![UniSC logo]

COURSE OUTLINE

BCI201 Critical Theory and Creative Practice

School: School of Business and Creative Industries

2022 | Semester 1

UniSC Sunshine Coast

BLENDED LEARNING

Most of your course is on campus but you may be able to do some components of this course online.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course introduces you to the various ways that creativity and creative practice can be communicated and understood. Successful completion of this course will provide you with a solid grounding in the major theoretical approaches underpinning creative and communication practice and critical inquiry, including semiotics, narrative theory, post-structuralism and post-modernism, network theory and Capability theory. You will also develop and employ critical and analytical skills that enrich your own and others' creative and communication works.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Asynchronous Online Delivery of Learning Material	1hr	Week 1	13 times
Tutorial/Workshop 1 – Scheduled Workshops (Recorded)	2hrs	Week 1	10 times
Seminar – All Cohort Seminars (Recorded)	2hrs	Week 1	3 times

1.3. Course Topics

- Research and practice paradigms
- Semiology and Semiotic analysis
- Critical theories
- Structuralism, post-structuralism, post-modernism
- Identifying representations in popular creative and communication texts
- Dominant and Residual discourse: Identification and problematisation
- Crafting 'representations', inclusion/exclusion in creative and communication texts
- Praxis
- Theorising and communicating intended meaning in creative and communication texts
- Creative and Communication text grant writing and pitching
- Developing non-traditional research outputs (NTROs)

2. What level is this course?

> 200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

> 12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES MAPPING Completing these tasks successfully will contribute to you becoming...	PROFESSIONAL STANDARD MAPPING * Association to Advance Collegiate Schools of Business
1 Analyse and evaluate creative and communication practices and texts in order to assess their differing social, political, and cultural implications	Knowledgeable	PC1, PC1.1, PC5, PC5.1, PC6.2
2 Identify and apply critical theories in the analysis and production of creative and communication practices and texts	Empowered	PC1, PC1.1, PC2.1, PC3, PC3.1, PC5, PC5.1, PC6, PC6.2
3 Collaborate to design or redesign a communication or creative piece that is inclusive, reflects a diversity of representation and audience, and or employs progressive discourses	Ethical	PC1.3, PC2, PC2.1, PC3, PC4, PC4.1, PC5, PC5.1, PC6, PC6.2
4 Communicate the intended meaning, audience and value of an original or redeveloped creative or communication text	Engaged	PC1.1, PC3, PC3.1, PC4, PC6, PC6.2

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.3	Digital Literacy
PC2	Collaboration
PC2.1	Teamwork
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4	Community Consciousness
PC4.1	Social Responsibility and Sustainability
PC5	Cultural Awareness
PC5.1	Diversity
PC6	Career-ready
PC6.2	Discipline Knowledge

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

CMN101 and CMN107

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative assessment on academic progress will be provided via Q & A and draft sharing/discussion that will occur within workshops and via online scheduled activity sessions, in the weeks leading up to assessment submission deadlines.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	30%	1200 words	Week 5	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative	Individual or Group	40%	Approximately 2-5 minutes (or equivalent)	Week 11	Online Assignment Submission with plagiarism check and in class
All	3	Artefact - Professional, and Written Piece	Individual	30%	2000 characters (including section headings)	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Critical Framing

GOAL:	In this task, you will research and write a critical framing document to demonstrate your understanding of critical theory.	
PRODUCT:	Written Piece	
FORMAT:	You will select a specific critical lens and research to identify and analyse key literature. You will synthesise your analysis to produce a literature and contextual review.	
CRITERIA:	No.	Learning Outcome assessed
	1 Analysing and evaluating cultural contexts of the critical framing	1
	2 Identifying and applying critical theories in the selection and analysis of relevant texts	2
	3 Communicating ideas in appropriate academic structures and language	4

All - Assessment Task 2: Creative response

GOAL:	In this task, will produce a creative artefact in response to your critical framing from assessment 1.
PRODUCT:	Artefact - Creative
FORMAT:	Using the review of literature, methods, and context from assessment 1 you will develop and produce a creative artefact in response to that framing. In the developmental process you will collaborate with peers to refine your ideas. You can work individually or in groups (negotiated with coordinator).

CRITERIA:	No.		Learning Outcome assessed
	1	Collaborating during the development process to refine ideas.	3
	2	Communicating the creative artefact using appropriate techniques	4
	3	Identifying and applying aspects of the critical framework in the creative artefact	2

All - Assessment Task 3: A non-traditional research output (NTRO) statement

GOAL:	In this task, you will write a research statement according to ERAs NTRO guidelines. In this statement you will examine how your creative artefact (assessment 2) relates to the critical framework reviewed in assessment 1.
PRODUCT:	Artefact - Professional, and Written Piece
FORMAT:	You will write a NTRO research statement consisting of 3 sections: research background, research contribution, and research significance. You will also supply any relevant supporting documentation that provides evidence to strengthen your research statement.

CRITERIA:	No.		Learning Outcome assessed
	1	Analysing and evaluating practices to construct research background	1
	2	Communicating research significance	4
	3	Identifying and applying relevant theories, practices, and praxis to outline research contribution	2

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

> There are no required/recommended resources for this course.

8.2. Specific requirements

It is expected that students will use their own electronic devices to assist in their learning and assessment development and submission.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task
10% (of the assessment task's identified value) for the third day
20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task
A result of zero is awarded for an assessment task submitted seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:
- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au