



# Bachelor of Creative Industries

Photograph : Albert Gunawan

The Creative Industries are an exciting and growing sector of the economies of the developed nations. The Creative Industries bring together creativity, technology, media, communications and design and enables the generation of new and innovative cultural products.

The Bachelor of Creative Industries is an undergraduate award designed to meet the employment needs of the creative industries and enable students to meet the challenges of employment (including self-employment) in today's society. It focuses on the development of students' creative, intellectual, analytical and research skills and aims to produce graduates who have an informed, critical and creative approach to understanding and contributing to developments in the emerging creative economy.

We recognise that graduates face ever-changing demands; within this context we have designed courses that reflect the exciting potential of the intersection of design, technology and media. Students will be encouraged to learn a broad range of skills in order to equip them for the demands of emerging fields of work.

Students specialise by taking either one or two of the following majors:

- Creative Music Technologies
- Photomedia
- Film and Video
- Games Design and Culture
- Interactive Media Development
- Graphic Design
- Interior and Spatial Design
- Music Producer
- Commercial/Retail Interior Designer
- Exhibition and Display Designer
- Furniture Designer

The course structure has been designed specifically to provide you with a wide array of career options. The program adopts a flexible, interdisciplinary approach to learning, structured to allow you to tailor a degree that suits your interests and ambitions.

**Professional Placement**

The Bachelor of Creative Industries provides you with the opportunity to engage in work experience and professional placement for course credit.

Standard University Admission requirements apply in addition to a portfolio interview where necessary for students wishing to specialise in Graphic Design or Interior and Spatial Design.

*"Design at ECU? Real, full-on and amazing. ECU is the kind of environment that keeps you motivated and allows your creative side to flourish. What's more, I discovered that creativity can be a really useful asset. Something that can be put to work in the real world- wherever it is! All in all, my time here has been real, full-on and amazing, and secretly I will miss my second home. But the world is call, so bring it on!"*

Sara Polanski - Design student

## Careers

	Photomedia	Interactive Media Development	Games Design & Culture	Graphic Design	Interior and Spatial Design	Creative Technologies	Film & Video
Advertising Officer				✓			
Art Director				✓	✓		
Design Consultant				✓	✓		
Designer	✓	✓	✓	✓	✓		
Desktop Publisher		✓		✓			
Digital Media Manager		✓	✓			✓	
Display and Event Designer				✓	✓		
Editor							✓
Film & TV Director/ Producer							✓
Film Critic							✓
Furniture Designer					✓		
Graphic Designer	✓	✓	✓	✓			
Interior Designer					✓		
Web Programmer		✓				✓	
Photographer					✓		
Resort & Entertainment Designer	✓						
Retail Spatial Designer					✓		
Scriptwriter					✓		
Television Producer			✓				✓
Wed Designer/ Programmer							✓
Writer				✓			



Photograph: Ashley Graetz

## Course Structure

The Bachelor of Creative Industries is a 3-year full time (available part-time) course consisting of 24 units with 3 main components:

- First Year: You will study core and elective subjects which lay the groundwork for the major streams.
- Second and Third Year: You study a Major from the Bachelor of Creative Industries and one of the following:
  - A second Major from the Bachelor of Creative Industries or any other program at ECU or
  - A Minor study from outside the School of Communications & Contemporary Arts plus electives or
  - An elective program

### Honours Year

A 4th year honours program is available for students wishing to continue on to postgraduate research studies

<p style="text-align: center;"><b>1st Year</b></p> <p>CCA1101 CONTEXTS OF MODERNITY                  CCA1102 REPRESENTATION AND INTERPRETATION                  CCA1103 CREATIVITY: THEORY, PRACTICE AND HISTORY                  CMM1108 COMMUNICATIONS AND DIGITAL TECHNOLOGY                  + 4 Units</p>		<b>1st Year</b>
<p><b>Major 1</b></p> <ul style="list-style-type: none"> <li>- Creative Music Technologies</li> <li>- Film &amp; Video</li> <li>- Games Design &amp; Culture</li> <li>- Interactive Media Development</li> <li>- Photomedia</li> <li>- Graphic Design</li> <li>- Interior and Spatial Design</li> </ul>	<p><b>Select one from</b></p> <ul style="list-style-type: none"> <li>- Second Major</li> <li>- Minor</li> <li>- Elective program</li> </ul>	<b>2nd &amp; 3rd Year</b>
<p><b>Honours</b></p>		<b>4th Year</b>

### Definitions

A major is a set of related units within a specific area of study.

A minor is a set of six related units within a specific area of study.

An elective is any unit that can count towards your degree.

The course structures presented here are intended for use as a guide only - please refer to the current ECU Handbook or contact the Student Support Officer for up-to-date information.

## Creative Music Technologies

CREATIVE MUSIC TECHNOLOGIES	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

Industry standard hardware and software is on offer for you to pursue your creative and production capabilities including CD and DVD production, Digital Sound Principles and music for multimedia using a variety of music software packages.

