

DIPLOMA OF COMMUNICATIONS AND CREATIVE INDUSTRIES



1. About Edith Cowan College Courses

General Information

Edith Cowan College (ECC) provides alternative pathways to Edith Cowan University (ECU) for students who may not qualify for direct entry into a degree program and are looking for a supportive learning environment. Established in 1994, Edith Cowan College (formerly PIBT) has successfully bridged the academic and English language gap for over 8,000 students to help them achieve their goal of entering into ECU.

ECC Diploma

ECC diploma programs are delivered at the ECU Joondalup Campus West. For the latest details on your selected course – fees, course structure, duration, intakes and a downloadable PDF that outlines the units, majors and articulation into ECU degrees, click on the link below.

PROGRAM	LINK TO FULL PROGRAM DETAILS
Diploma of Communications and Creative Industries	https://www.edithcowancollege.edu.au/programs/diploma-of-communications-and-creative-industries
Streams	<ul style="list-style-type: none"> • Marketing, Advertising and PR • Other
Articulation into ECU	<ul style="list-style-type: none"> • Bachelor of Arts – 8 units (120 credit points) majoring in: English, History, Politics and International Relations, Writing • 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 • Bachelor of Contemporary Arts – 8 units (120 credit points) majoring in: Fashion*, Photomedia, Visual Arts*

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	<ul style="list-style-type: none"> • Bachelor of Design – 8 units (120 credit points) majoring in: Animation, Environmental and Spatial Design*, Games and Interactivity, Graphic Design* • Bachelor of Hospitality and Tourism Management – 8 units (120 credit points) • Bachelor of Marketing Advertising and Public Relations – 8 units (120 credit points) <p>*Students wishing to enter these majors are required to attend a folio interview prior to progressing into ECU.</p>
Other Information	This course does not include work-based learning, internships or work placements

Bridging and Enabling Courses:

All applicants are required to demonstrate English language proficiency.

- Local students can do this by submitting their final high school results.
- International students will be required to submit their results in a recognised English Language Test (e.g. IELTS, Pearson Test of English (PTE) or TOEFL) which has been completed within the past two years.

Applicants who fail to meet the minimum English requirements, may apply to study Academic English Program (AEP) to bridge the English entry requirement. For details see:

<https://www.edithcowancollege.edu.au/programs/academic-english>

For a copy of the Student Guide (brochure) go to:

<https://www.edithcowancollege.edu.au/download-student-guide>

Facilities and Staff:

- About Edith Cowan College: <https://www.edithcowancollege.edu.au/about-edith-cowan-college>
- ECC Staff: <https://www.edithcowancollege.edu.au/our-staff>
- ECU Campus Map: <http://www.ecu.edu.au/about-ecu/our-campuses/campus-maps>
- ECU Interactive Campus Map: https://ecusis.ecu.edu.au/mapenquiry/default.aspx?config=guest&loc_code=50
- Campus Facilities: <https://www.edithcowancollege.edu.au/campus-facilities>
- Student Services: <https://www.edithcowancollege.edu.au/student-services>
- Transport: <https://www.edithcowancollege.edu.au/transport>

2. Admission Criteria

The Admissions Criteria are categorised into three main sections:

- English Language Requirements
- Academic Requirements
- Other Special Requirements

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English Language Requirements

Test Type	Diploma (Year 1)	Diploma (Year 2)
GCE 'O' Level	C	C
WAEC/NECO	C6	C6
SPM English (1119)	C	C
HKDSE	3	3
KCSE	C	C
IELTS	5.5 with no band less than 5.0	5.5 with no band less than 5.0
TOEFL (iBT)	60 with no band less than 15	60 with no band less than 15
Pearson Test of English (PTE-A)	49 with no communicative score less than 49	49 with no communicative score less than 49

Academic Requirements

Country	Diploma (Year 1)	Diploma (Year 2)
Australia	Minimum 50% in 4 Year 11 WACE subjects (excluding English) plus a pass / C grade in English	Minimum 50% in 4 Year 12 WACE subjects (excluding English) plus a pass / C grade in English; or ATAR 50 plus a pass / C grade in English

International Applicants: Please refer to country listing at:
<https://www.edithcowancollege.edu.au/admissions-requirements>

Other Special Requirements

No special requirements apply for the Diploma of Business or Diploma of Hotel Management.

