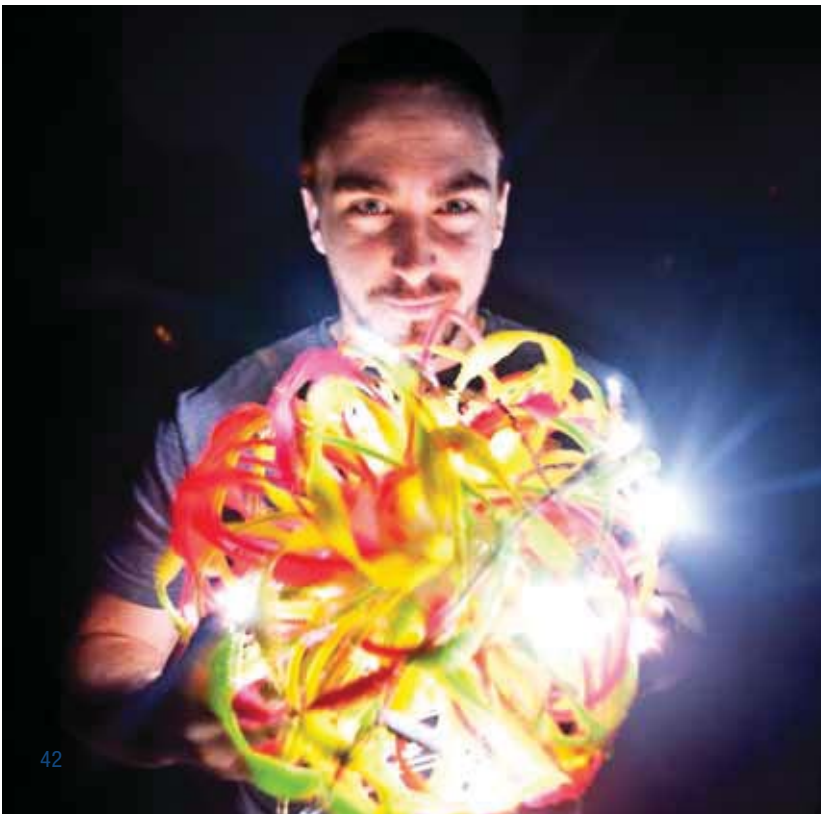


Creative Industries



Rannulu De Zoysa Sri Lanka
Master of Creative Industries (Interdisciplinary) graduate

I chose the Creative Industries Faculty because it was the only university faculty in which I was able to pursue my interests in zero waste fashion design and bio-fashion design. These emerging and innovative concepts were the focus of my major project. The most fascinating thing about studying at QUT was that I could customise my course to suit my career goals. I took multiple units across the Faculty, including study in entrepreneurship in the creative economy, and this helped to build my skills and knowledge towards launching my own fashion brand that specialises in zero waste fashion and is environmentally friendly.



Filip Lind Norway
Master of Creative Industries (Animation) student

I completed a year at QUT as a study abroad student during my bachelor degree. I enjoyed this experience and decided to return to QUT a few years later to study a postgraduate course in animation. I have been interested in animation and computer graphics for a long time and see it as an exciting industry. The Master of Creative Industries (Animation) will give me the opportunity to develop a portfolio of my work. So far, the course has been beneficial to me as a practitioner with great support from tutors and professors as well as opportunities to do practical project work.

Why choose QUT for Creative Industries?

QUT's Creative Industries Faculty is at the forefront of pioneering international research initiatives in creative industries policy, applied creative industries research, digital media design, and the creative and performing arts.

The Faculty partners with industry, government and the community through funded grants, research consultancy and joint ventures to interrogate real-world problems and provide solutions.

Research within the Faculty is enhanced through association with the leading federally funded and industry-supported research centres:

- Australian Research Council Centre of Excellence for Creative Industries and Innovation (CCI)
- Institute for Creative Industries and Innovation (iCi).

