

BACHELOR OF ARTS/ BACHELOR OF CREATIVE INDUSTRIES (1842)

Approved Abbreviation: BA/BCrInd
Western Sydney University Program Code: 1842

CRICOS Code: 095720D

This program applies to students who commenced in 2021 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

For Commencement Year 2017 - 2020 - please refer to: 1842.1 Bachelor of Arts/Bachelor of Creative Industries (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1842.1>)

Arts graduates who previously would have planned a career in fields such as publishing or curating now face a future where they will be required to continuously adapt and reapply their skills to changing work environments. This double degree brings together the existing Arts program with studies in emerging creative industries, allowing students who are interested in pursuing careers which require the diverse skill set of Arts graduates to also engage with new paradigms of creative and cultural production, developing skills in entrepreneurship and working in collaborative projects with creative industries in Greater Western Sydney (GWS).

Students in this double degree also have the opportunity to complete a semester of study overseas and receive advanced standing towards their BA majors and minors subject to Western Sydney University limits on advanced standing. Students are encouraged to do so but must discuss this with a BA program advisor first.

- Director of Academic Program - Dr Charles Barbour

Study Mode

Four years full-time or eight years part-time.

Program Advice

enquiriesHCA@westernsydney.edu.au

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/future/>) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

Location

| Campus | Attendance | Mode | Advice |
|-----------------------------------|------------|----------|-----------|
| Parramatta Campus - Victoria Road | Full Time | Internal | See above |
| Parramatta Campus - Victoria Road | Part Time | Internal | See above |

Accreditation

The Bachelor of Creative Industries is accredited by professional organisations including the Public Relations Institute of Australia (PRIA) and the Media Foundation of Australia (MFA).

Work Integrated Learning

Western Sydney University seeks to enhance student learning experiences by enabling students to engage in the culture, expectations and practices of their profession or discipline. This program includes a placement or other community-based unpaid practical experience.

There is a mandatory work component required for completion of this program. Please contact the Program Advisor listed above for information.

International students should also refer to the link below for more information and a link to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Work Integrated Learning (WIL) for international students (https://www.westernsydney.edu.au/currentstudents/current_students/services_and_facilities/international_student_support/working_in_australia/work_integrated_learning/)

Admission

Students are admitted on the basis of their ATAR score.

Assumed knowledge: two units of HSC English.

Recommended studies: HSC English Standard, or equivalent.

Applicants wishing to pursue a major in Music will be selected by one of three methods:

1. Attain an HSC Music result in band 4 or above. No audition is required.
2. Hold the following AMEB or equivalent (e.g. Trinity College) qualification:
 - a. PASS standard (minimum) of 6th Grade Performance (instrument or voice) AND
 - b. PASS standard (minimum) of 4th Grade musicianship and/or theory.
 No audition is required.
3. Attend an audition in person as a performer and/or composer. Applicants applying as a composer will need to bring recordings and/or scores of original compositions to the audition. After applying to UAC or Directly to Western applicants are required to book an audition online.

Online audition booking system (<https://admissions.westernsydney.edu.au/>)

If not auditioning, applicants wishing to pursue a Music major will need to upload their supporting documentation (e.g. AMEB certificates demonstrating level of achievement in performance and musicianship and/or music theory).

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the

UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

International students currently completing an Australian Year 12 in or outside Australia, an International Baccalaureate in Australia or a New Zealand National Certificate of Educational Achievement (NCEA) level 3 must apply via UAC International.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

Program Structure

Qualification for this award requires the successful completion of 320 credit points including the subjects listed in the recommended sequence below.

