UniSC

COURSE OUTLINE

CMN311 Industry Project 1: Communication, Creativity and Design

School: School of Business and Creative Industries

2025 | 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. |
| 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 is designed to provide you with experience in conducting research through a project within an industry. Your project will be designed cooperatively between you, your academic project supervisor, and the workplace supervisor/client.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Tutorial/Workshop 1 – In-class tutorial	3hrs	Week 1	12 times
ONLINE			
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 1	12 times

1.3. Course Topics

Topics will be specifically determined by the discipline-specific industry partner/client or supervisor. But general topics include:

Project planning:
Scope of project; H & S audit; identifying key stakeholders; designing a communication plan/strategy; aligning project with discipline/field/industry expectations.

Developing an industry-focused project as an emerging communications/creative industries/design professional:
Maintaining professional communication and collaboration with an industry partner/supervisor; Creative thinking and problem solving; Meeting the brief established by one's industry partner/client/supervisor.

Critical reflection on the key events and growth experienced across the project:
Critical reflection on what opportunities you harnessed, challenges you encountered, and problems you solved; Critical engagement with relevant scholarship within your field, and how it informed your practice; Critical reflection on what you learned during the project and if/how you might engage in a similar project in future.

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 On successful completion of this course, you should be able to...	GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1 Research industry requirements and plan participation in a project.	Engaged
2 Demonstrate a coherent and advanced body of knowledge of professional practices and industry expectations within the communication, design and/or creative fields.	Knowledgeable
3 Collaborate and work with others across an identified industry project.	Engaged
4 Reflect on the culture and expectations of the workplace.	Engaged

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

> Completed 192 units

5.2. Co-requisites

> Not applicable

5.3. Anti-requisites

> Not applicable

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

Students should have knowledge and skills across Communication and/or Creative Industries and/or Design appropriate to an industry project.

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

Assessment item 1 will be discussed in Week 2, providing feedback on the approach to the industry project.

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	25%	1000 words	Refer to Format	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Individual	40%	Participation in agreed activities across all weeks	Refer to Format	To Supervisor
All	3	Journal	Individual	35%	2000 words	Refer to Format	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Plan

GOAL:	You will demonstrate professional research and industry engagement practices to develop a project plan.
PRODUCT:	Plan
FORMAT:	Submit: Midway through project - to be negotiated with supervisor. The plan will be submitted in a Word document or industry specific format via Blackboard, using appropriate academic citation where required. The plan may contain headings and should cover the following: A summary of the industry project and the opportunity this presents, A plan for activity based on initial meetings, Anticipated benefits for student and industry partner, A risk assessment of project

CRITERIA:	No.		Learning Outcome assessed
	1	Research industry expectations	1
	2	Clear understanding of how to mitigate against possible risks	1
	3	Engagement with industry – eg. Meeting notes	1
	4	Plan	1
	5	Professional communication	1

GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy

All - Assessment Task 2: Project Performance

GOAL:	You will engage in an industry-focused project at an emerging communications/creative industries/design professional level.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Submit: At the end of the project - negotiated with supervisor. Project performance will be evaluated by the project supervisor. This assessment is made through observation, reporting from the Industry partner and based on conversations with the student, and the successful completion of the nominated project. You will adhere to the discipline specific code of conduct which requires behaviour that is in accordance with professional and industry standards.

CRITERIA:	No.		Learning Outcome assessed
	1	Code of conduct	4
	2	Collaboration with an industry partner	3
	3	Project quality	2
	4	Professional communication	4
	5	Demonstration of industry expectations and practices	2
	6	Professional creative solutions	2

GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies

All - Assessment Task 3: Journal

GOAL:	You will reflect on, and summarise, the key events and growth across the project.
PRODUCT:	Journal
FORMAT:	Submit: At the end of the project - negotiated with supervisor. The reflective journal should be updated across the course, and should highlight key events, activities and opportunities as well as broader theoretical understandings and learning moments from participation with the industry.The journal can be kept using either a chronological approach or by theme (e.g. collaborations, activities, equipment, resourcing etc).The journal will be submitted in a Word document or industry specific format via Blackboard, using appropriate academic citation where required.

CRITERIA:	No.		Learning Outcome assessed
	1	Reflection on the practices within the communications, design and/or creative fields.	4
	2	Examination of the working relationship between the Industry, your client and you.	4
	3	Analysis of your growth as a creative practitioner	4
	4	Reflect on the culture and expectations of the workplace	4
	5	Reflect on the theoretical perspectives applied in this project.	4

GENERIC SKILLS:	Communication, Problem solving, 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

Students may need to work with an industry partner.

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

9. How are risks managed in this course?

Risk assessments have been performed for all field activities and a low level of health and safety risk exists. Some risks concerns may include working in an unknown environment as well as slip and trip hazards. 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 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