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Course Admission Information Set

Bachelor of Arts (Content Creation)

The Bachelor of Arts (Content Creation) will provide students with a knowledge and understanding of content creation, and develop the practical skills required to gain employment as content designers and creators. Throughout the course, students will:

- Create professional-quality digital content for a variety of platforms
- Gain an in-depth understanding of digital marketing and project management
- Develop an understanding of social media strategy and content distribution
- Learn practical skills in software applications Photoshop and InDesign
- Develop your own portfolio of video and photographic content
- Learn how to write and edit professional online content
- Work with real clients in a studio environment and develop industry relationships

The course consists of twenty core units, three elective units, and includes a 120-hour work placement. A full-time load of study is the equivalent of four 6 point credit units per trimester. It is possible to complete the Bachelor of Arts (Content Creation) in a minimum of six trimesters or a maximum of twelve trimesters.

The Bachelor of Arts (Content Creation) is delivered at the Cromwell Street Campus and is recognised under the Australian Qualifications Framework.

Purpose & Scope

This policy establishes the principles and processes by which Australia College of the Arts Pty Limited (Collarts) will assess domestic student applications to the Bachelor of Arts (Content Creation). It should be read in conjunction with the *Admissions Policy for Domestic Students*.

International students seeking admission to a course of study at Collarts should refer to the college *Admissions Policy for International Students*.

Related Policies

This policy should be read in conjunction with the following college policies:

- Admissions Policy for International Students
- Supporting Statement Guidelines
- Course Credit Policy
- Deferral, Suspension or Cancellation of Enrolment Policy
- Tuition Fee Refund Policy for Domestic Students
- Grievance & Appeals Policy

All college policies and any associated forms referenced in this document can be downloaded from the college website and the MyCollarts Student Portal at http://mycollarts.edu.au/login/index.php.

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Important Dates

Collarts has three teaching periods each year called trimesters. Each trimester has a Census Date.

Students can change their study load by adding or discontinuing a unit, without academic or financial penalty, up to the Census Date for that respective trimester. The Census Date is also the last day a student can defer, suspend or withdraw their enrolment without financial penalty. Any changes to enrolment after Census Date will result in a student being liable for their tuition fees for that trimester. Census Dates cannot be changed or extended. Important Academic Dates, including trimester Commencement Date and respective Census Dates can be found on the Collarts' website.

Admission Criteria

Students will be accepted into the Bachelor of Arts (Content Creation) at Collarts where they meet the admission criteria. For interstate, International Baccalaureate (IB) graduates, and domestic overseas applicants, standard admission criteria apply.

A. Applicants with Recent Secondary Education (within the past two years)

Year 12 Applicants

Australian Year 12 Applicants must have completed an Australian Senior Secondary Certificate (Year 12) or equivalent within the last two years. Applicants must present evidence of completion of an Australian Senior Secondary Certificate (or equivalent). There is no minimum ATAR requirement.

Additional Criteria

Interview

All applicants are required to attend a short informal interview to discuss their experience in the creative industry and area of interest. The interview is intended to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

B. Applicants with Vocational Education & Training (VET) Study

VET Applicants

VET Applicants must have completed a relevant VET qualification at Certificate IV or higher within the last two years. Applicants must present evidence of their VET qualification(s) and academic results.

Additional Criteria

Interview

All applicants are required to attend a short informal interview to discuss their experience in the creative industry and area of interest. The interview is intended to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

Credit Transfer and Recognition of Prior Learning

There are currently no credit transfer arrangements with other VET providers, however VET Applicants may be eligible for unit exemption in recognition of prior learning programs which could result in course credit via the grade of 'Advanced Standing' (AS). For more information on how to make an application for course credit in recognition of prior learning, please refer to the college ***Course Credit Policy***.

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C. Applicants with Higher Education Study

Higher Education Applicants

Higher Education Applicants must have undertaken a relevant tertiary qualification within the last two years. Applicants must present evidence of their qualification(s) and academic results.

Additional Criteria

Interview

All applicants are required to attend a short informal interview to discuss their experience in the creative industry and area of interest. The interview is intended to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

Credit Transfer

Graduates of the Diploma of Arts (Content Creation) qualification from Collarts, who have passed all units, may gain entry by way of credit transfer into the Bachelor of Arts (Content Creation).

Applicants should submit an '*Application for Course Credit*' with the Office of the Registrar during the last trimester of their Diploma study at Collarts but no later than five working days before the trimester's Census Day. An '*Application for Course Credit*' can be downloaded from the FAQs section of the college website and the MyCollarts Student Portal at http://mycollarts.edu.au/login/index.php. For more information on how to make an application for internal articulation, please refer to the college **Course Credit Policy**.

