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Media & Communication and Screen & Media

Julian Novitz – Acting Chair, Department of Media & Communication
Roh Singh – Dept Manager Creative Industries



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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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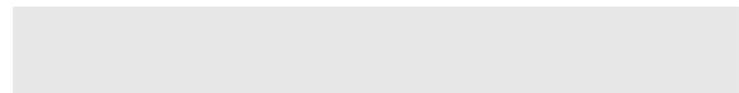


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Higher Education - Media and Communication

Julian Novitz – Acting Chair, Department of Media & Communication

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Bachelor of Media and Communication

3 Years Full Time – Hawthorn Campus

→ The **Bachelor of Media and Communication** prepares you for today's media sector with hands-on production, cross-disciplinary labs, and industry projects. Gain skills, experience, and connections through placements and internships to launch your career.

→ Available Majors

Advertising

Cinema and Screen Studies

Creative Writing and Publishing

Immersive Media

Journalism

Public Relations

Social Media

60

ATAR Guaranteed Entry Score
for 2026

25

VCE English
(Units 3 and 4)



Bachelor of Media and Communication (Professional)

4 Years Full Time – Hawthorn Campus

→ The **Bachelor of Media and Communication (Professional)** Through collaborative media production, you'll master the skills demanded by today's dynamic environment, engage in cross-disciplinary media labs and co-create for endless possibilities. Through industry projects, work placements, and internships, we'll nurture your professional growth and help you discover your true passions.

→ Available Majors

Advertising

Cinema and Screen Studies

Creative Writing and Publishing

Immersive Media

Journalism

Public Relations

Social Media

→ **Placement:** All Professional Degree's include a mandatory 12-month paid work placement. Benefit from Swinburne's unique industry partnerships and earn credit towards your degree.

75

25

ATAR Guaranteed Entry Score
for 2026

VCE English
(Units 3 and 4)

Double Degrees with Media and Communications

- **Bachelor of Design/Bachelor of Media and Communication**
 - 4 years; 70 ATAR
- **Bachelor of Media and Communication/Bachelor of Applied Innovation**
 - 4 years; 60 ATAR
- **Bachelor of Media and Communication/Bachelor of Business**
 - 4 years; 60 ATAR
- **Bachelor of Health Science/Bachelor of Media and Communication**
 - 4 years; 60 ATAR
- **Bachelor of Laws/Bachelor of Media and Communication**
 - Length is intake dependent; 80 ATAR



Pathway | Diploma of Arts and Communication (UniLink)

8 Months Full Time – Hawthorn Campus

→ Explore key social issues while building creative, research, and critical thinking skills. Develop ethical awareness, cultural competency, and strong oral and written communication to make a real impact.

→ **Alternative pathway** into the Bachelor of **Media and Communication**

→ **Skills you'll learn**

Effective Communication

Ability to Work Independently

Well-Developed Critical Analysis

Teamwork

Academic English and Professional Communication

40

ATAR Guaranteed Entry Score
for 2026

20

VCE English
(Units 3 and 4)

VCE

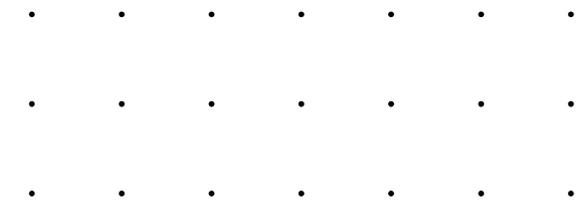
Successful completion of
Victorian Certificate of
Education (VCE)



Industry Partners

Swinburne has a large range of industry partners and accreditations providing you with the connections and real-world skills.

Below are some of the Bachelor of Media and Communication partners for the Public Relations and Advertising majors



Real Industry Experience: Placements/ Internships



At Swinburne, we're known for our industry connections and commitment to preparing students for careers they love. Work Integrated Learning (WIL) is a powerful, hands-on introduction to your chosen industry.

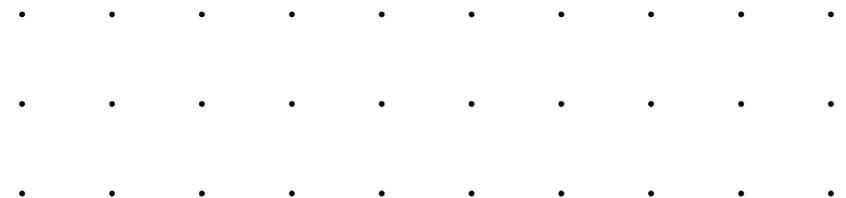
You'll tackle real-world challenges, grow your professional networks and sharpen your skills in competitive industry settings, all while reaching your academic goals.