Students must complete

- 120 credit points Arts and Creative Industries Core subjects (40 credit points Arts Core/80 credit points Creative Industries Core)
- 80 credit point Creative Industries Major
- 80 credit point Arts Major
- 40 credit point Arts Minor

Arts and Creative Industries Core Subjects

| Subject | Title | Credit Points |
|---|--|---------------|
| Arts Core Subjects | | |
| HUMN 1052 | Australian Politics and Active Citizenship | 10 |
| HUMN 1053 | Diversity, Language and Culture | 10 |
| LANG 1029 | Foundations of Academic English | 10 |
| LANG 1030 | Thinking Critically About Texts and Society | 10 |
| Creative Industries Core Subjects | | |
| COMM 1036 | Introduction to the Creative Industries | 10 |
| BUSM 1008 | Enterprise Leadership | 10 |
| BUSM 1010 | Financing Enterprises | 10 |
| BUSM 1006 | Enterprise Innovation and Markets | 10 |
| COMM 3011 | Creative TEAMS 1 | 10 |
| COMM 3012 | Creative TEAMS 2 | 10 |
| COMM 3010 | Creative Industries Professional Project or Internship | 10 |
| One Creative Industries Introduction to Major Subject from the list below | | 10 |
| Total Credit Points | | 120 |

Arts Majors

Students cannot undertake an Arts Major in the same subject area as their Arts Minor for this double degree.

The Bachelor of Arts major to be selected from the list below:

Note: Not all majors are available on all campuses

- Anthropology, Major (0002) (<https://hbook.westernsydney.edu.au/majors-minors/anthropology-major/>)
- Arabic, Major (0003) (<https://hbook.westernsydney.edu.au/majors-minors/arabic-major/>)
- Childhood Studies, Major (0330) (<https://hbook.westernsydney.edu.au/majors-minors/childhood-studies-major/>)
- Chinese, Major (0004) (<https://hbook.westernsydney.edu.au/majors-minors/chinese-major/>)
- Creative Writing, Major (0005) (<https://hbook.westernsydney.edu.au/majors-minors/creative-writing-major/>)
- Criminology and Criminal Justice, Major (0006) (<https://hbook.westernsydney.edu.au/majors-minors/criminology-criminal-justice-major/>)
- Culture and Society, Major (0264) (<https://hbook.westernsydney.edu.au/majors-minors/culture-society-major/>)
- Drama, Major (0380) (<https://hbook.westernsydney.edu.au/majors-minors/drama-major/>)
- Economy and Markets, Major (0008) (<https://hbook.westernsydney.edu.au/majors-minors/economy-markets-major/>)
- English, Major (0009) (<https://hbook.westernsydney.edu.au/majors-minors/english-major/>)
- Geography and Urban Studies, Major (0010) (<https://hbook.westernsydney.edu.au/majors-minors/geography-urban-studies-major/>)
- Global Business, Major (0011) (<https://hbook.westernsydney.edu.au/majors-minors/global-business-major/>)
- Heritage and Tourism, Major (0012) (<https://hbook.westernsydney.edu.au/majors-minors/heritage-tourism-major/>)
- History and Political Thought, Major (0013) (<https://hbook.westernsydney.edu.au/majors-minors/history-political-thought-major/>)
- Indigenous Australian Studies, Major (0015) (<https://hbook.westernsydney.edu.au/majors-minors/indigenous-australian-studies-major/>)
- Indonesian, Major (0309) (<https://hbook.westernsydney.edu.au/majors-minors/indonesian-major/>)
- Innovation and Change, Major (0017) (<https://hbook.westernsydney.edu.au/majors-minors/innovation-change-major/>)
- International English, Major (0018) (<https://hbook.westernsydney.edu.au/majors-minors/international-english-major/>)
- International Relations and Asian Studies, Major (0019) (<https://hbook.westernsydney.edu.au/majors-minors/international-relations-asian-studies-major/>)
- Islamic Studies, Major (0020) (<https://hbook.westernsydney.edu.au/majors-minors/islamic-studies-major/>)
- Japanese, Major (0021) (<https://hbook.westernsydney.edu.au/majors-minors/japanese-major/>)
- Linguistics, Major (0022) (<https://hbook.westernsydney.edu.au/majors-minors/linguistics-major/>)
- Music Performance, Major (0023) (<https://hbook.westernsydney.edu.au/majors-minors/music-performance-major/>)
- Musicology, Major (0025) (<https://hbook.westernsydney.edu.au/majors-minors/musicology-major/>)

Organisations and Work, Major (0026) (<https://hbook.westernsydney.edu.au/majors-minors/organisations-work-major/>)

Peace and Development Studies, Major (0027) (<https://hbook.westernsydney.edu.au/majors-minors/peace-development-studies-major/>)

