Bachelor of Creative Industries

As part of your degree, you will select an Industry Major from the list below. Each of the Industry Majors has an Industry Collaborator, who informs teaching and provides unique student experiences, which means that you’re learning direct from industry and developing critical networks throughout your degree. You’ll be engaged with industry from day one, which will culminate in a final year industry placement or a creative venture.

You can combine your Industry Major with a Second Major or two Minors. A Major comprises of eight related courses taken throughout your degree, and a Minor comprises of four related courses. We have a broad range of Major and Minor study options across the university so you can tailor your degree to your interests.

Industry Majors
- Animation and Visual Effects
- Contemporary Art Studies
- Performing Arts
- Film and Television
- Creative Writing and Literature
- Games Design and Production
- Social Media
- Screen Studies
- Festivals
- Digital Media

Second Majors
- Cultural Studies
- Design Studies
- English Language
- Event Management
- Games
- Innovation and Entrepreneurship
- Journalism
- Marketing
- Sports Management
- Tourism Management

Minors
- Aboriginal Cultures
- Animation and Visual Effects
- Broadcast Journalism
- Commercialisation and Law
- Communication and Media
- Contemporary Art Studies
- Digital Media
- Film and Television
- Human Resource Management
- Innovation and Entrepreneurship
- Journalism
- Management
- Legal Studies
- Small Business
- Social Media

Industry Collaborators

The Creative Industries create jobs and contribute to economic growth on a massive scale, creating a staggering 29.5 million jobs globally.*

What are the Creative Industries?
The Creative Industries are a collective of cultural sectors encompassing the visual and performing arts; digital media and multi-media including film and television, social media, computer animation and web design, festival and event management, and writing and publishing.

Why study a Bachelor of Creative Industries at UniSA?
The Bachelor of Creative Industries is one of Australia’s most industry-connected degrees. It has been developed and delivered in collaboration with leaders in the industry. This innovative, hands-on degree allows you to tailor your studies to your interests and career objectives by choosing to study from 12 Industry Majors and explore your creativity in an area that interests you most.

By studying the Bachelor of Creative Industries, you’ll become professional, adaptable and creatively focused with multidisciplinary skills, allowing you to work in commercial contexts and settings, freelance as an independent artist or launch creative start-ups in your chosen field.

*Bokova I.G., 2015, Cultural times: the first global map of cultural and creative industries
Design YOUR OWN DEGREE

The Bachelor of Creative Industries provides you with the flexibility to pursue two or three areas of interest that will help you meet your career goals. You will study six core courses in the Creative Industries, including courses in business and entrepreneurship relevant to the Creative Industries sector. Pair that with an Industry Major, a Second Major or two Minors, together with two elective courses.

Choose YOUR UNIQUE CAREER PATH

Choose your Industry Major, with the choice of a Second Major or two Minors, to open up a range of unique career opportunities. Below are some examples of exciting combinations you could choose:

<table>
<thead>
<tr>
<th>INDUSTRY MAJOR</th>
<th>SECOND MAJOR</th>
<th>POTENTIAL CAREERS</th>
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<tbody>
<tr>
<td>Festivals</td>
<td>Event Management</td>
<td>Festival Manager</td>
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<td>Event Coordinator</td>
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<td>Cultural Liaison Officer</td>
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<td>Games Design &amp; Production</td>
<td>Games</td>
<td>User Experience Designer</td>
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<td>User Interface Designer</td>
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<td>Production Manager</td>
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<td>Communication &amp; Media</td>
<td>Sports Management</td>
<td>Sports Communication Manager</td>
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<td>Social Media Coordinator</td>
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<td>Membership and Ticketing Leader</td>
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<td>Digital Media</td>
<td>Marketing</td>
<td>Digital Marketing Coordinator</td>
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<td>Brand Manager</td>
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<td>Communications Officer</td>
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<td>Comicbook Creation</td>
<td>Contemporary Art Studies</td>
<td>Storyboard Developer</td>
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<td>Small Business</td>
<td>Character Design Illustrator</td>
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<td>Freelance Comic Artist</td>
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<td>Film and Television</td>
<td>Journalism</td>
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<td>Legal Studies</td>
<td>Freelance Content Producer</td>
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<td>Production Manager</td>
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*You can choose another Industry Major or a Second Major

To make an enquiry, call Future Student Enquiries (08) 8302 2376 or visit unisa.edu.au/enquire

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