Placements

- Grow professional skills and networks within diverse industries. Setting yourself apart before you even graduate.
- Natalie, Bachelor of Media and Communications (Advertising major) / Bachelor of Business (Marketing major) student completed her placement at Bendigo Back as a marketing assistant. Natalie said, *"I believe that this placement will help me gain full-time employment after I graduate as I will have a competitive difference over other graduates. Bachelor degrees aren't in short supply, but a new graduate with experience in the field is."*

Internships

- **Internships** as a part of a bachelor degree are an opportunity to apply what you have learned in a professional setting relating to your chosen field.
- Lucy, Bachelor of Media and Communication student did an internship at RankONE managing social media accounts for hospitality businesses. Lucy said *"It has definitely transformed me from a fresh university student to a soon-to-be university graduate, ready for the workforce."*

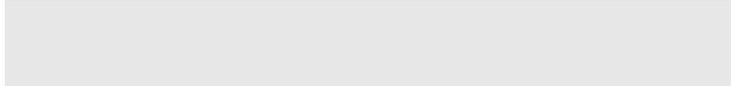


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Vocational Education - Screen and Media courses at Swinburne

Roh Singh – Dept Manager Creative Industries

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Vocational Education - Screen and Media



Certificate IV in Screen and Media

(On Campus) - 1 year

(Online) – 18 months

Diploma of Screen and Media - Film and Television

(On Campus) - 1 year

Diploma of Screen and Media – Animation

(On Campus) - 1 year

Diploma of Screen and Media - Sports Media

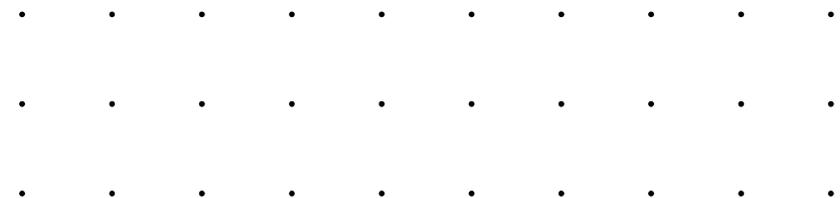
(On Campus) - 1 year

Advanced Diploma of Screen and Media – Animation

(On Campus) - 1 year

Advanced Diploma Screen and Media - Film and Television

(On Campus) - 1 year



Certificate IV in Screen and Media (On Campus)

Terrific introduction to the world of screen & media. It is uniquely designed to provide practical application of skills and knowledge of film and TV, animation, and sports media. Prepares students for further studies and/or entry level positions in the workforce.

<https://www.swinburne.edu.au/course/tafe/certificate-iv-in-screen-and-media-cua41220/>

- **Subjects:**

- Camera operation Pre-Production techniques
- Audio and Video Production VFX and Animation
- Screen Writing and Pitching Editing and Post-Production

Career opportunities:

- Camera operator
- Animator
- Production assistant
- Assistant Editor
- Storyboard Artist

Pre-requisites: completion of year 10 or equivalent.



Image: Certificate IV students working on film project.

Certificate IV in Screen and Media (Online)

Designed to provide practical application of skills and knowledge in the areas of screen production in a new emerging trends of smartphone filmmaking and social media content creation. Delivered fully online, over an 18-month period.

Subjects:

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|-----------------------------|---------------------------------------|
| Smartphone Cinematography | Smartphone Sound Recording/Design |
| Drawing and Storyboarding | VFX and Animation |
| Editing and Post-Production | Working in the Creative Arts Industry |

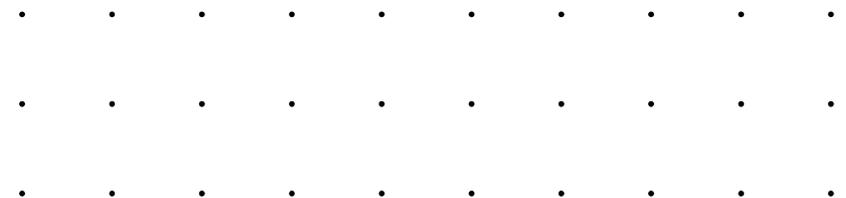
Career opportunities:

- Digital Content Creator
- Videographer
- Production assistant
- Assistant Editor
- Podcaster and Producer

Pathways:

- Diploma of Screen and Media (Film & Television, Animation and Sports Media)

Pre-requisites: completion of year 10 or equivalent.



Diploma of Screen and Media (Film and Television)

A hands-on course designed to provide skills to produce a range of screen content with emphasis on film and television industry. Develop concepts, plan productions, form crews and hone your skills while learning the importance of collaboration.

