→ A CREATIVE DEGREE THAT GETS DOWN TO BUSINESS
Our unique degrees in Creative Industries will prepare you with solid creative skills. You will learn in our state-of-the-art studios and facilities on the Parramatta South campus.

→ CREATE FRESH IDEAS
Western Sydney University’s Creative Industries graduates produce original and innovative ideas and are empowered to enrich cultures and communities through a positive contribution to the real world.

→ JOIN THE FAST-PACED CREATIVE INDUSTRIES
Media and creative industries are dynamic and fast-paced industries, changing on a daily basis. The rise of social media and mobile technology encourages the free exchange of ideas with international audiences hungry for innovation and new content. We will prepare you to thrive in this new environment, bringing together communication, design, new media, music, media production, journalism, public relations and advertising, with choices from business and innovation studies.

→ COMBINE THEORY AND PRACTICE
Our courses blend theoretical and practical approaches across a wide range of related disciplines. Our research is practice led and grounded in the real world.

→ HELPING STUDENTS LAND THEIR DREAM JOBS
Our staff are committed to helping you reach your career goals. Lucy McNally, Australian Broadcasting Corporation reporter and graduate of the Bachelor of Communication (Journalism) degree, says, ‘I wouldn’t have my current position in the ABC newsroom if it weren’t for the outstanding staff at Western Sydney University. They always went beyond the call of duty for students who were really trying to get into the industry’.

→ ENJOY FABULOUS FACILITIES
You will learn from highly-trained technical staff in our convergent media studios. With on-site recording studios, edit suites, music performance venues, design studios, and photography and print facilities, you will gain valuable experience and a taste of life after university.

→ COLLABORATE WITH FELLOW STUDENTS AND YOUR COMMUNITY
We foster collaboration between students from other disciplines on production projects. Experienced staff support this process, including our in-house fourth-year design studio – Rabbit Hole. You will have the opportunity to get involved in industry and community-based projects and placements, and publish and exhibit your work while studying. Creative industries students will complete a major with the opportunity to undertake an industry internship placement.

→ BECOME AN AWARD WINNER
The University’s Bachelor of Design students have been very successful in the Australian Graphic Design Association Awards. Our Bachelor of Communication (Journalism) students have also earned national awards, such as the Journalism Education Association’s Ossie Awards for Journalism, and the Federation of Ethnic Communities’ Council of Australia/SBS Multicultural Journalism Student of the Year.

→ FREE DIGITAL TEXTBOOKS
Western was the first university to provide all the digital textbooks for your first year units for free. We are pleased to be offering the benefit of free digital textbooks for first year units to students once again in 2019! That’s up to $800 in value. Why? Because money shouldn’t stand between you and opportunity. Discover more about free digital textbooks at westernsydney.edu.au/textbooks

WHY STUDY AT WESTERN SYDNEY?

→ EXPLORE CONVERGENCE
In your studies, you will explore the convergence of culture, communication and technology, and discover how traditional media forms and craft techniques are combining with new technologies to create entirely new forms of communication.
Western Sydney University’s Bachelor of Creative Industries partners with creative industries to provide an interdisciplinary, experiential degree that combines a core of entrepreneurship with major studies including culture and society, creative writing, design, enterprise innovation, journalism, literature, media arts, music performance and photomedia.

You will study a unique mix of creative, business and law units and, through the use of incubators and co-working spaces, will work with emergent and established creative industry partners to develop innovative solutions to real problems.

The Bachelor of Creative Industries from Western Sydney University offers a unique opportunity for you to acquire the creative and business skills that are necessary to prosper in the contemporary innovation landscape.

The World Economic Forum’s 2016 report on the future of jobs hailed the start of a fourth industrial revolution inspired by the disruptive influence of technologies.

It predicted a profound shift in work practices towards remote working, co-working and an ever-smaller pool of full-time employees, backed up by external consultants and contractors.

And with creativity at the centre of the Australian Government’s Innovation Agenda, the jobs of the future will depend on collaborative thinking and devising innovative solutions to complex problems.

Meanwhile, market indicators suggest a robust set of external circumstances underpins growth in the Creative Industries sectors, especially in Greater Western Sydney.

This course is designed for those who wish to pursue a creative practice while gaining the business and legal acumen to become a successful part of the creative economy on their own terms.

There are opportunities to develop projects with real creative industries and deliver solutions across a range of platforms. You may also undertake an in-depth practice-led research project or intern professionally in the field. You will be supported with first-rate technical facilities.

Graduates’ skills will be relevant to growth in investment in the creative economy, particularly research and development around start-ups, where creative businesses act as external resources in the process of taking innovation to market.

CAREER OPPORTUNITIES

The Bachelor of Creative Industries will prepare you and help you advance in roles in creative industries such as writing, market research, advertising, photography, design, journalism, media production, business innovation, music performance and more.
Bachelor of Communication

Western Sydney University offers a unique suite of communication units in advertising, public relations, journalism, and media production. All of our courses are based on real-world expectations, ensuring that your future works appeal to the right target audiences.