Many of the Faculty's academic staff work within the centres on research projects that inform government policy and leadership in the creative industries or produce tangible applied outcomes which benefit the community.

Research themes

Creative industries and innovation are central to today's rapidly changing social, economic and cultural landscapes. While researchers in the Creative Industries Faculty are pursuing four core research themes, we also recognise that nurturing the connections that bind them is critical

to the direction and development of the creative industries today. The four themes are:

- Fundamental research and methodological advances in creative industries and innovation
- New modes of engagement and creative practices
- New tools, technologies and performance interfaces
- New models of creative enterprise and management.

Practice-led research

Artists and creative practitioners have been researching their disciplines and their practice at QUT's Kelvin Grove campus for more than two decades. In the process of creating new works these artist-researchers have made original contributions to the store of knowledge about their discipline through a rigorous investigation of practice.

Known as practice-led research, this is research which is initiated in creative practice and then pursued through the production of creative work. This commitment to placing practice at the centre of the design, conduct and reporting of research distinguishes practice-led research from traditional research approaches. QUT Creative Industries is recognised as a leader in practice-led research.

Students can complete practice-led research to satisfy the requirements of either a PhD, Doctor of Creative Industries (Research) or Master of Arts (Research). Creative works are presented for examination along with a written exegesis that engages with and leads debates about the critical and cultural contexts that surround the work.

Postgraduate study areas

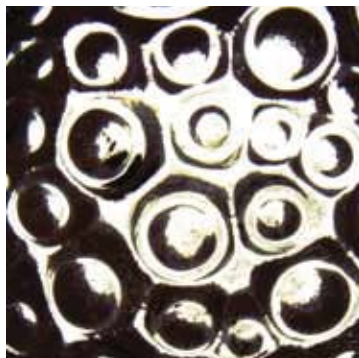
Animation
Creative Advertising
Creative Production & Arts Management
Creative Writing
Dance
Interactive and Visual Design
Interdisciplinary
Journalism
Music and Sound
Professional Communication

Facilities

The Faculty is located within the Creative Industries Precinct – home to facilities where staff and students collaborate with industry in state-of-the-art performance spaces, production studios, editing suites and design studios.

- Newsrooms for radio, television, online and print production
- Interactive exhibition spaces for multimedia displays
- Wired black box performance space for live experimental work
- Specialist design studios for drawing, drafting, fashion and textile design
- Computing studios for animation, interactive design, virtual reality, and tangible and embodied media design
- Film and television studio and post-production facilities
- Professional music recording studio.

www.qut.edu.au/creative-industries



Course information

MASTERS DEGREE (COURSEWORK)

Master of Advertising (Creative Advertising) (IX96)

CRICOS code: 048322G

Indicative fee: \$11,000 per semester

Campus: Kelvin Grove and Gardens Point

Semester of entry: February and July

Duration: 1.5 years (3 semesters) full-time

Graduate Certificate in Advertising (IF94)

CRICOS code: 048325E

Indicative fee: \$11,600

Campus: Kelvin Grove and Gardens Point

Semester of entry: February and July

Duration: 1 semester full-time

Program objectives:

Creative advertising is all about ideas.

Join our intensive creative advertising postgraduate program to learn the practical skills required to derive and execute your own great advertising ideas.

A unique suite of units offered by the Creative Industries and Business faculties provides you with the skills to create stunning, original and thought-provoking communications involving strategy, planning and creativity.

Why choose QUT for creative advertising?

Throughout this challenging hands-on course, taught by industry professionals, you will learn to unleash your creativity from week one. You will develop your skills in copywriting, art direction and creative campaign production all within a theoretical perspective. From idea conception to delivery, you will learn how to work to a client's brief and how to present your ideas effectively.

If you are looking to freshen up your skills or make a career move into the exciting world of creative advertising, this is the ideal place to develop your skills to industry standard. You will devise campaigns for real products in a wide range of media, resulting in a thorough and professional portfolio.

