University Diploma in Creative Industries (IF06)

Year offered: 2010
Admissions: Yes
CRICOS code: 064626C
Course duration (full-time): 2 semesters
International Fees (indicative): 2010: $8,111 (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

Abbreviation
UnivDipCI

Entry Requirements - Academic
Successful completion of senior high school with the required grades. Students can find more country specific entry requirements at the following web site:
http://www.international.qut.edu.au/apply/index.jsp

Entry Requirements - English language
Queensland Senior English (Low Achievement) or IELTS 5.5 with no sub-score less than 5.0 or TOEFL iBT Overall score of 69 (at least 18 in writing and reading and 17 or more in listening and speaking) or TOEFL 525 (paper) or TOEFL 193 (CBT) or equivalent, or successful completion of the EAP program. (N.B. Students should also check visa requirements).

Description
The University Diploma in Creative Industries, which has intakes for international students in February, June and October, is equivalent to the first year of the Bachelor of Mass Communication and a range of Creative Industries degrees (see list below). In this program, students study six faculty units as well as two units of Communication which have been designed to support their other units. Students who successfully complete the University Diploma in Creative Industries earn full academic credit for eight units, and articulate to the second year of their chosen degree, except for Bachelor of Fine Art (Film and Television) for which one semester credit only is awarded. Small lectures and tutorials, additional workshops and the support of Language and Welfare Advisers provide an excellent learning environment.

Course Completion
Students must obtain at least a grade of 4 (Pass) in all units.

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
• Bachelor of Fine Arts (Animation) – 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 (Animation) – July intake
• Bachelor of Fine Arts (Drama)- July intake

Full-time course structure

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<td>BSD126 - Marketing (recommended) or Elective</td>
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Note: KKD101 & KCD103 are offered in ALTERNATE semesters

Semester Two

KKD102 Creative Industries: Making Connections
KVD104 Photomedia and Artistic Practice
   Elective
QCD210 Professional Communication 2
   Note: KKD102 & KVD104 are offered in ALTERNATE semesters

Electives

BSD110 Accounting
BSD113 Economics
BSD115 Management
BSD119 Global Business
BSD124 Working in Business
BSD126 Marketing
IND102 Emerging Technology
IND103 Industry Insights
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 SYNOPSES

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: 2010 13TP1, 2010 13TP2 and 2010 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 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 13TP1, 2010 13TP2 and 2010 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: 2010 13TP1, 2010 13TP2 and 2010 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. Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 13TP1, 2010 13TP2 and 2010 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.

**Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 13TP1, 2010 13TP2 and 2010 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.

**Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 13TP1, 2010 13TP2 and 2010 13TP3

**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:** 2010 13TP1, 2010 13TP2 and 2010 13TP3

**IND103 INDUSTRY INSIGHTS**

This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you need to possess, to plan your career path. The unit will also introduce you the inter-disciplinary nature of ICT careers.

**Credit points:** 12  **Contact hours:** 4 hours per week  **Teaching period:** 2010 13TP1, 2010 13TP2 and 2010 13TP3

**IND104 BUILDING IT SYSTEMS**

This team-based unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

**Credit points:** 12  **Contact hours:** 4 hours per week  **Teaching period:** 2010 13TP1, 2010 13TP2 and 2010 13TP3

**IND210 DATABASES**

The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

**Credit points:** 12  **Contact hours:** 4 hours per week  **Teaching period:** 2010 13TP1, 2010 13TP2 and 2010 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:** 2010 13TP1, 2010 13TP2 and 2010 13TP3

**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: 2010 13TP1 and 2010 13TP2

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 for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.

Equivalents: KKB009, KKB618  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 13TP1 and 2010 13TP2

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  Equivalents: KKB007, KKD818  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 13TP1 and 2010 13TP2

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: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 13TP1 and 2010 13TP3

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: 2010 13TP1, 2010 13TP2, 2010 SEM-2 and 2010 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.  Equivalents: QCD211, QCD220  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 13TP1, 2010 13TP2, 2010 SEM-2 and 2010 13TP3