Philosophy, Major (0028) (<https://hbook.westernsydney.edu.au/majors-minors/philosophy-major/>)

Psychological Studies, Major (0029) (<https://hbook.westernsydney.edu.au/majors-minors/psychological-studies-major/>)

Sociology, Major (0030) (<https://hbook.westernsydney.edu.au/majors-minors/sociology-major/>)

Creative Industries Majors

Note: Several fields of study are available in both the Bachelor of Arts and Bachelor of Creative Industries major pools; whilst students must select 2 different majors for this double degree, the program has been structured so that, after selecting the Bachelor of Arts major, students may choose to also undertake another of the Arts majors in the Creative Industries should they wish to (0009 English, 0005 Creative Writing, 0264 Cultural and Society or 0070 Digital Cultures). Students completing another Arts major for the Creative Industries component must complete the corresponding Introduction to Major subject in their first year.

The Bachelor of Creative Industries major to be selected from the list below:

Note: Not all majors are available on all campuses

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/majors-minors/advertising-major/>)

Creative Writing, Major (0005) (<https://hbook.westernsydney.edu.au/majors-minors/creative-writing-major/>)

Culture and Society, Major (0264) (<https://hbook.westernsydney.edu.au/majors-minors/culture-society-major/>)

Digital Cultures, Major (0070) (<https://hbook.westernsydney.edu.au/majors-minors/digital-cultures-major/>)

Drama, Major (0380) (<https://hbook.westernsydney.edu.au/majors-minors/drama-major/>)

English, Major (0009) (<https://hbook.westernsydney.edu.au/majors-minors/english-major/>)

Enterprise Innovation, Major (0078) (<https://hbook.westernsydney.edu.au/majors-minors/enterprise-innovation-major/>)

Festival and Event Management, Major (0306) (<https://hbook.westernsydney.edu.au/majors-minors/festival-event-management-major/>)

Graphic Design, Major (0073) (<https://hbook.westernsydney.edu.au/majors-minors/graphic-design-major/>)

Journalism, Major (0069) (<https://hbook.westernsydney.edu.au/majors-minors/journalism-major/>)

Law and the Creative Industries, Major (0072) (<https://hbook.westernsydney.edu.au/majors-minors/law-creative-industries-major/>)

Music, Major (0209) (<https://hbook.westernsydney.edu.au/majors-minors/music-major/>)

Public Relations, Major (0160) (<https://hbook.westernsydney.edu.au/majors-minors/public-relations-major/>)

Screen Media, Major (0268) (<https://hbook.westernsydney.edu.au/majors-minors/screen-media-major/>)

Important Note

There are also several Arts / Creative Industries majors which share multiple common subjects, and as such these majors are incompatible and cannot both be undertaken in this double degree program. Students may select one of the following majors, but not both:

0025 (<https://hbook.westernsydney.edu.au/majors-minors/musicology-major/>) Musicology or 0209 (<https://hbook.westernsydney.edu.au/majors-minors/music-major/>) Music

0023 (<https://hbook.westernsydney.edu.au/majors-minors/music-performance-major/>) Music Performance or 0209 (<https://hbook.westernsydney.edu.au/majors-minors/music-major/>) Music

0017 (<https://hbook.westernsydney.edu.au/majors-minors/innovation-change-major/>) Innovation and Change or 0078 (<https://hbook.westernsydney.edu.au/majors-minors/enterprise-innovation-major/>) Enterprise Innovation

Arts Minors

Students cannot undertake an Arts Minor in the same subject area as their Arts Major for this double degree.

The Bachelor of Arts minor to be selected from the list below:

Note: Not all minors are available on all campuses

Arabic, Minor (0003) (<https://hbook.westernsydney.edu.au/majors-minors/arabic-minor/>)

Childhood Studies, Minor (0330) (<https://hbook.westernsydney.edu.au/majors-minors/childhood-studies-minor/>)

Chinese, Minor (0004) (<https://hbook.westernsydney.edu.au/majors-minors/chinese-minor/>)

Creative Writing, Minor (0005) (<https://hbook.westernsydney.edu.au/majors-minors/creative-writing-minor/>)

Culture and Society, Minor (0264) (<https://hbook.westernsydney.edu.au/majors-minors/culture-society-minor/>)

