

AQF LEVEL	AQF LEVEL 8 CRITERIA – GRADUATE CERTIFICATE	PROGRAM LEARNING OUTCOMES
PURPOSE	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.	
KNOWLEDGE	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	<p><i>Graduates of the <b>Graduate Certificate in Strategic Communication and Media</b> will demonstrate:</i></p> <ul style="list-style-type: none"> <li>Detailed and deep knowledge of the principles and concepts of communication and media disciplines in professional contexts</li> <li>Critical, creative, and innovative thinking in making decisions within appropriate ethical and legal frameworks to fulfil media and strategic communication purposes</li> <li>Capability to provide advice and input and exercise appropriate judgement to develop relevant communication and media solutions</li> <li>High level, independent judgements responding to fast moving situations where decision-making involves collaborative interactions</li> </ul>
SKILLS	<p>Graduates of a Graduate Certificate will have:</p> <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> <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>	

**APPLICATION OF  
KNOWLEDGE &  
SKILLS**

Graduates of a Graduate Certificate will demonstrate the application of knowledge and skills:

- to make high level, independent judgements in a range of technical or management functions in varied specialised contexts
- to initiate, plan, implement and evaluate broad functions within varied specialised technical and/or creative contexts
- with responsibility and accountability for personal outputs and all aspects of the work or function of others within broad parameters