

COURSE GUIDE



MASTER OF
**CREATIVE
INDUSTRIES**

Be the master of your career



CONTENTS

WHY CHOOSE THE UNIVERSITY OF CANBERRA	3
IT'S YOUR CAREER. NOW OWN IT.	4
WHY STUDY CREATIVE INDUSTRIES AT UC	5
WHAT YOU WILL LEARN	7
INTRODUCING THE COURSE DIRECTOR	13
FEE-HELP AND ENTRY REQUIREMENTS	14



The University of Canberra acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce Campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.

Why Choose UC?



**5-STAR FOR
POSTGRADUATE LEARNER
ENGAGEMENT**

GUG, 2023



**#2 YOUNG UNIVERSITY
IN AUSTRALIA**

THE YUR, 2022



**#1 IN THE WORLD
FOR REDUCING
INEQUALITIES**

THE Impact Rankings, 2022



**#1 IN CANBERRA
FOR FULL-TIME
EMPLOYMENT**

GUG, 2023



It's your career.

Now own it.

Have a platform to explore your ideas and transform your passions into a rewarding career with the Master of Creative Industries.

Enjoy the freedom of choice with this highly customisable degree. Complete 18 credit points from a broad range of units, from marketing to user-experience, conservation to entrepreneurship, even finance for creative businesses.

At UC we will help you to untap your leadership potential and build the professional judgement needed to navigate the complexities unique to the creative and cultural sectors. Get inspired with guest-lecturers and course content from leaders working in the nation's top creative and cultural institutions. Plus, build networks that will help shape the future deals and connections of your career.

For those working locally, you'll be primed to grow your career in line with the ACT government's ambitions to cultivate Canberra into Australia's arts capital.



Tailored to you

Mix and match units to suit you and your career goals



Connect and grow

Build networks that will shape your career



Skills to stand-out

Gain the skills needed to excel in your career

TAKE YOUR DEGREE STEP BY STEP

Designed as part of a nested series, you can easily balance work, life and studies. Start with a graduate certificate and work your way through to the Master of Creative Industries simply by adding on additional units of study. The Graduate Certificate can be completed within 12-months, or the full Master program can be completed within 2-years.

You can choose from a Graduate Certificate in;

- Creative Industries
- Digital Marketing
- Design
- Heritage Materials Conservation
- Screen Production
- Creative Leadership
- Creative Business

GRADUATE
CERTIFICATE
OF YOUR
CHOICE



GRADUATE
DIPLOMA IN
CREATIVE
INDUSTRIES



MASTER OF
CREATIVE
INDUSTRIES

Why Study

Creative Industries at UC

FAST-TRACK YOUR CAREER

Increase your professional capacity, develop the future focussed skills required for the industry's continual changes, and be at the forefront of the industry with enhanced creative capabilities.

TURN THEORY INTO PRACTICE

Through your choice of a research, work integrated learning or a work-based project, you will apply what you've learnt in the real world. We will help you to match your placements and project options with the industry partners who are most aligned to your interest areas or, you can choose to complete your project in your current organisation.

CONNECT WITH INDUSTRY

Get inspired with guest lecturers and course content from leaders working in the nation's top creative and cultural institutions and develop priceless contacts to help build your career from.

ONLINE AND SUPPORTED

UC is committed to making sure you enjoy a truly flexible and inclusive learning experience that works for you and with you – no matter who or where you are. We will connect you to student support, career advisors and an inspiring cohort of teachers and industry experts to ensure you choose the units that suit you and are supported every step of the way.

FUTURE-FOCUSSED

In line with the ACT governments ambitions to cultivate Canberra into Australia's arts capital, this course will position you for growth opportunities.



WHO THIS COURSE IS FOR

- Aspiring leaders in the creative or cultural industries looking to build the professional judgement needed to make management-level decisions.
- Entrepreneurs or business owners in the creative sector looking to refine their skills to explore new opportunities
- International students looking for a qualification that leads to an exciting career in the creative or cultural sector.
- Those working in a role that doesn't match their qualification, looking for an accelerated path to achieve the backing or qualification needed to change roles or climb the career ladder.
- Those with an existing postgraduate qualification who are looking to progress into the MCI (credit awarded upon application).

LEARNING OUTCOMES

- Create, pitch and develop strategies for creative projects and businesses.
- Evaluate and navigate change and uncertainty to confidently produce novel solutions.
- Anticipate, identify and develop knowledge of key technological developments and their relevance to creative practice.
- Develop and apply creative thinking and methodologies to produce innovative solutions.
- Engage respectfully with Indigenous approaches and knowledge to strengthen the creative sector.

COURSE DETAILS

COURSE CODE	ARM301
DURATION	2 years (full-time), 4 years (part-time)
INTAKES	February and July



What you will learn



PROFESSIONAL JUDGEMENT

Looking to step up into a senior leadership role in the creative or cultural sectors? This course equips you with the must have traits, teaching you to think, judge and act like a leader.

CREATIVE PROBLEM-SOLVING SKILLS

Develop your ability to solve business problems and identifying new opportunities with creative problem-solving techniques.