3. Student Profile

The table below gives an indication of the likely peer cohort for new students at the institution. It provides data on students that commenced undergraduate study and passed the census date in the most relevant recent intake period for which data are available, including those admitted through all offer rounds and international students studying in Australia

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Applicant background	Semester one 2018	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	5	15.63%
(B) Vocational education and training (VET) study	0	0.00%
(C) Work and life experience (Admitted on the basis of previous achievement other than the above)	0	0.00%
(D) Recent secondary education:		
• Admitted solely on the basis of ATAR (regardless of whether this includes the impact of adjustment factors such as equity or subject bonus points)	0	0.00%
• Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)	4	12.50%
• Admitted on the basis of other criteria only and ATAR was <i>not</i> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	0	0.00%
International students	23	71.87%
All students	32	100%

Notes: L/N - Low numbers: the number of students is less than 5.

N/A - Data not available for this item.

N/P - Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

4. Admission Criteria

A. Applicants with Higher Education Study

Applicants with Higher Education Study are those whose highest level of study since leaving secondary education is a higher education course, such as a university degree or university-level Diploma. This includes applicants who have completed a higher education course, those who are currently studying a higher education course at another education provider and want to transfer to ECC, or those who are currently studying a higher education course at ECC but wish to change course.

Completion in part (minimum 4 units) or whole, of a higher education course will satisfy the broad academic requirements for entry into an ECC Diploma; but separate evidence of English proficiency, and/or evidence of course-specific pre-requisites might also be required.

ECC may recognise partial completion of a qualification under the principles of Recognition of Prior Learning (RPL). Originals or certified copies of academic transcripts, unit outlines and supporting documentation are required prior to processing.

Prior Study	Completed AQF 5 Equivalent Units
Diploma (Year 1) 8 units (120 credit points)	<i>8 units (120 credit points) advanced standing</i>
Diploma (Year 2) 8 units (120 credit points)	<i>Up to 4 units (60 credit points) advanced standing</i>

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Confirmation of exemptions will accompany the Letter of Offer Package. For further information see:

- *Recognition of Prior Learning (RPL)*: <https://www.edithcowancollege.edu.au/exemptions>
- *Recognition of Prior Learning (RPL) Policy*: www.edithcowancollege.edu.au/policies
- *Application for Exemption Form*: <https://www.edithcowancollege.edu.au/documents-and-forms>

ECC delivers bridging/enabling programs for those who have English as a second language. Applicants may opt to study ELICOS courses which are designed to satisfy ECC's English proficiency requirements.

B. Applicants with Vocational Education and Training (VET) Study

Applicants with vocational education and training (VET) study are those whose highest level of study since leaving secondary education is a VET course. This includes study at a public TAFE or other VET provider, whether a qualification was completed or not. Applicants with VET study may have other qualifications such as a Year 10, 11 or 12 secondary school certificate.

Graduating from TAFE or another Australian Qualification Framework (AQF) provider can qualify you for entry to ECC.

Entry into an ECC Diploma (Year 1) requires a minimum completion of a Certificate III (or comparable) level course. Entry into an ECC Diploma (Year 2) requires completion of a minimum Certificate IV (or comparable) level course. Separate evidence of English proficiency, and/or evidence of course-specific pre-requisites might also be required.

Prior Study	Completed Certificate IV VET Course
Diploma (Year 1) 8 units (120 credit points)	<i>Up to 8 units (120 credit points) advanced standing</i>
Diploma (Year 2) 8 units (120 credit points)	<i>No advanced standing</i>

C. Applicants with Recent Secondary Education (within past two years)

Applicants with recent secondary education are those whose admission is primarily based on completion of Year 12, but also includes those who may have completed their senior secondary studies with a TAFE or other VET provider. This can include applicants whose secondary education was undertaken interstate or overseas.

Entry into ECC Diplomas (Year 2) requires a minimum ATAR of 50, or a minimum 50% in four Year 12 WACE subjects (General or ATAR); plus a pass (i.e. 50%/C-grade) in English, or separate evidence of English proficiency.

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Students who undertake the International Baccalaureate in Western Australia will have their IB score converted to an equivalent Australian Tertiary Admission Rank (ATAR) by TISC.

TISC Eligibility to Apply: <http://www.tisc.edu.au/static/guide/faq.tisc>

ATAR-Related Adjustments

ECC makes no adjustments, nor applies any bonus points to ATARs.

