



University of  
South Australia

# Bachelor of CREATIVE INDUSTRIES



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.

\*Borova I.G., 2015, Cultural times: the first global map of cultural and creative industries

## Industry Majors

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.

Animation and Visual Effects

Performing Arts

Communications and Media

Contemporary Art Studies

Social Media

Creative Writing and Literature

Film and Television

Screen Studies

Comicbook Creation

Games Design and Production

Festivals

Digital Media

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.

## 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



BACKING CREATIVE  
PROFESSIONALS



OPINION  
MEDIA



FESTIVALS  
ADELAIDE

KOJO



RISING SUN PICTURES

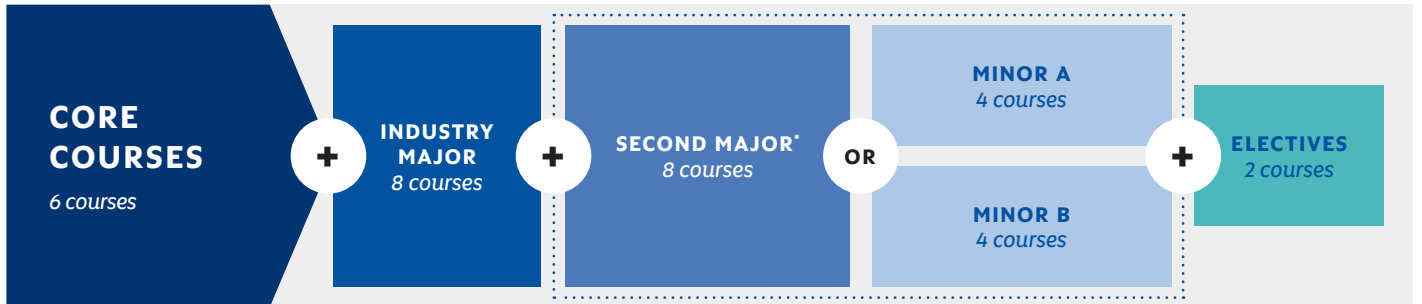


Government of South Australia  
Department for Innovation and Skills



# 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.



\*You can choose another Industry Major or a Second Major

## 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:

	INDUSTRY MAJOR		SECOND MAJOR		POTENTIAL CAREERS
	Festivals	+	Event Management	=	Festival Manager Event Coordinator Cultural Liason Officer
	Games Design & Production	+	Games	=	User Experience Designer User Interface Designer Production Manager
	Communication & Media	+	Sports Management	=	Sports Communication Manager Social Media Coordinator Membership and Ticketing Leader
	Digital Media	+	Marketing	=	Digital Marketing Coordinator Brand Manager Communications Officer
	Comicbook Creation	+	MINOR 1 Contemporary Art Studies MINOR 2 Small Business	=	Storyboard Developer Character Design Illustrator Freelance Comic Artist
	Film and Television	+	MINOR 1 Journalism MINOR 2 Legal Studies	=	Documentary Filmmaker Freelance Content Producer Production Manager



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

CRICOS provider number 00121B. Correct at time of printing September 2019.