

# COMM 3012 CREATIVE TEAMS 2

**Credit Points** 10

**Legacy Code** 102432

**Coordinator** Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

**Description** Creative TEAMS 2 will bring students together in interdisciplinary groups to work with Creative Industries practitioners on professional projects. Students will learn how to collaborate to develop original solutions with industry partners. Through research and planning, in relation to a set of relevant constraints: such as cultural, social, environmental, site and audience, students will develop a strategy that utilises the appropriate media, message and approach, to address the identified target audience, based on research findings.

**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 3 subject

**Pre-requisite(s)** COMM 3011

## Restrictions

Students must be enrolled in Bachelor of Creative Industries or associated double degrees. Successful completion of 120 credit points of study in currently enrolled program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Articulate the elements of an ill-structured problem as a basis for research
2. Use appropriate research methods in collaboration with others
3. Use design thinking to develop a solution to a real problem
4. Use critical thinking to reflect on research
5. Work in teams to develop novel solutions to real problems
6. Present findings professionally in a range of formats
7. Demonstrate advanced communication skills

## Subject Content

Applied Design thinking  
Applied Research skills  
Applied Critical thinking  
Collaborative problem solving  
Advanced professional communication  
Innovation and risk management

## 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/<br>Group Task |
|-----------------|-------------|---------|-----------|---------------------------|
| Proposal        | 1,000 words | 10      | N         | Group                     |
| Presentation    | 15 minutes  | 20      | N         | Group                     |
| Applied Project | 1,500 words | 40      | N         | Group                     |
| Reflection      | 1,500 words | 30      | N         | Individual                |

Teaching Periods

## Autumn (2024)

### Parramatta - Victoria Rd

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/event/timetable/?subject\\_code=COMM3012\\_24-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/event/timetable/?subject_code=COMM3012_24-AUT_PS_1#subjects))