

Master of Creative Industries (ARM301.1)

Please note these are the 2024 details for this course

Domestic students

Selection rank	
Delivery mode	On campus
	Online
Location	Bruce, Canberra
Duration	2.0 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	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	110292A
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

Be the master of your career

Realise your leadership potential and let your career thrive in the creative or cultural sector with the Master of Creative Industries.

Tailor your degree to suit you and your career goals with a broad range of elective units up for offer. Pursue your passions whether that be in marketing, user-experience, conservation, entrepreneurship, or finance for creative business.

Get inspired with guest lecturers and course content from leaders working at the cutting-edge of the creative and cultural industries. Build networks that will help shape future deals and connections for your career.

Study a Master of Creative Industries at UC and you will:

- 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.

Work Integrated Learning

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

Career opportunities

- Entrepreneur
- Creative business owner
- Creative Director
- Agency Director
- Marketing Manager
- Art Director
- Gallery Manager
- Multimedia Artist
- Screen Director
- Senior Designer
- Publicist
- Curator
- Senior Public Servant in the Creative or Cultural sectors

Course-specific information

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

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.

Students who have completed two or three (including the Graduate Certificate in Creative Industries) can receive up to 36cp of credit into this Masters.

Students who have completed the Graduate Diploma in Communication at UC can articulate into the Masters course with 24cp of credit as completed under the Graduate Diploma.

Applicants with a completed Bachelors degree in a related/cognate field may be granted credit for up to 6cps of specified and 6cps of unspecified credit.

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

Master of Creative Industries (ARM301) | 48 credit points

Part 1 - Must pass 12 credit points as follows

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

Required Units - 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

Part 2 - Must pass between 12 and 24 credit points from the following

Specialisations - Must pass between 1 and 2 of the following

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

- Unit availability in 2024 is limited. Please contact FAD.Student@canberra.edu.au for course advice.

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

- Unit availability in 2024 is limited. Please contact FAD.Student@canberra.edu.au for course advice.

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

Part 3 - May do up to 18 credit points from the following

Restricted Choice - May do up to 18 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

Integrated Digital Marketing and Communication G (12033) | 3 credit points – Level G

Part 4 - Must pass between 6 and 12 credit points from the following

WIL Electives - May do up to 12 credit points from the following

Professional Practice (Industry and Creative Projects) PG (11872) | 6 credit points – Level P

Professional Practice (Internships A) PG (11873) | 3 credit points – Level P

Professional Practice (Internships B) PG (11874) | 3 credit points – Level P

Research - May do up to 12 credit points from the following

Social Research Design PG (9684) | 6 credit points – Level P

Master of Arts Thesis / Professional or Creative Project PG (11164) | 6 credit points – Level P

Research Foundations G (11909) | 6 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

Part 1 Restricted Choice Unit

Two Graduate Certificate (Specialisation) Units

[Indigeneity and the Creative Sector G \(11863\)](#)

Semester 2

[Creativity and Digital Engagement G \(11862\)](#)

[Impact and Enterprise G \(11155\)](#)

Two Graduate Certificate (Specialisation) Units

Year 2

Semester 1

Two Part 3 Restricted Choice Units

Two Capstone (WIL/Research) Units

Semester 2

Two Capstone (WIL/Research) Units

Two Part 3 Restricted Choice Units

Course information

Course duration

Standard 2 years full-time or equivalent. Maximum 6 years.

Learning outcomes

Learning outcomes	Related graduate attributes
Anticipate, identify and develop knowledge of key technological	UC graduates are professional: Employ up-to-date and relevant knowledge and skills;

<p>developments and their relevance to creative practice</p>	<p>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> <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>
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<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> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing,</p>
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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.

Evaluate and navigate 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.

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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.

Create, pitch and develop strategies for creative projects and businesses

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.

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Develop and apply creative thinking and methodologies to produce innovative solutions	<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> <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>
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Awards

Award	Official abbreviation
Master of Creative Industries	Master CreativeIndustries

Honours

None.

Alternative exits

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

Graduate Diploma of Creative Industries

Graduate Certificate in Creative Industries

Graduate Certificate in Creative Business

Graduate Certificate in Creative Leadership

Graduate Certificate in Design

Graduate Certificate in Digital Marketing

Graduate Certificate in Heritage Materials Conservation

Graduate Certificate in Screen Development

Enquiries

Student category	Contact details
Prospective International Students:	Email international@canberra.edu.au or Phone +61 2 6201 5342
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Current and Commencing Students:	Email artsanddesign.enquiries@canberra.edu.au or Phone (02) 6201 2570 or (02) 6206 3887

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

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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.