

AQF LEVEL	AQF LEVEL 8 CRITERIA – GRADUATE CERTIFICATE		PROGRAM LEARNING OUTCOMES
<b>PURPOSE</b>	The Graduate Certificate qualifies individuals who apply a body of knowledge in a range of contexts to undertake professional/highly skilled work and as a pathway for further learning.		
<b>KNOWLEDGE</b>	Graduates of a Graduate Certificate will have specialised knowledge within a systematic and coherent body of knowledge that may include the acquisition and application of knowledge and skills in a new or existing discipline or professional area.	Graduates of the Graduate Certificate in Communication will have: <ul style="list-style-type: none"> <li>• knowledge of the history, theory and contexts of the creative industries, public value, visual culture, film, television &amp; media</li> <li>• knowledge of models of public value currently used internationally by organisations to understand, measure and communicate</li> <li>• knowledge of the benefits and problems involved in strategic partnering</li> <li>• knowledge and understanding of the role played by communications practices in influencing and expressing what public value</li> <li>• advanced knowledge leading to a deep understanding of visual languages across various Cultural Industries.</li> </ul>	
<b>SKILLS</b>	Graduates of a Graduate Certificate will have: <ul style="list-style-type: none"> <li>• cognitive skills to review, analyse, consolidate and synthesise knowledge and identify and provide solutions to complex problems</li> <li>• cognitive skills to think critically and to generate and evaluate complex ideas</li> <li>• specialised technical and creative skills in a field of highly skilled and/or professional practice</li> </ul>	Graduates of the Graduate Certificate in Communication will have: <ul style="list-style-type: none"> <li>• cognitive skills necessary for comparing and evaluating different value rationales</li> <li>• cognitive Skills necessary for the application of knowledge to the study of current transformations in visual culture</li> <li>• communication Skills in writing to a professional standard for the creative industries, corporations and the community sector</li> <li>• skills in problem solving</li> <li>• specialised technical and creative skills in semiotic and content analysis.</li> </ul>	

**APPLICATION OF KNOWLEDGE & SKILLS**

<ul style="list-style-type: none"> <li>• communication skills to demonstrate an understanding of theoretical concepts</li> <li>• communication skills to transfer complex knowledge and ideas to a variety of audiences</li> </ul>	
<p>Graduates of a Graduate Certificate will demonstrate the application of knowledge and skills:</p> <ul style="list-style-type: none"> <li>• to make high level, independent judgements in a range of technical or management functions in varied specialised contexts</li> <li>• to initiate, plan, implement and evaluate broad functions within varied specialised technical and/or creative contexts</li> <li>• with responsibility and accountability for personal outputs and all aspects of the work or function of others within broad parameters</li> </ul>	<p>Graduates of the Graduate Certificate in Communication will demonstrate the application of knowledge and skills:</p> <ul style="list-style-type: none"> <li>• to make high level, independent judgements identifying an organisation’s ‘authoring environment’ and the key relations between its constituent parts</li> <li>• with responsibility and accountability for developing indicators of public benefits</li> <li>• to initiate, plan, implement and evaluate broad functions within a public value model for an organisation to improve its internal and external communication processes and foster resilient relationships with its internal and external communication</li> <li>• with responsibility and accountability to map the creation of a project from concept to finished product delivered to an audience in a planned setting.</li> </ul>