



Follow your  
**passion**  
in the creative industries

## Bachelor of Creative Industries

Creative Industries is one of the fastest growing, most dynamic and diverse employment sectors. This program allows you to tailor your studies to suit your interests and abilities, providing you with a range of skills and employment choices in the expanding creative industries sector and beyond.

Upon completion, you'll have strong creative and technical skills, an entrepreneurial mindset, and a professional portfolio that showcases your diverse creative practice.

In this program you will:

- Develop specialist creative and technical skills in design, media, arts, and communication as well as entrepreneurial capacity.
- Choose from and combine a wide range of study areas including theatre and performance, creative writing and publishing, screen media, music, interactive media, digital culture, creative and interactive advertising, marketing, social media, and game design.
- Gain practical experience and develop connections with local, national and international professional practitioners.
- Undertake industry and research projects that will refine and showcase your knowledge and skills in the creative industries.

Choose to study abroad at one of USC's 70+ partner institutions worldwide through our Study Overseas program.

### Majors/Minors

#### Sunshine Coast

Majors: Creative Writing and Publishing; Digital Culture; Game Design; Interactive Media; Journalism; Music; Screen Media; Social Media; Theatre and Performance; Visual Communication;

Minors: Creative and Interactive Advertising; Creative Writing and Publishing; Digital Culture; Fashion Studies; Game Art and Animation; Game Design; Game Programming; Interactive Media; Journalism; Music; Photographic Practice; Screen Media; Social Media; Strategic Global Communication; Theatre and Performance; Visual Communication;

#### Moreton Bay

Majors: Creative Writing and Publishing; Game Design; Interactive Media; Journalism; Screen Media; Social Media; Visual Communication;

Minors: Creative and Interactive Advertising; Creative Writing and Publishing; Game Art and Animation; Game Design; Game Programming; Interactive Media; Journalism; Screen Media; Social Media; Strategic Global Communication; Visual Communication;

### Online

Majors: Creative Writing and Publishing; Digital Culture; Game Design; Interactive Media; Journalism; Screen Media; Social Media; Visual Communication;

Minors: Creative and Interactive Advertising; Creative Writing and Publishing; Digital

### MORE INFORMATION

Contact the International Office  
[study@usc.edu.au](mailto:study@usc.edu.au)  
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[usc.edu.au/ar338](http://usc.edu.au/ar338) | CRICOS code: 080099K

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 1 December 2021  
Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).



Rise, and shine.

Culture; Fashion Studies; Game Art and Animation; Game Design;  
Game Programming; Interactive Media; Journalism; Photographic  
Practice; Screen Media; Social Media; Strategic Global Communication;  
Visual Communication;

#### Career opportunities:

- Creative entrepreneur
- Performance creator
- Screen media professional
- Writer/publisher
- Creative director
- Music industry professional
- Theatre practitioner/actor
- Entertainment industry professional

## PROGRAM STRUCTURE

### Introductory courses (6) 72 units

- CMN103** Introduction to the Creative Industries
- CMN104** Introduction to Screen and Media Industries
- CMN105** Creative Production
- CMN116** Playing with Words: an Introduction to Creative Writing Craft
- DRA102** Exploring Twentieth Century Theatre
- MUS102** Performance 1

### Graduate course (1) 12 units

- TSM315** Running Meetings, Incentives, Conventions and Exhibitions (M.I.C.E) industry events

### PLUS select 1 course (1) 12 units from:

- BCI302** Work Integrated Learning Project
- BCI303** Work Integrated Learning Placement

Plus select 16 courses (192 units) towards 1 required major plus 1 major from the specified list; or 1 required major plus 2 minors:

#### Required Major

Select 1 required major from:

- Creative Writing and Publishing
- Music<sup>^</sup>
- Screen Media
- Theatre and Performance<sup>^</sup>

#### Majors

- Creative Writing and Publishing
- Digital Culture<sup>^</sup>
- Game Design
- Interactive Media
- Journalism
- Music<sup>^</sup>
- Screen Media
- Social Media
- Theatre and Performance<sup>^</sup>
- Visual Communication

#### Minors

- Creative and Interactive Advertising
- Creative Writing and Publishing
- Digital Culture<sup>^</sup>
- Fashion Studies<sup>^</sup>
- Game Art and Animation
- Game Design
- Game Programming
- Interactive Media
- Journalism
- Music<sup>^</sup>
- Photographic Practice<sup>^</sup>
- Screen Media
- Social Media
- Strategic Global Communication
- Theatre and Performance<sup>^</sup>
- Visual Communication

<sup>^</sup>Not currently available at Moreton Bay campus.

## Elective courses

Select up to a total of 12 to 48 units from the undergraduate elective course options. The number of electives will vary depending on the majors chosen.

Note: Program structures are subject to change. Not all USC courses are available on every USC campus.