Recognition of Prior Learning

Higher Education Applicants may be eligible for unit exemption in recognition of prior learning completed at other providers. This could result in course credit via the grade of 'Advanced Standing' (AS).

Recognition of Prior Learning is an assessment process used to determine the extent to which a student has achieved the required learning outcomes of a unit of study. Where course credit is granted, the student is exempt from attending that particular unit in order to complete their qualification. The maximum number of units for which exemption may be granted is 50% of the total credit points for the course.

An '*Application for Course Credit*' can be downloaded from the Enrolment Resources section of the college website. Applications should be submitted at the time of enrolment (or application to study) where possible. Failing this, applications should be lodged with the Office of the Registrar ten days prior to the trimester's Commencement Date, but no later than five working days before the trimester's Census Day. For more information on how to make an application for course credit in recognition of prior learning, please refer to the college **Course Credit Policy**.

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D. Applicants with Work & Life Experience

Work/Life Experience Applicants

Applicants who left senior secondary education more than two years prior to their application, and have not undertaken VET or higher education study since, may gain entry into a course of study at Collarts based on professional or work experience (two years) and/or any non-formal courses undertaken in preparation for tertiary education or that are relevant to the intended course of study.

To be considered for admission based on work and life experience, applicants must be 20 years old at 1 February in the year they intend to commence study at Collarts.

Evidence of Work/Life Experience must be provided in an interview. Applicants should outline their reasons for undertaking the intended course of study and addressing at least three of the following admission criteria:

- Academic Background
- Employment Background
- Knowledge and Skills
- Personal Qualities
- Equity Access or Other Special Considerations (if applicable)

Where possible applications should present evidence of items addressing the admission criteria above. For more information on the types of criteria you may address in your supporting statement, please refer to the college **Supporting Statement Guidelines.**

Additional Criteria

Interview

All applicants are required to attend a short informal interview to discuss their experience in the creative industry and area of interest. The interview is intended to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

Credit Transfer and Recognition of Prior Learning

Work/Life Experience Applicants may be eligible for unit exemption in recognition of prior learning programs which could result in course credit via the grade of 'Advanced Standing' (AS). For more information on making an application for course credit in recognition of prior learning, please refer to the college *Course Credit Policy*.

Additional Information
Indigenous Australian Entry Scheme

Collarts actively encourages applications from Aboriginal and Torres Strait Islander peoples. Collarts recognises that there is inequality in education opportunities for Aboriginal and Torres Strait Islander peoples. While there is no specific reduction in entry criteria, Collarts supports and encourages applications from within the Aboriginal and Torres Strait Islander community.

The Indigenous Australian Entry Scheme enables Aboriginal and Torres Strait Islander people to apply for entry to a course of study at Collarts based on previous study, work and life experience and/or any other transferable skills that support their potential to succeed in their studies.

Applicants must also provide 'Confirmation of Aboriginality or Torres Strait Islander Heritage' at the time of their application or at their interview (or audition).

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Domestic Applicants with Overseas Qualifications

All overseas equivalent qualifications will be verified using the Australia Education International, National Office of Overseas Skills Recognition Database (Country Education Profiles Online known as CEP Online).

English Language Proficiency

All students are expected to have a reasonable level of English language proficiency to at least a VCE Study Score 30-34 Standard English achievement (or equivalent). Permanent residents, whose first language is not English, should be able to speak and write English at the minimum English Language Proficiency Scores as shown in Table 1 below:

Minimum English Proficiency Assessment Scores				
Undergraduate Course	**IELTS Band Score**	**Cambridge CAE Range**	**Pearson Academic Range**	**TOEFL iBT Range**
Animation & VFX Programs	6.0	52-57	48-52	60-78
Audio Production Programs	6.0	52-57	48-52	60-78
Content Creation Programs	6.0	52-57	48-52	60-78
Entertainment Journalism Programs	6.5	58-66	56-60	79-93
Entertainment Management Programs	6.0	52-57	48-52	60-78
Fashion Marketing Programs	6.0	52-57	48-52	60-78
Interior Design Programs	6.0	52-57	48-52	60-78
Music Programs	6.0	52-57	48-52	60-78
Music Production Programs	6.0	52-57	48-52	60-78
Dramatic Arts Programs	6.0	52-57	48-52	60-78

Table 1: Minimum English Proficiency Scores

How to Apply

1. Enquiry

Applicants who have questions about studying at Collarts or seeking course advice prior to making an application, can contact the Recruitment Team using one of the following methods:

Telephone:	1300 818 777 (+613 9281 8888)
Online:	https://www.collarts.edu.au/apply
In Person:	Wellington St Campus: 208 Wellington Street, Collingwood, Victoria, 3066

All course enquiries are handled by the Recruitment Team in consultation with the Head of Program who is available to provide any specific course advice.

2. Application

Applications to study at Collarts can be made directly or via the Victorian Tertiary Admissions Centre (VTAC).