### Year 1

- CCA1101 Contexts of Modernity
- CCA1102 Representation and Interpretation
- CCA1103 Creativity: Theory, Practice and History
- CMM1108 Communications and Digital Technology  
+ 4 electives

Students must complete the following two units as electives in the foundation year (year one):

- MTQ1116 MIDI Applications 1
- MTQ1117 Digital Audio and Sampling Techniques

### Year 2

- MTQ1112 Principal Studies 1
- MTQ2104 Creative Music Software A
- MTQ1213 Principal Studies 2
- MTQ2205 Creative Music Software B  
+ 4 units of a 2nd major or elective studies

### Year 3

- MTQ2312 Principal Studies 3 (Advanced Digital Sound Principles)
- MTQ3406 Music for New Media
- MTQ2213 Principal Studies 4 (CD Production)
- MTQ3207 Major Project (Creative Technologies)  
+ 4 units of a 2nd major or elective studies

Recommended second majors: Film and Video, Interactive Multimedia

## Film and Video

FILM AND VIDEO	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

It's not just making movies in Film & Video. You'll get the opportunity to combine theory and practice while you develop your skills in film and television production. You'll also get to think critically about your craft and use new technology to develop a portfolio of your work. And then, maybe an Oscar or two?

### Year 1

- CCA1101 Contexts of Modernity
- CCA1102 Representation and Interpretation
- CCA1103 Creativity: Theory, Practice and History
- CMM1108 Communications and Digital Technology  
+ 4 electives

The following electives are recommended:

- FAV1101 Introduction to Digital Video
- FAV1111 Film and Cinema Studies
- IMM1121 Digital Photomedia

### Year 2

- Four units from:
- CMM2107 Documentary, Film and Television
  - FAV2101 Introduction to Video Production
  - FAV2102 Scriptwriting: Short Films
  - FAV2105 Screen Evolution
  - FAV2201 Video Production: Drama and Documentary
  - FAV2203 Scriptwriting: Television Drama  
+ 4 units of a 2nd major or elective studies

### Year 3

- Four units from:
- CCA3100 Visual Culture and Subversive Ideas
  - CMM3104 Professional Placement 1
  - CMM3106 Psychology, Psychoanalysis and Cinema
  - CMM3108 Independent Study Unit
  - FAV3301 Advanced Video Production 1
  - FAV3202 Scriptwriting: Feature Films, Documentary and Radio
  - FAV3204 Scriptwriting: Adaptation, Editing and Commissioned Content
  - FAV3401 Advanced Video Production 2
  - MST3135 Australian Television
  - MST3151 Media and Identity  
+ 4 units of a 2nd major or elective studies

Recommended second majors: Photomedia, Interactive Media Development, Advertising, Media and Cultural Studies

# Game Design and Culture

GAME DESIGN AND CULTURE	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

Explore creative gaming technology in Game Design & Culture with a focus on the digital media experience for the end user from a critical and cultural perspective. You will study the social impact of games, the psychological and social principles of games design and the development of digital and analogue visual media for games. This major is designed to complement courses in interactive media development, design, film & video and games programming.

<b>Year 1</b>	
CCA1101	Contexts of Modernity
CCA1102	Representation and Interpretation
CCA1103	Creativity: Theory, Practice and History
CMM1108	Communications and Digital Technology <i>+ 4 electives</i>

*The following electives are recommended:*  
CMM1104 Writing for the Media  
FAV1101 Introduction to Digital Video  
IMM1121 Digital Photomedia

<b>Year 2</b>	
GDT2101	Drawing for Games
GDT2102	3D Visualisation
GDT2103	Visual and Conceptual Game Design
GDT3102	Writing for Games <i>+ 4 units of a 2nd major or elective studies</i>

<b>Year 3</b>	
GDT2104	Games Studies
GDT3101	Game Culture
GDT3103	Serious Gaming
GDT3204	Games Project <i>+ 4 units of a 2nd major or elective studies</i>

Recommended second majors: Interactive Media Development, Design, Film and Video,

# Photomedia

PHOTOMEDIA	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

In Photomedia you'll combine creative approaches to production with critical analysis of visual languages. This unique program will prepare you for a career involving photography.

<b>Year 1</b>	
CCA1101	Contexts of Modernity
CCA1102	Representation and Interpretation
CCA1103	Creativity: Theory, Practice and History
CMM1108	Communications and Digital Technology <i>+ 4 electives</i>

*The following electives are recommended:*  
IMM1121 Digital Photomedia  
PHO1105 Photo Work

<b>Year 2</b>	
<i>Four units from:</i>	
PHO2102	Photomedia Aesthetics and Histories
PHO2103	Studio Work
PHO2201	Images and Narratives
PHO2202	Images and Pleasures
PHO2221	Advanced Digital Photomedia <i>+ 4 units of a 2nd major or elective studies</i>

<b>Year 3</b>	
<i>Four units from:</i>	
PHO3103	Discourses and Culture
PHO3201	Photojournalism and Editorial Practice
PHO3312	Case Studies in Production
PHO3305	Studio Applications for Advertising
CMM3104	Professional Placement 1 <i>+ 4 units of a 2nd major or elective studies</i>

Recommended second majors: Film and Video, Journalism, Graphic Design

# Interactive Media Development

INTERACTIVE MEDIA DEVELOPMENT	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

Information, entertainment and commerce combine in Interactive Media Development. In this exciting major, become a specialist in the theory and practice of multimedia technology design and products using communication and information science.