Career outcomes:

Graduates can work as advertising professionals, art project managers or media industry specialists.

Previously Studied Pathway (masters):

If your undergraduate degree is in a related study area to the masters program, you can apply for the Previously Studied

Pathway. This option allows you to apply for advanced standing for the study area units, so it is possible to complete the masters in just one year full-time.

Entry requirements:

Academic

Any bachelor degree or equivalent with a minimum grade point average of 5 (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry.

English

IELTS 6.5 (no subscore below 6.0). If you do not meet the minimum English requirements, you may be offered a pathway program through the QUT International College (QUTIC) to gain entry into this degree.

Program structure (masters):

- Advertising management
- Advertising creative: introduction
- Visual communication OR media writing
- List B unit option
- Contemporary issues in advertising
- Project design in the creative industries
- Advertising creative: copywriting and art direction
- Advertising creative: trends in new media
- Innovation in the creative industries: major project

Program structure (graduate certificate):

- Advertising management
- Contemporary issues in advertising
- Advertising creative: introduction
- Visual communication OR advertising creative: copywriting and art direction

Master of Creative Industries (KK88)

CRICOS code: 064900A

Indicative fee: \$11,000 per semester

Campus: Kelvin Grove

Semester of entry: February and July

Duration: 1.5 years (3 semesters) full-time

Graduate Certificate in Creative Industries (KK86)

CRICOS code: 064899M

Indicative fee: \$11,000 per semester

Campus: Kelvin Grove

Semester of entry: February and July

Duration: 1 semester full-time

Why choose QUT for creative industries:

The Master of Creative Industries (MCI) and Graduate Certificate in Creative Industries cater for the professional development of creative industries practitioners and related professionals. You will be introduced to a fresh way to understand the place of creativity in contemporary society.

The courses have been designed to connect five foundational domains:

- The nature of innovation in the creative economy
- The capacities of the digital platform
- Interdisciplinarity
- Creative entrepreneurship
- The commanding position of creativity in contemporary society and culture

These five concepts mark the shift from the traditional arts to the creative industries, and are the key understandings for those seeking to become leaders in the creative industries, whether through creative practices or as strategic thinkers.

Career outcomes:

Graduates may choose to become a creative industries manager, creative project manager or producer or adviser within government or cultural institutions. Those who seek to become an independent professional practitioner or artist in the creative industries can undertake creative practice as their project units, and will gain the benefit of creative industries perspective and skills in entrepreneurship, innovation and project management from the required units.

Program structure (masters):

Required units

The MCI required units will help you build your skills in future vision, entrepreneurship and project design. The required units include:

- Entrepreneurship in the creative economy
- 20:20 vision: imagining the creative future
- Project design in the creative industries
- Advanced study unit

Study areas units

You will study units from our chosen study area:

- Animation
- Creative production and arts management
- Creative writing
- Interactive and visual design
- Interdisciplinary
- Music and sound
- Professional communication

Information on the study areas is outlined on the following pages.

Major project

Your MCI will culminate in a major project, providing the opportunity to tailor your qualifications to apply your skills in a way which is relevant to your desired creative career. You will be expected to plan, implement and evaluate your project, which may consist of creative practice, an entrepreneurial business plan, research project, internship or management of project for a creative or community-based organisation.

Graduate certificate option:

If you are looking to change or develop your career options by gaining practical skills in one of the MCI Study areas, you can achieve a Graduate Certificate in Creative Industries in the study area of your choice by completing four discipline specific units.

Previously studied pathway (masters):

If your undergraduate degree is in a related study area to the masters program, you can apply for the Previously Studied Pathway. This option allows you to apply for advanced standing for the study area units, so it is possible to complete the masters in just one year full-time.

Entry requirements:

Academic

Any bachelor degree with a minimum grade point average of 5 (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry.

English

IELTS 6.5 (no subscore below 6.0). If you do not meet the minimum English requirements, you may be offered a pathway program through the QUT International College (QUTIC) to gain entry into this degree.

