

Graduate Diploma in Creative Industries (ARG501.1)

Please note these are the 2023 details for this course

Domestic students

Selection rank	
Delivery mode	On campus Online
Location	Bruce, Canberra UC - Canberra, Online
Duration	1.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).
View IELTS equivalences	

International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.
View UC's academic entry requirements	

Delivery mode	On campus
Location	Bruce, Canberra
Duration	1.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	110293M
English language requirements	<p>An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p>

About this course

Untap your creative leadership potential

Take your career a step further with a Graduate Diploma in Creative industries. Develop a strong understanding of the creative sector and learn to engage with audiences and markets in digital environments while building networks that will help shape your career.

Tailor your course to suit you with the option to choose from a broad range of units including marketing, user-experience, conservation, entrepreneurship, digital leadership, and finance for creative business. Get inspired by guest lecturers and course content from leaders working at the cutting edge of the creative and cultural industries.

For those working locally, you'll take advantage of a growing Creative Business sector and be ready to take advantage of the ACT government's ambitions to cultivate Canberra into Australia's arts capital.

Designed as the second step in the Creative Industries suite, the Graduate Diploma in Creative Industries can be added on to Graduate Certificate in Creative Industries or started from the beginning.

Study a Graduate Diploma in Creative Industries at UC and you will:

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

Career opportunities

- Exhibition Producer
- Campaign Manager
- Executive in the GLAM sector
- Creative Director
- Publicist
- Communication Strategist
- Creative Entrepreneur
- Creative Agency Owner/Director
- Public Servant across Creative/Cultural Divisions

Course-specific information

Designed as part of a nested series, you can choose to continue studying a Master of Creative Industries simply by adding on additional units of study.

To be eligible for the Graduate Diploma of Creative Industries, applicants must have an undergraduate degree (AQF level 7) or equivalent as approved by the University Admissions.

Admission requirements

Applicants must have an undergraduate degree (AQF level 7) or equivalent as approved by the University Admissions.

Students who have completed one of the following Graduate Certificates at UC may apply, and receive credit for the units completed under the Graduate Certificate:

- Graduate certificate in Creative Industries,
- Graduate Certificate in Digital Marketing
- Graduate Certificate in Heritage Materials Conservation
- Graduate Certificate in Creative Business
- Graduate Certificate in Creative Leadership
- Graduate Certificate in Design.

(note: only credit for one Graduate Certificate can be applied)

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be

considered as part of the application process in accordance with current [course rules](#) and [university policy](#).

Course requirements

Graduate Diploma in Creative Industries (ARG501) | 24 credit points

[Expand All](#) | [Collapse All](#)

Required Units - Must pass between 12 and 24 credit points from the following

Specialisations - Must pass between 1 and 2 of the following

Creative Industries - Must pass 12 credit points as follows

Required - Must pass 9 credit points as follows

[Impact and Enterprise G \(11155\) | 3 credit points – Level G](#)

[Creativity and Digital Engagement G \(11862\) | 3 credit points – Level G](#)

[Indigeneity and the Creative Sector G \(11863\) | 3 credit points – Level G](#)

Restricted Choice - Must pass 3 credit points from the following

[Entrepreneurship PG \(9691\) | 3 credit points – Level P](#)

[Innovation Toolbox PG \(11077\) | 3 credit points – Level P](#)

[Heritage Materials and Their Environments G \(11160\) | 3 credit points – Level G](#)

[The Cultural Significance of Patina G \(11161\) | 3 credit points – Level G](#)

[Heritage Materials - Structure and Integrity G \(11162\) | 3 credit points – Level G](#)

[Heritage Materials - Aesthetics and Stability G \(11163\) | 3 credit points – Level G](#)

[Finance for Creative Businesses PG \(11498\) | 3 credit points – Level P](#)

[Creative Decision Making G \(11500\) | 3 credit points – Level G](#)

[Audiences, Data and Media Convergence PG \(11634\) | 3 credit points – Level P](#)

[Art, Technology and Business G \(11864\) | 3 credit points – Level G](#)

[Leadership in the Creative Industries G \(11865\) | 3 credit points – Level G](#)

[Digital Advertising Practices PG \(11866\) | 3 credit points – Level P](#)

[Social Media Marketing G \(11867\) | 3 credit points – Level G](#)

[Digital Advertising & Marketing Principles G \(11868\) | 3 credit points – Level G](#)

[Visual Communication for Creative Businesses G \(11869\) | 3 credit points – Level G](#)

[UX Design G \(11870\) | 3 credit points – Level G](#)

[Digital and Tangible Design G \(11871\) | 3 credit points – Level G](#)

[Designing Dramatic Screen Stories G \(11889\) | 3 credit points — Level G](#)

[Writing Dramatic Screenplays G \(11890\) | 3 credit points — Level G](#)

[The Creative Producer G \(11891\) | 3 credit points — Level G](#)

[Integrated Digital Marketing and Communication G \(12033\) | 3 credit points — Level G](#)

Digital Marketing - Must pass 12 credit points as follows

Required - Must pass 9 credit points as follows

[Audiences, Data and Media Convergence PG \(11634\) | 3 credit points — Level P](#)

[Digital Advertising Practices PG \(11866\) | 3 credit points — Level P](#)

[Social Media Marketing G \(11867\) | 3 credit points — Level G](#)

Restricted Choice - Must pass 3 credit points from the following

[Digital Advertising & Marketing Principles G \(11868\) | 3 credit points — Level G](#)

[Integrated Digital Marketing and Communication G \(12033\) | 3 credit points — Level G](#)

- Unit 11868 Digital Advertising and Marketing Principles G has been closed. From 2024 students are to enrol in 12033 Integrated Digital Marketing and Communication G.