Drama, Minor (0380) (<https://hbook.westernsydney.edu.au/majors-minors/drama-minor/>)

English, Minor (0009) (<https://hbook.westernsydney.edu.au/majors-minors/english-minor/>)

History and Political Thought, Minor (0013) (<https://hbook.westernsydney.edu.au/majors-minors/history-political-thought-minor/>)

Immersion Language, Minor (0014) (<https://hbook.westernsydney.edu.au/majors-minors/immersion-language-minor/>)

Indigenous Australian Studies, Minor (0015) (<https://hbook.westernsydney.edu.au/majors-minors/indigenous-australian-studies-minor/>)

Indonesian, Minor (0309) (<https://hbook.westernsydney.edu.au/majors-minors/indonesian-minor/>)

International English, Minor (0018) (<https://hbook.westernsydney.edu.au/majors-minors/international-english-minor/>)

International Relations and Asian Studies, Minor (0019) (<https://hbook.westernsydney.edu.au/majors-minors/international-relations-asian-studies-minor/>)

Islamic Studies, Minor (0020) (<https://hbook.westernsydney.edu.au/majors-minors/islamic-studies-minor/>)

Japanese, Minor (0021) (<https://hbook.westernsydney.edu.au/majors-minors/japanese-minor/>)

Linguistics, Minor (0022) (<https://hbook.westernsydney.edu.au/majors-minors/linguistics-minor/>)

Music Performance Studies, Minor (0024) (<https://hbook.westernsydney.edu.au/majors-minors/music-performance-studies-minor/>)

Musicology, Minor (0025) (<https://hbook.westernsydney.edu.au/majors-minors/musicology-minor/>)

Philosophy, Minor (0028) (<https://hbook.westernsydney.edu.au/majors-minors/philosophy-minor/>)

Psychological Studies, Minor (0029) (<https://hbook.westernsydney.edu.au/majors-minors/psychological-studies-minor/>)

Introduction to Major Subject Pool

Some majors require the successful completion of an introductory subject prior to commencing studies in the major. Depending on the major chosen students select one of the following subjects or, where no introductory subject is required, students should select an elective subject. Students should consult their Academic Program Advisor for advice on appropriate elective subjects.

| Subject | Title | Credit Points |
|----------------------------|--|---------------|
| Select one of following: | | 10 |
| MKTG 1001 | Advertising: An Introduction | |
| COMM 1010 | Creative Writing: The Imaginative Life | |
| HUMN 1066 | Introduction to Culture and Society | |
| LANG 1015 | Introduction to Literary Studies | |
| BUSM 1026 | Organisational Behaviour | |
| DESN 1011 | Image Design | |
| DESN 1021 | Web and Time-based Design | |
| COMM 1018 | News and Media Today | |
| LAWS 1003 | Fundamentals of Australian Law | |
| PERF 1014 | Music Production | |
| MKTG 1009 | Public Relations Theory and Practice | |
| COMM 1039 | Introduction to Screen Media | |
| Total Credit Points | | 10 |

Equivalent Subjects

The subject listed below counts towards completion of the Introduction to Major Pool Subject for students who passed this subject in 2021 or earlier.

HUMN 1017 - Everyday Life, replaced by HUMN 1066 (<https://hbook.westernsydney.edu.au/search/?P=HUMN%201066>) Introduction to Culture and Society

Recommended Sequence

Recommended sequence subject to variation based on the students nominated Creative Industries major.

Full-time star-year intake

| Course | Title | Credit Points |
|--|---|---------------|
| Year 1 | | |
| Autumn session | | |
| LANG 1029 | Foundations of Academic English | 10 |
| HUMN 1053 | Diversity, Language and Culture | 10 |
| COMM 1036 | Introduction to the Creative Industries | 10 |
| Select one Creative Industries Introduction to Major Subject | | 10 |
| Credit Points | | 40 |

Spring session

| | | |
|-------------------------------|---|-----------|
| LANG 1030 | Thinking Critically About Texts and Society | 10 |
| HUMN 1052 | Australian Politics and Active Citizenship | 10 |
| BUSM 1008 | Enterprise Leadership | 10 |
| Select one Arts Major Subject | | 10 |
| Credit Points | | 40 |