Animation

Animation is reaching into more and more industries because of the increasing visualisation of cultural materials, the application of visualisation in a range of settings, and the emergence of new industries which rely on animators. This study area is suited to those seeking to broaden their employment options or transfer existing design skills into digital forms.

Why choose QUT for animation?

Because animation requires strong practical capabilities, you will gain technical skills through studio-based learning. You will explore your creative potential as both an artistic practitioner and as a professional working in an animation setting.

You will study the fundamental principles of animation and its application in design contexts, and build a theoretical framework for your studio practice. You will have the freedom to choose the areas of animation you wish to study from topics such as motion graphics, programming, drawing, concept design and character development.

This animation study area has been designed in collaboration with industry specialists and teaches industry standard tools with the opportunity for one-on-one skills acquisition modules. Lecturers from industry and specialist academics mean you will receive up-to-date knowledge and the tools to navigate a career within a industry characterised by change. Leading-edge, applied research in animation is conducted in our co-located research centres, providing opportunities for you to engage in research and real-world projects.

Career outcomes:

As an animator, graduates can work in visual effects, direction or animation for film, television, advertising, or real-time games; visualisation for architecture, medicine and learning design.

Creative production and arts management

As short-run productions, projects, events and festivals become the norm in the creative industries, the need for highly effective and educated event producers and managers has never been greater. These creative industries professionals require a range of skills and knowledge, including administrative and management skills, financial fundamentals, legal and human relations knowledge and effective marketing and communication strategies.

Why choose QUT for creative production and arts management?

This course offers an industry-based learning environment where professionals and academics in the field deliver informed, practical content. Connections with local and national leaders in festivals and events will ensure you will benefit from their experience, mentorship and from real-

world project or internship opportunities. You will graduate with enhanced creative industries networks.

You can choose to study the skills most relevant to your professional development, including market development, event production and festival management, marketing and professional communication. Assessment projects are practical, and can be customised to your own development needs.

Career outcomes:

Graduates can work in management roles in the creative industries including events and festivals, creative production and coordination.

Creative writing

Writers are in demand across a number of fields. The publishing industry, screen production, advertising agencies, magazines and new media outlets all require people with a flair for language. If you channel your creativity into words and demonstrate advanced written communication competence, you will be sought-after by employers and have the confidence to develop your own creative works.

Why choose QUT for creative writing?

The creative writing units provide you with the expertise and knowledge to develop your skills as either a freelance or vocational writer. An understanding of the fundamental principles of creative writing and its applications will serve as a theoretical backdrop of your creative practice.

A range of major writing forms is on offer, including life writing, short stories or novella, in addition to units in literary and cultural studies. You may choose to develop your skills within a variety of genres, or gain specific skills in forms and techniques of interest to you.

When studied within the MCI, this study area provides the unique opportunity to work with writing mentors on a significant writing project. You can receive feedback from experienced editors with publishing industry connections to develop, write and market a manuscript.



You will be encouraged to enter your work in competitions, perform at public readings and festivals, and establish your own industry networks through our links with literary events and publishing houses.

Career outcomes:

Graduates can seek a management career in the creative industries or work as an art writer, creative writer, government officer or publishing professional.

Interactive and visual design

Visual and interaction design plays a pivotal role in the rapidly expanding fields of contemporary communication and new technologies. Careers in this area provide opportunities to design for electronic and print media, web and mobile technologies, games and physical computing as well as for new technologies as they continue to emerge.

Why choose QUT for interactive and visual design?

This course is targeted at mid-career professionals looking to immerse themselves in creative practice or to convert existing knowledge through engagement with new media theories and practices.

You can choose units that contribute to your design interests and career progression from web design, interactive media, interface design, visual communication, motion graphics and interaction design. You will develop practical techniques and skills and graduate with enhanced creative industries networks.

Studio-based teaching replicates the real world by providing opportunities for you to apply your knowledge and skills in practical settings and encouraging you to interact with others to solve design problems.

