

# 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.

### **SAH1250D – Storytelling and Meaning**

In this unit students examine a range of spoken, written and visual narratives to identify and evaluate conventions and effects, and the beliefs and values underpinning them from Aboriginal Australian oral traditions, to listening, observation, archival research, textual

analysis, imagination and experimentation. Students apply knowledge gained from interdisciplinary analysis, research and discussion to either critically analyse an existing narrative or develop a new one, e.g. site-specific artwork, artist book, graphic novel, broadcast, film, campaign or literary fiction.

### **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.

### **SAH1200D – Media and Culture**

This unit considers how dominant ideas are created through forms of cultural production such as film, music, news, fashion, and photography. It considers how they can be forces of social change. There will be a focus on

contemporary issues in society, notions of truth, power and the 'popular,' as well as an examination of ideas of difference, diversity, and consumption

### **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

### 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.

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.



Important information for students	Students select 8 units	Entry into ECU Year 2
<p>International students must study a full-time study load.</p> <p>ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.</p> <p><b>Methods of assessment at ECC</b> 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><b>Core units: Select 6 units</b></p>	<p><b>Bachelor of Arts – 8 units (120 credit points)</b> majoring in: English, Creative and Professional Writing, Historical and Political Studies, Visual Arts</p>
	<p>PAC1100D Professional and Academic Communication</p>	<p><b>Bachelor of Media and Communications - 8 units (120 credit points)</b> majoring in: Advertising, Broadcasting and Digital Journalism, Media and Cultural Studies, Public Relations, Screen Production</p>
	<p>SAH1250D Storytelling and Meaning</p>	
	<p>SAH1150D Creativity</p>	<p><b>Bachelor of Design – 8 units (120 credit points)</b> majoring in: Fashion, Games and Interactive Design, Visual and Spatial Design</p>
	<p>SAH1100D Communicating Ideas</p>	<p><b>Bachelor of Hospitality and Tourism Management – 8 units (120 credit points)</b></p>
	<p>SAH1200D Media and Culture</p>	<p><b>Bachelor of Marketing, Advertising and Public Relations – 8 units (120 credit points)</b></p>
	<p>MKT1600D Marketing Principles and Practices</p>	<p><b>Bachelor of Youth Work – 8 units (120 Credit Points)</b></p>
	<p><b>Elective units: Select 2</b></p>	<p><b>Bachelor of Counselling – 8 units (120 Credit Points)</b></p>
	<p>SBL1600D Business Identity and Protocols</p>	<p><b>Bachelor of Social Science – 6 units (90 credit points)</b></p>
	<p>BRO1000D iTalk – Presentation Skills</p>	
<p>Year 2 Elective</p>		

Flyer is current as of 14 October 2021.

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Edith Cowan College at  
 Edith Cowan University  
 Building 80, Joondalup Campus West  
 10 Injune Way  
 Joondalup WA 6027 Australia

T +61 8 6279 1100

F +61 8 6279 1111

E [info@edithcowancollege.edu.au](mailto:info@edithcowancollege.edu.au)

Edith Cowan College is part of the Navitas Group

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