ANIMATION

AUDIO

DESIGN

FILM

GAMES

WEB & MOBILE

CIU111

CIU111 Overview of Industry

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Module Code & Name:	CIU111 Overview of Industry
Program:	Bachelor of Game Development, Bachelor of Audio, Bachelor of Film, Bachelor of Design, Bachelor of Interactive Technologies, Bachelor of Animation.
Award Level:	AQF Level 7
Module Level:	Introductory
Delivery Mode:	Face-to-face, blended
Duration:	1 Trimester
Credit Points:	10 / 240
Pre-requisite(s):	Nil
Co-requisites:	

Student workload:

Lecture / tutorial hours per week	Supervised studio / lab practice hours per week	Personal study hours per week	Total workload hours per week
3	0	6	9

Module Aims:	This module, the second of four creative media industries units, develops learning skills by integrating practice-based and knowledge-based skills with the study of the Creative Industries. You will be mentored to develop a deeper understanding of your identities as creative media practitioners within the wider creative media industry, with the goal of becoming connected, self-directed practitioners. You will develop an understanding of the "soft skills" required to develop a career, including understanding

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Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 1 of 15

the intersections of various sectors of the creative media industries through a critical overview of animation, audio, film, games, interactive technologies and design. You will engage in authentic assessment tasks that demonstrate genuine and purposeful engagement with their local creative media industry network. This module leads you through a structured process to create a Portfolio, a platform to showcase their achievements over the course of the degree. In this module, you will develop job seeking skills through industry awareness and an understanding of the industries where you will find future employment.

Learning Outcomes:

Upon successful completion of this module, you will be able to:

L1   Describe major industry related technological developments and their impact on the creative industries.

L2   Analyse major creative industry sectors and their relationship to the arts.

L3   Describe the structures, systems, technologies, and market influence of creative media industries.

L4   Apply general principles of systems theory in the analysis of complex structures in business and social networks.

L5   Demonstrate understanding of new distribution and social media platforms, and how they are implemented and influenced by media stakeholders.

L6   Describe business strategies of major media organisations and their influence in the market.

L7   Apply essential elements of successful employment strategies in the creative industries.

Weekly Schedule:

Syllabus
Lecture topics includes: •   Introduction to creative media industries •   Business of creative media •   Creative media economy •   Contemporary technologies •   Future of creative industries

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Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 2 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

- Defining the industries
- Media market as ecosystem
- Media delivery methods
- Prosumers
- Media empires
- Changing strategies for market influence

Job Seeking Skills workshops:
- Writing a Resume and Cover Letter
- Identifying career pathways and target employment opportunities in creative industries
- Freelancing vs. employment
- Using social media to create work opportunities
- On the hunt: finding jobs in the creative industries
- Raising funds for project development

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Title: CIU111
Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 3 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

Assessment Overview:

Your results for this module, CIU111 Overview of Industry, are based on three assessment tasks. Each task is given a percentage weighting of your overall grade. Grades for assessment tasks will be reported to you based on a sliding scale from fail through to high distinction.

Assignment	Weighting	LOs	Due
CIU111.1 Portfolio Project	40%	L5, L7	Week 5
CIU111.2 Creative Media Response	30%	L1, L2, L5, L6	Week 9
CIU111.3 Reflective Blogs	30%	L1, L3, L4	Week 12

Graduate Attributes:

Assignment	Graduate Attributes
CIU111.1 Portfolio Project	GA1, GA2, GA5,GA6, GA7
CIU111.2 Creative Media Response	GA1, GA2, GA3, GA4, GA6, GA7
CIU111.3 Reflective Blogs	GA1, GA2, GA3, GA4, GA5, GA6, HA7

Assessment Requirements:

Assignment 1	*CIU111.1 Portfolio Project*
Weighting	40%
Submission Format	Typed Projects

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Title: CIU111
Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 4 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

