MASTER of CONVERGENT MEDIA
Master of Convergent Media

The contemporary media landscape is characterised by the breakdown of traditional media silos and the transformation of media production and consumption practices. 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. This course is designed for media, marketing and creative professionals wishing to substantially reorient, enhance or develop their current skills into the emerging area of convergent media. Students exit this course with an extended experience portfolio, and advanced skills in creative/conceptual development and media production through the development of a multi-platform/convergent media product. They will acquire a thorough knowledge of the convergent landscape, from mobile media to gaming, virtual worlds and social media.

Course Structure:
80 credit points

Core Units:
» Media Contexts:
  » Audience and Trends
  » Media Project Proposal
  » Media Project Production
  » Convergent Media Internship
  » Mobile Media and Communications
  » Theory and Practice of Convergent Media

You will need:
» An undergraduate degree, OR
  » a Masters degree, OR
  » Five years full time or equivalent work experience in one of the following areas:
    » Journalism
    » Public Relations
    » Advertising
    » Marketing
    » Communication
    » Media
    » Design
    » Visual Communication
    » Creative Arts
    » Multi-media OR
  » Graduate Certificate in Convergent Media

“Media Convergence is the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behaviour of media audiences.”

Henry Jenkins, Professor of Humanities and the Founder and Director of the Comparative Media Studies Program at MIT
Graduate Certificate in Convergent Media

The contemporary media landscape is characterised by the breakdown of traditional media silos and the transformation of media production and consumption practices. 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 Graduate Certificate is designed for media, marketing and creative professionals wishing to substantially reorient, enhance or develop their current skills into the emerging area of convergent media. Students may select 40 credit points from the following units.

Course Structure:
40 credit points chosen from:
» Media Contexts:
  » Audience and Trends
  » Media Project Proposal (20cps)
  » Convergent Media Internship
  » Mobile Media & Communications
  » Theory and Practice of Convergent Media

You will need:
An undergraduate degree OR
» Three years full time or equivalent in one of the following areas:
  » Journalism
  » Public Relations
  » Advertising
  » Marketing
  » Communication
  » Media
  » Design
  » Visual Communication
  » Creative Arts
  » Multi-media

The MCM and Graduate Certificate are well situated within the vibrant UWS School of Communication Arts.

“Convergence, simply put, is how individual consumers interact with others on a social level and use various media platforms to create new experiences, new forms of media and content that connect us socially, and not just to other consumers, but to the corporate producers of media in ways that have not been as readily accessible in the past.”