Subject areas:

Scriptwriting and development	Screen Production Techniques
Camera and lighting	Editing and VFX
Sound Recording and Design	Collaboration

Career opportunities:

- Content Creator
- Production crew
- Assistant Producer
- Camera Assistant
- Assistant Director
- Editor
- Sound Recordist or Designer

Pathways:

Advanced Diploma of Screen and Media (Film and Television)

Pre-requisites: completion of year 12 or relevant work experience or attainment of CUA41220 Cert IV in Screen and Media **(Portfolio submission required on application)**



Image: 'Human Touch' by Xavier Brydges



Diploma of Screen and Media – Animation

Develop technical and creative skills for use in the animation industries. Focus is on scriptwriting, pre-visualisation and production techniques for 2D and 3D animations. Course is accredited COE for Toon Boom Harmony, industry leading 2D software.

Subject areas:

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|---------------------|------------------------|
| Pre-visualization | 3D modelling |
| Storyboarding | Digital Art |
| 2D and 3D animation | Video and sound design |
| Character design | Visual effects |

Career opportunities:

- 2D/3D Animator
- Motion Designer
- Storyboard Artist
- 3D Modeler
- VFX Artist and Composer

Pathways:

- Advanced Diploma of Screen and Media (Animation)



Image: 'What do you want from me' by Calvin Lam

Pre-requisites: completion of year 12 or attainment of CUA41220 Cert IV in Screen and Media

or equivalent work experience

Diploma of Screen and Media - Sports Media

Combine your love of sport with media content creation with this uniquely developed course which provides a hands-on experience to develop both practical and theoretical skills to produce a wide range of screen content with a focus on [sports media](#) and journalism.

Subject areas:

- Cinematography
- Podcasting
- Editing
- Social Media content/planning
- Documentary making
- Sports commentary
- Interviewing
- Working as a freelancer
- Panel Discussions
- Stills photography

Career opportunities:

- Journalist
- Commentator
- Writer/researcher
- Content Producer
- Freelancer

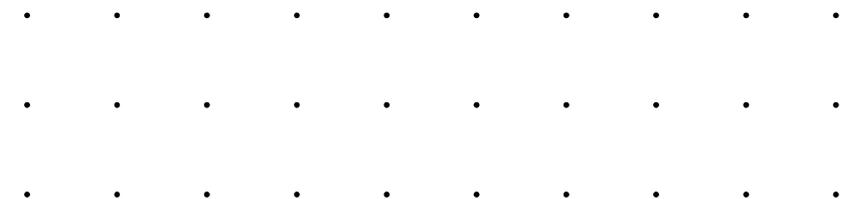
Pathways:

- Bachelor of Media and Communication

Pre-requisites: completion of year 12 or attainment of CUA41220 Cert IV in Screen and Media or relevant work experience



Image: 'Viva the Underdog' by Jack Dilks



Advanced Diploma of Screen & Media - Animation

Learn in depth knowledge about [animation](#) production pipelines, and every step from script to final screening. Meet industry professionals, work in teams and individually to produce professional level animations in 2D or 3D.

Subject areas:

Scriptwriting

Storyboarding

Character design

Pre-visualisation

2D/3D Animation

Rigging

Layout design

Sound & voiceover

VFX design

Stop-motion

Career opportunities:

Journalist

Commentator

Writer/researcher

Content Producer

Freelancer

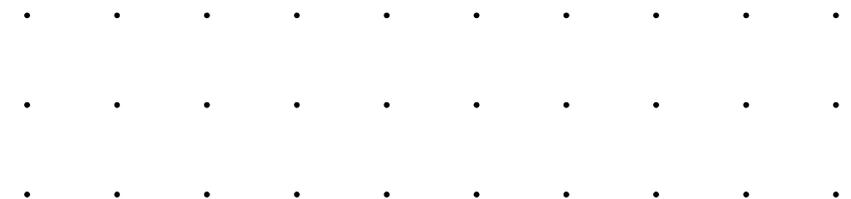
Pathways:

Bachelor of Media and
Communication

Pre-requisites: completion of CUA51020 Diploma of Screen and Media - Animation or equivalent or industry experience



Image: 'Murder' by Lily Jones



Advanced Diploma Screen & Media - Film & Television

Develop in-depth knowledge of the [film making](#) process from script to screen. Master technical and creative aspects of different crew roles and work with industry partners to complete projects that align with current industry practices.

