

Course Overview

Bachelor of Arts
Screen: Production

AFTRS

Summary

The screen industries, in Australia and around the globe, are experiencing a period of rapid and exciting change. Driven by technological innovations, new forms, platforms and business models, stories are increasingly shaping the way we think, feel and engage. As a result, there has never been greater demand for screen content – and people to make that content – than there is right now.

This course is about enabling you to seize those opportunities and build a sustainable career in the screen industries. It's been developed in consultation with those industries, many of whom partner with AFTRS in creating adaptive, entrepreneurial content creators and entry-level specialists.

AFTRS has a unique place in the Australian cultural landscape. Tasked with developing the next generation of Australian screen storytellers, we understand that this takes not only craft and creativity, but also ideas on what it means to be Australian and an awareness of the cultural diversity and multiple perspectives that make up Australia, including those of our First Nations peoples.

The Bachelor of Arts Screen: Production course also actively attempts to widen participation and representation in the screen industries by reducing barriers to entry, providing flexible learning experiences and, when necessary, academic and pastoral support to all students.

To achieve these outcomes, we employ practice-based learning, blending theory and practice to explore and experiment with ideas. A rich network of reflective learning cycles binds the course together, scaffolding your learning from one concept to the next.

Key Course Information

Course Name

Bachelor of Arts Screen: Production

Course Level

Undergraduate (AQF Level 7)

Credit Points

144

Course Duration

3 Years full-time, 6 Semesters

Weeks per Year

32

Mode of Delivery

Face-to-face

Course Learning Outcomes

Frameworks & Perspectives

Make active and informed use key screen storytelling frameworks and perspectives to evaluate the relationship between historical and theoretical contexts and the development of students' own screen stories.

Industry Forms & Practice

Develop and execute industry-focused projects which consider audience, commercial viability, and their place within the screen industries as well as the conventions, practices and processes involved.

Creativity

Generate original form-appropriate ideas that demonstrate a clear creative vision and deep understanding of screen storytelling in order to engage an audience.

Business Acumen

Devise strategies that identify and capitalise on opportunities across the screen industries, including enterprising and adaptive approaches to organising and managing business models and projects.

Analysis

Synthesise a range of critical, analytical and reflective approaches to resolve problems and enhance students' own practice.

Cultural Competency

Devise creative and interpersonal strategies that address the importance of social and cultural influences on the values, beliefs and behaviours of clients, colleagues and audiences.

People Skills

Create committed and collaborative approaches within professional environments by using a range of leadership, teamwork and communication skills

Craft Skills

Synthesise well-developed screen storytelling craft skills to generate engaging content.

Course Rationale

The Bachelor of Arts Screen: Production is designed specifically to enable graduates to exploit the opportunities that have opened up in the Australian screen industries. It has been developed and reviewed with close engagement with those industries.

This convergence of industry, technology and platforms has also blurred the boundaries of those producing this content. It has led to a demand for high-level generalists, capable of creating an idea, shooting and editing it and getting it out into the world. In other words, these factors have led to the rise of the Screen Content Creator.

Screen Content Creators

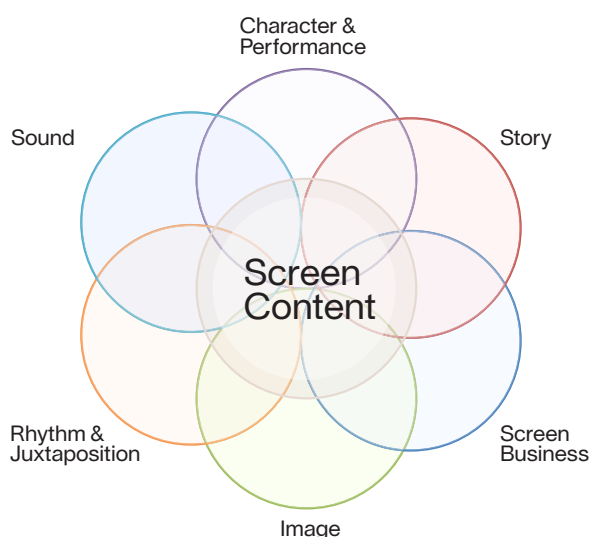
The generalist Screen Content Creator is adaptive, versatile and able to tailor their approach depending on the story, budget, form, format, platform and production context. They are enterprising and they are problem-solvers. Their adaptability, working across multiple roles, allows them to build sustainable careers, taking an entrepreneurial approach to identifying and exploiting opportunities.