SKILLS FOR CREATIVE BUSINESS

Develop and refine essential skills such as networking, problem solving and critical thinking and learn how to form and nurture relationship that will help shape your career.

CULTURAL AWARENESS

Gain an in-depth understanding of the cultural complexities impacting the creative sector and learn how to conduct business in culturally appropriate ways.

CORE UNITS

Impact and Enterprise

- Evaluate and reflect on key theories and examples of cultural policy, cultural and creative industries and creative labour.
- Identify practices, policies and programs within the creative industries relevant to the students' chosen field.
- Undertake effective communication of an idea or concept central to chosen field.

Creativity and Digital Engagement

- Analyse issues and develop strategies relating to the production, distribution, preservation, access and use of creative digital content.
- Critically assess technologies for creative and cultural production and consumption.
- Employ a variety of digital tool and techniques used to create, analyse, enrich, and interpret digital culture.
- Understand legal, social and technological barriers that inhibit the use of digital culture for the creative industries.

Indigeneity and the Creative Sector

- Recognise the significance of Indigenous concepts of Country, kinship and community in relationship to creative process and practice.
- Apply the responsibilities of Indigenous Cultural Intellectual Property to real-world scenarios.
- Reflect on issues of representation and identity and how they inform decisions in the creative sector.

Restricted Choice Unit

- Play to your existing strengths or explore a new area of interest when selecting from one of the 19 elective units on offer.
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SPECIALISATIONS

Choose an area of specialisation or mix and match units to suit you.

DIGITAL MARKETING

CORE UNITS

Digital Advertising and Marketing Principles

- Evaluate how consumers are identified and reached online via a complex network of digital systems.
 - Hypothesise strategies for real-world applications of digital advertising and marketing campaigns.
 - Differentiate the elements of the digital media landscape involved in online marketing communications.
 - Identify and critique digital channels used in online marketing communications.
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Social Media Marketing

- Design strategies for the application of social media campaigns.
 - Learn how to create and engage with online communities, with consideration of cultural and ethical impacts.
 - Hypothesise social media marketing applications for real-world examples.
 - Generate creative messages that connect with audiences in digital environments.
-

Digital Advertising Practices

- Deconstruct issues faced by industry with consideration of ethical impacts.
 - Recognise the importance of data and its use in digital advertising.
 - Demonstrate understanding of best practices implemented by industry.
-

RESTRICTED CHOICE UNITS

Consumer and Buyer Behaviour

- Analyse consumer behaviour theory and examine implications on marketing strategies.
 - Evaluate organisational buyer behaviour in both domestic and international settings.
 - Evaluate consumer decision making processes in diverse cultural settings.
 - Critique consumer decision making theories and examine how they apply to new product development and entrepreneurial environments .
 - Evaluate how cultural differences influence consumer behaviour and impact on marketing strategies.
 - Examine psychology and sociology in consumer behaviour.
-

Creative Decision Making

- Evaluate the factors that influence decision-making, analyse organisation decision-making processes, and evaluate the quality of decision making.
 - Examine and critique emerging literature on the 'wisdom-of-crowds' in order to develop a "Green-Light" decision model.
 - Critically analyse financial information to support business decision making in a variety of contexts.
 - Apply cost classifications, cost behaviour and cost benefit analysis to a range of business decision.
-

Strategy, Innovation and Change

- Evaluate a range of theories and practices of strategic, innovation and change management.
 - Develop models and ambidexterity in organisational change in different contexts.
 - Appraise the nature of creativity and innovation and how to design and implement for positive change.
 - Evaluate contemporary organisations and forms of power and resistance.
-

Audience, Data and Media Convergence

- Evaluate, interpret and reflect on how audiences are created and situated for use.
 - Hypothesise marketing applications for real-world use.
 - Analyse a range of industry contexts with consideration of cultural and ethical impacts.
 - Create strategies for industry application.
-

CREATIVE LEADERSHIP

CORE UNITS

Leadership in the Creative Industries

- Identify and critically analyse the central tensions in the leadership of creative ventures.
 - Evaluate and manage dynamic forces in their own creative work.
 - Lead other creative professionals through conflicts to balance creative and business outcomes.
 - Reflect on diverse Indigenous and non-Indigenous frameworks for understanding and then develop and present a business concept proposal.
-

Arts, Technology and Business

- Identify and analyse relationships between technology innovation, creative practice, and audience development.
 - Formulate creative and adaptive responses to emergent media technologies.
 - Recognise and evaluate business opportunities arising from media innovations.
 - Reflect on the implications of trends in art, technology, and business for creative leadership.
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DESIGN

CORE UNITS

Visual Communication for Creative Businesses

- Understand basics of visual communication design theories and principles.
 - Evaluate a variety of international branding applications and understand the criteria for successful branding.
 - Critically select the right tools and develop a visual identity system for various media applications.
-

UX design

- Critically analyse and evaluate a variety of interactive systems and technologies for digital experience design.
 - Utilise user experience concepts and techniques to develop interactive prototypes that respond to an identified design problem.
 - Apply appropriate digital methodologies, technologies and processes related to user experience to solve real-world problems.
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Digital and Tangible Design