You will develop an understanding of your audience from cross-cultural and international perspectives. As the program covers all areas of communication, you will come to understand how your field of study is connected to other disciplines, enabling you to apply critical, reflective and creative skills to make informed decisions in a professional context. Through self-directed, team and problem-based learning strategies that require active participation in the community, you will learn to value ethical conduct, intellectual integrity, diversity and social justice principles.

All our Bachelor of Communication students undertake a common first year, covering general communications theory and practice.

You can then choose a specialist major to suit your career aspirations. You may also choose to study your course online.

The Bachelor of Communication majors are:

- Advertising
- Journalism
- Media Arts Production*
- Public Relations.

*All second and third year students must study this major at Parramatta campus.

PROFESSIONAL RECOGNITION

Recognised by the Public Relations Institute of Australia and the Media Federation of Australia.

CORE UNITS AND ELECTIVES

In your first year, you will complete core units that will include: Writing Ecologies; Media Cultures and Industries; Foundations of Media Arts and Production; Visual Storytelling; Data, Mediation, Power; Public Relations Theory and Practice; Advertising: An Introduction; and Introduction to Journalism.
Advertising is a dynamic, diverse, challenging and rewarding profession, encompassing all media including billboards, television, newspapers, websites and internet search engines.

The Advertising major of the Western Sydney University’s Bachelor of Communication gives you a thorough grounding in the general principles of communication, as well as practical skills in advertising through internship placements and project-based learning.

No matter what your advertising career aspirations might be, the Advertising major will give you the skills, knowledge and contacts you need to succeed. Offering an ideal balance of advertising theory and practice, the course focuses on real project-based outcomes and includes studies in digital media communications.

You will gain valuable industry experience working with business and community organisations as part of your major studies (through an internship), and you will also be encouraged to pursue your own workplace-related projects, as well as produce a portfolio of final material.

Western Sydney Advertising students have been successful in obtaining internships at Leo Burnett, George Patterson Y&R, Ogilvy & Mather, Google, the Seven Network, Mediacom, ZenithOptimedia and Clemenger Group.

CORE UNITS AND ELECTIVES
To graduate with a Bachelor of Communication (with a major in Advertising), you will need to complete the core units of the Bachelor of Communication, the Advertising major units and elective units.

As a part of your Advertising major, you may complete units that include: Communication Strategies; Account and Client Management; Advertising: Creative; Digital Communications; Advertising: Media; Communication Campaigns; and an internship.

There are four electives within the Bachelor of Communication to be completed in addition to a major in Advertising. Electives may be chosen from other courses offered by Western Sydney University including those in the Indigenous Studies major and sub-major.

For detailed information about the course structure and units, visit westernsydney.edu.au/future

CAREER OPPORTUNITIES
Bachelor of Communication (Advertising) graduates typically find employment in advertising agencies, media agencies and digital agencies.

You may have the opportunity to pursue roles in:
- advertising production management
- art direction
- brand management
- client and account management
- copywriting
- digital media communications
- market research
- media planning
- strategy planning.

PRACTICAL EXPERIENCE

The course includes suites of professional units that integrate theory and practice through problem-based learning and engagement with the Western Sydney; wider Australian and global communities.

PROFESSIONAL RECOGNITION

The Advertising major is recognised by the Media Federation of Australia (MFA).
The Journalism major of the Western Sydney University's Bachelor of Communication gives you the skills and experience you need to succeed in modern journalism as a multi-skilled digital practice. It integrates an understanding of how communication works with real-world experience in digital, online, broadcast, print and new media platforms.

The journalism area’s focus is the art of storytelling and information management. Students develop skills in news, writing, broadcasting, packaging information and delivering to target audiences in the most effective and efficient manner. We provide a fun and creative learning environment, including international internships, which nurture student capabilities for careers in media fields and corporate, business, government and community organisations. Students learn life skills of curiosity, adaptability and networking to prosper and make a difference to their and others’ worlds through knowledge and communication. We connect and network to bolster students’ work opportunities.

In this area of study, our students develop digital, broadcast, print, and online journalism skills and expertise for the Internet, radio, television, print, corporate and community media contexts, and explore news-team participation and management. Professional practice, such as news production, feature writing, digital journalism production, photojournalism, internships and work experience, is combined with a critical study of how journalism skills are relevant across a range of digital and social media platforms and contexts.

There are four electives within the Bachelor of Communication to be completed in addition to a major in Journalism. Electives may be chosen from other courses offered by the University, including those in the Indigenous Studies major and sub-major.

If you are interested in completing electives in Communication, you may consider units from the other Bachelor of Communication majors: Advertising, Media Arts Production or Public Relations. For detailed information about the course structure and units, visit westernsydney.edu.au/future

CAREER OPPORTUNITIES
As a Bachelor of Communication (Journalism) graduate, you may work in digital and online media, print, TV, radio and corporate fields, specialising in news, storytelling, current affairs, information management, magazine and community journalism; and corporate communications. You may also have the opportunity to work in a variety of broader fields such as:

- business
- community groups
- government
- media management
- media research
- organisational communications
- technical communication.