Henry Jenkins, Convergence Culture: Where Old and New Media Collide
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<th>Unit Name</th>
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<th>Description</th>
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| Theory and Practice of Convergent Media | 101744 | This unit provides students with historical, political and theoretical introductions to new media and convergent media research, experimentation and practice with an emphasis on third-sector, alternative and community development contexts. The unit focuses on the emergence of new media and its historical precedents through a diverse range of related materials, ranging from pre-cinematic animation to cross platform strategies. The Unit also provides analysis of a wide range of case studies in relation to contemporary media practices in an international and cross-cultural context. 10 credit points | On successful completion of this unit, a student should be able to:  
» Identify and articulate the historical, political and cultural contexts of new media production and practice, applying strategic thinking skills to both industry and community development settings.  
» Engage with concepts of alternative and community media theories and research methodologies and apply these to social participation platforms.  
» Apply theories and histories of interactivity, the virtual, and new media as a background for analysing and understanding contemporary media environments in case study and analysis work.  
» Develop strategies for the creative use of existing and emergent media in the service of community building and development communication. |
| Media Contexts: Audience and Trends | 101422 | The introduction of broadband, internet and mobile media have transformed audiences from passive consumers to creative consumer/producers of media content. They have enriched the media experiences of audiences by facilitating the creative use of collective intelligence and social networking while increasing levels of surveillance and diminishing personal privacy. This unit explores the uneasy fit between creative and mobile audiences, new media arts practice, global commercial significance of media arts and new media audiences today in terms of the theoretical and policy issues, and interrogates questions raised by increased access and mobility. It includes case studies of existing and emerging new media forms such as those found at YouTube, MySpace, Flickr and other mass user sites and examines the social impact and ethical issues raised by these developments. The unit is organized into three modules: Global Media Trends; The Network Society; and Key Policy Debates. | » Familiarity with the terminology and theories that inform critical analysis of digital media.  
» Capacity to formulate coherent arguments around new media debates.  
» Knowledge of what is at stake for special-interest group in ensuring their access and participation in cyber culture? |
| Media Project – Proposal | 101423 | This unit offers each student the opportunity to develop a detailed convergent media project proposal to the proof of concept/pilot stage in response to a chosen brief. Projects may be for television, online delivery or cross platform delivery. The project proposal will cover background research, precedent research and case studies, experience specification/treatment, production issues and pitch to industry professionals. The objective is to provide a detailed specification for the Media Project Production unit that follows. 20 credit points | On successful completion of this unit, a student should be able to:  
» Define and implement appropriate research methodologies for the background, technical, design and creative development processes involved in the production of a project proposal.  
» Identify, critique and evaluate media projects to promote effective communication, interaction, and user experiences through the precedent appraisals within the specification document.  
» Demonstrate an understanding of significant aspects of convergent media design practice and processes by producing a specification document for a convergent media project.  
» Apply an appropriate balance of design, testing, critical reflection and refinement of strategy for convergent media design through the production of a proof of concept.  
» Demonstrate a high level of professional presentation skills through the pitch of the final project proposal and proof of concept. |
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| Media Project –        | 101745  | This unit offers an individual, or group of, student(s) the opportunity to develop, produce and evaluate a Media Project developed in the Media Project Proposal Unit. The project production will cover implementation and evaluation issues relevant to media products. The final product is intended to be a significant new media project prototype. Individual students can negotiate the project of their choice, but this should be based on the Media Project Proposal (or equivalent) developed in the Spring Semester, or first half of semester if you are a full time student. A 5,000 word report forms part of the assessment. 20 credit points | On successful completion of this unit, a student should be able to:  
» Develop an appropriate and detailed project production plan in relation to their proposal brief, including management of content, design and human resource components and applicable timelines.  
» Research and develop stages of the production of their proposal and apply to their project work.  
» Implement the prototype/pilot stage of a significant media project of marketable quality  
» Work as an effective part of a production team to produce a major project  
» Demonstrate a high level of professional presentation skills through the pitch of the final project.  
» Evaluate a complex product using appropriately identified and applied evaluation techniques.  
» Apply advanced skills in self-directed learning |
| Mobile Media           | 101743  | The proliferation of the mobile device and the evolution of mobile networks has profoundly changed the social and interpersonal sphere and the global media landscape. This unit combines both theory and practice to engage with Mobile Communications and Society: the cultural, family and interpersonal consequences of mobile communication and its effect on everyday life, political and economic activities, social development and change, and Mobile Media: current media production and distribution platforms, practices and trends. This unit includes the production of content for distribution via mobile devices. 10 credit points | On successful completion of this unit, students will be able to:  
» Describe the most important milestones in the history of mobile communication  
» Explain the main theoretical issues associated with the adoption and use of mobile communication  
» Critically evaluate the social consequences of mobile communication  
» Independently identify and interesting research question about mobile communication and society and carry out an empirical or theoretical enquiry.  
» Contextualize mobile media production and distribution within the converged media landscape  
» Describe history of mobile media and the methods of mobile media production and distribution  
» Manage the production and delivery of mobile media content  
» Research, plan and pitch a mobile media project |
| Convergent Media       | 101426  | This professionally oriented unit consists of a work internship placement with a corporate media or community communications division of an organisation. These agencies may include UWS research centres, and educational and community and cultural agencies within Sydney, corporate and professional organisations or offshore, as agreed. The focus of the internship is to research audience/community liaison and the cross media production and/or marketing plans of the organisation. During the placement students will develop documentation to capture and manage ideas about professional development, industry trends, professional links, case studies and associated documentation. On completion of the placement students will present a comprehensive report. | On successful completion of this unit a student should be able to:  
» Identify and articulate 2-3 areas of new learning within the convergent media industry context, including the student’s professional experience and competency, and present this as a written report  
» Successfully outline the conceptual and content planning stages of a media project in the internship progress updates for the organization.  
» Outline the prototype/pilot stages of a media project in the professional setting.  
» Apply advanced skills in self-directed learning  
» Use Competency in industry research skills such as audience analysis and cross media marketing plans; technical and design development pathways; media content. |
The School of Communication Arts
The School of Communication Arts is part of the College of Arts at the University of Western Sydney.

Our School is a dynamic hub where ideas, culture, communications and technology converge. Our students have unique flexibility and scope to combine theoretical and practical studies across a wide range of related disciplines, such as graphic design, journalism, photography, media production, performance, music recording and performance, animation, advertising and web design.

The School has approximately 1500 students, and we strive to produce graduates who don’t just reproduce knowledge, but contribute positively to their workplace or community role, whether in digital media or music therapy.

Our highly-qualified technical staff work alongside academic staff in workshop and studio settings to provide students with comprehensive, hands-on learning.

University of Western Sydney
The University of Western Sydney has six campuses located in Greater Western Sydney (GWS) and a mission that links its activities to the development of the region.

GWS is a global centre for trade, innovation and learning with the third largest economy in Australia behind the Sydney CBD and Melbourne. Its population is the fastest growing in Australia and more than 150 of the nation’s top 500 companies are located within GWS.

The multicultural community of GWS is one of the most diverse in the world with over 100 nationalities calling GWS home. The diversity of the region is further reflected in the contrasting strengths of the 14 GWS local government areas. The region combines the majestic beauty of the World Heritage Listed Blue Mountains National Park; state-of-the-art Olympic venues; historical sites of Indigenous and Colonial importance; and traditional rural environments with the high-tech business districts, retail and service centres typical of a modern regional economic powerhouse.

“Media convergence is more than just a shift in technology. It alters the relationship that already exists between industries, technologies, audiences, genres and markets. Media convergence changes the rationality in which media industries operate and also the way that media consumers process news and entertainment. Media convergence in reality is essentially a process and not an outcome, there is no single black box that controls the flow of media into our homes and workplaces. We have entered into an era where the media is constantly surrounding us. Believe it or not, today’s modern society is already existing within a convergence culture.”

Wikipedia
Contact us today and make the changes to your career that will ensure your future in the changing media landscape!

» LINK TO UWS School of Communication Arts
  http://www.uws.edu.au/communication_arts/sca

» LINK to ENROLLMENT at UWS site
  http://future.uws.edu.au/postgraduate_study/comm_design/convergent_media

» LINK TO MCM site
  http://mcm.uws.edu.au