

AQF LEVEL	AQF LEVEL 7 CRITERIA – BACHELOR DEGREE		PROGRAM LEARNING OUTCOMES
<b>PURPOSE</b>	The Bachelor Degree qualifies individuals who apply a broad and coherent body of knowledge in a range of contexts to undertake professional work and as a pathway for further learning.		
<b>KNOWLEDGE</b>	Graduates of a Bachelor Degree will have a broad and coherent body of knowledge, with depth in the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.	Graduates of the Bachelor of Communication and Journalism will have a broad and coherent knowledge of theory, methods and practice as well as the critical thinking, civic engagement, global learning, social justice and intercultural knowledge outcomes necessary for the professional communicator.	
<b>SKILLS</b>	Graduates of a Bachelor Degree will have: <ul style="list-style-type: none"> <li>• cognitive skills to review critically, analyse, consolidate and synthesise knowledge</li> <li>• cognitive and technical skills to demonstrate a broad understanding of knowledge with depth in some areas</li> <li>• cognitive and creative skills to exercise critical thinking and judgement in identifying and solving problems with intellectual independence</li> <li>• communication skills to present a clear, coherent and independent exposition of knowledge and ideas</li> </ul>	Graduates of the Bachelor of Communication and Journalism will have: <ul style="list-style-type: none"> <li>• Cognitive skills to question, investigate, and critically analyse society through, media and communication practice</li> <li>• Cognitive, technical and creative skills to investigate, interview, gather information, critique and synthesise knowledge in the context of contemporary media and communication networks</li> <li>• Critical thinking skills to exercise professional judgement grounded in the principles and theories of communication</li> <li>• Technical and creative skills to coherently work with audio, video, text, images and data to communicate with audiences</li> <li>• Reflective skills to consider and work within the legal and ethical frameworks of the professions.</li> </ul>	

**APPLICATION OF  
KNOWLEDGE &  
SKILLS**

Graduates of a Bachelor Degree will demonstrate the application of knowledge and skills:

- with initiative and judgement in planning, problem solving and decision making in professional practice and/or scholarship
- to adapt knowledge and skills in diverse contexts
- with responsibility and accountability for own learning and professional practice and in collaboration with others within broad parameters

Graduates of the Bachelor of Communication and Journalism will demonstrate the application of knowledge and skills in diverse public, professional, creative, entrepreneurial and/or scholarly pathways:

- with critical, ethical, creative and innovative thinking in making decisions to fulfil journalistic and strategic communication purposes
- to work independently and collaboratively to produce effective, genre-specific communications within a wide range of changing contexts as a portfolio professional who demonstrates skills across diverse media
- to construct multi-platform communications drawn from a range of social, political and cultural domains that are audience appropriate, well-constructed and engaging stories
- to produce content within professional norms and effectively incorporate information gathered through appropriate credible primary and secondary sources
- produce appropriate content within ethical, legal and professional frameworks that addresses and works with multiple, nuanced and varied voices and stakeholders
- exercise professional judgement to critique information in the public domain to determine its validity, veracity and accuracy
- to engage with, and articulate, the critical social and environmental issues of our time.