

CART 1009 EXPLORING THE CREATIVE INDUSTRIES (WSTC)

Credit Points 10

Coordinator Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

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 Creative Arts, Not Elsewhere Classified.

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Restrictions

Students must be enrolled in an existing College Diploma program listed below:

- 7188 Diploma in Culture, Society and Justice
- 7189 Diploma in Health Science
- 7190 Diploma in Business
- 7191 Diploma in Information and Communication Technologies
- 7192 Diploma in Building Design and Construction
- 7193 Diploma in Engineering Studies
- 7194 Diploma in Creative Industries and Communications
- 7195 Diploma in Arts
- 7196 Diploma in Science
- 7197 Diploma in Education Studies

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Define the Creative Industries using national and international examples.
2. Identify fields of study within the Creative Industries.
3. Apply research skills to investigate and communicate the career trajectory of a Creative Industries professional.
4. Demonstrate an ability to communicate the relationship between the various professions (such as Advertising, Journalism, Public Relations, and Screen Media) in the creative industries

5. Identify current ethical creative industries work practices and what the future of the industry might look like.

Subject Content

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

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;

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 through an introduction to the people, processes and activities involved in the development, production and circulation of those products

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	Mandatory
Interview	300 words	15	N	Individual	N
Case Study	800 words	35	N	Individual	N
Portfolio	500 words	30	N	Individual	N
Poster	5 minutes (including q+a)	20	N	Individual	N

Teaching Periods

Spring Block 1 (2025)

Nirimba Education Precinct

On-site

Subject Contact Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=CART1009_25-SB1_BL_1#subjects)