PRACTICAL EXPERIENCE
The course includes suites of professional units that integrate theory and practice through problem-based learning and engagement with the Western Sydney, wider Australian and global communities.

CORE UNITS AND ELECTIVES
To graduate with a Bachelor of Communication (Journalism), you will be required to complete the core units of the Bachelor of Communication, the Journalism major units and elective units.

As a part of the Journalism major, you may complete units that include: News Reporting; Feature Writing; Journalism: Research and Investigation; Digital Journalism Production; Photo Journalism; Transmedia Production; News Teams; and an internship.
Behind every award-winning program there’s a team of talented and dynamic production professionals. The production team brings together the pieces of the program puzzle, endowing it with meaning, flow and the power to move its audience.

The Media Arts Production major of Western Sydney University’s Bachelor of Communication gives you excellent production skills and knowledge, complete with practical, hands-on experience. In Media Arts Production, you will develop a range of conceptual and production-oriented skills in digital media, including video, camera, sound, non-linear editing, visual effects, and production management.

You will work across a range of media genres including short-form documentary, drama and transmedia platforms and contexts.

In addition, you can choose to add a variety of other units from our Bachelor of Design (Visual Communication) degree. These will give you a unique combination of skills suited to careers in advertising agencies and film production, as well as major magazine publication houses.

Core Units and Electives
To graduate with a Bachelor of Communication (Media Arts Production), you will be required to complete the core units of the Bachelor of Communication, the Media Arts Production major units and elective units. As a part of the Media Arts Production major, you may complete units that include: Screen and Sound Practices; Documentary Media; Visual Effects; TV Production; Media Arts Project; Transmedia Production; and an internship.

There are four electives within the Bachelor of Communication to be completed in addition to a major in Media Arts Production.

Electives may be chosen from other courses offered by Western Sydney University, including those in the Indigenous Studies major and sub-major.

If you are interested in completing electives in Communication, you may consider subjects from the other Bachelor of Communication majors: Advertising, Journalism or Public Relations. For detailed information about the course structure and units, visit westernsydney.edu.au/future

Career Opportunities
As a Bachelor of Communication (Media Arts Production) graduate, you may have the opportunity to pursue a career in:

- corporate and technical communication
- entertainment industries
- film production
- government and community groups
- media research
- news and current affairs
- teaching (with further study)
- television production.

Practical Experience
The course includes suites of professional units that integrate theory and practice through problem-based learning and engagement with the Western Sydney, wider Australian and global communities.
The Public Relations major of Western Sydney University’s Bachelor of Communication gives you valuable skills and knowledge in public relations, including consultancy, media relations, event management, issues and crisis management, account and client management, as well as campaign development, with a focus on digital and social media communication contexts.

The course focuses on the role of the public relations practitioner or advisor, and provides a theoretical framework of industry practice. It also develops a strategic understanding of the public sphere from national and international perspectives. The Public Relations major enables students to develop skills grounded in academic theory. You will have numerous opportunities to consolidate your communication knowledge. You will also be encouraged to engage in your own workplace-related projects and produce a portfolio of your projects undertaken during your studies. This will be developed with your professional online profile to enhance your employment prospects on graduation.

We connect and network to bolster students’ work opportunities. The dedicated academics strive to support and assist our students during their studies and into their future careers. Western Sydney Public Relations students have been successful in obtaining internships with a range of national and global organisations including Google, Edelman, Tourism Australia, GWS, Mercedes Benz Australian Fashion Week, Vivid, Prada, and Burson-Marsteller.

**CORE UNITS AND ELECTIVES**

To graduate with a Bachelor of Communication (Public Relations), you will be required to complete the core units of the Bachelor of Communication, the Public Relations major units and elective units. As a part of the Public Relations major, you may complete units that include: Communication Strategies; Events Management; Account and Client Management; Issues, Risk and Crisis Communication; Digital Communication; Communication Campaigns; and an internship.

There are four electives within the Bachelor of Communication to be completed in addition to a major in Public Relations. Electives may be chosen from other courses offered by the University. You are encouraged to explore further studies in Creative Industries, Business and Design.

If you are interested in completing electives in Communication, you may consider units from the other Bachelor of Communication majors: Advertising, Journalism or Media Arts Production.

For detailed information about the course structure and units, visit westernsydney.edu.au/future

**CAREER OPPORTUNITIES**

As a Bachelor of Communication (Public Relations) graduate, you will be equipped with a unique range of industry-desired skills and strategic communication expertise to move into consultancy work, or strategic communication within corporate, private and public companies, or non-profit organisations. You may pursue roles in:

- campaign development and management
- corporate affairs
- digital communication
- event management
- publicity
- public affairs
- public relations
- reputation and image management
- strategic communication.

**PRACTICAL EXPERIENCE**

The course includes suites of professional units that integrate theory and practice through problem-based learning and engagement with the Western Sydney, wider Australian and global communities.

