

Media Short Courses - Delivery Schedule

All courses are of 8 weeks duration and begin with a two-day creative retreat on a Friday / Saturday on the dates shown below (unless indicated otherwise).

	May – June 2010	July - August 2010	September – October 2010	October – December 2010	January – February 2011	March – April 2011
Creative Retreat	7–8 May 2010	2–3 July 2010	3–4 September 2010	15–16 October 2010	7–8 January 2011	4–5 March 2011
1	Character Design	Visual & Contextual Studies in Animation	Rigging for Animation	Rendering & Shading	Fundamentals of Computer Graphics	Scripting for CGI
2	Digital Film Distribution and Marketing	Future Media Platforms & Environments	Developing Short-Form Film for Digital Platforms	Developing a Treatment for a Feature Film	Managing Production Workflows Across Platforms	Developing Digital Feature Film Projects
3	The Ethical Journalist *	Writing, Editing and Publishing*	Convergence Journalism*	The Global Newsroom	Entrepreneurial Journalism	Editorial Leadership
4	Branding & Brand Management	Creative Strategy & Analysis	Advertising & Society	Word of Mouth Communication	Marketing Communications: Aspects of Integration	Multiculturalism in Marketing Communications
5	Change & Organisation Culture	Intellectual Property Law & Content Rights Management	Marketing the Media	Media Strategy	Leadership & Management	Managing Creativity
6			Next Generation Web Design	Producing Multiplatform Video & Graphics	iPhone Development	Cross Platform Radio Production

* The creative retreats for these short courses will take place on the Thursday & Friday i.e. 6-7 May instead of 7-8 May