MMCC8047

The Creative Industries

Session 1, Weekday attendance, North Ryde 2020

Department of Media, Music, Communication and Cultural Studies

Contents

Disclaimer

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General Information

Unit convenor and teaching staff Julian Knowles julian.knowles@mq.edu.au
Credit points 10
Prerequisites Admission to MCrInd or MMediaComm
Corequisites
Co-badged status
Unit description This unit concerns artistic creativity within an industrial context. Students will gain critical insights into the structure and function of the global creative industries sector and develop an understanding of the emerging creative and cultural industries arising within a new media ecosystem. This unit will explore the interrelationship between these and will present insights into the future of the Australian arts and entertainment industries in an increasingly globalised context. The unit examines individual artist-led enterprise models, the individual within collaborative groups, the management of creative groups within the creative industries, as well as government policy directed toward the development of the creative industries in local and international contexts.

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:

ULO1: demonstrate advanced knowledge of the structure and dynamics of the creative industries.

ULO2: synthesize creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgements concerning artistic creativity within an industrial context.

ULO3: identify the major themes, issues and debates relating to the creative and cultural

industries.

ULO4: apply concepts to specific creative industries case studies.

ULO5: evaluate the history of creative industries policy and locate arguments within a broad historical context.

ULO6: interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult iLearn for revised unit information.

Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students

General Assessment Information

Assignment submission

Electronic Submissions

Assignments for this unit are to be submitted online via the 'TurnItIn' software that can be accessed through the MMCC8047 iLearn website.

To submit an assignment:

1. Go to the MMCC8047 iLearn site.

2. Click on the relevant Turn It In assignment name.

3. Click on the Submit Paper tab.

4. Select Student Name.

5. Enter a Submission Title.

6. Click Browse and select the file you would like to submit.

7. Click Add Submission.

Late Submissions

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline.

Assignment Grading

All assignments of this unit are aligned to the standards outlined in the Macquarie University Assessment Policy (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment). The marking criteria for each of the assignments are available on iLearn.

Feedback

Feedback will be given to students via the following ways:

Whole class:

- Comments from the unit convenor in the forum discussions and unit activities
- Through the 'announcement' function in iLearn, if there are points of relevance to the whole class
- Consolidated feedback on whole of class assignment performance, summarising key strengths and weaknesses

Individual

- The ongoing opportunity discuss assignment progress with the convenor via email or face to face student consultation. This provides a mechanism to provide feedback on progress made, prior to submission.

Formal

- Text based comments attached to assignments marked in Turnitin/GradeMark

Marks are made available through the Gradebook function in iLearn

Examples of work

Examples of relevant and related assessment tasks will be made available via seminars

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Attendance

Students are expected to attend all scheduled classes. Classes are not optional. They deliver important content and are a central component of meeting the learning outcomes in this unit. Students who miss classes due to illness should speak with the convenor as soon as

possible to discuss how to catch up on the missed content. Attendance will be recorded.

Commencement of teaching

Seminars will commence in Week 2. No advance reading or preparation is required.

Recommended Unit Readings

Readings available electronically via the Library Leganto system or via MultiSearch

Amabile, T and Khaire, M (2008) 'Creativity and the role of the leader', *Harvard Business Review*, October.

Baucus, M, Norton, W, Baucus, D and Human, S (2008) 'Fostering creativity and innovation without encouraging unethical behavior', *Journal of Business Ethics, 81*(1), pp. 97-115.

Badke-Schaub, P, Goldschmidt, G and Meijer, M (2010) 'How Does Cognitive Conflict in Design Teams Support the Development of Creative Ideas?', *Creativity and Innovation Management, 19*(2), 119-133.

Bilton, C (2010) 'Manageable Creativity', *International Journal of Cultural Policy*, vol. 16, no. 3: 255-269.

Bridgstock, R (2012) 'Not a dirty word: Arts entrepreneurship and higher education', *Arts & Humanities in Higher Education*, 12(2–3) 122–137.

Flew, T. (2013) 'Industries' in 'Global Creative Industries', Polity Press, Cambridge UK pp. 1-27

Hesmondhalgh, D and Baker, S (2011) 'Introduction: Can Creative Labour Be Good Work?' in Creative Labour: Media Work in Three Cultural Industries, Routledge: Milton Park.

Hughes, D, Evans, M, Morrow, G and Keith, S (2016) 'Standing out in the crowd' in *The New Music Industries: Disruption and Discovery*, Palgrave Macmillan: Basingstoke, pp. 37-62.

Kolb, B (2015) 'Art culture and entrepreneurship' in *Entrepreneurship for the Creative and Cultural Industries*, Routledge, London and New York, pp. 7-23.

Kurtzberg, T (2005) Feeling Creative, Being Creative: An Empirical Study of Diversity and Creativity in Teams, Creativity Research Journal, 17:1, 51-65.

Negus, K and Pickering, M (2000). 'Creativity and cultural production', *International Journal of Cultural Policy, 6*(2), pp. 259-282.

Scapolan, A and Montanari, F (2013) 'How to Attract and Retain Artistic Talent: The Case of an Italian Ballet Company', *International Journal of Arts Management,* v16 n1, Winter.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy

- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

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 help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides

- Ask a Librarian

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

If you are a Global MBA student contact globalmba.support@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.