**PROFESSIONAL RECOGNITION**

This course is accredited by the Public Relations Institute of Australia (PRIA).
Bachelor of Design (Visual Communication)

Visual communication is integral to today’s culture, and there's a need for designers in virtually any field you can imagine.

If you’re inspired by design, or have a creative ‘itch’ and enjoy learning new things, the Bachelor of Design (Visual Communication) degree will provide you with the right opportunities to shape a career in the design sector of the creative industries and beyond.

Our program will provide you with fundamental skills and knowledge to communicate ideas and information across a wide range of visual media. With an emphasis on studio-based practice, you will study areas such as image design, typography, layout design, branding, design history, research methods, and web-based design.

There are opportunities to engage with live community or industry projects, and you will choose two practical specialisations from the following: motion design and data visualisation; game and app design; illustration; and photography. In third year, you will consolidate your design portfolio, and in your final year, take a position as a junior designer in our teaching studio and produce a major design project for exhibition. You may also use your elective spaces to study complementary non-Design subjects or a sub-major, offering you a tailored degree that reflects your particular interests and aspirations.

CORE UNITS AND ELECTIVES

Our program centres on studio-based learning, introducing you to a range of ideas, perspectives, and methods that lay the foundation of your design practice.

From second year, you will develop two distinct practical specialisations, choosing from: digital design; interactive design; illustration; and photography. Additionally, you will have four electives that you can use to study other subjects that are of interest to you, or complete a non-Design sub-major from a range of complementary fields, such as Advertising Studies, Media Arts Production, and Mobile App Development.

Students may exit with 1624 Bachelor of Design Studies after successful completion of the first three years of the program.

PRACTICAL EXPERIENCE

Throughout our program you will engage with individual and team-based projects, develop your conceptual thinking skills, use a variety of traditional and emerging technologies, and expand your creative practice.

In fourth year you will take a position in our award-winning teaching design studio where you will gain experience through engaging with community-based projects in a professional learning environment, preparing you for work in an exciting and evolving industry.

CAREER OPPORTUNITIES

As a Bachelor of Design (Visual Communication) graduate, you may pursue a career as a:
- art director
- concept artist
- content producer
- design educator
- experience designer
- graphic designer
- illustrator
- information designer
- photographer
- production coordinator
- screen media designer
- teacher (with further study)
- web designer.

PROFESSIONAL RECOGNITION

Our graduates are eligible for membership of the Design Institute of Australia (DIA) and the Australian Graphic Design Association (AGDA).
The Bachelor of Graphic Design (Pathway to Teaching Secondary) is a tailored three-year degree geared towards undertaking the Master of Teaching (Secondary), an accredited postgraduate teaching qualification. Together, the two degrees provide direct access to a teaching career and a foundation for professional design practice, improving your career prospects.

With an emphasis on studio-based practice, you will study areas such as image design, typography, layout design, branding, design history, research methods, and web-based design. As you progress, you will develop a focus on digital design, photography and graphics technology, enabling you to develop two teaching disciplines: Design and Technology and Graphics and Multimedia Technology.

You will also undertake an Education Studies sub-major, where you will gain an understanding of contemporary education issues, teaching and learning.

This program is based at our Parramatta campus, but may require travel to Bankstown and Penrith campuses for the Education and Visualisation sub-majors.

For further information concerning the requirements for secondary teaching, students are advised to consult the Subject Content Requirements for Primary and Secondary Teaching NSW (Abridged) from the NSW Institute of Teachers or the School of Education.

**CORE UNITS**

Our program centres on studio-based learning, introducing you to a range of ideas, perspectives, and methods that lay the foundation of your design practice and allow you to develop the skills required to teach Design & Technology and Graphics & Multimedia at secondary school level.

From second year, you will shape two distinct practical design specialisations: digital design and photography, alongside commencing a Visualisation sub-major that provides you with additional software tools and drawing skills. You will also complete an Education Studies sub-major.

**PROFESSIONAL RECOGNITION**

The course meets the NSW Education Standards Authority subject content requirements for the undergraduate degree for students continuing to a Master of Teaching (Secondary). You are advised to check the appropriateness of your undergraduate studies for teaching in NSW with the requirements for secondary teaching on the NSW Education Standards Authority website [educationstandards.nsw.edu.au](http://educationstandards.nsw.edu.au).

To enter the Master of Teaching course, you will be required to demonstrate your suitability for teaching.

**CAREER OPPORTUNITIES**

This degree equips you with the necessary elements of an initial teacher qualification, and you will also be prepared for professional graphic design practice and associated alternate employment opportunities in design.

As a Bachelor of Graphic Design (Pathway to Teaching Secondary) graduate, you may pursue a career as:

- high school teacher (with further study)
- content producer
- design educator
- graphic designer
- information designer
- photographer
- screen media designer.
**Bachelor of Screen Media (Arts and Production)**

If screen production is a field you are passionate about and you want to be part of the creative industry boom in Australia then join us in studying the Bachelor of Screen Media (Arts and Production). Our course provides the opportunity for you to develop your skills and be career-ready in areas such as video production, writing, producing, and directing for the screen.

