

# BACHELOR OF CREATIVE INDUSTRIES

**Effective from:** 2021

**Approved Abbreviation:** BA/BCrInd

**Western Sydney University Program Code:** 1838

**AQF Level:** 7

**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: 1838.1 Bachelor of Creative Industries (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1838.1>)

The Bachelor of Creative Industries is an interdisciplinary degree, with a core drawn from communication, design, law and business. It brings together major studies in creative disciplines, including Design, Creative Writing, Journalism, Design and Music, with studies in the business and legal aspects of working in the Creative Industries. Graduates will have the skills to manage creative enterprises and turn innovative new ideas into commercial operations. This degree offers creative people a deep understanding of how creative industries operate along with business and legal acumen. The Bachelor of Creative Industries is built around collaboration and co-working with creative industries located in Greater Western Sydney (GWS).

- Director of Academic Program - Jacki Montgomery

## Study Mode

Three years full-time or six years part-time.

## Program Advice

Nicole Bridges (<https://directory.westernsydney.edu.au/search/email/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/](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.

**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).

## All applicants

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

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local and International 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.

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

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

International applicants must apply directly to the Western Sydney 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.uws.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 240 credit points including the subjects listed in the recommended sequence below.

Students must complete

- Twelve compulsory core subjects
- Two subjects from the Introduction to Major subjects pool
- One Major or two Minors

*Note: The recommended sequence is subject to variation based on the students nominated major.*

**For students undertaking Law and the Creative Industries as their major, please refer to the Law and the Creative Industries Major sequence below.**

### Introduction to Major Subjects Pool

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

### Majors

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

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

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

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

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

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

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

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

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

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

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

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

### Minors

**Note: Please plan enrolment in minor subjects carefully - subjects at Level 2 and Level 3 may have pre-requisites. Students should consult their Academic Program Advisors if they require further information.**

Advertising, Minor (<https://hbook.westernsydney.edu.au/majors-minors/advertising-minor/>)

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

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

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

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

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

Journalism, Minor (<https://hbook.westernsydney.edu.au/majors-minors/journalism-minor/>)

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

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

Sound Production, Minor (<https://hbook.westernsydney.edu.au/majors-minors/sound-production-minor/>)

## Recommended Sequence

### Full-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
COMM 1032	Writing Ecologies	10
COMM 1036	Introduction to the Creative Industries	10
COMM 1020	Media Cultures and Industries	10
Select one from the Introduction to major subjects pool		10
		<b>Credit Points</b>
		<b>40</b>
<b>Spring session</b>		
COMM 1012	Data, Mediation, Power	10
BUSM 1008	Enterprise Leadership	10

DESN 1018	Visual Storytelling	10
Select one subject from the Introduction to major subjects pool		10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major or minor		20
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 1010	Financing Enterprises	10
COMM 3011	Creative TEAMS 1	10
Select two subjects from a selected major or minor		20
<b>Credit Points</b>		<b>40</b>
<b>Year 3</b>		
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
COMM 3012	Creative TEAMS 2	10
Select two subjects from a selected major or minor		20
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
COMM 3010	Creative Industries Professional Project or Internship	10
Select two subjects from a selected major or minor		20
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>240</b>

### Full-time mid-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Spring session</b>		
COMM 1012	Data, Mediation, Power	10
BUSM 1008	Enterprise Leadership	10
DESN 1018	Visual Storytelling	10
Select one subject from the Introduction to major subjects pool		10
<b>Credit Points</b>		<b>40</b>
<b>Autumn session</b>		
COMM 1032	Writing Ecologies	10
COMM 1036	Introduction to the Creative Industries	10
COMM 1020	Media Cultures and Industries	10
Select one from the Introduction to major subjects pool		10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Spring session</b>		
BUSM 1010	Financing Enterprises	10
Select two subjects from a selected major or minor		20
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
Select two subjects from a selected major or minor		20
Select one elective		10
<b>Credit Points</b>		<b>40</b>

### Year 3

#### Spring session

COMM 3011	Creative TEAMS 1	10
COMM 3010	Creative Industries Professional Project or Internship	10
Select two subjects from a selected major or minor		20
<b>Credit Points</b>		<b>40</b>

#### Autumn session

COMM 2024	Media Law and Ethics	10
COMM 3012	Creative TEAMS 2	10
Select two subjects from a selected major or minor		20
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>240</b>

### Law and the Creative Industries Major

*Please Note: Due to the progression requirements of this major, students selecting Law and the Creative Industries as their major must follow the specific recommended sequence below in order to successfully complete this specialisation. These students must complete the subject LAWS 1003 Fundamentals of Australian Law as their core subject and first Introduction to Major subject.*

**This major is not available for Spring (Mid-Year) commencement**

### Full-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
COMM 1032	Writing Ecologies	10
COMM 1020	Media Cultures and Industries	10
LAWS 1003	Fundamentals of Australian Law	10
LAWS 2004	Criminal Law	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
COMM 1012	Data, Mediation, Power	10
DESN 1018	Visual Storytelling	10
LAWS 1009	Legal Analysis and Critique	10
LAWS 2013	Torts Law	10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
LAWS 2001	Alternative Dispute Resolution	10
Select one subject from the Introduction to major subjects pool		10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 1010	Financing Enterprises	10
COMM 3011	Creative TEAMS 1	10
LAWS 2003	Contracts	10
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Year 3</b>		
<b>Autumn session</b>		
COMM 2024	Media Law and Ethics	10
COMM 3012	Creative TEAMS 2	10
LAWS 3049	Media Law	10

Select one subject from the Level 3 Law subject pool	10
<b>Credit Points</b>	<b>40</b>
<b>Spring session</b>	
COMM 3010 Creative Industries Professional Project or Internship	10
Select one subject from the Level 3 Law subject pool	10
Select two electives	20
<b>Credit Points</b>	<b>40</b>
<b>Total Credit Points</b>	<b>240</b>

**Level 3 Law Subject Pool**

<b>Subject</b>	<b>Title</b>	<b>Credit Points</b>
LAWS 3032	Intellectual Property	10
LAWS 3006	Australian Consumer Law	10
LAWS 3005	Australian Competition Law	10
LAWS 3072	Work Health and Safety Law	10
LAWS 3046	Law of Employment	10