- **Via Direct Application:** Complete the Online Application Form which can be accessed via the college website at https://www.collarts.edu.au/apply

- **Through VTAC:** Complete the VTAC Application Form which can be accessed via www.vtac.edu.au.

All written supporting statements, together with the relevant evidentiary documents, should be submitted at the time of application, but if not possible then at the time of interview.

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3. Informal Interview

All applications are processed by the Recruitment Team who issue an acknowledgement of receipt and schedule a short informal interview. The interview is intended to assess the applicant's aptitude and understanding of the chosen course of study.

4. Evidence of Educational Qualifications

Applicants must present evidence of completion of an Australian Senior Secondary Certificate (or equivalent) or past qualifications and academic records as applicable.

Applicants must provide their evidence as either original documents or certified copies of original documents. Original documents will be copied by Collarts staff and the original returned to the applicant. Copies must be certified by persons authorised under the 1993 No. 156 Statutory Declarations Regulations (Schedule 2). All qualifications will be verified for authenticity:

- Senior Secondary Certificates are accepted from all Australian jurisdictions.
- International Baccalaureates will be checked against authorised schools in the Online Country Index.
- Australian qualifications will be checked against the National Register of Higher Education Providers and National Register of VET
- Overseas qualifications will be checked using the Australia Education International, National Office of Overseas Skills Recognition Database (Country Education Profiles Online known as CEP Online)

Applicants may also be asked to provide evidence of English Language Proficiency Scores.

5. 100 Point ID Check

As part of the admission process, applicants are required to provide evidence of identity by completing a 100-point ID check. To complete the check, applicants must provide at least one primary document in combination with secondary documents to total 100 points. The combination of documents must include a date of birth, current residential address, photograph and signature. Table 2 below lists the acceptable evidence of identity and points value allocated.

EVIDENCE OF IDENTITY TABLE		
Document Type	**Document**	**Points**
Primary Documents At least ONE primary document.	Australian Birth Certificate	70
	Passport (Australian or International)	70
	Citizenship Certificate	70
Secondary Documents Allowed to use a combination of secondary documents. If you want to use credit and savings account cards, these must be from different banks. If you want to use more than one utility bill, they must be from different utilities.	Current Australian Driver's Licence	40
	Current Australian Learner Driver's Licence	40
	Current Australian Boat Operator's Photo Licence	40
	Current Australian State or Territory Proof of Age Photo Card	40
	Department of Veterans Affairs Card	25
	Centrelink Card	25
	Property (Council) Rates Notice	25
	Property Lease Agreement	25
	Utility Bill (e.g. Water, Electricity, Gas)	25
	Telephone Account	25
	Credit Cards, Savings Accounts Cards or Bank Statements	25
	Medicare Card	25
	Motor Vehicle Registration or Insurance Documents	25

Table 2: Acceptable 100 Point ID Items for Evidence of Identity

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6. Assessment

Completed applications are assessed against the relevant Admission Criteria as outlined in this policy and successful applicants are sent a formal Letter of Offer for a place at Collarts.

7. Letter of Offer

The Letter of Offer is a formal written agreement outlining the contractual arrangements between the student and Collarts that confirms the course of enrolment, duration, campus location, and course-related fees and identifies policies associated with the protection of their rights as a consumer.

Enrolment

Acceptance of Offer

The Letter of Offer requests that applicants carefully read through the document to ensure their personal and intended course of enrolment details are correct and that they understand the conditions of enrolment at Collarts. If the applicants have any questions or concerns, they are encouraged to make contact with the Recruitment Team to clarify before accepting their offer to study.

To formally accept their offered place, applicants are required complete, sign and return the *Agreement Acceptance Declaration* at Section D of the Letter of Offer.

Confirmation of Enrolment

On completion of the enrolment process, the Registrar will issue an Enrolment Confirmation with details of their Orientation Program. The Orientation Program is compulsory for all students to attend. It is held at the commencement of each trimester to welcome all new students and provide them with information to support their transition to tertiary studies.

Course Credit & Recognition of Prior Learning

Applicants from other providers may be eligible for unit exemption in recognition of prior learning from other providers. This could result in course credit via the grade of 'Advanced Standing' (AS).

Recognition of Prior Learning is an assessment process used to determine the extent to which a student has achieved the required learning outcomes of a unit of study. Where course credit is granted, the student is exempt from attending that particular unit in order to complete their qualification. The maximum number of units for which exemption may be granted is 50% of the total credit points for the course.

An '*Application for Course Credit'* can be downloaded from the Enrolment Resources section of the college website. Applications should be submitted at the time of enrolment (or application to study) where possible. Failing this, applications should be lodged with the Office of the Registrar ten days prior to the trimester's Commencement Date, but no later than five working days before the trimester's Census Date.

