DIPLOMA OF COMMUNICATIONS AND CREATIVE INDUSTRIES (YEAR 2)

This program focuses on both theoretical and practical dimensions of communications and creativity. It provides introductory level units in which you will acquire the fundamental skills that are essential to the program and your future career. This program is taught on ECU's state-of-the-art Joondalup Campus West.

The program consists of 8 units of study and can be completed over 2 or 3 trimesters. Students who complete the ECC Diploma of Communications and Creative Industries (Year 2) will receive up to 8 units (120 credit points) advanced standing, the equivalent of the first year, in the respective Bachelor degree at ECU. A minimum of 50 percent pass in all units is required for progression to ECU.

UNIT DESCRIPTORS

BRO1000D – iTalk: Presentation Skills

This unit aims to develop students' ability to be confident, articulate, focused and engaging speakers. It provides an introduction to the techniques and practices required for speaking in public.

CCA1103D – Creativity: Theory, Practice and History

This unit examines the importance and use of creativity in artistic and professional practice and will look at theory, history and practices commonly associated with creativity.

CCA1108D – Communications and Digital Technology

This unit provides an introduction to multimedia and digital technologies from visual communication perspectives. The unit discusses issues related to the Internet and World Wide Web including the Web as an information and communication resource. Students investigate visual communications and design and issues associated with these developing technologies to create practical screen- and print-based products.

CMM1111D – Power and the Media

This unit offers an overview of critical approaches used within film and media studies as forms of media textual analysis. It examines a variety of media texts including film, television, advertisements, photography and the press. It aims to develop student's skills in studying written critical analyses of media and in writing their own critical essays on the media.

CMM1113D – Media and Social Context

This unit examines how media objects and artefacts are created, communicated and circulated within a social framework. Core concepts for exploration include how media texts – from films to Facebook – intersect with social sense making and the wider meanings embedded in power, economy and society, which connect to everyday life. Students learn how to make sense of who they are and the media texts they consume.

PAC1100D – Professional and Academic Communication

This core unit equips students with the knowledge and skills to communicate effectively within Australian academic and professional environments. Students acquire essential skills – selecting, summarising, evaluating information, applying knowledge to a range of oral and written tasks, within simulated workplace scenarios. Language literacy is embedded through scaffolded tasks, enhanced feedback, and within assessment criteria. The unit uses case studies to acculturate students to Australia workplaces and university environments.

Diploma of Communications and Creative Industries (Year 2) continued

CMM1204D – Writing for Communications

This unit provides an introduction to essential writing skills that are required for communication in journalism, advertising and public relations, as well as creative and cultural industries. Effective writing for employment in the various disciplines demands competence in correctly using grammar, spelling and punctuation. Competence is developed through learning the principles of grammar, spelling and punctuation, completing exercises that test them, writing in genres that employ them, and self and mutual editing. The unit also develops an awareness of the characteristics of different media, especially their formats, genres, conventions and production processes.

MKT1600D – Marketing Principles and Practices

This unit introduces principles/concepts of marketing that encompass the marketing planning process, marketing environment, consumer behaviour, market segementation, and marketing mix elements. The unit's major feature is the trimester-long marketing plan project based on a marketing case.

PHO1125D – Camera Work and Lighting

This unit introduces the role of photo media concepts and production styles within an interactive multimedia context. It examines the principles and practices required for a thorough understanding of IMM graphics creation including their manipulation and use. It introduces applications software and hardware which supports development of image resources for interactive multi-media.

Australian Qualifications Framework

Important information for students	Students select 8 units according to their intended major at ECU		Entry into ECU Year 2
International students must study a full-time study load.	PAC1100D Professional and Academic Communication		**Bachelor of Arts – 8 units (120 credit points)** majoring in: English, History, Politics and International Relations, Writing
	CMM1111D Power and the Media		**Bachelor of Media and Communications - 8 units (120 credit points)** majoring in: Advertising, Broadcasting, Film and Video, Journalism, Media and Cultural Studies, Public Relations, Screen Studies
	CCA1103D Creativity - Theory, Practice and History		
	BRO1000D iTalk - Presentation Skills		
Note: Students wishing to enter a major listed with an asterisk (*) will be required to attend a folio interview prior to progressing into ECU.	CMM1204D Writing for Communications		**Bachelor of Contemporary Arts – 8 units (120 credit points)** majoring in: Fashion*, Photomedia, Visual Arts*
	CCA1108D Communications and Digital Technology		**Bachelor of Design – 8 units (120 credit points)** majoring in: Animation, Environmental and Spatial Design*, Games and Interactivity, Graphic Design*
ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.	PHO1125D Camera Work and Lighting		**Bachelor of Hospitality and Tourism Management – 8 units (120 credit points)**
	Marketing, Advertising & PR stream:	**Other streams:**	
	MKT1600D Marketing Principles and Practices	CMM1113D Media and Social Context	**Bachelor of Marketing Advertising and Public Relations – 8 units (120 credit points)**

Methods of assessment at ECC Methods of assessment may differ depending on the course and subjects you choose. Most subjects are assessed through a combination of written examinations and assignments, essays, presentations, seminars and tutorial participation. Some coursework includes group-based projects and practical activities.

At the start of each unit, students are given an outline that includes due dates for the completion of assignments. Students who fail to meet these submission deadlines may be penalised even though the work was completed. Attending all classes is essential in order to be successful at ECC. **Flyer is current as of 16 February 2018.**

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