



COURSE OUTLINE

CMN352 Professional Creative Writing Practice: Industry Engagement

Course Coordinator: Lee McGowan (lmcgowa1@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

The purpose of this course is for you to engage in and deepen your understanding of the Creative Writing & Publishing industries. You develop will consider employment and career building opportunities, these may include consideration of the work of authors, editors, publishers, agents, designers, publicists and others aspects of creative writing and publishing through an industrial internship. You will gain valuable insight into and experience in applying expertise and knowledge related to professional practice and have opportunities to discuss and reflect on your learning and experiences.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop – On campus tutorial/workshop for 12 weeks (or equivalent).	3hrs	Week 1	12 times
Placement	1hr	Week 1	Not Yet Determined
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

Critical examination of the Creative Writing and Publishing Industries from an industry and professional practitioner's perspective, including practicalities of publishing, documenting practice, promoting work, building a writing profile, developing research skills, realising transferable writing skills, developing strategic pathways to publishing.

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

24 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Identify and document industry practices in one or more aspects of the Creative Writing and Publishing Industries	Knowledgeable Empowered Engaged
2	Critically reflect on, analyse and evaluate demonstrated skills in an aspect of creative writing and publishing	Creative and critical thinker
3	Apply the concepts and theories of creative writing and publishing industries, including problem solving, analytical and research skills and evaluation in a professional practice situation.	Creative and critical thinker Empowered
4	Responsibility and accountability for own learning and professional practice.	Ethical

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Enrolled in Program AR305.

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

In Week 4, students will be provided with oral and written feedback on their internship progress and presentation activities

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
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DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral	Individual	10%	Professional/Industry format: a 3-5 minute oral presentation recorded as a short clip and submitted via Blackboard. The clip should identify: <ul style="list-style-type: none"> • An informed professional plan for an industry internship project • Underline correlation between the central focus of Assessment 2, the Essay, and Assessment 3, your chosen Industry Internship; • Highlight and demonstrate understanding of: theoretical frameworks; key themes and concepts; and anticipated learning outcomes, related to your industry internship 	Week 4	Online Assignment Submission
All	2	Essay	Individual	50%	Professional/Industry format: complete a 3000 word essay which identifies and examines one or more aspects of the creative writing and publishing industries that are related to your industry internship. The Essay must include evidence of scholarly investigation and evaluation and be submitted to Blackboard	Week 9	Online Assignment Submission with plagiarism check

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	3	Placement performance	Individual	40%	Professional/Industry format: during your WIL experience, you are required to complete 208 hours of work experience. You are required to complete the internship satisfactorily. The Course Coordinator will check in with Internship Host and student (via phone, email, or in person) during the internship. In addition: you are required to submit a 1,000words report. The report will include articulation and critically analysis of at least one aspect of your industry internship.	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Oral Presentation

GOAL:	To simulate industry-standard professional planning within Creative Writing and Publishing industries.		
PRODUCT:	Oral		
FORMAT:	a 3-5 minute oral presentation recorded as a short clip and submitted via Blackboard		
CRITERIA:	No.		Learning Outcome assessed
	1	Demonstrate understanding of key aspects of creative writing and publishing industries	1

All - Assessment Task 2: Essay

GOAL:	Identify and examine a specific example of contemporary industry practice related to Creative Writing and Publishing.		
PRODUCT:	Essay		
FORMAT:	word document		
CRITERIA:	No.		Learning Outcome assessed
	1	Describe knowledge acquired within one area of the creative writing and publishing industries	2 3
	2	Research and critically analyse one or more aspects of contemporary industry practice	2 3
	3	Demonstrate understanding and application of underpinning theoretical frameworks related to creative writing and publishing industries	2 3

All - Assessment Task 3: Industry Internship

GOAL:	To evaluate a personal learning and professional development experience and critically reflect on the challenges and outcomes of a Work Integrated Learning opportunity.		
PRODUCT:	Placement performance		
FORMAT:	208 hours of industry placement and word document		
CRITERIA:	No.		Learning Outcome assessed
	1	Application of problem solving, analytical and research skills and evaluation in a professional practice situation	2 3 4
	2	Completion of 208 hours of experience	1 4
	3	Submission of 1,000 word report that reflects understanding of underpinning theoretical frameworks of the professional practice situation	2 3 4

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site— Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au