



convergent media

Prepare for multi-platform media integration with UWS

Breaking down traditional media silos and transforming media production and consumption practices underpins the contemporary media landscape.

Media, marketing and creative professionals are now required to understand and connect with their audiences across broadcast, online, mobile and other channels, and to integrate new platforms and social media into their mix.

The Master of Convergent Media offers an environment in which you will develop new digital content, build skills and resources, and explore the industry's future, while assessing how you can adapt your experience to this rapidly changing industry.

You will extend your experience portfolio, building advanced skills in creative/conceptual development and media production through the delivery of a multi-platform/convergent media product. You will acquire a thorough knowledge of the convergent landscape, from mobile media to gaming, virtual worlds and social media.

The UWS School of Communication Arts offers superior academic and production resources, with a recent refurbishment of its studio,

2012

POSTGRADUATE
CONVERGENT MEDIA
Navigate the new environment of convergent media.

postgraduatestudy@uws.edu.au

broadcast facilities, streaming server and a new live outside broadcast remote facility.

These facilities will enable you to develop a professional pitch and prototype in the production format of your own choice and receive critical feedback from leading industry professionals.

Career opportunities

The Convergent Media course will prepare you for roles in the areas of new media development, interactive media, marketing and public communications.

COURSE SUMMARY

UAC CODE AUTUMN	UAC CODE SPRING	COURSE NAME	STUDY MODE	CAMPUS
952246	955246	Master of Convergent Media	1F/2P	Penrith
952247	955247	Graduate Certificate in Convergent Media	0.5F/1P	Penrith

BE PART OF THE
FUTURE OF DIGITAL
MEDIA PRODUCTION
AND PRACTICE.



Aisha Hillary
Master of Convergent Media

After 10 years in the marketing, advertising and PR industry, experiencing the exponential growth of digital media and the influence technology had on communication and audience behaviours, Aisha Hillary felt the need to further develop her skills.

‘Once I found the UWS Master of Convergent Media it ticked all the boxes,’ Aisha says. ‘It covered the origins and journey of traditional media, the changing digital landscape and new practices including mobile, social media, augmented reality and virtual worlds. It detailed the convergence of traditional and new media, and that was where I wanted to position myself in the market. It was perfect for my development and knowledge goals.’

Aisha says she found the Convergent Media faculty tutors ‘very inspiring, incredibly hands-on and really guided me through my many projects, nurturing my own passion with their knowledge and experience.’

‘The course allowed me to focus on my knowledge gaps and expand on my current experience. The direction was flexible and allowed students to request specific areas of interest for a more in-depth focus. We also had many speakers from the industry present and work with us on our projects, which proved invaluable.’

‘I would advise anyone searching for a course in digital media to contact UWS and speak to the University about their specific needs. Besides the knowledge I have gained through my Masters, I have also gained a great network of colleagues that I am sure to work with in the future,’ Aisha says.

CORE UNITS

Methods and Case Studies in Convergent Media	•	Media Project Proposal	•
Media Project Production	•	Convergent Media Internship	•
Mobile Media	•	Theory and Practice of Convergent Media	•

Recommended study sequence

Qualification of the Master of Convergent Media requires the successful completion of 80 credit points.

Completion of the Graduate Certificate requires 40 credit points.

The units of study are designed to work as a cohesive program. You may choose to study full-time or part-time.

Industry placement

Students may choose to trial a project through an internship placement at Television Sydney (TVS) or a media/marketing organisation thanks to the breadth of industry partnerships enjoyed by UWS.

Entry requirements

Master of Convergent Media

Applicants must have successfully completed an undergraduate degree in any discipline

OR

Masters degree in any discipline

OR

Graduate Certificate in Convergent Media

OR

have a minimum of 5 years full-time equivalent (full-time employment) work experience in one of the following areas: journalism, public relations, advertising, marketing, communication, media, design, visual communication, creative arts or multi-media.

Graduate Certificate in Convergent Media

Applicants must have successfully completed an undergraduate or postgraduate degree in any discipline

OR

have a minimum of 3 years full-time equivalent work experience in one of the following areas: journalism, public relations, advertising, marketing, communication, media, design, visual communication, creative arts or multi-media.

Recognition of prior learning

The Course Advisor will consider applications for advanced standing for previous study in accordance with the UWS Advanced Standing and Recognition of Prior Learning Policy.

Pathways

You have the option of completing 40 credit points and qualifying for the Graduate Certificate in Convergent Media.

How to apply

Postgraduate course applications are processed online through the Universities Admissions Centre (UAC) at www.uac.edu.au/postgraduate

Further information on postgraduate courses and the application procedure is available at myfuture.uws.edu.au



John Cookson
Master of Convergent Media

John Cookson describes studying at UWS as a 'terrific experience'.

'The big take-out of the program has been the people I have had the opportunity to meet – the academic staff, guest lecturers, fellow students and external contacts established by the University. Rarely a day went by when there wasn't an 'Ah ha!' moment.

'I have had the opportunity to take time and think about some core communication issues, not only for a business organisation but also to gain a greater appreciation of communication in its many forms, government and societal responsibilities and the benefits and impact of providing for engagement and participation in the process.

'While the program has, and continues to evolve to accommodate the varied needs of students from many backgrounds, I recommend, if you are a marketer, grab this program with both hands.'

For international students

International students need to apply directly to the University. Part-time mode for this course is not available to international students due to Australian student visa regulations.

Application forms and information on admission are available at
www.uws.edu.au/international/admissions

For information about studying at UWS, including courses, tuition fees, English requirements, intakes, assessment methods, accommodation options, and living in Australia, please visit
www.uws.edu.au/international

2012 postgraduate study

Further information

Contact the Course Information Centre
on 1300 897 669 or email
postgraduatestudy@uws.edu.au

International students
call +612 9852 5499 or email
internationalstudy@uws.edu.au

The University of Western Sydney reserves the right at all times to withdraw or vary courses listed within this publication. In the event that the course is to be changed, or in the event that the course is to be withdrawn, applicants will be advised by mail to the address specified by them on their application.

CRICOS provider code: 00917K

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