They have a multi-screen awareness and are able to craft stories for a specific platform, format and audience. This includes emerging story forms like VR and interactive. They know how to sell a story as well as they tell a story. This means they understand the marketplace, who the story is for, their viewing habits and how to reach them.

How do you create students who can work across multiple story forms? How do you prepare students to adapt stories for an almost endless number of formats? How do you future-proof students to deal with new and developing platforms? And how can our graduates be industry leaders in this change, rather than industry followers?

The answer to all of these questions is through an approach that is conceptual.

By their nature, concepts are broad, abstract knowledge areas and therefore adaptive. They can be applied across disciplines, forms, formats and platforms and, generally speaking, are themselves future-proofed.



Course Subjects

Screen Business

Screen Business explores the changing shape, size, economics and processes of the various traditional and new screen industries in order to identify and exploit opportunities across this changing landscape. Students discover how to market themselves and their projects to employers and audiences in order to create projects that will best demonstrate professional practice and further their careers. Leading to electives in: Producing

Story

Story explores how narratives use characters and unfold situations, in ways that not only entertain, but help us to interpret, understand and have empathy for each other and ourselves. Story lays the groundwork for the use of story across all disciplines and equip you to discover how they operate across multiple platforms and offer you the tools and insights to create them yourself in the screenplay form. Leading to electives in: Screenwriting

Image

Image introduces the foundation concepts of cinematography and design. Students will gain knowledge and understanding of a wide spectrum of visual storytelling practices and techniques by investigating their application in different historical and cultural contexts, including contemporary and emerging forms. It allows students to be creative and experimental with visual choices in order to examine the impact on tone, story, character and structure and develop their own individual approaches. Leading to electives in: Cinematography and / or Production Design

Rhythm & Juxtaposition

Rhythm and Juxtaposition equips students with the necessary knowledge and skills to analyse and utilise techniques that unlock the potential of the shot and create engaging story worlds. It looks at how stories are shaped in the edit and how particular techniques are used to create a sense of meaning, connect us to character and invite us to suspend our disbelief. Leading to electives in: Editing and / Or Motion Design

Character & Performance

Character & Performance explores the concepts and skills involved in directing and capturing contemporary performances. It looks at how you take stories and put them on screen through the use of established and emerging visual languages. Students develop the skills required to work with actors and collaborators in a way that impacts audiences and utilises the screen as a medium. Leading to electives in: Directing and / or Documentary

Sound

Sound investigates the ways the soundtrack and its component parts are used in partnership with the moving image to captivate and engage audiences. Students will develop knowledge and skills around the creative, conceptual and practical methods used by sound professionals within the screen industries to both capture and manipulate sound as well as communicate around music composition. Leading to electives in: Sound Design and / or Music

Screen Studies

Screen Studies encourages engagement with the historical, aesthetic, industrial, and social-cultural dimensions of fictional and non-fictional screen media (including cinema, television, online and interactive media). Students investigate the history and theories of style and form, genres, national cinema and movements, innovation and change. They will explore some of the many frameworks that have been used in the study of screen culture over time. Leading to electives in: Screen Studies

Additional Learning

Specialisations

The first two years of the course focus on generalist screen content creators, we recognise that a proportion of students will be interested in developing deeper skills in particular aspects of screen content creation. As such, in the final year, students are encouraged, through electives and roles on projects to dive deeper into specific craft areas.

Screen Studies

Screen Studies is vital in enhancing students' historical and theoretical understanding of your craft as well as developing communication and critical thinking skills. It is woven into the fabric of each subject taught in the school. It is only when we are introduced to new ideas and ways of doing things that we fully understand the range of possibilities open to us, beyond the dominant models, and can unlock innovation.

Animation, VFX, Interactive, VR and Gaming

While animation is not typically a skill required of a generalist, a knowledge of the medium and its potential is a key understanding. So are the moves towards interactive, virtual and augmented reality. These areas are seeded across the course.

Professional Skills

Building a sustainable career in the creative industries requires more than just a sound conceptual grounding and craft skills. A crucial part of developing content creators is the development of professional skills (sometimes called transferable or soft skills). We break down these professional skills into the following categories:

- Self-management
- People skills
- Critical thinking
- Communication
- Creativity
- Cultural Competence

Cultural Competency

As a storyteller and content creator, you are helping to amplify the nation's story to the world and leave a lasting cultural legacy. This is both a privilege and a responsibility. Becoming a student at AFTRS, you are placing yourself among the next generation of creative and cultural leaders.