The Bachelor of Screen Media (Arts and Production) offers studies in a range of screen media skills and production practice fields. These include Media, Communications and Arts as well as practical studies in Media Arts Production, Digital Journalism, with study options also including sound technology and web and motion design. Teaching includes both theory and practice with reference to real-world contexts highlighting future career opportunities in a convergent digital media world.

Content production is a profession in demand and required across the fields of journalism, advertising, business and social media. Our Screen Media degree has an intensive multi-disciplinary approach to producing content and a strong focus on developing documentary, post production and studio production skills.

Study in our state-of-the-art screen production studio facilities and edit suites at our Parramatta campus. As a student you will have access to the latest cameras and equipment, working with HD technology and software to produce your creative work to the highest professional standard.

You will be mentored by award-winning film, documentary, television and animation academics whose industry connections will guide and inspire you to produce your best work and assist you in having the world screened to the public at festivals and events.

**CORE UNITS AND ELECTIVES**

You will undertake a major in Media Arts Production covering a variety of digital platform production practices, including short film, documentary, experimental, transmedia and TV. The interdisciplinary sub-major in cultural and social analysis offers contemporary debates and methodologies in cultural studies and social theory. Topics include popular culture, cinema studies, everyday urban life, cultural and social impacts of scientific theories, and new technologies and multiculturalism.

Through self-directed, team-based and active participation in the community in professional contexts, graduates learn to reflect and value ethical and intellectual conduct as well as respect for diversity and social justice principles. Students are encouraged to find their areas of interest through project work, and will exit the course with a portfolio of production outcomes that reflect their skills and expertise for employment in the communication industries as a screen production professional.

You can also develop your field experience with an internship or study abroad opportunity to really make an impression to future employers.

**FURTHER STUDIES**

Further study options are available to high-achieving students who wish to pursue higher degree research studies. Information about these options will be provided to you as you progress through your Bachelor degree, or you can find out more at westernsydney.edu.au/research

**CAREER OPPORTUNITIES**

As a Bachelor of Screen Media (Arts and Production) graduate, you may pursue a career as a:
- digital and social media producer
- media analyst
- online journalist, feature and investigative reporter
- researcher for a wide range of media and communications industries
- screen producer
- TV, film, video and media writer, director and producer.
Bachelor of Music

Music is a universal art form. It transcends geographical, national, political, cultural and racial boundaries, and can evoke the full spectrum of emotions in listeners. Music encourages introspection, inspires social awareness and unity, and has even been known to inform policy.

Western Sydney University’s Bachelor of Music takes an eclectic, modern and inclusive approach to music repertoire, performance, sound design and musicology. It gives you an opportunity to develop your professional and creative potential in making and appreciating a range of different types of music. You will focus on repertoire and media of the 20th and 21st centuries and also study music from earlier historical periods. You will have opportunities to use our recording studios, multimedia and MIDI laboratories, and digital audio/video suites. You can also gain practical experience in performance as a soloist and in groups, concert administration and production, recording, composition, audio production, library research and retrieval, film music, and collaboration.

**ENTRY REQUIREMENTS**
You will be selected by one of three methods: either by an audition; or on a demonstrated level of attainment in 6th grade AMEB musical performance (instrument or voice) or equivalent, and 4th grade AMEB music theory and/or musicianship or equivalent; or on the successful completion of a TAFE diploma or advanced diploma.

**Method 1** (Audition): You will be selected on an interview/audition in which personal aptitude, experience and educational qualifications are taken into consideration. After you have applied to UAC, you are required to book yourself in for an interview/audition and download a questionnaire from the University’s online audition booking system at westernsydney.edu.au/musicauditions. Please check the closing date on this website.

**Method 2** (AMEB or equivalent qualifications): Students who have reached the level of 6th grade performance and 4th grade music theory and/or musicianship will not be required to audition. They will be required to submit certificates to UAC. Please check the closing date on westernsydney.edu.au/musicauditions.

**Method 3** (TAFE Diplomas): The interview/audition requirement of admission is waived for students entering via the TAFE Diploma or Advanced Diploma Pathway. Students will be required to submit their certificates to UAC. Please check the closing dates on westernsydney.edu.au/musicauditions.

**CORE UNITS AND ELECTIVES**
To graduate with a Bachelor of Music, you will be required to complete 24 units. The core units you may study in this degree include Arranging Music; Western Art Music History; Music Theory Fundamentals; Music, Culture and Discourse; Music Careers Research; and Music and Critical Thought.

You will select a sequence of units to form a sub-major (you may select more than one), choosing from:

- **Composition**: Units include Composition and Creativity; Songwriting and Composer Collaborations; The Composer-Performer; and Screen Media Composition.

- **Music Production**: Units include Studio Production; Expanded Music Performance; Screen Media Composition; and Digital Musicianship.

