This course equips you with the creative skills, knowledge and connections to pursue a career in the creative industries and beyond. You will follow a core pathway that develops your skills, expertise, knowledge and experience, with a focus on:

- creative professional identity
- career development and entrepreneurship
- creative thinking and innovation
- project management
- industry partnerships and networking
- interdisciplinary work.

Why choose this course?
Our world is increasingly interconnected. To make the most of this complexity, successful careers require a breadth of skills and knowledge in more than one discipline area. In the creative industries sector this is particularly the case, with the need for adaptable, cutting-edge, multidisciplinary capabilities along with 21st century career and enterprise skills.

The first degree of its kind, our Bachelor of Creative Industries (BCI) allows you to develop your own creative niche by providing diverse knowledge, creativity and practical skills across a range of selected creative disciplines.

The Bachelor of Creative Industries can help you to develop your own creative niche across a range of majors, with the agility you need to keep creating, adapting and innovating as the world continues to evolve.

Flexible delivery
The course offers flexibility by allowing you to choose a combination of study areas to suit your individual creative interests and career aspirations.

You’ll choose a major to focus for your degree (from creative and professional writing, drama and performance, entertainment, fashion communication, interactive and visual design, media and communication, music and sound or screen content production).

To complement your chosen major, you may select a second major from creative industries, (all the primary majors listed above can be studied as second majors as well as animation, architectural studies, art and design history, industrial design studies).

Sarah Moore
Gain a global perspective

‘I've had many opportunities to gain industry-related experiences, travel, collaborate, make numerous industry contacts, undertake internships and work on projects, including a two-week entertainment industries international study tour in Europe and the UK. I networked with entertainment professionals from around the world and soaked up all things creative—at MIPTV in Cannes, Disneyland Paris, BBC Studios and Harry Potter Studios in London, an exclusive film screening, and MediaCityUK.’
Bachelor of Creative Industries

interior design studies, journalism or landscape architecture studies).

Alternatively you can add minors electives from across QUT (such as advertising, game design, entrepreneurship, integrated marketing communication, marketing, online environments or public relations) to your chosen major to develop a wide breadth of knowledge across several discipline areas.

Real-world learning
You’ll be prepared for the real world with studio-based, skills in entrepreneurship, real industry challenges, work integrated learning (WIL) opportunities and links to creative start-ups. With a focus on transferable skills in enterprise and entrepreneurship, working on projects with industry partners like Creative Enterprise Australia, Lendlease, Brisbane Powerhouse, transdisciplinary studio-based experiences, and a common final year capstone experience, you’ll have a head start to succeed in a career with flexibility.

Minimum English requirements
Students must meet the English proficiency requirements.

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<th>IELTS (International English Language Testing System)</th>
<th>Overall</th>
<th>Listening</th>
<th>Reading</th>
<th>Writing</th>
<th>Speaking</th>
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Course structure
Your course
The core of the program centres on Creative Enterprise studios that offer authentic, problem-based activities, coupled with work integrated learning, skills in entrepreneurship and commercial links that engage in creative start-ups. Early in your degree, you choose two introductory units to experience your preferred majors. Using this experience, you then decide upon a creative industries major, and from there you may select a second major to develop a significant depth of knowledge and skill in two discipline areas. Alternatively, you might prefer to develop a wide breadth of knowledge across several discipline areas by adding minors and unit options (electives) to your chosen creative industries major.

To meet the course requirements of the Bachelor of Creative Industries, you must complete:
- Core units - 72 credit points
- Creative Industries introductory units - 24 credit points
- A Creative Industries major - 96 credit points from one of the specified majors including: Creative and Professional Writing; Media and Communication; Drama and Performance; Entertainment; Fashion Communication; Interactive and Visual Design; Music and Sound; and Screen Content Production.
- Complementary studies - one 96 credit point second major, or two 48 credit point minors, or one 48 credit point minor and four unit options (electives).

Study overseas
Study overseas while earning credit towards your QUT creative industries degree with one of our worldwide exchange partners.

Overseas study can be for one or two semesters (or during the semester break) and the units you take can be in a creative or non-creative discipline area, depending on how they match with your QUT course. Saving your electives for exchange will allow you the most flexibility.

Careers and outcomes
This course equips you with the creative skills, knowledge and connections to pursue a career in the creative industries and beyond. Some career options are:
- events and festivals coordinator/producer—an entertainment major with additional studies in film, entrepreneurship, public relations, or tourism and entertainment marketing
- digital communicator—majors in interactive and visual design, and advertising, or media and communication
- fashion marketer—a major in fashion communication with additional studies in media and communication, digital media, marketing or public relations
- media producer—a major in media and communication with additional studies in digital media, entertainment, management or interactive and visual design
- qualified teacher—studies in dance; drama; film, television and screen; music; visual arts; combined with a Master of Teaching.

Double degrees
Combine two bachelor degrees into a single course of study. A double degree allows you to specialise in two fields and pursue different interest areas, gaining a broader range of skills and knowledge, and giving you a competitive advantage and greater career flexibility. This is a popular option for students seeking careers in support roles within the creative industries, or those wanting to work in creative, design or communication roles within other industries.

Consider a double degree with Creative Industries in:
- Business to gain knowledge and skills to add business acumen to creative endeavours, and creative flair to traditional organisations. Careers include entertainment industries producer, events manager, creative entrepreneur or social media marketer.
- Law where your creative industries and legal qualifications position you for a career as an in-house lawyer for cultural institutions, government or regulatory bodies, or as a lawyer with special interests in creative industries.
- Human Services (Health) and use your expertise in careers in youth arts, disability arts, rehabilitation in corrective services, or community and cultural development.
- Information Technology here merging your creative and imaginative skills with sophisticated and innovative critical thinking will give you opportunities in content production, communications, graphic design and games development.

Additional fees
Additional Costs
There are requirements that you will need to meet as a student in this course. (Screen Content Production students only). Information is available from the Additional course requirements and costs website.