

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.

SAH1150D – Creativity

This unit examines the importance and use of creativity in professional practice. Examining the theory, history and methods commonly associated with creativity, students will explore what constitutes a creative person, creative product, processes and strategies for creativity and what constitutes a creative environment.

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.

SAH1100D – Communicating Ideas

This unit examines communication in contemporary culture and the ways in which it contributes to the construction of meaning. The unit promotes critical thinking about the messages encoded in texts, images, objects and sound. Students will develop their academic literacies, with a focus on analysis and synthesis of academic literature and information, effective writing and the acknowledgment of sources.

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 in research, essay-writing, oral presentations and job-search.

SBL1600D – Business Identity and Protocols

Incorporating hands-on activities, reflective practices, and opportunities for feedback, students will create and articulate their own personal brand. The unit explores the fundamentals of culture and importance of cross-cultural literacy, as well as principles of effective professional communication. Key experiences throughout the unit are documented within an electronic portfolio which can be added to throughout students' academic career, and used when applying for job positions.

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 segmentation, 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 multimedia.



Important information for students	Students select 8 units according to their intended major at ECU	Entry into ECU Year 2
<p>International students must study a full-time study load.</p> <p>Note: **Students entering the Bachelor of Marketing, Advertising and Public Relations must take MKT1600D as one of their core units.</p> <p>ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.</p> <p>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.</p> <p>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.</p>	<p>Core units: Select 4 units</p> <p>PAC1100D Professional and Academic Communication</p> <p>CCA1108D Communications and Digital Technology</p> <p>SAH1100D Communicating Ideas</p> <p>SAH1150D Creativity</p> <p>Elective units: Select 4 out of 6 units</p> <p>BRO1000D iTalk - Presentation Skills</p> <p>CMM1113D Media and Social Context</p> <p>SBL1600D Business Identity and Protocols</p> <p>MKT1600D** Marketing Principles and Practices</p> <p>PHO1125D Camera Work and Lighting</p> <p>CMM1204D Writing for Communications</p>	<p>Bachelor of Arts – 8 units (120 credit points) majoring in: English, Creative and Professional Writing, Historical and Political Studies, Visual Arts</p> <p>Bachelor of Media and Communications - 8 units (120 credit points) majoring in: Advertising, Broadcasting and Digital Journalism, Media and Cultural Studies, Public Relations, Screen Production</p> <p>Bachelor of Design – 8 units (120 credit points) majoring in: Fashion, Games and Interactive Design, Visual and Spatial Design</p> <p>Bachelor of Hospitality and Tourism Management – 8 units (120 credit points)</p> <p>Bachelor of Marketing, Advertising and Public Relations – 8 units (120 credit points)</p>

Flyer is current as of 4 August 2020.

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