COMM 2055 AI IN THE CREATIVE INDUSTRIES

Credit Points 10

Description AI delivers extraordinary challenges for the Creative Industries in particular because their core business model is developing and commercialising original creative IP. Human creativity must be balanced against technological innovations, such as the transformational potential of AI in streamlining workflows and in co-collaboration. In Creative Industries, AI does not replace repetitive tasks so much as it challenges core creative process including "truth telling" as supported by verifiable information. This subject introduces students to the key industry-wide trends and issues around AI in Creative Industries practice, research and professional contexts. Students will be exposed to the main relevant AI computational logics, and will examine and analyse the technological, aesthetic and ethical themes in sectors including design, music, screen media, advertising and journalism.

School Humanities & Comm Arts

Student Contribution Band

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

Level Undergraduate Level 2 subject

Restrictions

Successful completion of 40 credit points

Learning Outcomes

1. Analyse literature to identify the technological and societal impact of new developments in AI in Creative Industries.
2. Evaluate how representations of AI depict critical debates and may forecast trends.
3. Recognise and distinguish the key AI computational logics used in Creative Industries sectors.
4. Evaluate the pitfalls and opportunities of using AI in Creative Industries contexts.
5. Develop and critically apply an AI design to solve a defined, social or communications need.

Subject Content

- AI and Creative Industries – issues and implications for original creativity, CI business models and discourses of 'truth'.
- AI impacts on audience behaviours and experiences.
- AI computational logics prevalent in Creative Industries.
- Representing and communicating AI in Screen Media.
- AI trends, technologies and issues in Social Media.
- AI trends, technologies and issues in Public Relations.
- AI trends in Advertising and Marketing.
- AI trends, technologies and issues in Journalism.
- AI trends, technologies and issues in Creative Writing.
- AI trends, technologies and issues in Music creation and production.
- AI in 2d, 3d, generative Design for games and apps.
- AI in Screen Media Production.