

COMM 1036 INTRODUCTION TO THE CREATIVE INDUSTRIES

Credit Points 10

Legacy Code 102836

Coordinator Rachel Morley ([https://directory.westernsydney.edu.au/search/name/Rachel Morley/](https://directory.westernsydney.edu.au/search/name/Rachel%20Morley/))

Description Careers in the Creative Industries are on the rise. They're innovation-led, mobile, global and adaptable. In the short-term success can be a matter of luck but a long-term career requires tactics, talent, and savvy business acumen. In this hands-on subject we'll introduce you to some of the key opportunities in the Creative Industries in fields as diverse as Communication, Media, Music, Design, Writing and associated aspects of Intellectual Property Law and Entrepreneurship. We'll look at the Creative Industries from historical and contemporary perspectives, and hear from industry contributors working in the field right now. You'll be introduced to 'future of work' skillsets, including entrepreneurship, leadership, collaboration and communication capabilities, and you'll learn how to situate your own creative knowledge within them. Available to students from all disciplines, this subject will suit you if you're passionate about taking your creative career to the next level.

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/) page.

Level Undergraduate Level 1 subject

Learning Outcomes

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

1. Define the Creative Industries using national and international examples.
2. Identify and recognise their field of study within the Creative Industries.
3. Apply research skills to investigate and communicate the career trajectory of a Creative Industries professional.
4. Communicate at an introductory level the relationship between creativity, commerce and law; and the social, economic, technological and workplace practices that typify the Creative Industries.
5. Describe at an introductory level key strategies and methodologies that inform creative research, development, production and circulation in the context of the Creative Industries.

Subject Content

- Module 1 - Creative Industries: An Introduction
 - This module introduces the Creative Industries from national and global perspectives. It examines contexts core to the Creative Industries, canvassing different practices and knowledges; important skillsets; and cultural, social, political, technological and environmental conditions.
- Module 2 - Putting Creativity to Work

- This module surveys the diverse fields that make up the Creative Industries, focusing on the relationship between commerce and creativity in different sectors; evolving work practices and cultures; cross-sector collaborations; and the critical intersection of hard skills (technical) and power skills (e.g. leadership, collaboration, communication, entrepreneurial mindset) in Creative Industries professions. Guest speakers will talk about these themes within their area of expertise.
- Module 3 – The Production and Circulation of Creative Products
 - This module explores how ideas become 'creative products' through an introduction to the people, processes and activities involved in the development, production and circulation of those products. We look at four creative product categories: original, content, experiences and services. A case study approach is used to contextualise learnings.

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
Professional Task	8 minutes	15	N	Group	N
Reflection	500 words	10	N	Individual	N
Quiz	15 questions	15	N	Individual	N
Report	1,250 words	25	N	Individual	N
Case Study	1,500 words	35	N	Individual	N

Teaching Periods

Autumn (2025)

Parramatta - Victoria Rd

On-site

Subject Contact Rachel Morley ([https://directory.westernsydney.edu.au/search/name/Rachel Morley/](https://directory.westernsydney.edu.au/search/name/Rachel%20Morley/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1036_25-AUT_PS_1#subjects)