To tell stories that represent Australia and what it is to be Australian, means developing an awareness of the cultural diversity and multiple perspectives that make up Australia.

Indigenous Content

Because of the place that Aboriginal and Torres Strait Islanders hold as the First Peoples of Australia, special attention is paid to weaving Indigenous content and perspectives throughout the Bachelor of Arts Screen: Production course.

Links With Industry

Industry contact is hardwired into the course through the extensive use of screen industry professionals as tutors, teaching the very latest industry practices and placing an emphasis on emerging opportunities. In addition to regular teaching staff, a variety of specialist guest tutors and guest speakers will share their expertise with you, run masterclasses and Q&A sessions. As well as our industry brief partners, the design and delivery of the course involves regular consultation and review by AFTRS' Industry Advisory Groups.

Course Structure

Year One

		Semester	Subject		
Concepts and Skills		Visual Storytelling	<ul style="list-style-type: none"> ○ Story 1 ○ Image 1 ○ Screen Business 1 ○ Visual Storytelling Exercise 	Fundamentals	
		Short Form	<ul style="list-style-type: none"> ○ Character & Performance 1 ○ Rhythm & Juxtaposition ○ Sound 1 ○ Short Form Production 		

Year Two

		Semester	Subject		
Forms & Formats		Non-Fiction	<ul style="list-style-type: none"> ○ Screen Business & Story 2 ○ Image & Rhythm & Juxtaposition 2 ○ Character & Performance & Sound 2 ○ Non-Fiction Production 	Integration	
		Episodic	<ul style="list-style-type: none"> ○ Screen business & Story 2 ○ Image & Character & Performance 2 ○ Rhythm & Juxtaposition & Sound 2 ○ Episodic Production 		

Year Three

		Semester	Subject		
Creative Practice		Long-Form	<ul style="list-style-type: none"> ○ Screen Business 3 ○ Discipline Elective 1 ○ Discipline Elective 2 ○ Long Form Production 	Synthesis	
		Graduation Project	<ul style="list-style-type: none"> ○ Creative Development ○ Discipline Elective 3 ○ Graduate Project 		

Course Progression

Each year of the course plays a specific role in the student journey.

- Year One: Offers a foundation in the concepts and skills required in the telling of screen stories. This includes the historical and industrial contexts for their practice.
- Year Two: Allows students the opportunity to integrate their foundational knowledge and skills by applying them to a range of different forms, formats and genres in order to deepen their understanding.
- Year Three: Provides students with the time and space to synthesise their own creative and career ambitions. This year is designed to help students bridge the gap between education and industry.

Productions

Students have the opportunity to complete at least one production at the end of each semester. The aim of the production subjects is to synthesise the concepts and skills that students have learned in the individual subjects into one coherent piece of screen storytelling. Production briefs and processes mirror industry practice and replicate real world experience within a safe learning environment, receiving tailored mentoring support at key moments.

- Year One: Experimentation and risk taking. Creative freedoms and carefully targeted parameters are designed to encourage experimentation and risk-taking in the production of personal screen stories while at the same time understanding how to engage a specific audience.
- Year Two: Working to brief. Briefs are supplied by industry partners to allow students the experience of balancing individual creative aspirations with meeting specific client requirements.
- Year Three: Career-focused practice. Projects are directly linked to career ambitions and are designed to provide students with both long-term and short-term opportunities as they take their first steps into industry.

Graduate Profiles

There are countless possible career paths available to students once they graduate the course. Three types of graduate profiles are:

Content Creator – Generalist:

These are the proficient all-rounders. They are able to conceptualise an idea, produce, shoot, edit and title content. They include the in-house content creators and Shooter/Producer and Predator (Producer/Editor) roles that are much in demand.

Creative Entrepreneur:

Typically, the writer/director/producer who is able to develop and realise a low or no budget project, including how to grow audiences and monetise content, but who works with collaborators, particularly during production. But increasingly, this also includes those working in emerging fields such as VFX/VR/Interactive storytelling.

Specialist – Entry – Level:

These are students who want to exploit opportunities to go directly into paid employment, primarily in traditional media and often working in production and post-production companies. These include the researcher, production co-ordinator, camera assistant, editor assistant and script assessing.

Career Guidance

With the goal of bridging the gap between the School and industry, AFTRS actively facilitates opportunities for students and graduates achieve their career goals. AFTRS offers a number of sources of advice, training and opportunities that occur outside of everyday classes.

- Mentoring
- Masterclasses
- Internships