- Evaluate and apply a variety of methods involved in the design development.
 - Apply the design process to respond to a project brief and provide solutions to a design problem.
 - Professionally present design solution using appropriate selection of written, graphic, digital and oral communication to clients.
-

RESTRICTED CHOICE UNITS

Entrepreneurship

- Understand and apply different forms of entrepreneurial theory and thinking in a local and global economy.
 - Investigate and report on concepts of entrepreneurship.
 - Formulate and evaluate an entrepreneurial business plan for a start-up or for a new project in an established organisation.
 - Investigate and apply alternative business structures, financing and sources of funding and then develop and present a business concept proposal.
-

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HERITAGE MATERIALS CONSERVATION

CORE UNITS

Heritage Materials and Their Environments

- Understand the composition and properties of culturally significant structures and objects.
- Assess the change in materials including stability, deterioration and damage.
- Learn to identify risk factors such as pests, environmental damage and human actions.
- Develop preventative risk mitigation strategies for cultural heritage materials.

The Cultural Significance of Patina

- Explore the cultural assumptions that influence what is defined as patina, dirt or accumulations.
- Discuss the cultural and physical impacts of removing such material.
- Discover key methods for removing dirt from a range of materials.
- Apply appropriate cleaning techniques to heritage structures and objects.

Heritage Materials – Aesthetics and Stability

- Understand the roles and properties of historic surfaces and coatings.
- Consider the ethical and interpretive issues surrounding restoration of surface materials.
- Explore methods of examining and treating surfaces.
- Apply a range of conservation treatments to heritage surfaces.

Heritage Materials – Structure and Integrity

- Understand the concepts and skills behind reintegration of structurally unstable items of heritage.
- Explore the visual, structural, functional and cultural reasons for reintegration.
- Discover a range of repair, joining and reconstruction techniques.
- Apply a range of conservation and reintegration techniques to damaged heritage objects.



CREATIVE BUSINESS

CORE UNITS

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-

Finance for Creative Businesses

- Evaluate the probable financial risks and rewards of a creative venture and construct an appropriate financial tool.
 - Analyse the financial implications of a creative venture.
 - Assess the risk and reward preferences of prospective investors in a creative venture.
 - Critically analyse the financial characteristics of intellectual property as an asset class.
 - Construct a financial model of a creative venture.
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Innovation Toolbox

- Critically identify innovation strategies and how it applies to different design driven businesses.
 - Evaluate marketplaces, pricing and demands to create an integrated business plan, promotion strategy and future direction.
 - Critically select and apply design tools and methods to real projects with a focus on social outcomes.
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CAPSTONE UNITS

Entrepreneurship

- Complete an industry project, or
- Undertake an Internship

Research Project (choose one)

- Arts and Humanities Research
 - Creative Practice Research
 - Social Research Design, or an
 - Arts Thesis / Professional or Creative Project
-

Introducing the Course Director

Denise Thwaites is Assistant Professor in Digital Arts and Humanities and the convener of the Master of Creative Industries at the University of Canberra. Following the award of her PhD in 2014, Denise has worked in a variety of roles across the contemporary arts sector, including positions at the Museum of Contemporary Art Australia, Roslyn Oxley9 Gallery and Australia Council for the Arts. Denise has worked at both internationally and locally engaged scales, leading curatorial projects for programs such as MoneyLab (Institute of Network Cultures, Amsterdam), This Is Not Art Festival (Newcastle), New Beginnings Refugee Culture and Arts Festival (Sydney), Next Wave Festival (Melbourne) and the ACT Government's Creative Recovery and Resilience Program (Canberra).

Over the past twelve years, Denise has designed, developed and taught innovative courses at several Australian higher education institutions, namely The University of New South Wales, The National Art School, The University of Wollongong and University of Canberra. She looks forward to connecting with new students through the Master of Creative Industries, supporting them to define a unique pathway to success in the contemporary creative and cultural sector.



Fee-Help

and entry requirements

ADMISSION REQUIREMENTS

To be eligible for the Master of Creative Industries, applicants must have a bachelor's degree or equivalent from a recognised tertiary institution.

ADDITIONAL REQUIREMENTS

There are non-standard English language requirements for this course. To be eligible, you must have an overall IELTS Academic score (or equivalent) of 6.5, with no band score below 6.0.

For alternate/equivalent ways of meeting the English requirements for the course, please read the [English requirements for admission](#) on the University website.

CREDIT ARRANGEMENTS

If you've previously completed study at university, TAFE or another registered training provider, you may be eligible for credit towards this course, allowing you to complete your studies sooner. Simply include your experience alongside your application and we'll assess on your behalf.

FEE-HELP

To assist with all or some of your tuition fees, FEE-HELP is available for eligible students. This government-supported loan scheme is designed to help eligible full-fee paying students with their tuition fees.

Visit [Study Assist](#) to learn more about FEE-HELP loans.



Thank you

GET IN TOUCH

Our Student Enrolment Advisers are here to help you with all your course and enrolment queries

1800 UNI CAN (1800 864 226)

study@canberra.edu.au

canberra.edu.au/course/ARM301/1/2026

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