

PORTFOLIO ENTRY REQUIREMENTS

COMMUNICATION AND MEDIA

MAKE YOUR STORIES MATTER

Stand out from the crowd with our Communication and Media degrees that provide you with the hands-on skills you need to have a competitive edge within the industry. Whether you want to work in an office setting, in front of the camera or across the globe seeking breaking news, you'll become an expert in creating communication that connects people. Make sure to review the unique requirements for your preferred course before applying for portfolio entry.

ENTRY REQUIREMENTS

COURSE TITLE	SUBMISSION INSTRUCTIONS	DISCIPLINE SPECIFIC COMMENTS
Bachelor of Communication and Media (Marketing Communication)	Please submit a portfolio containing up to 2 brand or communication projects related to Marketing Communications/Advertising: Your portfolio should include evidence of your research collation, identification of problems, creation of ideas and solutions.	
Bachelor of Communication and Media (Sports Media)	Please submit a portfolio containing up to 5 pieces from the following: - Evidence of research-based pieces of writing. - Examples of non-fiction storytelling. - A rationale for the topics chosen: why are these important stories to tell? - A statement about the media's role in sport: the reporting of issues, the portrayal of athletes, the broadcasting of sport. - Your portfolio should demonstrate your interest in sport.	Non-fiction storytelling examples include: Feature stories, profiles, essays, personal experiences, videos, blog posts, photography, podcasts.
Bachelor of Communication and Media (Journalism)	Please submit a portfolio of up to 5 pieces of work as follows: Student journalism pieces, essays, creative writing, videos, blogs, interviews, podcasts etc.	Be sure to include: A rationale for the topics chosen. Why were they important stories to tell? A written statement about the role of journalism in society and current challenges facing journalism.
Bachelor of Communication and Media (Corporate and Public Communication)	Please submit a portfolio of up to 5 pieces of work as follows: Media releases, promotional or advertising materials, websites, videos, news stories, research reports, blogs, creative writing, essays (max one), speeches, multimedia presentations etc.	Be sure to include: A rationale of the audience for each of your pieces and how you tailored this piece of communication to the audience (no more than one-page total).

Find out more at www.canberra.edu.au/portfolio-entry

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