



## COURSE OUTLINE

# BCI304 Creative Engagement

**Course Coordinator:** Kellie O'Dempsey (kodempsey@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Semester 1

USC Sunshine Coast  
USC 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 the USC website 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 streams and opportunities which could involve presenting new work at a national festival or conference, visiting an international design studio or travelling to a remote location for immersive field work. You will be guided by experienced academics and industry to workshop your ideas, communicate your process, deliver professional projects and gain critical experience in the field.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Asynchronous online interactive learning materials.	1hr	Week 1	13 times
<b>Tutorial/Workshop 1</b> – Synchronous and scheduled face to face workshops.	2hrs	Week 1	10 times
<b>Seminar</b> – Synchronous, face to face seminars (Recorded).	1hr	Week 1	3 times
<b>Information session</b> – Synchronous online Task Information Sessions (Recorded/ All cohort/ Shared with Online).	1hr	Week 4	3 times
<b>ONLINE</b>			
<b>Learning materials</b> – Asynchronous, online interactive learning materials.	1hr	Week 1	13 times
<b>Tutorial/Workshop 1</b> – Synchronous and scheduled online workshops.	2hrs	Week 1	10 times
<b>Seminar</b> – The recorded version of the Blended Mode seminars or Synchronous Online Seminars (Recorded) depending on the size of the online cohort.	1hr	Week 1	3 times
<b>Information session</b> – Synchronous online Task Information Sessions (Recorded/ All cohort/ Shared with Blended).	1hr	Week 4	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. Am I eligible to enrol in this course?

Refer to the [USC 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 4	Online Assignment Submission with plagiarism check
All	2	Oral	Individual or Group	40%	10-minutes oral presentation	Week 13	To be Negotiated
All	3	Report	Individual	40%	2000-words and documentation	Week 13	Online Assignment Submission with plagiarism check

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

<b>GOAL:</b>	You will develop a project plan that will identify, discuss and negotiate a travel itinerary 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, travel 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>PRODUCT:</b>	Plan		
<b>FORMAT:</b>	n/a		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Application of creative project development and research	1
	2	Application of project management skills	1
	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 travels to reflect on your experiences. The oral presentation will be developed in response to an interdisciplinary question that will be selected during the intensive. Oral presentations can include creative artefacts and should involve all group members and be accompanied by slides and audio-visual materials.
<b>PRODUCT:</b>	Oral
<b>FORMAT:</b>	Oral presentation, audio-visual slides and field documentation

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 4

### All - Assessment Task 3: Field Report and Documentation

<b>GOAL:</b>	The field report will document personal responses, group tasks and critical reflections on all workshops and research experiences during the project. The report will describe, engage and reflect on the interdisciplinary research methods and design thinking strategies.  The 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.										
<b>PRODUCT:</b>	Report										
<b>FORMAT:</b>	The format of your report will depend on your project and must be negotiated with the Course Coordinator.										
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Application of creative skills, project management and research 1</td> </tr> <tr> <td>2</td> <td>Communication of outcomes, knowledge and creative ideas 2</td> </tr> <tr> <td>3</td> <td>Reflection on local, regional and global perspectives and project context 3</td> </tr> <tr> <td>4</td> <td>Application of original creative practice and ethical and inclusive design methods 4</td> </tr> </tbody> </table>	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
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										

## 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. Directed study hours may vary by location. 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. SafeUSC

USC 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 SafeUSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUSC 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
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.9. Student Charter

USC 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:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC 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)