Career outcomes:

Career pathways may include computer games developer, digital composer, internet professional, multimedia designer or web designer.

Interdisciplinary

Interdisciplinarity is central to creative practice in creative industries. The lines between creative fields are increasingly blurred – visual artists use moving images, performers use digital media in site-specific works, and collaborative teams create sophisticated productions that captivate our senses.

Why choose QUT for interdisciplinary studies?

This course provides a unique opportunity to experiment across creative disciplines. You can enhance your existing practice by choosing units that provide practical skills in a range of areas. You will broaden your knowledge of the creative industries, gain

an understanding and appreciation of how different creative disciplines relate to one another, and build your ability to work in collaborative teams through project work.

Career outcomes:

The interdisciplinary study area will be of interest to those who seek a creative career as an employee, consultant or in creative industries management.

Music and sound

Like the creative industries as a whole, the music industry is evolving rapidly, with technology at the forefront of the production, performance and promotion of music. Music and sound courses at QUT respond to changing industry needs by offering variety, teaching relevant skills and emphasising creativity and new music.

Why choose QUT for music and sound?

This course provides creative opportunities and teaches up-to-date, industry-relevant skills to those already working as professional performers and composers, music producers, music studio personnel, and music educators. For those from other backgrounds, this course will broaden your existing knowledge and skills in music and sound.

You will explore your creative potential through your choice of units about music genre and context, the music industry, sound recording, musicianship, music technology and the relationship between sound and image.

Career outcomes:

Graduates can work in specialised pathways including band leader, composer, conductor, D.J., digital composer, music agent/manager, music publisher, music sampler, music teacher, music technologist, musical director, musician, recording engineer, song writer, sound and music producer, sound designer and sound/audio engineer.

Professional communication

Professional communication is an integral aspect of all work environments, and highly developed skills in this area are much sought-after by employers. By building your workplace communication skills, you will further your existing career, whether you work in management, policy, research and analysis, administration, customer service, sales, or consulting. Alternatively, these skills may help you launch a career, as a professional writer, technical writer, or communication officer.

Why choose QUT for professional communication?

You will benefit from QUT's expertise in communication, writing and journalism. You will have opportunities to combine your studies in areas such as corporate

writing and editing, persuasive writing, speaking and presentation skills, news writing and new media technologies.

You will apply your skills through advanced, work-based projects, allowing you to build teamwork, leadership and strategic, communication skills. By honing your workplace communication skills you will build the professional edge needed to communicate successfully at all levels of an organisation.

Career outcomes:

The professional communication study area will be of interest to those who seek communication skills to further existing careers – whether in management, policy, research and analysis, administration, customer service, sales, or consulting. Alternatively, this study area may begin a career in professional communication – as a professional writer, organisational trainer, or communication officer.

Master of Journalism (KJ42)

CRICOS code: 053491D

Indicative fee: \$11,000 per semester

Campus: Kelvin Grove

Semester of entry: February and July

Duration: 1.5 years (3 semesters) full-time

Graduate Certificate in Journalism (KJ35)

CRICOS code: 040323E

Indicative fee: \$11,000 per semester

Campus: Kelvin Grove

Semester of entry: February and July

Duration: 1 semester full-time

Why choose QUT for journalism?

These programs suit those who have worked or studied in fields outside journalism and who now seek journalism skills or wish to change career paths into journalism. Those who currently work in journalism will gain skills in a new media environment.

You will gain practical skills in writing and journalistic inquiry within a conceptual framework that includes ethics and legal issues. The masters program provides opportunities to tailor your studies to include units in news production, broadcast journalism and specialist journalism topics.

Program structure (masters):

Masters students complete the following units:

- Theories of journalism
- Project design in the creative industries
- Newswriting
- Entrepreneurship in the creative economy OR 20:20 vision: imagining the creative future
- Feature writing
- Creative industries legal issues OR Journalism ethics and issues
- List A unit option
- List B unit option
- Innovation in the creative industries: major project

Graduate certificate option:

The Graduate Certificate will allow you to develop the fundamental skills of journalism. This course will inspire creativity and help you prepare for a career in the media and related industries.

