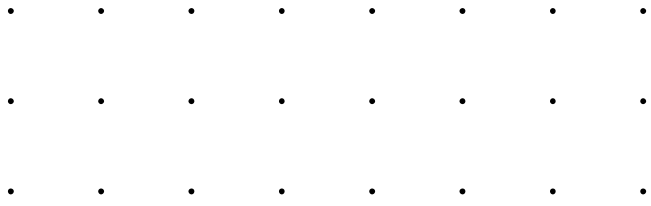
With the weather the way it is right now (in Melbourne at least), it's the perfect time to curl up in front of the TV with five horror/thrillers specially curated by myself and a bunch of screen studies students! We hope you enjoy!

@AutumnCTK



cinema3.acmi.net.au
Autumn Chills, Thrills and Kills | ACMI Cinema

11:43 am · 2/5/22 · Twitter Web App



Questions



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More industry projects with ACMI

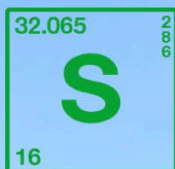
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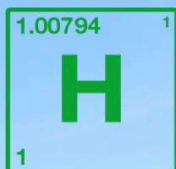
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CONSTELLATIONS

MOVIE
MOGUL



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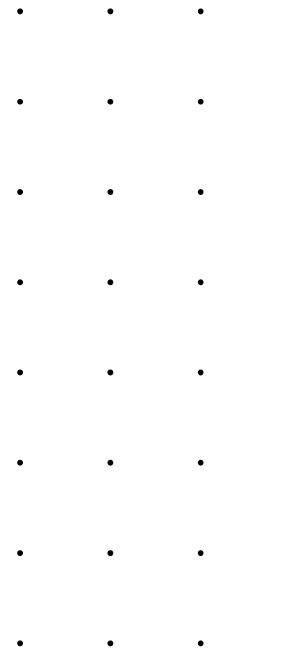


