

# 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 fees 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 introduces the Creative Industries from national and global perspectives. It examines contexts core to the Creative Industries, canvassing different practices and knowledges; important skillsets; and cultural, social, political, technological and environmental conditions.
- Module 2 - Putting Creativity to Work

- This module prepares students for the major practicum learning experience - the Innovation Challenge. Students will learn about cross-sector collaborations in evolving workplaces and cultures; the intersection of hard skills (technical) and soft skills (ideation, leadership, collaboration, communication, entrepreneurship); innovative methodologies and strategies for responding to professional challenges; and about Western Sydney's fast-changing role in creative economies.
- Module 3 - Learning in Action: Innovation Challenge
  - This module provides students with a hands-on learning experience that embeds key learnings. Students will work on an innovation challenge with an industry learning partner to identify and solve complex challenges directly related to Creative Industries futures.

## 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
Reflection	3 x 700 words or equivalent (Total: 2,100 words or equivalent)	45	N	Individual
Professional Task	All day participation + 4 minute presentation	20	N	Group
Presentation	4 minutes	10	N	Group
Report	1,200 words or equivalent	25	N	Individual

Teaching Periods

## Autumn (2024)

**Parramatta - Victoria Rd**

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM1036\\_24-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1036_24-AUT_PS_1#subjects))