Previously studied pathway:

If your undergraduate degree is in journalism, you can apply for the Previously Studied Pathway. This option allows you to apply for advanced standing so it is possible to complete your Master of Journalism in just one year full-time.

Career outcomes:

This course will assist students seeking to change career paths into journalism and those wishing to explore new, media-related opportunities that may enhance career opportunities within their existing workplaces or private businesses.

Entry requirements:

Academic

Any bachelor degree with a minimum grade point average of 5 (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry.

English

IELTS 6.5 (no subscore below 6.0). If you do not meet the minimum English requirements, you may be offered a pathway program through the QUT International College (QUTIC) to gain entry into this degree.

Master of Fine Arts (Dance) (KK42)

CRICOS code: 016349F

Indicative fee: \$11,000 per semester

Campus: Kelvin Grove

Semester of entry: February and July

Duration: 1.5 years (3 semesters) full-time

Why choose QUT for dance?

As an established dance professional, you will gain advanced understanding and skills to contribute significantly to dance development and practice through a project-based program supported by coursework. This program will extend, diversify and intensify your practice in a professional context. The Master of Fine Arts (Dance) is available in creative practice and/or performance. You are able to negotiate individual, flexible study modes, which include a summer semester program, allowing you to complete in one year. Interdisciplinary projects and those involving the use of technology are encouraged.

Entry requirements:

Academic

A bachelor degree in dance and/or relevant professional dance experience. Applicants are required to submit a video/DVD of their choreography/performance work and a one-page proposal outlining the focus of their study.

English

IELTS 6.5 (no subscore below 6.0). If you do not meet the minimum English requirements, you may be offered a pathway program through the QUT International College (QUTIC) to gain entry into this degree.

MASTERS DEGREE (RESEARCH)

Master of Arts (Research) (KK51)

CRICOS code: 046055E

Indicative fee: \$11,300 per semester

Campus: Kelvin Grove

Semester of entry: February and July

Duration: 3 semesters full-time (3-year qualified entry) OR 2 semesters full-time (4-year qualified entry)

Why choose QUT for arts research?

The Master of Arts (Research) is available in all creative industries disciplines. Most often students focus on issues of real-world significance with an orientation towards industry and community partnerships. Much postgraduate research is applied in nature and a lively research training program encourages collaborative and interdisciplinary approaches.

Master of Arts (Research) candidates draw on a wide range of research traditions but increasingly candidates are using practice-led research in the design of their studies. This methodology is serviceable and suitable for both applied commercial research and creative practice as research.

Career outcomes:

Graduates work in management and practitioner roles across the range of creative industries in the private and public sectors, often in an interdisciplinary capacity. As well some establish careers in teaching and research in their respective areas of study.

Academic entry requirements:

Three-year qualified entry requirement:

- A relevant three-year bachelor degree, normally with a minimum grade point average of 5.5 (on a 7-point scale).

Four-year qualified entry requirement:

- A relevant four-year bachelor degree with honours, or
- A relevant three-year bachelor degree plus a recent graduate diploma or equivalent.

Program structure:

For applicants with a three-year degree, the Master of Arts (Research) comprises 48 credit points of coursework and a 96 credit point research project. For those with a four-year degree, the program normally comprises a 96 credit point research project only.

Research component:

Depending on the discipline, the research component may be undertaken either as a research thesis of 30,000 words or as a creative practice-based project with a written component (7000–10,000 words).

Creative practice-led projects may include:

- a significant creative work such as a live performance or music composition
- a work of fiction or non-fiction
- a script or production for film, television or live performance
- a multimedia script or production
- projects commissioned by industry, government and community organisations
- workplace-related projects.

