USC

COURSE OUTLINE

CMN103 Introduction to the Creative Industries

Course Coordinator: Karen Hands (khands1@usc.edu.au) **School:** School of Business and Creative Industries

2021	Semester 1

USC Sunshine Coast USC Moreton Bay	ON CAMPUS	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE 1	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

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 to develop your professional interests. You will be introduced to the concepts of entrepreneurship, project development and promotion, which you will explore through an analytical case study, a proposal for a new product or business idea, and by developing your own digital professional profile or portfolio. This course will provide you with essential skills and knowledge to kick-start your exciting and sustainable career in the Creative Industries.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Tutorial/Workshop – On campus tutorial/workshop for 12 weeks (or equivalent).	2hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

Careers and opportunities in the Creative Industries

Introduction to Entrepreneurship and Innovation

Project development and mangement

Funding the Creative Industries

Marketing and promotion of projects and people in the Creative Industries

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 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

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%	5 minutes per person + 1–2 pages	Week 10	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 12	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. Further details of this task will be provided on Blackboard and in tutorials.

CRITERIA:	No.		Learning Outcome assessed
	1	An understanding of the personal skills and qualities required to have a career in the Creative Industries	
	2	An understanding of the selected Creative Industries discipline	
	3	An understanding of the opportunities and challenges for careers in the selected Creative Industries discipline	
	4	The clarity and concision with which information is communicated	
	5	Assessment criteria are mapped to the course learning outcomes	① ② ③ ④ ⑤

All - Assessment Task 2: New product or business presentation

GOAL:	The goal of this task is to develop your ability to plan and present a new product or business idea within the Creative Industries. You will work in a 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.
PRODUCT:	Oral and Written Piece
FORMAT:	Working with your group, you will research, plan and present a persuasive proposal for a new product or business idea (enterprise or 'start-up').You will present your proposal to a hypothetical partner or funder. Each person in your group will need to present for a total of 5 minutes (one block or multiple blocks of time) followed by a 10 minute question/discussion time.Your presentation may include PowerPoint, videos, audio, props, examples, or live performance. Your presentation should identify target audience for the product or business idea, discuss ways that your idea or business will appeal to an audience or customer, and outline a project plan. Your presentation will be supported by a one - two page summary of key points and a bibliography. Groups will be allocated in Week 3. On campus tutorials will allow time for some group work and tutor guidance. Online students will receive tutor guidance. All students will need to meet and work on this assignment outside of tutorial times and engage in individual preparation for the task. Further details of this task will be provided on Blackboard and during tutorials.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Strength and validity of the new product or business idea	
	2	Identification of an appropriate target audience and an understanding of how to appeal to the target audience	
	3	Clarity and validity of the project plan	
	4	A clear understanding of who the presentation is being presented to and 'the ask'	
	5	An engaging and convincing presentation using appropriate technology and/or mode	
	6	Contribution to and collaboration with the group, as supported by the group evaluation sheet	
	7	Contribution to whole class discussion	

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 Blackboard.

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	

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 Blackboard 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?

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 Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

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. 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.

10.5. 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.

10.6. 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.

10.7. 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: http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.8. 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