Criteria that may Apply In Addition To ATAR

Admission to any ECC course can also be offered to applicants who may not meet the entry criteria but, because of their age and/or prior experience, can demonstrate a high probability of success in the chosen course. This decision is made by the Academic Director in consultation with the Director of Marketing and Admissions.

ECC may recognise alternative forms of entry qualifications which are targeted at improving access for ATSI students or others who may be experiencing disadvantage in accessing and participating in education. To that end, a *Portfolio Entry* process may be applied. Portfolio Entry requires the applicant to submit documents as evidence of informal learning together with details of their abilities through work experience, training documents, resume, and a personal statement relating to skills/abilities. The application will be assessed by the Academic Director (or nominee) on a case-by-case basis.

Entry Portfolio Application Form: <https://www.edithcowancollege.edu.au/documents-and-forms>

Other Admission Options

Admission Requirements: <https://www.edithcowancollege.edu.au/admissions-requirements>

Interstate Year 12

ATARs are deemed comparable, regardless of the state or territory in which the applicant completed Year 12.

In addition to an Overall Position (OP) eligible applicants from Queensland will be eligible to receive an ATAR calculated by the Queensland Curriculum & Assessment Authority (QCAA).

QCCA ATAR: <https://www.qcaa.qld.edu.au/senior/tertiary-entrance/atar>

(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors)	Selection Rank (ATAR/OP plus any adjustment factors)
Highest rank to receive an offer *	L/N	Not applicable
Median rank to receive an offer #	L/N	Not applicable
Lowest rank to receive an offer *	L/N	Not applicable

Notes: * L/N – indicates low numbers if less than 5 ATAR-based offers made

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N/P – indicates figure is not published if less than 25 ATAR-based offers made

Other Admissions Options:

ECC may recognise alternative forms of entry qualifications which are targeted at improving access for ATSI students or others who may be experiencing disadvantage in accessing and participating in education. To that end, a *Portfolio Entry* process may be applied. Portfolio Entry requires the applicant to submit documents as evidence of informal learning together with details of their abilities through work experience, training documents, resume, and a personal statement relating to skills/abilities. The application will be assessed by the Academic Director (or nominee) on a case-by-case basis.

Entry Portfolio Application Form: <https://www.edithcowancollege.edu.au/documents-and-forms>

Applicants with disabilities must indicate on their application their disability status. Such students will be asked to provide further details of their disability in order for ECC to assess their special study requirements. No policy or practice of ECC shall discriminate against persons with disabilities except where, in the opinion of the College Director/Principal, the provision of additional goods, services or facilities would go beyond “reasonable adjustment” and impose an unjustifiable hardship on the College.

Assessment Guidelines – Disability and Equity: www.edithcowancollege.edu.au/policies

D. Applicants with Work and Life Experience

Finished Secondary School More Than Two Years Ago

Mature-aged applicants (20 years of age and over) may be admitted to the diploma courses without meeting the formal academic qualifications if they have relevant work experience and/or other acceptable qualifications.

Advanced Standing may be granted towards an ECC Course for assessable learning outcomes achieved through formal learning and/or informal learning, work related experience and/or life experience, to an extent that is consistent with maximising student progression while maintaining established academic standards.

- *Recognition of Prior Learning (RPL) Policy:* <https://www.edithcowancollege.edu.au/policies>
- *Entry Portfolio Application Form:* <https://www.edithcowancollege.edu.au/documents-and-forms>

5. How to Apply

Applications to study with ECC must be made directly to ECC or via an approved ECC representative.

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- Direct applications to ECC can be made via our website at: <https://www.edithcowancollege.edu.au/apply> or by completing a paper-based application, available from our Joondalup Campus West or Mount Lawley Welcome Centres.
- ECC has a network of representatives around the world that can also assist with the application process. For further details, please refer ECC Representatives: <https://www.edithcowancollege.edu.au/representatives>

6. Advanced Standing

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

For further information about credit and recognition of prior learning please see <https://www.edithcowancollege.edu.au/exemptions>

7. Where To Get Further Information

- Edith Cowan College Website: <https://www.edithcowancollege.edu.au/>
- Australian Qualifications Framework (AQF): <https://www.aqf.edu.au>
- International student applicants – see academic requirements by country: <https://www.edithcowancollege.edu.au/admissions-requirements>
- TEQSA National Register <http://www.teqsa.gov.au/national-register/provider/prv12166>
Testimonials from past ECC students see: <https://www.edithcowancollege.edu.au/student-profiles>