

# Diploma of Communications and Creative Industries (Year 1)

This program focuses on both theoretical and practical dimensions of communications and creativity. The units you will study are designed to enhance your learning experience, and provide you with the underpinning knowledge necessary to prepare you for further studies at university level. 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, and provides opportunities for scaffolded learning and the development of core academic and employability skills. Students will study the 7 units outlined below, plus a Year 1 Elective.

This course will provide students entry into ECC Diploma of Communications and Creative Industries (Year 2).

## UNIT DESCRIPTORS

### **COM220 – Workplace Communication – Employability**

Students will identify, analyse and apply communication, social and intercultural skills for effective interpersonal and workplace relationships. This unit develops written skills, oral presentation skills and research skills, to prepare students for academic or professional environments. Students will make connections between learning and future employability through topics such as effective workplace relationships, negotiation, managing conflict, and skills for teamwork and leadership.

### **CPT107 – Introductory Computing**

This unit develops knowledge and skills in computing systems – software, hardware, digital security, communication networks, internet, information and data management. Students will develop their digital literacy and gain practical skills in specific computing applications from the Microsoft Office Suite. Students will also be introduced to very basic Java programming.

### **CCI106 – Creative Cultures**

By studying creativity and creative industries, students develop an understanding of key concepts and the technical side of creativity and how it applies to the production and consumption of media. Students will select, assess and analyse creative items as well as apply these skills to produce their own creative project.

### **COM210 – Communication Skills**

This unit introduces the foundations of academic writing – from library research using databases, selection of approved academic resources, to writing paragraphs and essays, using the APA referencing system and delivering oral presentations using multi-media. The unit also includes essential study skills to assist with time management, note-taking and the use of memory aids for study purposes.

### **PMG100 – Project Management**

This unit introduces concepts and skills used by managers to propose, plan, secure resources, budget and lead project teams to successful project completion. Students will examine and apply fundamental principles, strategies and approaches for project management in a variety of contexts that are universally applicable across organisations and project types.

### **CPT100 – Information Design**

This unit introduces fundamentals of information design and how best to present information using graphics, colour and layout. Students will investigate principles and elements of visual communication – and learn to apply them in practical workshops. It includes a range of information products (paper-based media, way-finding systems, exhibition installations, desktop publishing and electronic media) and uses desktop publishing to plan, coordinate, evaluate and justify choices in the development of a website and other information products.

### **BUS129 – Introductory Marketing**

This unit explains theoretical principles/practices for marketing in changing environments. It introduces fundamental marketing concepts (consumer behaviour, market research, product planning, promotion, distribution, services, pricing) across many institutions (government, manufacturing, services and not-for-profit sectors) and how marketing concepts are applied in the real world.

Students identify, analyse and combine key marketing tools to develop a marketing mix for specific markets and market segments; identify, collect and evaluate data for different marketing requirements and apply them in simulated contexts. Students will also investigate social media and develop communication skills as part of a marketing campaign pitch.

### **Methods of Assessment at ECC**

Methods of assessment may differ depending on the program and subjects you choose. Most subjects will be assessed through a combination of written examinations and assignments, essays, presentations, seminars and tutorial participation. Some coursework will include group-based projects and practical activities. At the beginning 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 2 June 2022.**

### **Important information for students**

International students must study a full-time study load.

ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.