

# COMM 1036 INTRODUCTION TO THE CREATIVE INDUSTRIES

**Credit Points** 10

**Legacy Code** 102836

**Coordinator** Rachel Morley ([https://directory.westernsydney.edu.au/search/name/Rachel Morley/](https://directory.westernsydney.edu.au/search/name/Rachel%20Morley/))

**Description** Careers in the Creative Industries are on the rise. They're innovation-led, mobile, global and adaptable. In the short-term success can be a matter of luck but a long-term career requires tactics, talent, and savvy business acumen. In this hands-on subject we'll introduce you to some of the key opportunities in the Creative Industries in fields as diverse as Communication, Media, Music, Design, Writing and associated aspects of Intellectual Property Law and Entrepreneurship. We'll look at the Creative Industries from historical and contemporary perspectives, and hear from industry contributors working in the field right now. You'll be introduced to 'future of work' skillsets, including entrepreneurship, leadership, collaboration and communication capabilities, and you'll learn how to situate your own creative knowledge within them. Available to students from all disciplines, this subject will suit you if you're passionate about taking your creative career to the next level.

**School** Humanities & Comm Arts

**Discipline** Communication and Media Studies, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Define the Creative Industries using national and international examples.
2. Identify and recognise their field of study within the Creative Industries.
3. Apply research skills to investigate and communicate the career trajectory of a Creative Industries professional.
4. Communicate at an introductory level the relationship between creativity, commerce and law; and the social, economic, technological and workplace practices that typify the Creative Industries.
5. Describe at an introductory level key strategies and methodologies that inform creative research, development, production and circulation in the context of the Creative Industries.

## Subject Content

**Module 1 ? Creative Industries: An Introduction**

-this module provides A broad Overview of The Creative industries from A national and Global perspective. It introduces dynamic contexts Core to The Creative industries through An exploration of The relationship between different Creative practices and kn

**Module 2 ? Industry Talks: Putting Creativity to Work**

- This module surveys some of the diverse fields that make up the Creative Industries, focusing on the relationship between creativity and commerce in different sectors; evolving work practices and cultures; cross-sector collaborations; and the critical i  
Module 3 ? The Big 4: The Production and Circulation of Creative Products

- In preparation for the Level 2 and 3 core Creative Teams units this module explores how ideas become ?creative products?f through an introduction to the people, processes and activities involved in the development, production and circulation of those pro

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Quiz	2 multiple choice quizzes (10 questions per quiz @ 1 mark each). End of Module 1 and end of Module 3.	20	N	Individual
Report	1250 words	25	N	Individual
Professional Task	3 minutes (G) + 500-word statement (I)	20	N	Group/Individual
Case Study	1,500 words	35	N	Individual

Teaching Periods

## Autumn (2022)

**Online**

**Online**

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM1036\\_22-AUT\\_ON\\_0#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1036_22-AUT_ON_0#subjects))

## Parramatta - Victoria Rd

**Day**

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## Autumn (2023)

**Online**

**Online**

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## **Parramatta - Victoria Rd**

### **On-site**

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