Brief	The purpose of the Portfolio Project exercises is learning how to successfully gain employment or start your own business. Your Portfolio should have a clear focus, distinct visual style and reflect the norms and conventions of professional self-presentation for your discipline. Your Portfolio will be built upon progressively each trimester in Studio Units and will be used to help you gain internships placements in your final trimester. 1. Set up your portfolio Fundamental for success is your ability to demonstrate and communicate your personality, attitude and skills. A portfolio allows you to provide an overview of your practical and conceptual/artistic skills, as well as your attitude and work ethics for potential employers or customers. An inspiring portfolio can take your employment prospects to new heights! See this exercise as a start. Continue to work on your portfolio over the next trimesters. 2. Write your Resume and cover letter Resumes (CVs) and cover letters form the basis for a successful application for a position in the industry. A good cover letter and resume are the first steps to an interview with your prospective employer. A resume may also form a basis for your own promotional web site. 3. Set up your social media presence and showcase this in your Portfolio Social media have become an important addition to our traditional business communication strategies. Less controlled and more intimate, they can facilitate the development of strong customer relationships, business partnerships and life-long friendships that may turn out to be significant for your professional life. In this exercise you are required to develop your online social media persona, and provide examples of successful social media interaction using online tools of your choice. Due week 5, Friday
Requirements	1. Set up your portfolio Your portfolio can be delivered in a format of your choice, so long as SAE faculty and peers can access it. Provide key examples of your work and outline your particular interests and skills within your stream. Your portfolio must include the following:

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Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 5 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

• An introduction about yourself and summary of your specific interests, work ethics and skills.
• A minimum of three placeholder examples of your original work.
• Appropriate self-portrait photograph.

2. Write your resume and cover letter

This exercise has two parts:

(a) Identify suitable employment positions (including internships) after investigating various job offerings. Write a cover letter targeting the requirements for the most attractive position you have found.

(b) Provide a resume

This exercise needs to include:

• A copy of the position description.
• A cover letter that addresses the specific requirements of the selected position.
• Outline why you feel that you are well suited to cover this position.
• A resume that summarises your educational and professional development and career aspirations.

3. Set up your social media presence

This exercise has two parts:

(a) Choose one social networking environment and describe how you are presenting yourself, show examples of social interactions with professionals in your field (not SAE students or staff), critically discuss outcomes and how you see the value for your chosen environment for your career development.

Format:

• Provide a short summary of the above mentioned points
• Include screenshots of your portfolio and a link, screenshots of your online persona, and screenshots of interactions with peers.

Assessment Criteria	Element	Weighting

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Title: CIU111
Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 6 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

To be eligible to pass this assessment you must meet ALL of the following requirements;	100.00%
1. You must complete all three exercises. 2. The portfolio must contain approximately 500 words (bio, description of featured projects, etc.) 3. The cover letter and resume must each be one page. 4. The social media discussion must contain approximately 500 words describing your strategy and be accompanied by screen shots of social media interactions. 5. Each exercise contains links to the job advertisement, online portfolio, and social media where appropriate. Your work will be marked against the following criteria: 1. Selection of work (30%): Thematically unified and purposeful presentation of work. Effective and well developed structure. 2. Navigation (20%): The various parts of the Portfolio are labelled, clearly organised and navigable. 3. Quality of writing (20%): The writing is professional and free of grammatical, spelling or punctuation errors. 4. Expresses a clear intention for future endeavours (30%)	

Assignment 2	*CIU111.2 Creative Media Response*
Weighting	30%
Submission Format	Written essay, report, or alternative creative response
Brief	Respond to the report on creative industries provided to you by your lecturer. Your response may be in any format you choose. In your response, you will describe and analyse how the specific needs of your industry as indicated by the report can be met in order to achieve an increased level of production of creative content and services. Critically examine the solutions put forward in the Report. Suggest alternative strategies or amendments.

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Title: CIU111
Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 7 of 15

Requirements	Your Creative Response must include the following elements:
	Introduction: Introduce the main purposes of the creative response and the overall problem to be solved.
	Description: A brief description of the report under discussion. Give an outline of the main issues involved. Provide content for your discussion of the relevant issues.
	Discussion: Examine the issues you raise one by one, responding to them with the information from your research of the academic literature. • You must outline the issues you raise, and their implications for your chosen creative industry. • How the issues you raise link to the academic literature. • Suggest solutions to the issues you raise and critically evaluate these.
	Conclusion: sum up the conclusions you draw and the recommendations you propose to achieve an increased level of production of creative content and services.
	The mode of your creative response must be preapproved with your tutor.
	Creative Responses must include APA Referencing and formatting as well as a Bibliography.
	2000 words/2-10 minutes as appropriate for the approved format.