**CAREER OPPORTUNITIES**
As a Bachelor of Music graduate, you may pursue careers in:
- artistic direction
- arts administration
- audio engineering
- community music
- composition
- concert management
- multimedia
- music journalism and critiquing
- performance
- sound design
- teaching (with further study).

For detailed information about the course structure and units, visit westernsydney.edu.au/future

Oliver Kirby

**BACHELOR OF MUSIC**
**VICE-CHANCELLOR’S LEADERSHIP SCHOLARSHIP RECIPIENT**

“The music program at Western Sydney University is very well rounded with units based on various aspects of the music industry, from classical to contemporary. Many of my peers consider Western to be of an extremely high educational standard in music and other courses.”

**COURSE** | **CRICOS CODE** | **WS CODE** | **INTAKE** | **LOCATION** | **DURATION**
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B Music | 065052F | 1659 | March | Penrith | 3F

**Key**: B = Bachelor of; F = Full-time.
Bachelor of Arts/Bachelor of Creative Industries

Arts graduates who previously would have planned a career in fields such as publishing now face a future where they will be required to continuously adapt and reapply their skills to changing work environments.

This double degree brings together the existing Arts program with studies in emerging creative industries, allowing students who are interested in pursuing careers which require the diverse skill set of an Arts graduates to also engage with new paradigms of creative and cultural production, developing skills in entrepreneurship and working in collaborative projects with creative industries in Western Sydney.

CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Arts/Bachelor of Creative Industries combined degree requires the successful completion of 320 credit points including the units listed in the recommended study sequence.

You must complete:

- ≥ 40 credit points of Arts core units
- ≥ 40 credit point Arts core sub-major
- ≥ 80 credit points of Creative Industries core units (which includes one Introduction to major pool unit)
- ≥ 80 credit point Arts major
- ≥ 80 credit point Creative Industries major.

Arts core units include:

- Analytical Reading and Writing
- Australia and the World
- Texts and Traditions.

For more detailed information about the course structure and units, visit westernsydney.edu.au/future

CAREER OPPORTUNITIES

After graduating from the Bachelor of Arts/Bachelor of Creative Industries program, you will be qualified for a variety of careers in the creative industries, government, teaching and research, including areas such as design, journalism and marketing.
Bachelor of Communication/Bachelor of Creative Industries

Communication graduates who previously would have planned a career in media, public relations, journalism or advertising companies now face a future where they will be required to continuously adapt and reapply their skills to changing work environments.

This double degree brings together the existing Communication program with studies that explore emerging creative industries and allows students who are interested in pursuing careers, such as journalist, public relations, or media buying, to also engage with new paradigms of creative and cultural production, developing skills in entrepreneurship and working in collaborative projects with creative industries in Western Sydney.

**CORE UNITS AND ELECTIVES**

To graduate with a Bachelor of Communication and a Bachelor of Creative Industries, you will be required to successfully complete 320 credit points (32 units) as per the recommended study sequence.

You must complete:
- ≥ 80 credit points of Communication core units (which includes one Introduction to major pool unit)
- ≥ 80 credit points of Creative Industries core units (which includes one Introduction to major Pool unit)
- ≥ 80 credit point Communication major
- ≥ 80 credit point Creative Industries major.

For more detailed information about the course structure and units, visit westernsydney.edu.au/future

**CAREER OPPORTUNITIES**

After graduating from the Bachelor of Communication/Bachelor of Creative Industries program, you will be qualified for a variety of careers in the creative industries, including writing, market research, advertising, photography, design, journalism, media production, business innovation, music performance, public relations and more.

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Key: B = Bachelor of; F = Full-time.
Design graduates who previously would have planned a career in graphic design, media or advertising companies now face a future where they will be required to continuously adapt and reapply their skills to changing work environments.

This double degree brings together the existing Design program with studies that explore emerging creative industries and allows students who are interested in pursuing careers as designers to also engage with new paradigms of creative and cultural production, developing skills in entrepreneurship and working in collaborative projects with creative industries in Western Sydney.

**CORE UNITS AND ELECTIVES**

To graduate with a Bachelor of Design and a Bachelor of Creative Industries you will be required to successfully complete 320 credit points (32 units) as per the recommended study sequence.

You must complete:

- 80 credit points of Design core units
- 80 credit points of Creative Industries core units (which includes one Creative Industries Introduction to major pool unit)
- 80 credit points of Design units (which includes two Design unit pairings)
- 80 credit point Creative Industries major.

For more detailed information about the course structure and units, visit [westernsydney.edu.au/future](http://westernsydney.edu.au/future)

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**CAREER OPPORTUNITIES**

After graduating from the Bachelor of Design/Bachelor of Creative Industries program, you will be qualified for a variety of careers in the creative industries, including writing, market research, advertising, photography, screen media design, art direction, content production, music performance and more.
Bachelor of Music/ Bachelor of Creative Industries

Music graduates who previously would have planned to pursue contracts with one or more large record companies or orchestras now have a future where they will be able to self-publish their work to the world, or they may require a more entrepreneurial approach than that previously required of a musician or music technologist.

