

## CIND3003: Creative Industries Professional Project

Singapore PSB

Trimester 1 - 2024 (Singapore)



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

## OVERVIEW

**Course Description** The course provides students with an opportunity to build on professional networks, work with stakeholders and audiences and develop skills for future employment and entrepreneurial activity in the Creative Industries. It requires students to produce a major collaborative or individual project in a professional setting. Students will manage all stages toward the completion of the project, including production, audience development and critical reflection of both commercial, aesthetic and social outcomes. Student projects may include, but are not limited to: theoretical explorations and reviews; speculative design practices; professionally oriented projects; work-integrated learning and research-integrated learning opportunities; group / collaborative projects; external stakeholder based projects.

**Academic Progress Requirements** Nil

**Contact Hours**

**Singapore PSB**

**Lecture**  
Face to Face on Campus  
1 hour per week for 12 weeks

**Tutorial**  
Face to Face on Campus  
2 hours per week for 12 weeks

**Unit Weighting Workload** 20  
Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

# COURSE OUTLINE

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# CONTACTS

**Course Coordinator**     **Singapore PSB**  
Ms Irda Juffri  
Irda.Juffri@newcastle.edu.au  
Consultation: In class or by e-mail

**Teaching Staff**             Other teaching staff will be advised on the course Canvas site.

**School Office**                **PSB Academy Enquiries**  
Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

**School of Humanities Creative Industries and Social Sciences**  
Social Sciences Building  
Callaghan  
CHSF-PSB-Singapore@newcastle.edu.au  
+61 2 4985 4500

# SYLLABUS

**Course Content**             This course will involve working in consultation with a supervisor to produce, present, critically contextualise and reflect upon a substantial professional project for a public audience.

**Course Learning Outcomes**     **On successful completion of this course, students will be able to:**

1. Produce and present a major project in the Creative Industries
2. Demonstrate skills, ideas and techniques previously learned in the program
3. Show capacity to take calculated creative and entrepreneurial risks in a professional environment
4. Establish networks in specific areas of the Creative Industries
5. Communicate clearly about creative work in forms relevant to the sector
6. Demonstrate critical and reflective knowledge of individual practice

**Course Materials**             Available on Canvas

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	8 Jan	Defining 'Creative Industries'	Course Introduction Assessment Requirements	
2	15 Jan	What is a Creative Project?		
3	22 Jan	Scoping Your Creative Project	Scope of Work (SOW)	
4	29 Jan	Developing Your Big Idea	Project Work	
5	5 Feb	Preparing Your Presentations	Project work	
<b>Recess</b>				
6	19 Feb	Presentations – in-class		A3 – Presentation – in-class
7	26 Feb	Presentations – in-class		A3 – Presentation – in-class
8	4 Mar	Feedback on Presentations	Project Work	
9	11 Mar	Is Project Management for Me?	Project Work	
10	18 Mar	Project Mentoring	Report Draft	
11	25 Mar	Major Creative Project (A1) Reminders	Report Draft	A1 – Major Creative Project Due 26 Mar 2024, 11:59PM
12	1 Apr	Report on Major Project (A2) Reminders		A2 - Report on Major Report Due 2 Apr 2024, 11:59PM
13	8 April			
<b>Examination Period</b>				
<b>Examination Period</b>				

# ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Major Creative Project	Week 11, 26 Mar 2024, 11:59PM	Individual/ Group	30%	2, 3, 4
2	Report on Major Project	Week 12, 2 Apr 2024, 11:59PM	Individual	40%	1, 2, 3, 5, 6
3	Presentation	Weeks 6 and 7 20 Feb and 27 Feb 2024 – in class	Individual/ Group	30%	1, 5, 6

## Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

## Assessment 1 - Major Creative Project

<b>Assessment Type</b>	Professional Task
<b>Description</b>	A creative and practical project in the Creative Industries, with output(s) as appropriate and negotiated
<b>Weighting</b>	30%
<b>Length</b>	As per professional requirement
<b>Due Date</b>	Week 11
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Refer to detailed criteria for this assignment on CIND3003 Course Site
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online

## Assessment 2 - Report on Major Project

<b>Assessment Type</b>	Report
<b>Description</b>	A report of the creative and practical project, elucidating the purpose of its outcome(s), reflecting and commenting critically upon the nature and success of the practice(s) performed, and placing the project within a broader disciplinary context.
<b>Weighting</b>	40%
<b>Length</b>	1,500 words
<b>Due Date</b>	Week 12
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Refer to detailed criteria for this assignment on CIND3003 Course Site
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 3 - Presentation

<b>Assessment Type</b>	Presentation
<b>Description</b>	An overview of the professional project using appropriate media, critical reflections on the nature of the practice(s) performed, and the project's position or innovation within the Creative Industries
<b>Weighting</b>	30%
<b>Length</b>	10-15-min
<b>Due Date</b>	Weeks 6 and 7
<b>Submission Method</b>	In-class and online
<b>Assessment Criteria</b>	Refer to detailed criteria for this assignment on CIND3003 Course Site
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

## Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.

- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

**Course Evaluation** Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

**Oral Interviews (Vivas)** As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

**Academic Misconduct** All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

**Adverse Circumstances** The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:  
<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy Information** The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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