

Media and Communication: Immersive Technology Experience

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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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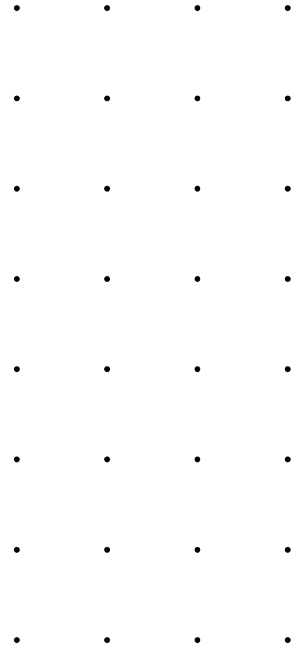


The *next gen* Bachelor of Media and Communication

A 'next gen' media and communication degree responds to a dynamic and shifting media industry, where knowledge and skills focus on ability to adapt to digital disruption, transforming work practices, and global social and economic change.

The 'next gen' Media and Communication prepares students to *create their own media industry futures*.

How?



The *next gen* Bachelor of Media and Communication

Highly industry-engaged, 'hands-on' and tech-rich through a streamlined suite of majors.

Students will be prepared for future professions in media and communication through:

- a **portfolio** of work from day one, developed from week one of first semester.
- multiple opportunities at first, second and third year for **working with industry** on real-world projects both in Australia and around the world.
- development **sprints** in collaborative media production and problem-solving,
- experiences in cross-disciplinary media labs with collaboration and co-creation opportunities with the **Centre for Transformative Media Technologies**;
- focus on professional purpose and industry partnerships through **work experience, internships and in class projects**.



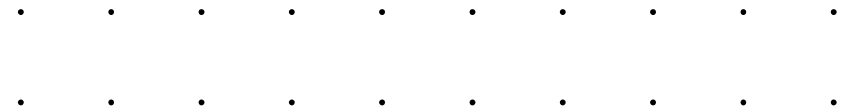
Real industry experience. Guaranteed.

We guarantee every student gets real industry experience before they graduate.

No fine print. No exceptions. In fact, we've been providing it since 1963. That's nearly 60 years of perfecting our program, to make sure students become the *next gen* talent our workforce needs.

Every bachelor degree we offer includes either a placement, internship, or one (or more!) industry-linked projects.

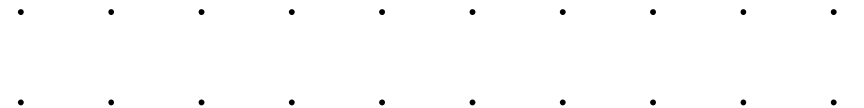
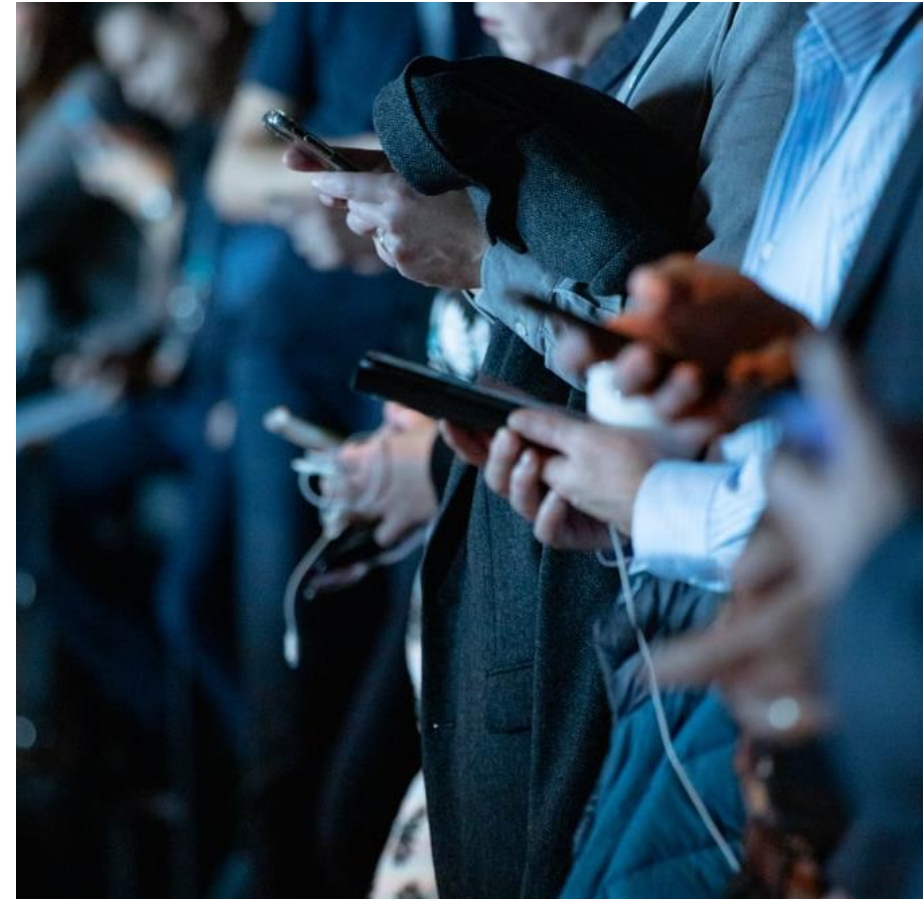
And we collaborate with big name organisations like NAB, Metro Trains, Royal Melbourne Hospital, Richmond Football Club and more – because nothing connects students to their career faster than building a pre-career at uni.



