

# COMM 0015 COMMUNICATION PRACTICES (WSTC PREP)

**Credit Points** 10

**Legacy Code** 700324

**Coordinator** Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

**Description** What does it mean to be a communication professional in the digital age? In this subject students will explore the various study and career options available to them in communication industries. They will engage with a range of skills and practices to boost their success in later subjects and to start thinking and working like a communication professional. Engaging in a case study of an Australian media professional and developing a professional profile of their own ensures that students can identify and develop their own strengths relevant to their communication journey.

**School** Western Sydney The College

**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 0 Preparatory subject

## Restrictions

Students must be enrolled at Western Sydney University, The College.

## Learning Outcomes

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

1. Communicate ideas and information in a style appropriate to an academic setting.
2. Demonstrate an understanding of study and career pathways in communication industries.
3. Identify and use tools to create a personal brand related to professional practice.
4. Use visual communication software to articulate a creative concept.

## Subject Content

- Introduction to study skills and how to succeed at university.
- Building research skills.
- Practical skills in Adobe Suites and inDesign.
- Presentation skills using digital software.
- Practice with story boarding for narration purposes.
- Building awareness of the career and education pathways within the communication and media industries.
- Creating a personal brand.
- Introduction to design concepts in relation to communication practice.

## 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/ Group Task	Mandatory
Portfolio	4 tasks of 250 words or equivalent each	40	N	Individual	N
Presentation	3-5 mins	20	N	Individual	N
Case Study	500 words	20	N	Individual	N
Reflection	500 words	20	N	Individual	N

Teaching Periods

## Term 1 (2025)

### Nirimba Education Precinct

#### On-site

**Subject Contact** Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM0015\\_25-T1\\_BL\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM0015_25-T1_BL_1#subjects))