For more information on how to make an application for course credit in recognition of prior learning, please refer to the college ***Course Credit Policy***.

Deferment

Where a student wishes to defer their enrolment and delay their commencement of study date, the student must lodge an '*Application to Defer the Commencement of Study'* form outlining the reasons for the request. An '*Application to Defer the Commencement of Study'* form can be provided by contacting the Office of the Registrar on 1300 818 777.

For more information on how to make an application to defer, please refer to the college ***Deferral, Suspension or Cancellation of Enrolment Policy***.

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Fees

The indicative tuition fees for each course of study at Collarts can be found at the '*Fees'* tab for the respective course under the FAQs section of the college website.

Students must meet the liability for tuition fees by Census Date each trimester, having either:

a) paid in full all tuition fees upfront
b) paid part of their tuition fees upfront and deferred the balance through FEE-HELP assistance
c) deferred their entire tuition fee liability through FEE-HELP assistance

FEE-HELP Loan Assistance

Domestic students, who do not wish to pay their tuition fees upfront, may have access to the Government FEE-HELP loan assistance plan to pay their fees. FEE-HELP is available to full-time and part-time domestic students enrolled in a course of study in at Collarts.

Students who are, or would be entitled to FEE-HELP assistance have until Census Date to submit a '*FEE-HELP Form'* which can be obtained by contacting the Office of the Registrar on 1300 818 777. The '*FEE-HELP Information Booklet'* and the '*FEE-HELP Student Brochure'* provide additional information and can be downloaded from the college website.

For further information about the FEE-HELP Loan Scheme, please visit the FAQs section of our website.

Fee Refunds

The College fee refund policies outline the grounds by which a student may be eligible for a refund of course tuition fees. However, Collarts may, in its absolute discretion, grant a partial or full refund where they determine there are extenuating or compassionate circumstances. Each student acknowledges and agrees to the terms of the College refund policy when signing the *Student Acceptance* document contained in their Letter of Offer to study at Collarts.

If a student cancels (withdraws) or defers their enrolment they must do so before the relevant Census Date to avoid incurring academic and financial penalty. Refunds will not be made for trimester fees once the Census Date of that trimester has passed, unless there are deemed to be extenuating or compassionate circumstances.

For more information about tuition fee refunds and re-crediting a FEE-HELP balance, please refer to the ***Tuition Fee Refund Policy for Domestic Students*** and the ***Deferral, Suspension and Cancellation of Enrolment Policy***. If you have any questions about tuition fee refunds or deferring your enrolment, please contact the Office of the Registrar on 1300 818 777.

Grievance & Appeals

All students or prospective students seeking to enrol in a course of study at Collarts are entitled to access the grievance procedures set out in the college ***Grievance & Appeals Policy for Non-Academic Matters***, regardless of the campus location, their place of residence or the mode in which they intend to study. The policy establishes the principles and processes by which Collarts will investigate, hear and determine grievances to ensure a fair and equitable outcome with regard for college rules, the TEQSA Threshold Standards 2015, and the *Education Services for Overseas Students (ESOS) Act 2000*.

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Student Profile

Table 3 below gives an indication of the likely peer cohort for new students at Collarts. It provides data on students who commenced undergraduate study and passed the Census Date in the most relevant recent intake period for which data is available, including those admitted through via direct application, all offer rounds through a Tertiary Admissions Centre, across all campuses, and international students studying in Australia.

Student Profile 2019 – Content Creation		
Applicant Background	Number of Students	Percentage of All Students
A. Applicants with Recent Secondary Education		
• Admitted solely on the basis of ATAR	N/A	N/A
• Admitted where both ATAR and additional criteria were considered	N/A	N/A
• Admitted on the basis of other criteria only and ATAR was not a factor	15	2%
B. Applicants with Vocational Education & Training (VET) Study	<5	<5
C. Applicants with Higher Education Study	6	12%
D. Applicants with Work & Life Experience	44	6%
International Students	<5	<5
All Students	66	9%

Table 3: Content Creation Student Profile for 2019 YTD

Notes: "<5" - The number of students is less than 5
N/A - Students not accepted in this category
N/P - Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students

Where to get further information

TEQSA National Register - https://www.teqsa.gov.au/national-register
QILT - https://www.qilt.edu.au/
VTAC - http://www.vtac.edu.au/
Admissions, Grievance & Appeals Information - https://www.collarts.edu.au/faq

Approvals:

Next Policy Review Cycle: December 2019

As part of the college Policy Review Cycle, this policy was approved by the Teaching & Learning Committee at the meeting of 6 December 2016 and ratified by the Academic Board at the meeting of 14 December 2016. Updated 30 August 2017 and 15 October 2019 as part of the Australian Government "Improving the transparency of higher education admissions" Initiative.