



# PERF20035 *Creative and Professional Industries*

## Term 1 - 2019

Profile information current as at 29/04/2024 05:35 pm

All details in this unit profile for PERF20035 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

This unit provides you with the opportunity to review, analyse, evaluate and communicate the relevant industry and arts knowledge and theoretical concepts necessary to develop a specialised, discipline-specific or interdisciplinary project brief for creative or professional practice project-based study in the creative and creative arts industries at postgraduate level. This unit is comprised of core content and materials and learning activities together with practice, content and scholarly approaches negotiated between you and the teaching staff. In this unit you will investigate the current trends and contexts of a creative or professional field, that relates to your creative, professional and scholarly needs and interests. Introducing project management theories and skills and advanced reflective writing techniques, this unit provides you with a framework to develop an extended creative and/or professional project.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

PERF20028 is Anti-Requisite. Please note: PERF20028 is 8 cp unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2019

- Online

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Research Assignment**

Weighting: 70%

#### 2. **Online discussion forum**

Weighting: 30%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from student feedback

**Feedback**

Some lack of clarity around availability and accessing required readings provided on the Moodle site.

**Recommendation**

Provide updated and improved instruction for accessing the required readings.

#### Feedback from student feedback; self-reflection

**Feedback**

Maintain the high level of relevant content on the Moodle that is useful for the assessment

**Recommendation**

Ensure available material is readable, accessible, up to date, and relevant to the assessment.

#### Feedback from student feedback; self-reflection

**Feedback**

Maintain the teaching support for distance and campus students provided through regular zoom sessions

**Recommendation**

Continue to informally schedule fortnightly zoom sessions to provide structured support for students without relying on only individual communication.

#### Feedback from student feedback; self-reflection

**Feedback**

Maintain central course meta-Moodle site for communication across multiple units

**Recommendation**

Ensure the use of the meta-Moodle site for the entire course, with specific attention paid to the Discussion Forum.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Research and review a field of creative or professional practice within a relevant industry context
2. Design and research a contextual review within a relevant industry context that responds to industry and scholarly trends
3. Evaluate and apply theories and practices of creative and professional industries' project design and management

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Research Assignment - 70%	•	•	•
2 - Online discussion forum - 30%	•	•	

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Knowledge	○	○	○
2 - Communication	○	○	○
3 - Cognitive, technical and creative skills	○	○	○
4 - Research	○	●	○
5 - Self-management	●	○	●
6 - Ethical and Professional Responsibility		○	○
7 - Leadership		○	
8 - Aboriginal and Torres Strait Islander Cultures			

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Research Assignment - 70%	○	○	○	●	○			
2 - Online discussion forum - 30%	○	○	○		○	○	○	

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Liz Ellison** Unit Coordinator  
[l.ellison@cqu.edu.au](mailto:l.ellison@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 2 - 18 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 3 - 25 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 4 - 01 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 5 - 08 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Vacation Week - 15 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 6 - 22 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Contextual Review</b> Due: Week 7 Friday (3 May 2019) 11:45 pm AEST

### Week 8 - 06 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 9 - 13 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 10 - 20 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 11 - 27 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 12 - 03 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Online Discussion Forum</b> Due: Week 12 Friday (7 June 2019) 11:45 pm AEST

### Review/Exam Week - 10 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Exam Week - 17 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

# 1 Contextual Review

## Assessment Type

Research Assignment

## Task Description

You will write a 2000 - 3000 word *contextual review*. This is designed to provide a map of the scholarly, industry, and creative practice trends in your area of interest. It will provide the context, background, and foundational concepts for your extended project in Creative and Professional Project 1 and Creative and Professional Project 2. This assessment should showcase a strong engagement with critical interpretation and analysis of the literature, as well as clear and articulate professional or academic communication. Further information, including the criteria rubric, will be available on Moodle.

## Assessment Due Date

Week 7 Friday (3 May 2019) 11:45 pm AEST

Week 7

## Return Date to Students

## Weighting

70%

## Assessment Criteria

You will be graded against four criteria: knowledge of unit content and concepts; ability to contextualise area of interest within the discipline; synthesis and evaluation of academic, industry, and practice based research and examples; and structure and written expression. See the CRA on Moodle for further information.

## Referencing Style

- [Harvard \(author-date\)](#)

## Submission

Online

## Learning Outcomes Assessed

- Research and review a field of creative or professional practice within a relevant industry context
- Design and research a contextual review within a relevant industry context that responds to industry and scholarly trends
- Evaluate and apply theories and practices of creative and professional industries' project design and management

## Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

# 2 Online Discussion Forum

## Assessment Type

Online discussion forum

## Task Description

You will respond critically to the unit material using the online discussion forum. This is designed to provide opportunities for you to find points of engagement for your own discipline area while communicating with your peers. The assessment requires you to engage with resources provided and create insightful, critical written responses to this stimulus. Further information, including the criteria rubric, will be available on Moodle.

## Assessment Due Date

Week 12 Friday (7 June 2019) 11:45 pm AEST

Week 12

**Return Date to Students****Weighting**

30%

**Assessment Criteria**

You will be graded against two criteria: engagement with unit resources, and structure and written expression. See the CRA on Moodle for further information.

**Referencing Style**

- [Harvard \(author-date\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- Research and review a field of creative or professional practice within a relevant industry context
- Design and research a contextual review within a relevant industry context that responds to industry and scholarly trends

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Self-management
- Ethical and Professional Responsibility
- Leadership



## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem