



MECO830

Creative Entrepreneurship

S2 Day 2017

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff
Unit Convenor/Lecturer
Professor Kathryn Millard
kathryn.millard@mq.edu.au
Contact via kathryn.millard@mq.edu.au
Y3A 157
To be Advised in Week 1

Credit points
4

Prerequisites
Admission to MCreIndMFJ or MCrMedia or MCrInd or MFJ

Corequisites

Co-badged status

Unit description
This unit examines collaborative modes of production and models of entrepreneurship for creative media through critical readings and the study of in-depth case-studies. It considers models from artist-run spaces and studios through to creative industry practices.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

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

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Present a proposal for a creative media or future journalism project, product or service
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

General Assessment Information

Turnitin

All written (reports and reflections) work must be submitted via Turnitin.

Late Submission

Tasks 10% or less. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

Tasks above 10%. Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

Assessment Tasks

Name	Weighting	Hurdle	Due
Creative Start-Ups Dossier	30%	No	8/9/17
Demo Day	60%	No	10/10/17
Active Participation	10%	No	Weeks 1-8

Creative Start-Ups Dossier

Due: **8/9/17**

Weighting: **30%**

Assessment Outline

Please write up your account of the course weekly readings/viewing/exercises in a Creative Start-Ups Dossier from Weeks 1 to 6. Each entry should be approximately 400 words plus annotated links. The Dossier can be submitted as a digital dossier, blog or written report - whatever suits your particular contribution best. Please note that this Assignment will be discussed in Week 1.

Assessment Criteria

- Evidence of research in its field of creative media
- Level of critical reflection on your own and other's work
- Clarity of expression
- Level of presentation

On successful completion you will be able to:

- Analyse a range of practices in creative entrepreneurship
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Demo Day

Due: **10/10/17**

Weighting: **60%**

Assessment Outline

This is a group assignment with an additional individual component.

As a group, make a presentation to the seminar on your idea for a new project, product or service in the field of future journalism or creative media and field questions. Please incorporate support materials (video trailers, recordings, slides, prototypes) as appropriate.

Individually, please write up a 1000 word account reflecting on your contribution to the group project. What were some of the challenges and opportunities involved in developing your idea and working collaboratively?

Assessment Criteria

Group (30%)

Evidence that your Start-Up Idea combines ideas from more than one field

Level of innovation

Evidence of openness to group skills, resources, contacts and opportunities

Organisation and flow of group presentation

Individual (30%)

Evidence of reflection on key concepts in creative entrepreneurship and start-up thinking.

Analysis of creativity techniques utilised in developing the Start-Up idea.

Awareness of an contribution to collaborative dynamics in Start-Up project team.

On successful completion you will be able to:

- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
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- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Active Participation

Due: **Weeks 1-8**

Weighting: **10%**

Assessment Criteria

Actively contribute to seminars via

- contribution to discussion in seminars based on preparation for each week available at unit iLearn site.
- sharing of information and resources
- feedback on other students' work

On successful completion you will be able to:

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Delivery and Resources

Delivery Mode

Day

Seminar Times

Mondays 2.00-5.00. Weeks 1-9 of semester. Please check the dates at MQ timetables site <https://timetables.mq.edu.au/2017>

Please note that there is a public holiday on Monday 2nd October and there will be no seminar that week.

Technologies

This unit requires the use of a computer or tablet.

Required Readings and Viewing

Details of required readings and material to be viewed will be available at the iLearn site.

Given the emphasis on creative production, recommended readings will often be in the form of links to key websites or on-line productions and resources. These links will be available at the iLearn site for this unit.

Readings will be available electronically via e-reserve and other materials via links at the unit learn site from the start of semester.

Students are expected to read and view all the required materials before each seminar and be ready to contribute to discussion and activities.