Creative Leadership - Must pass 12 credit points as follows

[Strategy, Innovation and Change PG \(11506\) | 3 credit points — Level P](#)

[Audiences, Data and Media Convergence PG \(11634\) | 3 credit points — Level P](#)

[Art, Technology and Business G \(11864\) | 3 credit points — Level G](#)

[Leadership in the Creative Industries G \(11865\) | 3 credit points — Level G](#)

Design - Must pass 12 credit points as follows

Required - Must pass 9 credit points as follows

[Visual Communication for Creative Businesses G \(11869\) | 3 credit points — Level G](#)

[UX Design G \(11870\) | 3 credit points — Level G](#)

[Digital and Tangible Design G \(11871\) | 3 credit points — Level G](#)

Restricted Choice - Must pass 3 credit points from the following

[Entrepreneurship PG \(9691\) | 3 credit points — Level P](#)

[Creative Decision Making G \(11500\) | 3 credit points — Level G](#)

[Leadership in the Creative Industries G \(11865\) | 3 credit points — Level G](#)

Heritage Materials Conservation - Must pass 12 credit points as follows

Heritage Materials and Their Environments G (11160) | 3 credit points — Level G

The Cultural Significance of Patina G (11161) | 3 credit points — Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points — Level G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points — Level G

Creative Business - Must pass 12 credit points as follows

Entrepreneurship PG (9691) | 3 credit points — Level P

Innovation Toolbox PG (11077) | 3 credit points — Level P

Finance for Creative Businesses PG (11498) | 3 credit points — Level P

Creative Decision Making G (11500) | 3 credit points — Level G

Screen Development - Must pass 12 credit points as follows

Impact and Enterprise G (11155) | 3 credit points — Level G

Designing Dramatic Screen Stories G (11889) | 3 credit points — Level G

Writing Dramatic Screenplays G (11890) | 3 credit points — Level G

The Creative Producer G (11891) | 3 credit points — Level G

Restricted Choice - May do up to 12 credit points from the following

Entrepreneurship PG (9691) | 3 credit points — Level P

Innovation Toolbox PG (11077) | 3 credit points — Level P

Impact and Enterprise G (11155) | 3 credit points — Level G

Heritage Materials and Their Environments G (11160) | 3 credit points — Level G

The Cultural Significance of Patina G (11161) | 3 credit points — Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points — Level G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points — Level G

Finance for Creative Businesses PG (11498) | 3 credit points — Level P

Creative Decision Making G (11500) | 3 credit points — Level G

Audiences, Data and Media Convergence PG (11634) | 3 credit points — Level P

Creativity and Digital Engagement G (11862) | 3 credit points — Level G

Indigeneity and the Creative Sector G (11863) | 3 credit points — Level G

Art, Technology and Business G (11864) | 3 credit points — Level G

Leadership in the Creative Industries G (11865) | 3 credit points — Level G

Digital Advertising Practices PG (11866) | 3 credit points — Level P

- Social Media Marketing G (11867) | 3 credit points – Level G
- Digital Advertising & Marketing Principles G (11868) | 3 credit points – Level G
- Visual Communication for Creative Businesses G (11869) | 3 credit points – Level G
- UX Design G (11870) | 3 credit points – Level G
- Digital and Tangible Design G (11871) | 3 credit points – Level G
- Designing Dramatic Screen Stories G (11889) | 3 credit points – Level G
- Writing Dramatic Screenplays G (11890) | 3 credit points – Level G
- The Creative Producer G (11891) | 3 credit points – Level G
- Integrated Digital Marketing and Communication G (12033) | 3 credit points – Level G

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Two Graduate Certificate (Specialisation) Units

Two Restricted Choice Units

Semester 2

Two Restricted Choice Units

Two Graduate Certificate (Specialisation) Units

Course information

Course duration

Standard 1 year full time or equivalent part time. Maximum duration is 4 years.

Learning outcomes

Learning outcomes

Related graduate attributes

<p>Create, pitch and develop strategies for creative projects and businesses</p>	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.</p> <p>UC graduates are global citizens: Adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
<p>Engage respectfully with Indigenous approaches and knowledge to strengthen the creative sector</p>	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.</p>

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.

Anticipate, identify and develop knowledge of key technological developments and their relevance to creative practice

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.

UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.

Understanding and managing change and uncertainty to confidently produce novel solutions

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.

UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and

professional lives; behave ethically and sustainably in their professional and personal lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.

Awards

Award	Official abbreviation
Graduate Diploma in Creative Industries	GradDip CreativeIndustries

Honours

None.

Alternative exits

Students may exit early from the Graduate Diploma course with any of the following awards if they have met the requirements of that award:

Graduate Certificate in Creative Industries

Graduate Certificate in Creative Leadership

Graduate Certificate in Design

Graduate Certificate in Heritage Materials Conservation

Graduate Certificate in Creative Business

Graduate Certificate in Screen Development

Enquiries

Student category	Contact details
Current and Commencing Students:	Email FAD.Student@canberra.edu.au or Phone 1300 301 727

Prospective Domestic Students:

Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 11, May, 2025

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC 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.