

CMN103 Introduction to the Creative Industries

School: School of Business and Creative Industries

2024 | Semester 1

UniSC Sunshine Coast
UniSC Moreton Bay

**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 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 Creative Industries, one of the fastest growing, most dynamic and diverse employment sectors. You will be introduced to the range of careers, opportunities and innovative projects in the Creative Industries that will help you to plan your study pathway and your professional interests. You will explore opportunities through an analytical case study, a proposal for a new creative product, and by developing your own digital professional portfolio. This course will provide you with essential skills to kick-start your exciting career in the Creative Industries.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

Careers and opportunities in the Creative Industries
Introduction to Entrepreneurship and Innovation
Project development and management
Funding the Creative Industries
Marketing and promotion of projects and people in the Creative Industries
Digital presences
Critical issues

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first 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	Identify your individual skills, qualities and connections that will help you to become successful in the Creative Industries.	Empowered
2	Plan a creative industries business proposal and deliver a persuasive pitch.	Knowledgeable Creative and critical thinker
3	Present information in a creative and informative manner.	Creative and critical thinker
4	Know how to create a digital profile and/or creative works repository that can be used to showcase your talents and qualities relevant to the creative industries. Know what industries and organisations to which you can pitch your skills and qualities	Knowledgeable Creative and critical thinker Empowered
5	Understand career opportunities and skills required for a sustainable career in the Creative Industries.	Knowledgeable Empowered

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

In Week 3, time in the tutorial will be dedicated to a pre-submission question and answer session, and feedback from the tutor.

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	Report	Individual	20%	800 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Oral and Written Piece	Group	40%	3 minutes per person + 1000 word group assignment in a written, creative proposal format (digital or traditional document)	Week 9	Online Assignment Submission with plagiarism check and in class
All	3	Artefact - Creative, and Written Piece	Individual	40%	Digital profile or portfolio: 1,000 – 1,200 words + other materials Annotated bibliography: 500 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Careers in the Creative Industries Case Study

GOAL:	The purpose of this task is to become familiar with career opportunities, pathways and trends in a Creative Industries discipline that interests you. You will become familiar with the skills and qualities needed to have a sustainable career in the discipline, as well as the opportunities and challenges of working in the Creative Industries.		
PRODUCT:	Report		
FORMAT:	Individually, you will explore a role or occupation in the Creative Industries and you will consider how this role or occupation plays an important part in your discipline. You will research the skills and qualities required in the occupation, and research and analyse career pathways, opportunities and challenges and present your findings as a written report. Students will have the opportunity to receive early feedback in Week 3 Tutorials.		
CRITERIA:	No.		Learning Outcome assessed
	1	An understanding of the personal skills and qualities required to have a career in the Creative Industries	1 5
	2	An understanding of the selected Creative Industries discipline	1 5
	3	An understanding of the opportunities and challenges for careers in the selected Creative Industries discipline	5
	4	The clarity and concision with which information is communicated	3
GENERIC SKILLS:			

All - Assessment Task 2: New product or business presentation

GOAL:	<p>The goal of this task is to develop your ability to plan and present a new product or business idea within the Creative Industries with specific reference to the professional roles involved, project planning, proposed funding models, target audiences, and approaches to marketing. Innovation will inform your product or idea. You will work in an interdisciplinary team to deliver a creative presentation and a written document. You will develop skills in conceptualising products and ideas, project planning, reading the discipline's environment, and in delivering compelling presentations for a target audience.</p> <p>30% of this task is allocated to group work, 10% is allocated to individual contribution.</p>		
PRODUCT:	Oral and Written Piece		
FORMAT:	<p>Working with your group, you will research, plan and present a proposal for a new creative product or creative business idea (enterprise or 'start-up'). Hypothetically, you will present your proposal to an identified venue or local council. Each person in your group will need to present for a total of 3 minutes (one block or multiple blocks of time) followed by a 5 minute question/discussion time. Your presentation may include PowerPoint, videos, audio, props, examples, or live performance. Your presentation should identify a target audience, proposed funding mix, outline a marketing plan, project plan and articulate the innovative creative idea carefully. Your presentation will be supported by a 1000 word group proposal summarising key points from your presentation and a reference list. Groups will be formed in Week 3. Workshops will allow time for group work and tutor guidance. All students will need to meet and work on this assignment outside of workshop times and engage in individual preparation for the task. Further details of this task will be provided on Canvas and during workshops.</p>		
CRITERIA:	No.		Learning Outcome assessed
	1	Strength and validity of the new product or business idea, including suitability of proposed venue or local council	2 4 5
	2	Identification of an appropriate target audience and marketing approaches to appeal to the target audience	2 3 5
	3	Clarity and validity of the project plan including planning, professional roles and funding	1 2
	4	An engaging and convincing presentation using appropriate technology and/or mode	3
	5	Contribution to and collaboration with the group, as supported by the group evaluation sheet	1 2 5
	6	Contribution to whole class discussion	5
GENERIC SKILLS:	Applying technologies		

All - Assessment Task 3: Digital professional profile or portfolio

GOAL:	This task will allow you to develop a digital professional profile or portfolio that will be used to promote your skills and qualities and to showcase the creative work that you make during the remainder of your Creative Industries program. By analysing examples of digital profiles and portfolios from the industry, you will develop an understanding of how to effectively communicate and promote your own creative skills and products according to your discipline, and to communicate to a general and specific audience. This project will provide you with a digital vehicle to connect with and showcase your work to industry professionals and potential employers and collaborators.			
PRODUCT:	Artefact - Creative, and Written Piece			
FORMAT:	Professional/Industry format (digital). Digital profile or portfolio. You will have a choice of creating either a LinkedIn, website or other online repository as appropriate to your discipline. Your digital professional profile or portfolio will present and promote your specific skills, qualities, achievements and creative work. Your digital professional profile or portfolio will be designed to accommodate additional information and work as you progress through your studies. You will target your profile to prospective employers or fellow creatives with whom you wish to collaborate. Your digital profile will be accompanied by an annotated bibliography which identifies other profiles or portfolios that you have referenced, and other supporting material. Further details of this task will be provided on Canvas.			
CRITERIA:	No.	Learning Outcome assessed		
	1	Understanding of the discipline and inclusion of appropriate content		
	2	Effective communication of skills and qualities as appropriate to the discipline		
	3	Appropriate navigability of the digital profile or portfolio		
	4	Appropriate grammar, wording, evidence of proofreading and editing		
	5	Strength of research undertaken regarding comparable digital profiles or portfolios in the discipline		
	6	Annotated bibliography appropriately formatted		
GENERIC SKILLS:	Communication, Problem solving, Organisation, Applying technologies, Information literacy			

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

Online students will need to attend a weekly Zoom workshop via computer or device with a working camera and microphone. This course is not suitable for asynchronous learning.

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

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 may 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 after 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 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.

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.

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