Unit Schedule

Unit Schedule

This unit examines models of entrepreneurship for creative media. It considers models from artist-run spaces and projects through to creative and media industries' start-ups. We will ask: Is a creative media career a start-up? Is a journalist's career a start-up? How do you kick-start projects? How can careers in the creative arts and media be sustainable? What part does social enterprise play in the arts and media?

Each seminar will include

- a student-led presentation and discussion about a key aspect of creative entrepreneurship based on assigned readings and field research
- group work related to ideas generation, creative processes and the development of your own start-up ideas

To follow are the key topics to be covered.

Week 1

Introduction

What do you need to know about creative entrepreneurship as a journalist, blogger, musician, indie filmmaker, recording engineer, creative curator or screenwriter working in the digital economy? What is the 'start-up' mindset? How are new projects and ventures launched? How can you develop a sustainable career in your field?

Week 2

The Lean Start-Up

Eric Reiss defines a start-up as 'an organisation dedicated to creating something new under conditions of extreme uncertainty.' New creative enterprises are essentially start-ups. What are some of the ways to maximise their success? How could you design an MVP (Minimum Viable

Product) for your new venture? What other terminology might we use for a MVP?

How to Get Ideas for Start-Ups

We will look at some thoughts on how you might ideas for new start-ups – projects, products or services. Saras Sarasvathy did extensive research on the practices expert entrepreneurs and came up with an approach she calls effectuation. Paul Graham, one of the founders of the Y Combinator Lab suggests, for example, starting with problems that need solutions. In this seminar, we will discuss these ideas and consider how you might apply them to generating ideas for this semester's 'hands on' project.

Week 4

Collaboration

Across journalism, screen media, music, performance, design and architecture, practitioners are getting together to form self-managed collectives, ateliers or studios to do projects. Some focus on one art form or media. Others cross several media. We will look at some examples. Plus, we will consider the dynamics of collaboration in the creative arts. What are some of the roles that creatives can fulfil in multidisciplinary teams?

Week 5

Rapid Iteration: Prototypes, Demos and Scenarios

Prototyping, experimenting and rapid iteration play a critical role in the development of ideas and products. Failure – when designed to occur early in a process and cheaply – can reveal new options that nearly always lead to better outcomes. We will consider a number of approaches to prototyping and scenario building.

Week 6

Accessing Resources

'Crowdsourcing' is an online, distributed problem solving and production model that leverages the collective intelligence of online communities for the specific purposes of an organization. It combines a bottom-up, open, creative process with top-down organizational goals. Creative media has been at the forefront of crowdsourcing, drawing on it to fund films, recordings, productions and new products. What are some other approaches to accessing resources?

Week 7

Beta Day: Work-in-progress on Demo Day presentations

Group work - What are the advantages of telling an engaging story about your new creative venture via a talk, a trailer, a comic strip or words and images? We'll ask your team to devise a story about your venture.

SEMESTER BREAK AND ONGOING DEVELOPMENT OF TEAM START-UP IDEAS

Week 9

Demo Day

Formal Presentation of student projects and feedback

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Analyse a range of practices in creative entrepreneurship
- Present a proposal for a creative media or future journalism project, product or service

- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Assessment tasks

- Demo Day
- Active Participation

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Present a proposal for a creative media or future journalism project, product or service
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
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Assessment tasks

- Creative Start-Ups Dossier
- Demo Day
- Active Participation

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques

Assessment tasks

- Creative Start-Ups Dossier
- Demo Day
- Active Participation

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
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Assessment tasks

- Demo Day
- Active Participation

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Present a proposal for a creative media or future journalism project, product or service

Assessment task

- Demo Day

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Assessment tasks

- Creative Start-Ups Dossier
- Demo Day

Changes from Previous Offering

In semester 2, 2017 this course places a greater emphasis on social enterprise as a key aspect of creative entrepreneurship.

This is in response to its increasing significance to our field and student interest in this topic.

Changes since First Published

Date	Description
18/07/2017	Change of submission date. Beth