COURSE OUTLINE

CMN313 Creativity, Design and Communication Project

School: School of Business and Creative Industries

2026 | Semester 2

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, 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

In this capstone course you will undertake a research and/or industry-based project in collaboration with an interdisciplinary team that showcases your knowledge and command of your discipline. This self-directed project (which must be approved by the course coordinator) will enable you to develop skills of creative project development, research, management, coordination and negotiation. You will demonstrate your disciplinary skills, expertise and creative practice in a collaborative project that represents the culmination of your learning in your program or major.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Tutorial/Workshop 1 – On campus tutorial/workshop for 12 weeks (or equivalent).	3hrs	Week 1	12 times
ONLINE			
Tutorial/Workshop 1 – 3 hours online tutorial via zoom for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

- Project Management
- Collaboration
- Risk Assessments
- Effective Design
- Interdisciplinary Research
- Professional Communication
- Intellectual Property Management
- Commericialisation
- Industry process and partners

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	Apply creative project development, research, project management and interdisciplinary skills.	Empowered
2	Critically evaluate and use design thinking strategies and research to address a problem.	Engaged
3	Communicate knowledge, concepts and creative ideas to various audiences and stakeholders.	Engaged
4	Implement commercialisation strategies through identified industry-facing processes or partnerships	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)

Not applicable

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

Students will receive regular consultancy and feedback on all tasks commencing in Week 1. Group work and collaboration will also be supported through mentoring and modelling.

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	Group	25%	1500 words or equivalent (the size of the plan is dependent on the number of team members).	Week 5	Online Assignment Submission with plagiarism check
All	2	Report	Individual	40%	2500 words or equivalent	Week 13	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative	Group	35%	Scale or length of project to be negotiated with the Course Coordinator.	Week 13	Online Submission

All - Assessment Task 1: Project Plan

GOAL:	You will collaborate with a multidisciplinary team to develop a project plan.You will identify, discuss and negotiate a creative project designed to address an articulated problem, opportunity or gap. Key concepts and practices of ideation, teamwork, self-reflection and creative planning are part of this work.
PRODUCT:	Plan
AUTHORSHIP STATEMENT:	
FORMAT:	The plan must use specific skills and competencies of the team members: Design, Creative Industries, Communication. The project plan must also include a project overview, risk assessment, team profiles, schedule for completion, deliverables and a summary of how tasks and time will be managed. The plan should be submitted in a written format via Blackboard. The format can be negotiated with the Course Coordinator. Specific task details and description can be found on Blackboard in the Task 1 folder.
CRITERIA:	**No.** — **Learning Outcome assessed** 1 — Critical evaluation of a problem or opportunity in an identified market, practice, sector or community. — 2 2 — Applying high-level industry-facing communication in a realisable proposed project and associated schedule — 1 3 — Evaluation of the theoretical and discipline specific skills needed to plan for and deliver a project — 2 4 — Critical Communication and role delegation of roles as per the project management strategy — 3
GENERIC SKILLS:	

All - Assessment Task 2: Project Portfolio and Report

GOAL:	The Creativity, Design and Communication Project is a major complex group task and you are personally responsible for the success of your collaborative project. This task requires you to document, record and evidence your own work and contributions to the project. The goal of this task is to demonstrate ethical project management, collaboration and input.
PRODUCT:	Report
AUTHORSHIP STATEMENT:	
FORMAT:	The project portfolio and report may take different forms and may use various media to document creative contributions. You may also use project management software, charts, graphs or any other relevant format/tools negotiated with your Course Coordinator.
CRITERIA:	

No.		Learning Outcome assessed
1	Critical evaluation of your individual contribution	2
2	Implementation of planning and time management.	4
3	Communication and reflection on project experiences and application of disciplinary knowledge and skills to the project	3
4	Critical evaluation of how creative problem solving has been utilised	2
5	Application of disciplinary skills and professional communication	1

GENERIC SKILLS:	

All - Assessment Task 3: Creative artefact

GOAL:	The goal of this task is to present your final project outcome and demonstrate discipline specific expertise.
PRODUCT:	Artefact - Creative
AUTHORSHIP STATEMENT:	
FORMAT:	The format of your presentation/portfolio will depend on your project and must be negotiated with the Course Coordinator. As a group, or individually, you will present or exhibit your project's final outcome to a designated audience. You will use relevant professional presentation tools and should demonstrate effective communication.
CRITERIA:	

No.		Learning Outcome assessed
1	Application of discipline specific skills to develop an effective project that addresses a problem or opportunity	1
2	Communication of industry knowledge attainment during the project	3
3	Critical and creative evaluation, thinking, communication and practice	2
4	Implementation and execution of relevant and appropriate project/exhibition/presentation	4
5	Implementation and engagement of exhibition/presentation audiences	4

GENERIC SKILLS:	

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

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. 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

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