Assessment Criteria	Element	Weighting
Structure and communication of response: -Introduction, body and conclusion. -Tone and language. -Transitions between sections; signposting. -Written documentation (where applicable) formatting to SAE style guides. -APA Reference style and formatting.		40%
Level of critical awareness: -Level of understanding of original problem. -Identifying key issues and challenges. -Analyse causes of issues and challenges. -Propose solutions.		40%

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Title: CIU111
Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 8 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

Presentation of response: -Timing and pace. -Clarity of insight.	20%

Assignment 3	*CIU111.3 Reflective Blogs*	
Weighting	30%	
Submission Format	Reflective Journal	
Brief	This assessment asks you to do three things. Firstly you are to engage with a unique and culturally important form of writing, secondly, to reflect on the creative media industries and your position within them, and lastly to develop your public practitioner identity. The art of reflection is to step back and study ourselves, and to gain an in-depth and honest picture of ourselves as practitioners. The reflective process helps you as a practitioner to develop into an independent, capable and creative thinker. These reflective blogs will help you develop a clear sense of identity as a practitioner. These blog entries need to be professionally worded and adhere to the code of conduct for SAE QANTM.	
Requirements	Over the trimester you will write three reflective blog entries based on topics that you have found interesting in the weekly lectures. The goal is not to put the lecture in to your own words, but rather to reflect upon and develop your own thoughts about something you read in the lecture. Reflection is a process that involves four steps: Reporting, Relating, Reasoning & Reconstructing. Your tutor will walk you through these steps for reflection in class. By writing notes about your thoughts following these 4 Rs of Reflection, you will have the material for a blog post. Flesh these thoughts out and publish them, along with relevant illustrations and links, on your professional blog site. Your tutor will expect to see drafts of your blog posts during the trimester, and you will be expected to comment thoughtfully and critically on your classmates' blogs. You will work on these blogs over the trimester for final submission in week 12.	
Assessment Criteria	**Element**	**Weighting**

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Title: CIU111
Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 9 of 15

![ANIMATION] ![AUDIO] ![DESIGN] ![FILM] ![GAMES] ![WEB & MOBILE]

Blog Content -Synthesis of knowledge -Depth and sophistication of engagement -Evaluation and Analysis versus description - Mechanics of Writing (grammar, punctuation, structure) -Tone and language is appropriate for professional audiences	45.00%
Enhancements & Curatorship - Relevant external sources of information are cited to enhance reflection - A variety of kinds (links, embeds, stills, gifs) of enhancements are used to support writing.	35.00%
Engagement - At least three blog posts are published - Comments on the peers' posts present	20.00%

Prescribed Reading(s):

Bell, D., & Oakley, K, [Chapter 2] *The Culture of Cultural Policy,* [Chapter 4] The Policy of Cultural Policy, In., Bell, D., & Oakley, K. (2015). Cultural policy.

Bots, Pieter W. G., (2014) *Designing the Policy Analysis Process*, In., Engeli, I., & Rothmayr Allison, C. (2014). *Comparative policy studies: Conceptual and methodological challenges*. Basingstoke: Palgrave Macmillan.

Graff, G., & Birkenstein, C. (2010). *They say / I say: The moves that matter in academic writing*. New York: W.W. Norton & Co.

Oakley, K., & O'Connor, J. (2015). *The Routledge companion to the cultural industries*. London Routledge.

Makers & Scenes, In., Part 2: Forces and Dynamics of Change: The Three Bigs in Action, In., Hartley, J., Wen, W., Siling, H., & Li, H. S. (2015). *Creative economy and culture: Challenges, changes and futures for the creative industries*.

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Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 10 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

Hesmondhalgh, D (2015) What Was Creative Industries Policy? Film, Copyright and the Shift to Creative Economy, In.,Hesmondhalgh, David (et al.)Hesmondhalgh, D., Oakley, K., Lee, D., & Nisbett, M. (2015). *Culture, Economy and Politics: The Case of New Labour.*New York, NY : Palgrave Macmillan in the UK is an imprint of Macmillan Publishers Limited.

Recommended Reading(s):

Australia Council for the Arts, (2011). *Arts and Creative Industries: A Historical Overview; and an Australian Conversation*. Retrieved from http://www.australiacouncil.gov.au/__data/assets/pdf_file/0007/98431/Arts_and_creative_industries_FINAL_Feb_2011.pdf

Catmull, E. & Wallace, A. (2014). *Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration*. New York: Random House.

Deuze, M. (2012). *Media Life*. UK: Polity.

