

COMM 0015

COMMUNICATION PRACTICES

(WSTC PREP)

Credit Points 10

Legacy Code 700324

Coordinator 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/) 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/>)

[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)