Year 2

Autumn session

| | | |
|--|--|-----------|
| Select one Arts Minor Subject | | 10 |
| Select one Creative Industries Major Subject | | 10 |
| Select two Arts Major Subjects | | 20 |
| Credit Points | | 40 |

Spring session

| | | |
|--|-----------------------|-----------|
| BUSM 1010 | Financing Enterprises | 10 |
| Select one Arts Minor Subject | | 10 |
| Select one Creative Industries Major Subject | | 10 |
| Select one Arts Major Subject | | 10 |
| Credit Points | | 40 |

Year 3

Autumn session

| | | |
|--|-----------------------------------|-----------|
| BUSM 1006 | Enterprise Innovation and Markets | 10 |
| Select one Arts Minor Subject | | 10 |
| Select one Creative Industries Major Subject | | 10 |
| Select one Arts Major Subject | | 10 |
| Credit Points | | 40 |

Spring session

| | | |
|--|------------------|-----------|
| COMM 3011 | Creative TEAMS 1 | 10 |
| Select one Arts Minor Subject | | 10 |
| Select one Creative Industries Major Subject | | 10 |
| Select one Arts Major Subject | | 10 |
| Credit Points | | 40 |

Year 4

Autumn session

| | | |
|---|------------------|-----------|
| COMM 3012 | Creative TEAMS 2 | 10 |
| Select one Arts Major Subject | | 10 |
| Select two Creative Industries Major Subjects | | 20 |
| Credit Points | | 40 |

Spring session

| | | |
|---|--|-----------|
| COMM 3010 | Creative Industries Professional Project or Internship | 10 |
| Select one Arts Major Subject | | 10 |
| Select two Creative Industries Major Subjects | | 20 |
| Credit Points | | 40 |

Total Credit Points

320

Full-time mid-year intake

| Course | Title | Credit Points |
|--|-------|---------------|
| Year 1 | | |
| Spring session | | |
| Select one BA Core subject (Level 1) | | 10 |
| Select one BA Core subject (Level 1) | | 10 |
| Select one BA Core subject (Level 1) | | 10 |
| Select one Creative Industries Introduction to Major Subject | | 10 |
| Credit Points | | 40 |

Autumn session

| | |
|---|-----------|
| Select one BA Core subject (Level 1) | 10 |
| BUSM 1008 Enterprise Leadership | 10 |
| COMM 1036 Introduction to the Creative Industries | 10 |
| Select one Arts Major Subject | 10 |
| Credit Points | 40 |

Year 2**Spring session**

| | |
|--|-----------|
| BUSM 1010 Financing Enterprises | 10 |
| Select one Arts Minor Subject | 10 |
| Select one Creative Industries Major Subject | 10 |
| Select one Arts Major Subject | 10 |
| Credit Points | 40 |

Autumn session

| | |
|--|-----------|
| Select one Arts Minor Subject | 10 |
| Select one Creative Industries Major Subject | 10 |
| Select two Arts Major Subjects | 20 |
| Credit Points | 40 |

Year 3**Spring session**

| | |
|--|-----------|
| COMM 3011 Creative TEAMS 1 | 10 |
| Select one Arts Minor Subject | 10 |
| Select one Creative Industries Major Subject | 10 |
| Select one Arts Major Subject | 10 |
| Credit Points | 40 |

Autumn session

| | |
|--|-----------|
| BUSM 1006 Enterprise Innovation and Markets | 10 |
| COMM 3012 Creative TEAMS 2 | 10 |
| Select one Arts Minor Subject | 10 |
| Select one Creative Industries Major Subject | 10 |
| Credit Points | 40 |

Year 4**Spring session**

| | |
|--|-----------|
| COMM 3010 Creative Industries Professional Project or Internship | 10 |
| Select one Arts Minor Subjects | 10 |
| Select two Creative Industries Major Subjects | 20 |
| Credit Points | 40 |

Autumn session

| | |
|---|------------|
| Select two Arts Major Subjects | 20 |
| Select two Creative Industries Major Subjects | 20 |
| Credit Points | 40 |
| Total Credit Points | 320 |