Subject areas:

Scriptwriting and Pitching

Directing Cast and Crew

Cinematography

Production & Collaboration

Colour Grading

Sound Recording and Designing

Editing and VFX

Industry practice & Freelancing

Career Opportunities:

Producer

Script writer

Director

Cinematographer

Sound Recordist

VFX Artist and Composer

Pathways:

Bachelor of Film and TV

Bachelor of Screen Production

Bachelor of Media and Communications



Image: 'Nice Girls' by Maddelin McKenna

Pre-requisites: completion of CUA51020 Diploma of Screen and Media – Film and TV or equivalent or industry experience



Things Swinburne VE excels at:

Small class sizes

Blended learning delivery

Direct learning via practical activities

High number of contact hours

Individual student support

Passionate teachers who are industry practitioners

State of the art technology and software

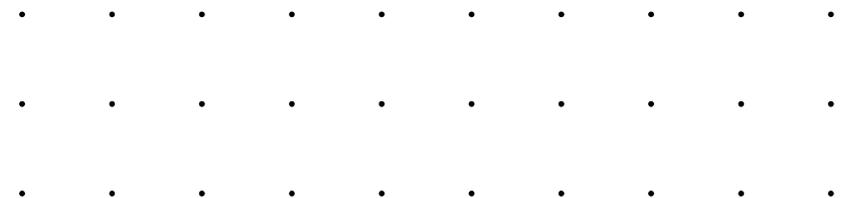
Creating industry partnerships

Building students tenacity, skills and capabilities

Creating professional work environments



Image: Students of Screen and Media borrowing equipment for their filming.



Work Integrated Learning (WIL)

All our courses at Swinburne offer opportunities for students to interact with industry workplaces and professionals to get some real-world experience.

- Internships
- Mentoring
- Studio visits
- Professional collaborations
- Industry projects
- Guest industry speakers
- Masterclasses
- Industry practitioners as lecturers
- Engagement with community

Student Interns working for a client, filming and commentating games for Elsternwick AFC



Industry Connections

All our courses at Swinburne offer opportunities for students to interact with industry workplaces and professionals to get some real-world experience.

Internships: ABC / We Make Videos Online / Richmond Football Club, etc.

Program support: 3CR / Melbourne Screen Hub / ACMI / VicScreen, etc.

Industry standard software and hardware / support

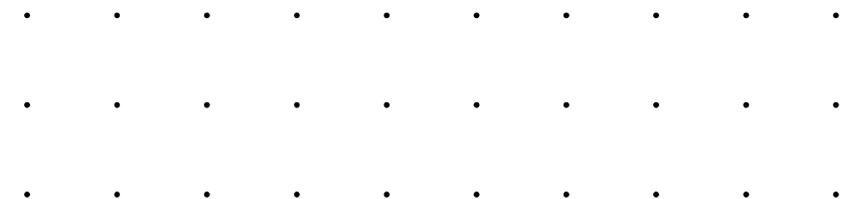
Registered excellence in training with them: ToonBoom / ARRI / ADOBE / Blackmagic / Wacom, etc.

Collaboration: ACMI, Howard Fine Acting Studio

Many other individual professionals coming as speakers and masterclass experts.



Image: Student at industry placement program.



Certificate IV in Screen and Media (On Campus)



Pathways

All our courses at Swinburne offer opportunities for students to progress into another course at Swinburne.

Certificate IV in Screen and Media

Pathway to Diploma of Screen and Media – one of three specialisations below

Diploma of Screen and Media - Film and Television

Pathway to Advanced Diploma of Screen and Media - Film and Television

Diploma of Screen and Media – Animation

Pathway to Advanced Diploma of Screen and Media - Animation

Diploma of Screen and Media - Sports Media

Pathway to Bachelor of Media and Communications or Bachelor of Screen Production

One full year of Diploma = one full year of credit to the Bachelor degrees

Advanced Diploma of Screen and Media – Animation

Pathway to Bachelor of Animation and Bachelor of Games and Interactivity/Bachelor of Animation dual degree

Two full years of Diploma and Advanced Diploma = Up to year and half of the Bachelor degree.

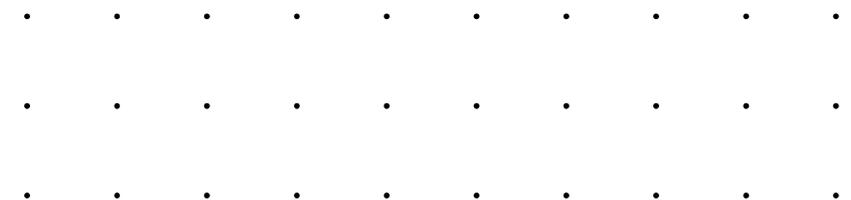
Advanced Diploma Screen and Media - Film and Television

Pathway to Bachelor of Screen Production, Bachelor of Film and Television (Honours), Bachelor of Media and Communications

Two full years of Diploma and Advanced Diploma = Up to two years of credit to the Bachelor degree.



Ethan Hawke at his paid internship with the Australian Open, 2 months after graduating from the Diploma of Screen and Media – Sports Media. In 2024



Student Panel



Keenan

Bachelor of Media & Communications



Tess

**Bachelor of Media & Communications /
Bachelor of Business**



Jay

**Diploma of Screen and Media
(Sports Media)**

