University Diploma in Creative Industries (IF06)

Year offered: 2011
Admissions: Yes
CRICOS code: 064626C
Course duration (full-time): 2 semesters
International Fees (indicative): 2011: $8,436 (indicative) per semester
International Entry: February, June and October
Total credit points: 96
Standard credit points per full-time semester: 48
Course coordinator: Elizabeth McDade
Campus: Kelvin Grove

Progression
Requirements for a guaranteed place in the following QUT Bachelor degrees:

i) have an IELTS score of 6.5 or its equivalent
ii) fulfil the Diploma course requirements, and
iii) Gain a Grade Point Average (GPA) for particular courses, as indicated below:

Students must study BSD126 Marketing if they are wanting to choose either the Public Relations or Advertising major in the IF27 Bachelor of Mass Communication program.

Students who successfully complete the University Diploma of Creative Industries and meet the respective faculty requirements will receive up to one year’s advanced standing and be guaranteed a place in one of the available bachelor programs from the Creative Industries Faculty.

96 credit points of advanced standing with 4 semesters to complete:
(GPA of at least 4.0)
• Bachelor of Mass Communication
• Bachelor of Creative Industries
• Bachelor of Media and Communication

(GPA of at least 4.5)
• Bachelor of Journalism
• Bachelor of Fine Arts (Creative and Professional Writing)
• Bachelor of Fine Arts (Drama)- February intake
• Bachelor of Fine Arts (Film, TV and New Media Production)
• Bachelor of Fine Arts (Interactive and Visual Design) – February intake

96 credit points of advanced standing with 5 semesters to complete:
(GPA of at least 4.5)
• Bachelor of Fine Arts (Interactive and Visual Design) – July intake
• Bachelor of Fine Arts (Drama)- July intake

84 credit points of advanced standing and 6 semesters to complete:
(GPA of at least 4.5)
• Bachelor of Fine Arts (Animation) – February intake only

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website.

Full-time course structure

**Semester One**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KKD101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>KCD103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>QCD110</td>
<td>Professional Communication 1</td>
</tr>
<tr>
<td>BSD126</td>
<td>- Marketing (recommended) or Elective</td>
</tr>
<tr>
<td>Note: KKD101 &amp; KCD103 are offered in ALTERNATE semesters</td>
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**Semester Two**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KKD102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KVD104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
<tr>
<td>QCD210</td>
<td>Professional Communication 2</td>
</tr>
<tr>
<td>Note: KKD102 &amp; KVD104 are offered in ALTERNATE semesters</td>
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</tbody>
</table>

**Electives**

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>BSD110</td>
<td>Accounting</td>
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<tr>
<td>BSD113</td>
<td>Economics</td>
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<tr>
<td>BSD115</td>
<td>Management</td>
</tr>
<tr>
<td>BSD119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSD124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSD126</td>
<td>Marketing</td>
</tr>
<tr>
<td>IND102</td>
<td>Emerging Technology</td>
</tr>
<tr>
<td>IND103</td>
<td>Industry Insights</td>
</tr>
</tbody>
</table>
IND104  Building IT Systems
IND210  Databases
IND251  Networks

Potential Careers:
Academic, Administrator, Advertising Professional, Animator, Art Project Manager, Art Writer, Arts Administrator, Community Education Officer, Computer Games Developer, Corporate Secretary, Creative Writer, Curator, Diplomat, Educator, English Teacher, Financial Advisor/Analyst, Government Officer, Higher Education Worker, Human Resource Manager, Information Officer, Journalist, Manager, Marketing Officer/Manager, Organisational Communication Specialist, Policy Officer, Public Servant, Publishing Professional, Secondary School Teacher, TAFE Teacher, Teacher, Theatre Professionals, Trainer, Web Designer.

UNIT SYNOPSIS

BSD110 ACCOUNTING
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with some basic knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, and the analysis and interpretation of financial statements for planning, control and business decision making purposes.

Antirequisites: BSB110  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises 12 topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

Antirequisites: BSB113 or UDB104  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that will be needed at all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.