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TRANSMEDIA
FRANCHISE PITCH



COMICS ANTHOLOGY



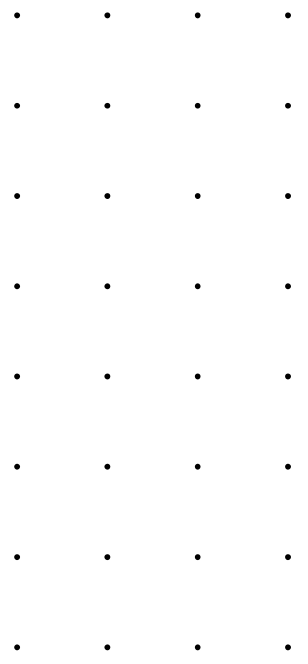


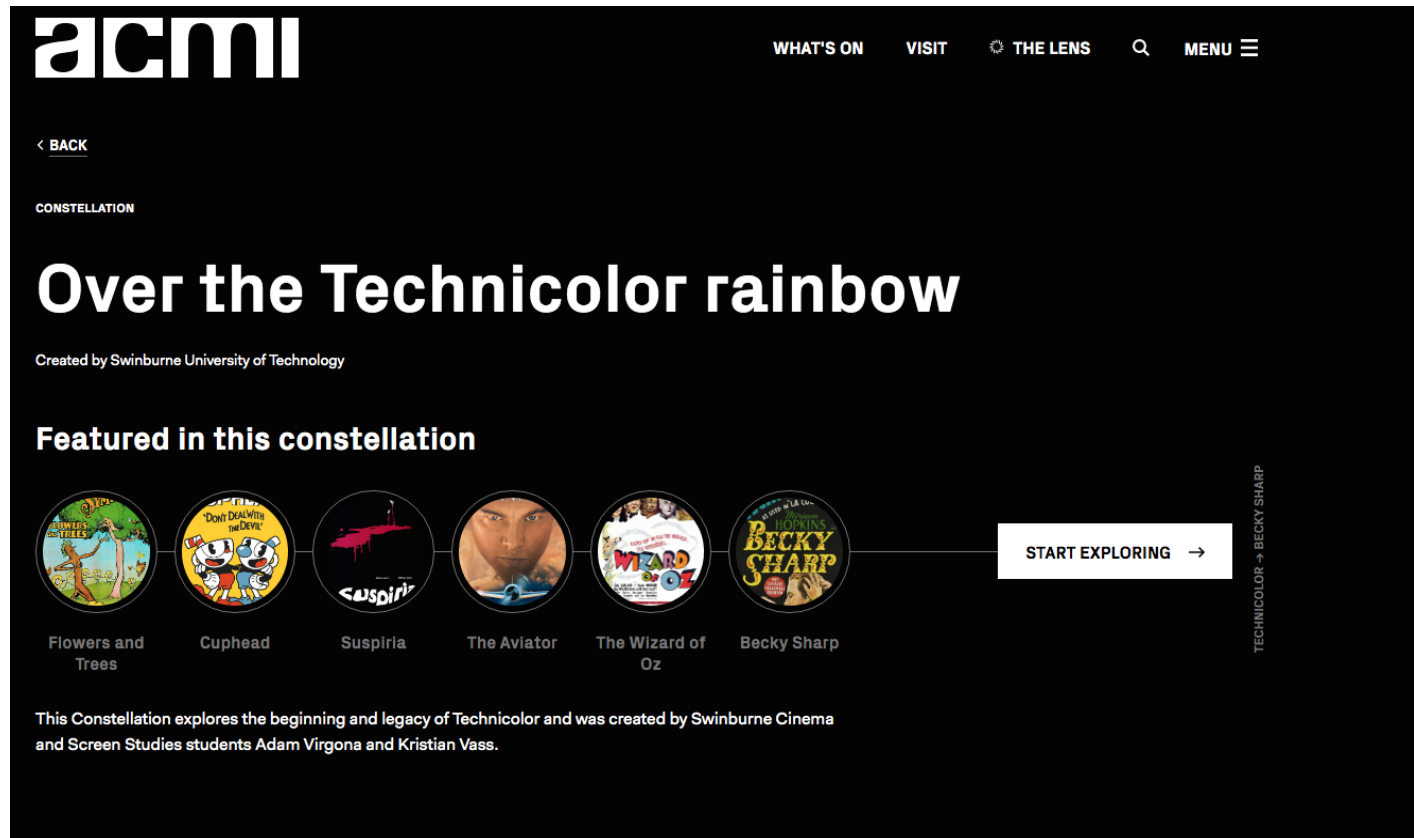
THIS CONSTELLATION

The power of alternate endings

This Constellation about alternate perspectives, dream states, sitcoms and spin-offs was made by Swinburne student Daniel Bryan.

 **Back**





“The project made me aware of the countless opportunities I could take up in the future – and to not let those opportunities slip by.”

- Kristian Vass, Cinema & Screen Studies student

“It was such an incredible opportunity to create constellations for ACMI! I’m really proud and I feel ecstatic knowing that it’s finally open to the public.”

- Adam Virgona , Cinema & Screen Studies student

[< BACK](#)

CONSTELLATION

The Wilhelm scream, easters eggs and open world games

Created by Swinburne University of Technology

Featured in this constellation



Ready Player
One



Adventure



The Legend of
Zelda



Metroid



Star wars



Wilhelm
scream

[START EXPLORING →](#)

WILHELM SCREAM → STAR WARS

This Constellation tracks how an on-set in-joke became one of the first cinematic easter eggs. It was made by Swinburne Cinema and Screen Studies students Harrison Buikstra and Jasper Caverly.



As part of an industry-engaged project, Harrison supported the Melbourne Queer Film Festival in adapting to the circumstances of COVID-19.

[Home](#) > [News](#) > [2020](#) > [August](#) > [Turning a film festival into a stay-at-home experience](#)

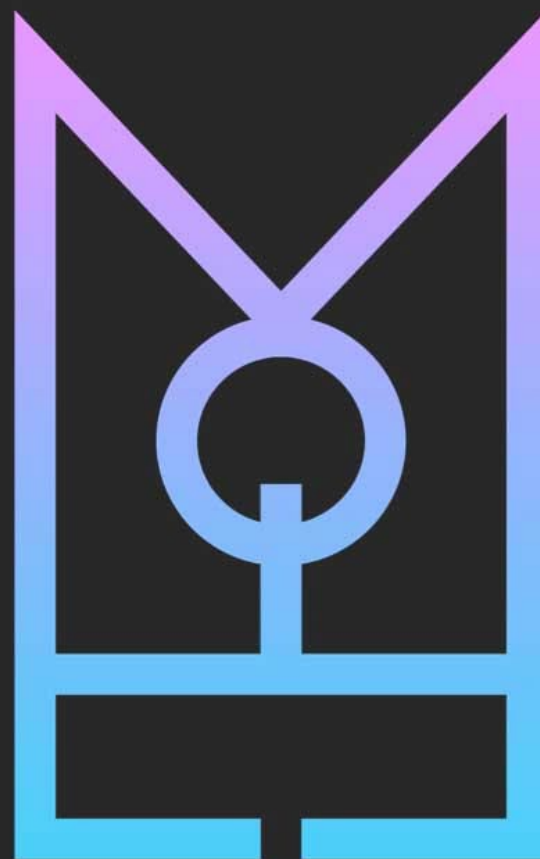


In summary

Bachelor of Media and Communication student, Harrison Bulkstra, writes on his experience supporting the Melbourne Queer Film Festival.

Over the winter break I was lucky enough to secure an internship at Melbourne Queer Film Festival (MQFF), helping them turn their festival into something that could be enjoyed by people living in lockdown.

My major is in social media and I minor in cinema and screen studies, so ultimately, I really wanted to find something that used both areas of my study. The best part about studying social media is you can find work in really any field you're interested in, whether it be film, live music, sport – anything. Cinema and screen studies has also been great for me because it keeps me up to date with the fast-changing screen industries and because I've always been passionate



**MELBOURNE
QUEER
FILM
FESTIVAL**
PROUDLY DIFFERENT

Summing up - Benefits to students

- Real insights into media and communication industries
- Work on real solutions to real industry and community problems
- Learn how to apply knowledge to industry
- Improve teamwork skills
- Interact and network with industry professionals
- Develop initiative and problem-solving capacity.