The *next gen* Bachelor of Media and Communication

New Majors:

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



Bachelor of Media and Communication

60

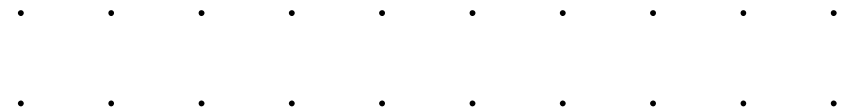
ATAR Guaranteed

3

Years full-time or equivalent part-time

4 + 8 + 12

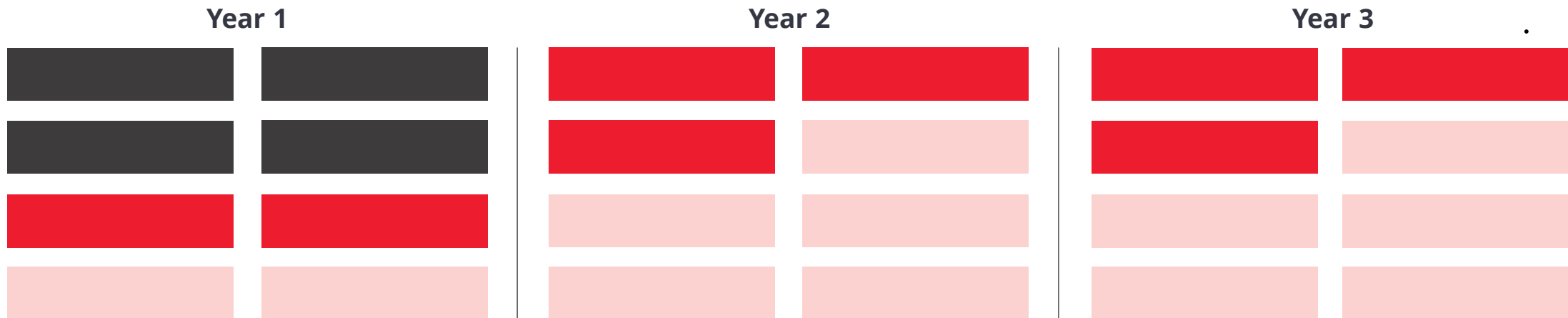
4 Core Units, 8 Major Units & 12 Elective Units



Major Structure

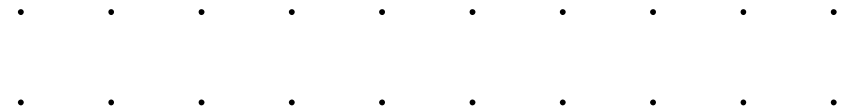
Bachelor of Media and Communication (**Major**)

4 Core units | **8** Major units | **12** Elective units



Where our students build careers

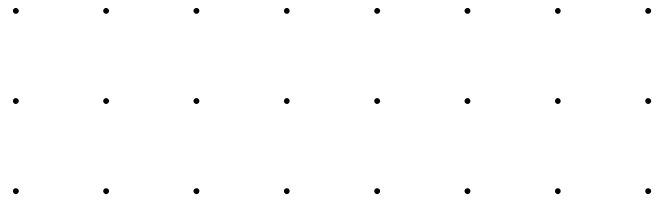
- Media management and content creation
- Professional communication – both internal and external
- Government communication; local and state
- Streaming companies
- News organisations
- Digital marketing and communication
- Public relations agencies
- Advertising agencies
- Cinemas and film festivals
- Radio and podcast production
- Publishing and Editing
- Creative studios