This double degree brings together the existing Music program with emerging creative industries and allows students who are interested in pursuing careers in music to also engage with new paradigms of creative and cultural production, developing skills in entrepreneurship and working in collaborative projects with creative industries in Western Sydney.

CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Music and a Bachelor of Creative Industries you will be required to successfully complete 320 credit points (32 units) as per the recommended study sequence.

You must complete:
- 80 credit points of Music core units
- 80 credit points of Creative Industries core units (which includes one Introduction to major pool unit)
- 80 credit points of Music Studies (consisting of two 40 credit point sub-majors)
- 80 credit point Creative Industries major.

For more detailed information about the course structure and units, visit westernsydney.edu.au/future

CAREER OPPORTUNITIES

After graduating from the Bachelor of Music/ Bachelor of Creative Industries program, you will be qualified for a variety of careers in the creative industries, including writing, market research, advertising, photography, music journalism and critiquing, music performance, artistic direction, audio engineering, composition and more.

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**COURSE** | **CRICOS CODE** | **WS CODE** | **INTAKE** | **LOCATION** | **DURATION**
---|---|---|---|---|---
B Music/ B Creative Industries | 09579G | 1841 | March | Penrith* | 4F/8P

**Key:** B = Bachelor of; F = Full-time.
*Students may be required to travel to Parramatta campus for a portion of the Creative Industries component.
Bachelor of Communication/Bachelor of Laws

This double degree enables you to undertake multi-skilling into two diverse career paths, providing increased marketability to multiple areas of expertise. The Bachelor of Laws provides you with professional skills including: the ability to analyse legal material and understand fundamental legal principles; an understanding of the relationship between law and society; the skills to analyse and solve legal and non-legal problems and specialised study into the Australian legal system.

The Bachelor of Communication encompasses a wide range of units in the field of communication and media with a core program of media studies, practices and theory, and specialised major sequences in Advertising, Journalism, Public Relations and Media Arts Production.

ACCREDITATION

Graduates from the Bachelor of Laws are eligible to apply to the Legal Profession Admission Board for admission to legal practice in NSW after undertaking prescribed practical legal training. The Bachelor of Communication is accredited with the International Advertising Association (IAA), the Public Relations Institute of Australia (PRIA) and the Media Federation of Australia (MFA).

CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Communication and a Bachelor of Laws, you will be required to successfully complete 400 credit points or 40 units listed in the recommended study sequences for the relevant double degree programs.

Students are eligible to graduate in the associated degree at the end of three years of full-time study, only when they have completed all non-law units plus the eight law units specified in the study sequence as being in the first three years of the relevant double degree.

It may be possible to vary the sequence of units so that students study a greater concentration of either law or their second discipline of study each semester to minimise travel between campuses and to overcome timetabling problems. Students should speak to their academic advisor as needed.

The Bachelor of Communication/Bachelor of Laws requires students to undertake the 12 core Communication units plus 40 credit points from one of the following majors, selecting 20 credit points at level 2, and 20 credit points at level 3

- Advertising
- Public Relations
- Media Arts Production
- Journalism

For more detailed information about the course structure and units, visit westernsydney.edu.au/future

CAREER OPPORTUNITIES

After graduating from the Bachelor of Communication/Bachelor of Laws program, you will be qualified for a variety of careers in the communication and law fields, including writing, market research, advertising, photography, legal matters, public relations and more.
Bachelor of Communication/Bachelor of Business

The Bachelor of Communication/Bachelor of Business encompasses a range of studies in the fields of communication, media and business including specialised studies in the major fields of Advertising or Public Relations, combined with the business disciplines of Applied Finance, Economics, Hospitality Management, Human Resource Management, International Business, Management, Marketing, or Sport Management.

Teaching includes both theory and practice with reference to real-world contexts highlighting future career opportunities in a convergent digital media and business world, including a good understanding of basic business issues complemented by a high level of knowledge relevant to the specific discipline.

Through classwork, independent study and engagement with the multicultural nature of our communities, students develop an understanding of the local and international relevance of their chosen studies, with opportunities to develop and produce a range of media outcomes as applied research and professional projects throughout their studies.

Students complete a capstone unit in engaged learning that equips them as ‘business ready’ in terms of dealing with real-world business issues and problems and generating real-world business solutions.

Through self-directed, team-based and problem-based learning strategies requiring active participation in the community and professional contexts, graduates learn to reflect and value ethical and intellectual conduct as well as respect for diversity and social justice principles.

ACCREDITATION
The Applied Finance major satisfies the educational requirements for membership of the Financial Services Institute of Australasia (Finsia). The Human Resource Management major is accredited with the Australian Human Resources Institute (AHRI). The Marketing major satisfies the educational requirements for recognition as a Certified Practising Marketer and eligibility for membership of the Australian Marketing Institute (AMI).