<b>Year 1</b>	
CCA1101	Contexts of Modernity
CCA1102	Representation and Interpretation
CCA1103	Creativity: Theory, Practice and History
CMM1108	Communications and Digital Technology <i>+ 4 electives</i>

*The following electives are recommended:*  
IMM1121 Digital Photomedia  
IMM1122 Publishing on the World Wide Web  
FAV1101 Introduction to Digital Video

<b>Year 2</b>	
IMM2123	Interactive Multimedia Authoring 1
IMM2125	Interface and Information Design
GDT2102	3D Visualisation
IMM2226	Interactive Multimedia Authoring 2 <i>+ 4 units of a 2nd major or elective studies</i>

<b>Year 3</b>	
IMM3227	Advanced World Wide Web Applications
IMM3228	Project Management Methodology
IMM3329	Multimedia Business Solutions
IMM3330	Industry Project Development <i>+ 4 units of a 2nd major or elective studies</i>

Recommended second majors: Photomedia, Film and Video, Games Design, Graphic Design

# Graphic Design

Graphic Design	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

A major in Graphic Design introduces students to various advanced design methodologies, understandings and technologies, encouraging the exploration of a range of different print and screen-based design contexts. The Graphic Design Industry is an ever-changing discipline and designers today need to be flexible, creative visual problem solvers. This major acknowledges the fluidity of contemporary design practice and prepares students for a professional career in the discipline.

<b>Year 1</b>	
CCA1101	Contexts of Modernity
CCA1102	Representation and Interpretation
CCA1103	Creativity: Theory, Practice and History
CMM1108	Communications and Digital Technology <i>+ 4 electives</i>

*The following electives are recommended:*  
DEF1101 Design Foundations: Design Principles  
DEF1102 Design Foundations: Design History  
DEF1103 Design Foundations: Colour  
DEF1104 Design Foundations: Drawing

<b>Year 2</b>	
<i>Four units from:</i>	
DES2101	Design Practices: Identity
DES2102	Design Practices: Pre-press
DES2203	Design Practices: Publication
DES2204	Design Practices: Filmic Design <i>+ 4 units of a 2nd major or elective studies</i>

<b>Year 3</b>	
DES3205	Design Practices: Motion Graphics
DES3206	Design Practices: Information and Advertising Design
DES3207	Design Practices: Design Production
DES3208	Design Practices: Project <i>+ 4 units of a 2nd major or elective studies</i>

Recommended second majors: Interactive Media Development, Interior & Spatial Design, Film & Video, Photomedia and Game Design and Culture, Advertising and Creative Services.

*Design offers three electives which may be assessed by all ECU students:*  
DES2103 Desktop Publishing  
DES2104 Vector Illustration  
DES3101 Commercial Marquette Design  
DES3102 Illustration  
TDD3204 Modelling  
VIS3398 Graphics Design 8

# Interior and Spatial Design

INTERIOR AND SPATIAL DESIGN	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

The boundaries between traditional three dimensional design disciplines such as interior design, architecture, and product design are becoming less defined. Within the professional design industry there is a growing demand for flexible graduates with professional attitudes and broad based design knowledge; designers can now move between a number of related disciplines throughout their career. The Interior and Spatial Design major takes students on a comprehensive journey through both the theoretical and practical aspects of designing both temporary and permanent three dimensional environments. The major addresses topics such as narrative design, computer aided design, retail interiors, object and furniture design, design for exhibition and display, presentation and professional practice skills.

- Year 1**  
 CCA1101 Contexts of Modernity  
 CCA1102 Representation and Interpretation  
 CCA1103 Creativity: Theory, Practice and History  
 CMM1108 Communications and Digital Technology  
 + 4 electives

- The following electives are recommended:*  
 DEF1101 Design Foundations: Design Principles  
 DEF1102 Design Foundations: Design History  
 DEF1103 Design Foundations: Colour  
 DEF1104 Design Foundations: Drawing

- Year 2**  
 TDD2101 3D Design Practices: Drawing in Space  
 TDD2102 3D Design Practices: Materiality  
 TDD2203 3D Design Practices: CAD for Designers  
 TDD2204 3D Design Practices: Narrative Design  
 + 4 units of a 2nd major or elective studies

- Year 3**  
 TDD3203 3D Design Practices: Advanced CAD  
 TDD3205 3D Design Practices: Spatial Design  
 TDD3206 3D Design Practices: Production  
 TDD3207 3D Design Practices: Project  
 + 4 units of a 2nd major or elective studies

Recommended second majors: Graphic Design, Public Relations, Advertising

- Design offers three electives which may be assessed by all ECU students:*  
 DES2103 Desktop Publishing  
 DES2104 Vector Illustration  
 DES3101 Commercial Marquette Design  
 DES3102 Illustration  
 TDD3204 Modelling  
 VIS3398 Graphics Design 8



Digital Composition : Mahmudul Raz



Digital Composition : Mia Lindqvist