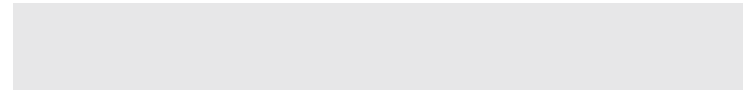
Meet some alumni

- Tom Collings, Head of Digital and Content, **Geelong Cats**
- Crystal Ladiges, Deputy Director, Corporate Affairs, **CSIRO**
- Krista Pech, Digital Marketing Chapter Lead, **ANZ Group**
- Joshua Rohrlach, Head of Programmatic Sales, **Nine Entertainment**
- Nelli Stevenson, Head of Communications, **Greenpeace Australia Pacific**
- Sally O'Donoghue, CEO, **Disney Plus Australia**
- Chloe Soklevski, National Security Advisor to the **Office of Prime Minister and Cabinet**
- Brooke Maggs, Senior Narrative Designer, **Remedy Entertainment**
- Aneeka Simonis, Journalist, **Herald Sun**
- Norman Wang, CEO & Co-Founder, **Glassbox**
- Francis Nicholls, Managing Director, **Light Creative**; Co-Founder, **Framework**
- Amelia Chappelow, Executive Producer, **Earwolf**
- Sarah Adams, Social Media Manager, **City of Melbourne**
- Hannah Colman, CEO & Co-Founder, **Scarf**
- Rick Lyon, Supervising Producer, **Gravity Media**
- Mary-Jane Fenech, Engagement Producer, **ABC Radio**
- Al Noveloso, Producer, **Pinoy TV**
- Tanya Wolkenberg, Acting Director Customer Relations, **City of Melbourne**
- Tim Nicholson, Managing Editor, **CarsGuide**
- Caitlin Blackwell, Head of Product, **SEEK**





Immersive Media Major



Bachelor of Media and Communication (Immersive Media)

- Future Focused
- Human-Centric
- Applied
- Industry-Engaged



What is *Immersive Media*?

Our definition

Immersive Media is concerned with media formats that use digital technology to alter our perception by augmentation or simulation and encourage active participation.

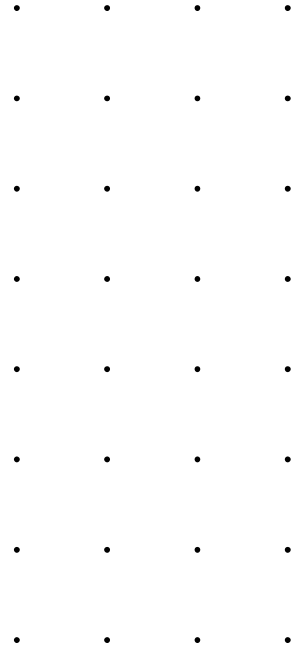
How we advertise it

Learn how to develop content for the future of entertainment, business, advertising and more with a Major in *Immersive Media*. Engage in VR (Virtual Reality), AR (Augmented Reality) and MR (Mixed Reality) interactive experiences.



Major Focus Areas

- State of the Art Technology
- Production Techniques
- Society and Culture
- Theoretical Concepts
- **Theory (50%) & Practice (50%)**



Major Summary

Year 1

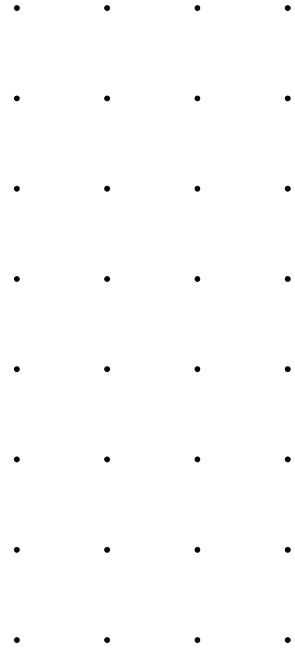
- Fundamentals of Immersive Media, Immersive Technology Experience and Prototyping Techniques

Year 2

- Theory, Non-Linear and Spatial Storytelling, Production Techniques and Reflective Practice

Year 3

- Consolidate Knowledge, Advanced Production and Industry Preparation

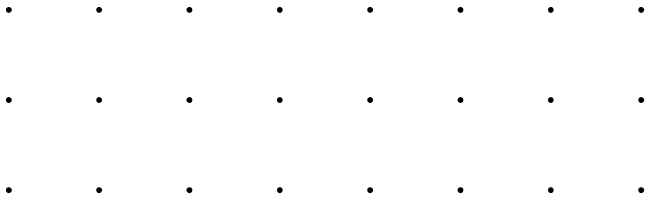


Employment Outcomes

- Immersive Experience Producer
- Immersive Media Specialist
- Entertainment Manager
- Immersive Media Designer
- Immersive Media Content Creator
- XR/VR/AR/MR/Immersive Media Developer
- Spatial Experience Designer
- Digital Specialist
- Immersive Experience Strategist
- Design Strategist
- Immersive Training Specialist
- Creative Technologist

- **Grande Experiences/LUME Gallery (Gallery, Museum)**
- **Phoria Extended Reality Studio (Education, Museum, Advertising)**
- **Lode Immersive (Entertainment, Education, Training)**





Thank you

Got any questions?

Get in touch with your Swinburne representative

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