The Bachelor of Communication is accredited by professional organisations including the Public Relations Institute of Australia (PRIA); and the Media Federation of Australia (MFA).

CORE UNITS AND ELECTIVES
To graduate with a Bachelor of Communication and a Bachelor of Business, you will be required to successfully complete 320 credit points, or 32 units listed in the recommended study sequences for the relevant double degree programs.

For more detailed information about the course structure and units, visit westernsydney.edu.au/future

CAREER OPPORTUNITIES
As a graduate of our Bachelor of Communication and a Bachelor of Business combined degree, your future offers some very rewarding career prospects.

Graduates typically find employment in areas such as:
- advertising production management
- art direction
- brand management
- client and account management
- marketing managers
- business owner
- digital media communications
- strategy planning.

COURSE CRICOS CODE WS CODE INTAKE LOCATION DURATION
B Communication/B Business 089211J 1819 March/July Parramatta 4F/8P

Key: B = Bachelor of.
The combined Communication and International Studies degree allows you to undertake multi-skilling into two diverse career paths, providing enhanced marketability into multiple areas of expertise.

The Bachelor of International Studies examines the relationships of societies, cultures, languages and systems of government within the international system. It develops students’ capacity to analyse the historical development of relations among nation states and contemporary political, social and cultural issues, such as globalisation, transnationalism and migration. Students complete a major in International Relations and Asian Studies and a sub-major in Arabic, Chinese, Japanese or Indonesian.

The Bachelor of Communication encompasses a wide range of units in the field of communication with a core program of media studies, practice and theory, and specialised Major sequences in Advertising, Journalism and Public Relations.

Students in this double degree also have the opportunity to extend their combined studies through a semester studying abroad. In addition, students complete an internship in their Communication component.

ACCREDITATION
The Bachelor of Communication is accredited by professional organisations including the Public Relations Institute of Australia (PRIA) and the Media Foundation of Australia (MFA).

CORE UNITS AND ELECTIVES
Qualification for this combined requires the successful completion of 400 credit points including the units listed in the recommended sequences for the relevant double degree programs.

For more detailed information about the course structure and units, visit westernsydney.edu.au/future

CAREER OPPORTUNITIES
After graduating from the Bachelor of Communication/Bachelor of International Studies program, you will be qualified for a variety of careers in the international studies and communication fields, including advertising, public relations, media, languages, international relations, policy, government roles and public service careers, and more.
HOW TO APPLY

1. COURSE SELECTION
Check the entry requirements, campus, start dates, tuition fees and other costs.
westernsydney.edu.au/international/apply
westernsydney.edu.au/find_a_course
westernsydney.edu.au/fees

2. APPLY ONLINE
Upload all your supporting documents to the online International Application System. You will be given a unique student ID and login to check the progress of your application.
student-westernsydneystudylink.com
westernsydney.edu.au/applyonline (research applicants only)

3. APPLICATION ASSESSMENT
International Admissions Officers will assess your eligibility for admission to your preferred course and issue an offer online if you are eligible.

4. OFFER OF ADMISSION
Login to read your offer, the conditions (if any that you must satisfy) and all the important information about studying at the University.
westernsydney.edu.au/internationaloffer

5. ACCEPT YOUR OFFER
Sign the Acceptance Form and return it with your tuition fee payment to the University as instructed in your offer letter. Carefully read the refund terms.
westernsydney.edu.au/internationalaccept
westernsydney.edu.au/internationalrefund

6. STUDENT VISA
The University will issue your electronic Confirmation of Enrolment (eCOE). Use your eCOE to apply for your student visa.
westernsydney.edu.au/studentvisa

7. ACCOMMODATION AND AIRPORT PICK-UP
Arrange your accommodation and book your airport pick-up (if required)
westernsydney.edu.au/airportpickup

8. ENROLMENT AND CLASS TIMETABLE
You can enrol in the University from your home country before you travel to Australia. Create your class timetable after you enrol.
westernsydney.edu.au/enrol
westernsydney.edu.au/tutorialregistration

9. ORIENTATION
You must attend Orientation to get important information and advice to support your successful transition to study at University.
westernsydney.edu.au/international/orientation
westernsydney.edu.au/starting

FINANCIAL REQUIREMENTS
International students are required to have genuine access to sufficient funds while studying in Australia. Funds should be sufficient to contribute to the cost of travel, tuition, school costs for any dependants and living costs.
westernsydney.edu.au/international/fees

FURTHER INFORMATION
For further details about courses, including course structure, unit descriptions, work placement requirements (if applicable), visit handbook.westernsydney.edu.au
For information about studying at Western Sydney University, including assessment methods, course progression and attendance requirements, accommodation options, working and living in Australia, visit westernsydney.edu.au/studyandlife

DISCLAIMER
Western Sydney University reserves the right to withdraw or vary courses listed within this publication. In the event that the course or courses are to be changed, or in the event of cancellation, applicants will be advised to the address specified on their application.
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westernsydney.edu.au
Contact information
study@westernsydney.edu.au