

CMN247 Creative Writing for the Illustrated Book

School: School of Business and Creative Industries

2026 | Trimester 2

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, unless your program has specified a mandatory onsite requirement.

Please go to unisc.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 creative writing practices and theoretical concepts used in writing the illustrated book. From picture books to graphic novels, you will explore aspects of critical reading and writing techniques contributing to the illustrated book genre and compose an illustrated book proposal to industry standards. (Note: You are not required to illustrate.)

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

- Visual/verbal literacies
- Picture books for younger readers
- Picture books for older readers
- Creative non-fiction picture books
- Illustrated prose and experimental illustrated fiction
- Scripting for comics
- Publishing illustrated books

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	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Demonstrate knowledge of narrative techniques and processes involved in the construction of illustrated books	Knowledgeable
2 Analyse illustrated books using scholarly conventions, critical thinking and the application of theory to practice	Creative and critical thinker
3 Create creative writing artefacts in alignment with publishing industry standards of professional presentation and communication	Empowered
4 Demonstrate the ability to create and critically reflect on illustrated books in relation to societal contexts	Creative and critical thinker
5 Create an illustrated book proposal in alignment with publishing industry standards of professional presentation and communication	Knowledgeable

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)

At the commencement of this course students are assumed to have foundational knowledge of and skills in narrative writing practice and its scholarship.

5.5. Microcredential Information

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

Workshops in Weeks 2-6 provide opportunities for tutor feedback on your progress in relation to Task 1. Subsequent weeks include opportunities for tutor feedback on your understanding of illustrated book forms and your approach to Task 2.

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	Artefact - Creative, and Written Piece	Individual	50%	1500 words total, including: Picture book adaptation of up to 500 words. Critical reflection of 1000 words.	Week 6	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative	Individual	50%	Up to 2,500 words.	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Picture Book Adaptation

GOAL:	This task requires you to demonstrate knowledge of fundamental course elements through the adaptation of an existing narrative into picture book form. This adaptation will be accompanied by a critical reflection on how your creative practice relates to critical contexts.																			
PRODUCT:	Artefact - Creative, and Written Piece																			
AUTHORSHIP STATEMENT:																				
FORMAT:	Submission guidelines available in course materials. Presented to industry and academic standards where appropriate. Both task components must be submitted as a single submission.																			
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstrating knowledge of picture book practice through the use of form conventions</td> <td>1</td> </tr> <tr> <td>2</td> <td>Demonstrating knowledge of picture book practice through appropriate content and style for the target audience</td> <td>3</td> </tr> <tr> <td>3</td> <td>Demonstrating the ability to create and critically reflect on picture books in relation to societal contexts</td> <td>4</td> </tr> <tr> <td>4</td> <td>Analysing picture books through critical thinking and the application of theory to practice</td> <td>2</td> </tr> <tr> <td>5</td> <td>Analysing picture books through the use of scholarly/practice-based reference materials</td> <td>2</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Demonstrating knowledge of picture book practice through the use of form conventions	1	2	Demonstrating knowledge of picture book practice through appropriate content and style for the target audience	3	3	Demonstrating the ability to create and critically reflect on picture books in relation to societal contexts	4	4	Analysing picture books through critical thinking and the application of theory to practice	2	5	Analysing picture books through the use of scholarly/practice-based reference materials	2	
No.		Learning Outcome assessed																		
1	Demonstrating knowledge of picture book practice through the use of form conventions	1																		
2	Demonstrating knowledge of picture book practice through appropriate content and style for the target audience	3																		
3	Demonstrating the ability to create and critically reflect on picture books in relation to societal contexts	4																		
4	Analysing picture books through critical thinking and the application of theory to practice	2																		
5	Analysing picture books through the use of scholarly/practice-based reference materials	2																		
GENERIC SKILLS:	Communication, Organisation, Information literacy																			

All - Assessment Task 2: Illustrated Book Pitch and Manuscript

GOAL:	This task requires you to create and edit creative writing projects in alignment with publishing industry expectations and standards, as taught throughout the course.																			
PRODUCT:	Artefact - Creative																			
AUTHORSHIP STATEMENT:																				
FORMAT:	Professional/industry format. Submission guidelines available in course materials.																			
CRITERIA:	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Demonstrating knowledge of illustrated book practice through the use of genre/form conventions</td><td>1</td></tr><tr><td>2</td><td>Demonstrating knowledge of illustrated book practice through appropriate content and style for the target audience</td><td>1</td></tr><tr><td>3</td><td>Demonstrating knowledge of illustrated book practice through the execution of fundamental narrative elements</td><td>1</td></tr><tr><td>4</td><td>Creating artefacts in alignment with publishing industry standards of professional presentation and communication</td><td>3</td></tr><tr><td>5</td><td>Creating an illustrated book proposal in alignment with publishing industry standards of professional presentation and communication</td><td>5</td></tr></tbody></table>	No.		Learning Outcome assessed	1	Demonstrating knowledge of illustrated book practice through the use of genre/form conventions	1	2	Demonstrating knowledge of illustrated book practice through appropriate content and style for the target audience	1	3	Demonstrating knowledge of illustrated book practice through the execution of fundamental narrative elements	1	4	Creating artefacts in alignment with publishing industry standards of professional presentation and communication	3	5	Creating an illustrated book proposal in alignment with publishing industry standards of professional presentation and communication	5	
No.		Learning Outcome assessed																		
1	Demonstrating knowledge of illustrated book practice through the use of genre/form conventions	1																		
2	Demonstrating knowledge of illustrated book practice through appropriate content and style for the target audience	1																		
3	Demonstrating knowledge of illustrated book practice through the execution of fundamental narrative elements	1																		
4	Creating artefacts in alignment with publishing industry standards of professional presentation and communication	3																		
5	Creating an illustrated book proposal in alignment with publishing industry standards of professional presentation and communication	5																		
GENERIC SKILLS:	Communication, Problem solving, Organisation																			

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

Nil

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:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

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 submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

10.4. 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>

10.5. 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.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)