DOCTORAL

Doctor of Creative Industries (KK59)

CRICOS code: 069963A

Indicative fee: \$11,100 per semester

Campus: Kelvin Grove

Semester of entry: February

Duration: 3 years (6 Semesters) full-time

Why choose QUT for Doctor of Creative Industries?

The Doctor of Creative Industries is designed to engender advanced, critical, and systematic reflection at doctoral level on professional and creative practice in any of the creative industries disciplines. This professional doctorate will suit candidates who are seeking to locate their research in and around the workplace, have a focus on improving their practice, and who wish to ground their investigations around professional projects.

This doctoral award is best suited to those who wish to develop and refine their creative practice, professional practice, creative enterprise practice, and teaching practice.

Academic entry requirements:

- A relevant four-year bachelor degree with first- or second-class division A honours, or
- An appropriate masters degree,

Plus two years of practice at an advanced level in a position of responsibility in the creative industries.

Alternative entry for outstanding leaders in creative industries:

- A minimum of five years of relevant professional or creative practice, and
- A portfolio that demonstrates capacity to work at a doctoral level.

Program structure:

The course comprises two components—coursework and professional practice research. Coursework is undertaken at the beginning of candidature and provides the essential conceptual tools required for doctoral-level analysis and reflection on your professional practice.

You will learn about project management and design, reflective practice and research techniques in preparation for developing your project research. You will complete elective units that extend your existing knowledge and skills.

In consultation with Faculty academics and mentors from industry, you will design, implement and evaluate two professional practice research projects. The projects can be creative practice, professional practice or be based in creative enterprise or teaching practice.

Doctor of Philosophy (Creative Industries) (IF49)

CRICOS Code: 006367J

Indicative fee: \$13,700 per semester

Campus: Kelvin Grove

Entry: applications are considered throughout the year

Duration: 3 years, 6 semesters full-time

Why choose QUT for a doctorate in creative industries?

The PhD program demonstrates the Creative Industries Faculty's reputation for innovation and excellence in research training through a focus on diversity, new knowledge industries and scholarly and creative practice. This world-class program provides a basis for critical inquiry and welcomes collaborative and interdisciplinary research projects.

The Faculty supports individual and team-based research activity in the state-of-the-art facilities of the Creative Industries Precinct. The co-located research centres attract eminent academics of international and national standing who are keen to work with new researchers.

In keeping with QUT's real-world approach, PhD candidates draw on a wide range of research methodologies. Many gain skills that are suitable for commercial research contexts and extended studies, and work with industry or government partners on a global as well as a national level.

Creative practitioners enjoy a strong commitment to practice-led research, in which the Creative Industries Faculty is a national leader.

Students have recently completed PhDs on topics such as:

- Aural auteur: sound in the films of Rolf de Heer
- Public knowledge beyond journalism: infotainment, satire and Australian television
- Printmaking as an expanding field in contemporary art practice: a case study of Japan, Australia and Thailand

Career outcomes:

PhD graduates from the Creative Industries Faculty have been employed at MIT, University of Westminster, Beijing Foreign Studies University, Texas A & M University, Singapore Broadcasting Authority, University of Sydney, Swinburne University of Technology, University of Southern Queensland and QUT.

Academic entry requirements:

Applicants should possess:

- A relevant four-year bachelor degree with first- or second-class division A honours, or
- An appropriate research masters degree, or
- A coursework masters with a significant research component.

Credit and advanced standing

QUT may offer you credit based on your previous studies. Please check individual course listings on www.qut.edu.au/courses for more details on credit or advanced standing.

Additional costs may be incurred by students in particular courses, for example engineering students may need safety equipment for site visits and creative artists may need materials. Please refer to www.qut.edu.au/fees to check for any additional course costs.

The information contained in this publication is correct at the time of printing but is subject to change. For detailed information on QUT courses, please visit www.qut.edu.au/courses





| PICTURE ABOVE CREATIVE INDUSTRIES PRECINCT LOFT, KELVIN GROVE CAMPUS