Antirequisites: BSB115  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD119 GLOBAL BUSINESS
This unit integrates two rapidly expanding areas of business studies: international business and e-business. Doing business across international borders is facilitated by e-business technologies. This unit explores the nature and models of international business and e-business and how e-business technologies facilitate international business and add value to the business. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments.

Antirequisites: BSD119  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD124 WORKING IN BUSINESS
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does Working in Business give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.

Antirequisites: BSB124  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD126 MARKETING
This introductory unit examines the role and importance of marketing to the contemporary organisation. Emphasis is given to understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, marketing information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, promotion. Promotion includes advertising and public relations. By way of introduction only, key issues relating to services marketing, strategic marketing and marketing planning are also canvassed.

Antirequisites: BSB126  Credit points: 12  Contact
IND102 EMERGING TECHNOLOGY
The aim of this unit is to provide you with a conceptual framework so that you clearly identify Information Technologies and their purpose. This task will be fun as it covers a wide spectrum of ideas and allows us to examine some currently popular technologies. Information Technology has become so entwined with everyday life that identifying its scope is difficult, which also makes it difficult to identify opportunities where IT might further infiltrate into our daily lives for work and play. To achieve these aims, the unit introduces you to some of the theories and engineering practicalities that have already resulted in technological advances in the area of information technology. Concepts leading to existing technologies are introduced during lectures, which are followed by laboratory sessions where students will be encouraged to discuss social change, future information tools and explore the concepts required for constructing these technologies.
Credit points: 12  Contact hours: 4 hours per week  
Teaching period: 2011 13TP1 and 2011 13TP3

IND251 NETWORKS
Computer systems and communications networks are essential to the activities of modern organisations. When you graduate from a course in Information Technology, employers expect you to have a sound understanding of the terminology and concepts of computer systems, communications networks, and network services. This unit provides you with an introductory study of communications network technologies and network applications. The unit serves as an entry point to further specialised studies in the field of computer network systems.
Credit points: 12  Contact hours: 4 hours per week  
Teaching period: 2011 13TP2

KCD103 STRATEGIC SPEECH COMMUNICATION
This unit is based in rhetorical and communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students in terms of their own communication skills, and to guide them to become effective leaders in the communication industries and professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.
Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 13TP1 and 2011 13TP3

KKD101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees. Theory and practice are interrelated to develop understanding and self-reflexivity within students in terms of their own communication skills, and to guide them to become effective leaders in the communication industries and professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.
Equivalents: KKB009, KKB618  Credit points: 12  Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 13TP1 and 2011 13TP3

KKD102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The capacities to work collaboratively and to communicate effectively using various media forms are essential for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply research, communication and project management skills through the collaboratively development of a Creative Industries project proposal for the Creative Industries Precinct community.  
Assumed knowledge: KKD101 is assumed knowledge
KVD104 PHOTOMEDIA AND ARTISTIC PRACTICE
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP2

QCD110 PROFESSIONAL COMMUNICATION 1
This unit focuses on the macro-skills of listening, reading, writing and speaking; establishes techniques for extending vocabulary; uses spoken and written texts of an academic nature to summarise, analyse, make inferences and recognise key concepts; incorporates strategies for effective group participation in a cross-cultural context; helps students learn techniques for writing successfully in genres appropriate to their field of study.

Antirequisites: QCD111, QCD120  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP1, 2011 13TP2, 2011 SEM-2 and 2011 13TP3

QCD210 PROFESSIONAL COMMUNICATION 2
This unit further explores vocabulary and grammar and generic structure to develop skills of speaking and writing in context of Field, Tenor and Mode. Effective speaking skills are developed according to academic presentation requirements. Skills for coherent and well-structured writing are also extended to enable efficient essay writing and the refinement of exam techniques. Language and structure appropriate to commercial, technical and academic communication are developed in support of business subjects. Communication for Business 2 language learning tasks are parallel with content material from these units.

Prerequisites: QCD110. QCD110 can be studied in the same teaching period as QCD210.  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 13TP1, 2011 13TP2, 2011 SEM-2 and 2011 13TP3