



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

MORE INFORMATION

Contact the International Office
study@usc.edu.au
+61 7 5430 2843

usc.edu.au/ar338 | CRICOS code: 080099K

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.



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

PROGRAM STRUCTURE

Introductory courses (3) 36 units

- CMN101** Introduction to Creative Entrepreneurship
- CMN103** Introduction to the Creative Industries
- CMN107** Communication for the Creative Professional

Developing and Graduate course (13) 156 units

Select 1 course (12 units) from:

- CMN313** Creativity, Design and Communication Project

PLUS select 12 courses (144 units) to complete 1 major and 1 minor from:

Major courses

- 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

Minor courses

- 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

[^]Not currently available at Moreton Bay campus

Elective courses (8) 96 units

Select 8 elective* courses (96 units) from the undergraduate elective course options. Students are strongly encouraged to use their electives to complete courses in the available Creative Industries disciplines.

*The number of elective courses may vary depending on the major/minor combinations chosen

Note: Program structures are subject to change. Not all USC courses are available on every USC campus.

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