

FACULTY OF THE PROFESSIONS GRADUATE ATTRIBUTES

Graduate Certificate in Digital Media Practice

Graduates of this program will have enhanced abilities to be creative and effective within the social and practical context of a professional office or similar institution. The specific understanding and skills developed are:

Understanding

- 1) Deep understanding of a specialist area of art and/or design and/or representation using digital media
- 2) Understanding of the role and use of digital media within a commercial art and/or design or production office or educational or research organisation
- 3) Understanding of time management, practice management, advertising and marketing as they relate to digital media production

Skills

- 1) Ability to make a sustained and productive contribution to the work of a commercial design or production office, or an educational or research institution