Fitzgerald, S. W. (2012). *Corporations and Cultural Industries: Time Warner, Bertelsmann, and News Corporation* (critical media studies). Lanham, Md: Lexington Books.

Heazlewood, J. (2014). *Funemployed: The Life of an Artist in Australia, from Cradle to Centrelink.* Melbourne, Victoria: Affirm Press

Jenkins, H., & Ford, S. (2013). *Spreadable Media Creating Value and Meaning in a Networked Culture*. New York: New York University Press.

Koestler, A. (1990). *The Act of Creation*. New York: Penguin Books.

Resources and Facilities:

You will need access to a computer with a broadband Internet connection. In addition, you will use the resources listed below:

Resources & Facilities

Word Processor

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Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 11 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

Group Work Statement

This statement outlines the individual team roles, responsibilities and risk mitigation strategies for students working in a group. It is essential that all group members read and understand this before undertaking group work. These guidelines look at four key responsibilities for team members:
- equity
- communication
- deliverables
- learning

Your Responsibilities: Equity in Project Management

You agree to contribute equitably to all tasks given. If you are appointed as a group leader, then you agree to manage your team members in a fair and equitable way and assist them to reach their deliverables. Alternatively, if you are working under the guidance of a team leader, you agree to diligently follow their instructions and work through any concerns that you may have in a professional way.

Recommendations for Equity in Project Management

An equitable allocation of tasks and subsequently a strong culture of teamwork begins with sound time and project management. The list below is a guide to help your team work effectively, efficiently and fairly:
- Appoint team leaders early. Most groups without leadership struggle to meet key deliverables.
- Create a list of key deliverables and assign tasks to individual team members early on in the project.
- Agree to delivery dates and formats, allowing enough time for team leaders to aggregate all group deliverables.
- For team leaders: when scheduling dates and formats, allocate an appropriate amount of time for team management before committing to a share of the project deliverables
- Create a and use a group-based project management system such as Google Docs or MS Project.

Your Responsibilities: Communication

You understand that it is your duty to communicate professionally with all team members and SAE staff. All communications both verbal and written will adhere to the Code of Conduct. You will keep your team informed of the status of your deliverables and report any issues that may prevent you from contributing equitably to the group in a timely manner.

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Title: CIU111
Filename: 1_A_UG_208_CIU111 Overview of Industry_160829.pdf
Approval: National Manager of Academic Services
Version:208
Date:160829 Page 12 of 15

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

Recommendations for Communication

- Take notes and send a follow up email of any important verbal communication – this will serve as a historic record of communications within your team.
- Use online collaborative tools like Google Docs or similar. Agree as a team on a set of collaborative tools early in the project, learn how it operates and commit to using it.
- Assign a team member to take and distribute minutes of all group meetings.

Your Responsibilities: Deliverables

You agree to be a diligent worker and ensure that all your allocated project deliverables are created in a timely manner and to a high standard. You understand that failure to deliver tasks on time and to an appropriate and agreed quality will adversely impact other members within your team and the outcome of the final deliverable.

Recommendations for Deliverables

- Use a repository system. This will allow you to break down a large deliverable into smaller tasks and have your team members work on them piece by piece. This repository should be centralised and accessible online. Other platforms like Google Drive and Drop Box enable you to custom your storage solutions.
- Use a form of version control. As a minimum, you should use international date stamps at the end of your work to make sure that you aren't incorporating out of date work into a project.
- Decide on standard file formats and associated considerations (including technical pipeline issues) for your project early. Pre-planning your deliverable framework is imperative.
- Be realistic when critiquing your work – perfectionism can quickly disrupt even the most well scheduled project.

Your Responsibilities: Transferable Skills

You understand that group work is not just about breaking a large task down into smaller pieces; it is about learning the skills required to work effectively in professional environments. By working in a group, you agree to actively engage in the development of your skills in the following:

- building a strong work ethic
- maintaining a positive attitude
- effective communication
- time management practices
- problem solving

- team work
- self-confidence
- understand and utilise the value of constructive criticism
- flexibility and adaptability
- working under pressure

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE

Recommendations for Transferable Skills

If you are feeling overwhelmed by a task, then it often comes down to poor time management, project planning or communication. Don't be afraid to contact your team members to discuss not only what you are working on, but how you are structuring your personal approach to meeting your responsibilities.

ANIMATION   AUDIO   DESIGN   FILM   GAMES   WEB & MOBILE