



THE UNIVERSITY OF  
**NEWCASTLE**  
AUSTRALIA

MASTER OF  
**DIGITAL MEDIA**



# GIVE YOUR CAREER THE EDGE

- Offered online, on-campus or a combination of both
- Minimum of one year study or longer if preferred
- Flexible study options – enrol in the whole degree program or just complete one or two courses of interest to you
- Commences January, May or September

In today's global society, there is a rapidly growing **investment in digital content** for a variety of different platforms including interactive, high definition TV, personal mobile devices, telephones and game consoles. As a result, there has been an increased need for staff with **knowledge and skills** to create this content.

In response to these **industry demands**, the Master of Digital Media has been designed for graduates with a degree in any field who wish to obtain an understanding of the production and distribution of media content utilising a number of digital platforms. With these skills you will be able to **fill vacancies in a range of careers** from digital media technology, web and interactive media development, computer gaming, computer generated images (CGI) and effects development, consultancy and education to name just a few.



The only online program of its kind in Australia, the Master of Digital Media provides the flexibility of choice to study courses that appeal to your interests and career goals, while fitting your lifestyle and schedule.

If you are interested in studying courses within the Master of Digital Media, without the commitment of enrolling into the whole degree program, you can do so. Choose one or two courses that you are interested in to enhance your current skills and stay up to date with the latest digital media developments.

Bridge the gap between your current skills and knowledge and contemporary industry demand, with the Master of Digital Media program.

## YOUR FORMULA FOR SUCCESS

This brand new program has been specifically designed to ensure you develop a unique skill set that covers all the subjects necessary for you to succeed including:

- Web design and interactivity
- Digital video and audio
- Computer generated images and effects (CGI)
- Pre-visualisation concepts
- Computer games design
- Digital production project
- 3D modelling animation and rendering
- Narrative and interactive design
- Software engineering
- Marketing theory
- Consumer decision making and behaviour
- eCulture and audiences.

The program focuses on hands-on practical work applied to real world projects. You will become familiar with the best technologies in the country as well as the latest software which will be easily transferred into the workplace.

## Control your future

What sets this program apart is the opportunity to study both the technical and design aspects of digital media. With the opportunity to explore, develop and learn multiple skills, the innovative teaching and unique approach means you'll be able to critically analyse digital media design and provide creative solutions.

Choosing on-campus courses means you can utilise the state of the art facilities located at the University. All facilities are created to reflect those in industry, therefore all your experience with the equipment is easily transferred to the working environment.

It's not just our new approach to teaching that breaks the mould. As the only university in Australia to offer this type of program online, you can have confidence in the industry leaders and the flexibility to create study pathways that suit your lifestyle and commitments, no matter where you are.

The Master of Digital Media can be completed in one year or longer if preferred. Courses are offered online and on-campus; and students can commence studies in January, May or September.\*

\* Please refer to the term dates on the University website: [www.newcastle.edu.au/dates/trimester](http://www.newcastle.edu.au/dates/trimester)

# PROGRAM STRUCTURE

To complete the Master of Digital Media, you will need 80 course units, comprising of:

60 units – Group A courses  
20 units – Group B courses

The Master of Digital Media is continually being developed and expanded so the course offerings may change.

All courses are 10 unit courses.

## Group A

- Digital video
- Digital production project
- Narrative and interactive design
- Design for digital media
- Usability and interaction design
- Computer games design
- 3D modelling animation and rendering
- Project planning and management

## Group B

- eCulture and audiences
- Internet communication
- Foundations of marketing theory
- Consumer decision making and behaviour
- Computer games production
- Music and the internet
- Introduction to software engineering

## Fees

Tuition fees for courses are set according to students chosen academic subject area. A student's program fee may vary depending on course selection.

Further information about fees is available from the website [www.newcastle.edu.au/study](http://www.newcastle.edu.au/study)

## How to apply

Candidates should normally have a Bachelor degree in an appropriate design, information technology, education or related discipline from an approved tertiary institution. If you don't have a degree, you will need to prove evidence of:

- a diploma from an approved institution
- relevant work experience
- completion of a related area of research or management project
- other approved professional qualifications.

CRICOS code: 11713

**FOR MORE INFO**  
**CONTACT**

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With Staff based in Toronto and Montreal