



Follow your  
**passion**  
in the creative industries

## Bachelor of Creative Industries

Creative Industries is one of the fastest growing, most dynamic and diverse employment sectors. This program allows you to tailor your studies to suit your interests and talents, providing you with a range of skills and employment choices in the expanding creative industries sector and beyond.

Upon completion, you'll have strong creative and technical skills, an entrepreneurial mindset, and a professional portfolio that showcases your diverse talents.

In this program you will:

- Develop specialist creative and technical skills in design, media, arts, and communication as well as entrepreneurial nous.
- Choose from and combine a wide range of study areas, including theatre and performance, creative writing and publishing, screen media, music, fashion studies, creative advertising, social media, game design, public relations, and graphic design.
- Gain practical experience and develop your network of professional contacts.
- Undertake industry and research projects that will help you refine and showcase your knowledge and skills in the creative industries.

Choose to study abroad at one of USC's 70+ partner institutions worldwide through our Study Overseas program.

### Majors/Minors

Majors at Sunshine Coast: Animation and Visualisation Design; Creative Advertising; Creative Writing and Publishing; Interactive and UX Design; Marketing; Music; Screen Media; Serious Games Design; Social Media; Theatre and Performance; Visual Communication

Minors at Sunshine Coast: Animation and Visualisation Design; Creative Advertising; Creative Writing and Publishing; English; Entrepreneurship; Fashion Studies; Interactive and UX Design; Interactive Narrative; Marketing; Music; Photographic Practice; Screen Media; Serious Games Design; Social Media; Theatre and Performance; Visual Communication

Majors at Moreton Bay: Animation and Visualisation Design; Creative Writing and Publishing; Interactive and UX Design; Marketing; Screen Media; Serious Games Design; Social Media; Visual Communication

Minors at Moreton Bay: Animation and Visualisation Design; Creative Writing and Publishing; English; Entrepreneurship; Interactive and UX Design; Interactive Narrative; Marketing; Screen Media; Serious Games Design; Social Media; Visual Communication

Majors Online: Animation and Visualisation Design; Creative Advertising; Creative Writing and Publishing; Interactive and UX Design; Marketing; Screen Media; Serious Games Design; Social Media; Visual Communication

### LOCATIONS

Sunshine Coast	011271
Moreton Bay	014071^
Online	015014

### QTAC CODE

### DURATION

3 years full time or equivalent part time

### COMMENCE

Semester 1 or Semester 2

### RECOMMENDED PRIOR STUDY

English

### MORE INFORMATION

Contact Student Central  
information@usc.edu.au  
+61 7 5430 2890

[usc.edu.au/ar338](http://usc.edu.au/ar338)

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 23 October 2021  
Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).



Rise, and shine.

Minors Online: Animation and Visualisation Design; Creative Advertising; Creative Writing and Publishing; English; Entrepreneurship; Fashion Studies; Interactive and UX Design; Interactive Narrative; Marketing; Photographic Practice; Screen Media; Serious Games Design; Social Media; Visual Communication

### Career opportunities:

- Performance creator
- Screen media professional
- Writer/publisher
- Creative director
- Musician
- Graphic, 3D and/or e-media designer
- Marketing coordinator
- Advertising executive

### Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at [usc.edu.au/scholarships](http://usc.edu.au/scholarships).