

# BCI304 Creative Engagement

**School:** School of Business and Creative Industries

2024 | Session 4

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.

Online

**ONLINE**

You can do this course without coming onto campus.

Please go to [usc.edu.au](https://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

Creative Engagement is an interdisciplinary course where you will participate in an intensive project working directly with industry and community. This course offers multiple opportunities including presenting new work at a national festival or conference, visiting an international design studio, or travelling to a remote location for fieldwork. You will be guided by experienced academics and industry to develop ideas, communicate processes, deliver professional projects and gain experience in the field. Pre-approval from the course coordinator is required to enrol in Sessions 4 and 8.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Tutorial/Workshop 1</b> – Scheduled workshops.	2hrs	Week 1	2 times
<b>Fieldwork</b> – Minimum of 30 hours of field work/project equivalent	30hrs	Not applicable	Once Only
<b>Learning materials</b> – Interactive online learning activities.	3hrs	Week 1	3 times
<b>ONLINE</b>			
<b>Tutorial/Workshop 1</b> – Scheduled workshops.	2hrs	Week 1	2 times
<b>Fieldwork</b> – Minimum of 30 hours of field work/project equivalent	30hrs	Not applicable	Once Only
<b>Learning materials</b> – Interactive online learning activities.	3hrs	Week 1	3 times

### 1.3. Course Topics

- Project Development
- Design Thinking
- Field Work
- Collaboration
- Interdisciplinary Research
- Industry Engagement

## 2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Apply creative project development, research, project management and interdisciplinary skills	Knowledgeable
2	Communicate knowledge, concepts and creative ideas to various audiences and stakeholders.	Empowered Engaged
3	Recognise and reflect upon local, regional, and global perspectives in approaching creative practices	Creative and critical thinker Engaged Sustainability-focussed
4	Apply design thinking, ethical practice, and inclusive design methods to generate innovative creative projects and original ideas for diverse contexts locally and internationally.	Empowered Ethical Engaged
5	Create design solutions, concepts and outcomes for industry bodies, communities and clients informed by social, cultural, and ecological awareness (including SGDs)	Ethical Engaged Sustainability-focussed
6	Critically evaluate and utilise problem-solving strategies, creativity, and theoretical frameworks to work collaboratively with a team to delivery a major project outcome	Creative and critical thinker Empowered Engaged Sustainability-focussed

## 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

Not applicable

### 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

Students will receive feedback on project proposals and creative concepts in Week 3

## 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	Plan	Individual or Group	20%	1500 words or equivalent (the size of the plan is dependent on the number of team members).	Week 3	Online Assignment Submission with plagiarism check
All	2	Oral	Individual or Group	30%	10-minutes oral presentation	Week 7	To be Negotiated
All	3	Artefact - Creative, and Written Piece	Individual	50%	2000-words and documentation	Week 8	Online Assignment Submission with plagiarism check

### All - Assessment Task 1: Project Plan and Itinerary

<b>GOAL:</b>	Develop a plan and itinerary to assist your team in developing and delivering your creative engagement project								
<b>PRODUCT:</b>	Plan								
<b>FORMAT:</b>	You will develop a project plan that will identify, discuss and negotiate a travel itinerary or project plan designed to deliver a creative project or field experience. The project plan and travel itinerary must include a project overview, reflection of how the experience will enhance and expand your disciplinary knowledge, risk assessment, team profiles, deliverables and a summary of how tasks, itinerary and time will be managed. The plan should be submitted in a written format but the format can be negotiated with the Course Coordinator. Specific task details and description can be found in the Task 1 folder.								
<b>CRITERIA:</b>	<table> <tr> <th>No.</th><th>Learning Outcome assessed</th></tr> <tr> <td>1 Application of creative project development and research</td><td>1 5 6</td></tr> <tr> <td>2 Application of project management skills</td><td>1 6</td></tr> <tr> <td>3 Communication of concepts, plans and proposed project outcomes</td><td>2</td></tr> </table>	No.	Learning Outcome assessed	1 Application of creative project development and research	1 5 6	2 Application of project management skills	1 6	3 Communication of concepts, plans and proposed project outcomes	2
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1 Application of creative project development and research	1 5 6								
2 Application of project management skills	1 6								
3 Communication of concepts, plans and proposed project outcomes	2								

### All - Assessment Task 2: Oral Presentation

<b>GOAL:</b>	You will work with your group to write and deliver a 10 minute oral presentation after returning from your field work or completing your project to reflect on your experiences.
<b>PRODUCT:</b>	Oral
<b>FORMAT:</b>	<p>Oral presentation, audio-visual slides and field documentation.</p> <p>Your oral presentation can include creative artefacts and should involve all group members. Your Canvas submission will include your final slides and supporting audio-visual materials.</p> <p>Across all our Creative Industries undergraduate programs, we are collecting data for assurance of learning purposes. This task is being used for measurement towards our School's Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed is this Task "Community engagement with place and people".</p>

CRITERIA:	No.	Learning Outcome assessed
	1	Communication of project experience and outcomes to various audiences and stakeholders 2
	2	Reflection on local, regional and global perspectives in project outcomes and experiences 3
	3	Application of ethical and inclusive design methods in project delivery and outcomes 4
	4	Application of original creative ideas, processes and outcomes in collaboration with a project team 4 5 6

#### All - Assessment Task 3: Field Report, Creative Artefact and Documentation

GOAL:	Develop a field report and creative artefacts that document personal responses and critical reflections on all field and research experiences during the project.		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	<p>The format of your report and artefacts will depend on your project and must be negotiated with the Course Coordinator.</p> <p>The field report and final creative artefacts will document personal responses and critical reflections on all field and research experiences during the project. The report will describe, engage and reflect on the interdisciplinary research methods and design thinking strategies.</p> <p>The creative artefacts and field report will include 2000-word written response and should also include documentation which could include images, maps, reflective field notes or audio-visual recordings. The report must reference at least three of the (project specific) course readings.</p>		
CRITERIA:	No.		Learning Outcome assessed
	1	Application of creative skills, project management and research	1
	2	Communication of outcomes, knowledge and creative ideas	2
	3	Reflection on local, regional and global perspectives and project context	3
	4	Application of original creative practice and ethical and inclusive design methods	4
	5	Application of design solutions informed by social, cultural and ecological awareness (including SGDs)	5
	6	Application of creative and communication skills in collaboration and effective team work.	2 6

## 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

Not applicable

## 9. How are risks managed in this course?

Risk assessments have been performed for all field activities and low to moderate levels of health and safety risk exists. Moderate risks may include working in an Australian bush setting, working with people, working outside normal office hours for example. 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](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto: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](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto: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](mailto: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](mailto: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](mailto: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](mailto:studentcentral@usc.edu.au)