



# MMCC3120

## Managing Creativity

Session 1, Weekday attendance, North Ryde 2020

*Department of Media, Music, Communication and Cultural Studies*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Convenor/Lecturer

Andrew Robson

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Contact via email

Rm 256, 10 Hadenfeld Ave.

Please email for a consultation time

Credit points

10

Prerequisites

130cp at 1000 level or above

Corequisites

Co-badged status

Unit description

This unit presents critical readings and specific case studies that are useful in developing individual research interests around the broad topic of managing creativity. Topics covered may include: how to be more creative, divergent thinking, artist management, creative entrepreneurship and startups, leadership, creative conflict and dispute resolution, the dark side of creativity, promoting creativity in education, and advocating creativity through cultural policy. This unit will enable students to better navigate and critique contemporary developments in the creative and cultural industries.

## Important Academic Dates

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

## Learning Outcomes

**ULO1:** apply creative thinking to create new knowledge concerning the management of creativity.

**ULO2:** synthesize and summarize disciplinary literature and use key ideas to produce collaborative creativity in individual and/or group work.

**ULO3:** research the creative industries and analyse the arguments and debates within a broad historical context.

**ULO4:** promote and present creative ideas in various verbal and written forms and scenarios.

**ULO5:** apply disciplinary knowledge in the development of creative projects.

## General Assessment Information

### Assessment standards

All written assessments are to be submitted via Turnitin on iLearn. Please see the unit iLearn site for more information.

Assessment standards in this unit align with the University's grade descriptors, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

Rubrics are used for all assessments and are available on iLearn.

### Feedback

Feedback on assessments and student learning and performance will be provided in a range of ways. Students will receive formal individual feedback on their performance in assessments in the form of general comments, rubric and in-text comments attached to assignments marked in Grademark/Turnitin. *Students are encouraged to make use of tutorials as opportunities for feedback from the tutor on works in progress.* Marks are made available in the Gradebook function in iLearn.

### LATE PENALTIES

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 (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Critical Summaries</u></a>	20%	No	11:59pm Fridays (wks 2-9 inclusive)
<a href="#"><u>Elevator Pitch</u></a>	20%	No	In class from wk4 (times TBA)
<a href="#"><u>Short Essay</u></a>	20%	No	11:59pm Friday 10 April (wk7)
<a href="#"><u>Idea to Realisation</u></a>	40%	No	11:59pm Friday 5 June (wk13)

## Critical Summaries

Assessment Type <sup>1</sup>: Literature review

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **11:59pm Fridays (wks 2-9 inclusive)**

Weighting: **20%**

This task consists of summaries of the set unit readings (one summary per reading per week for 8 weeks).

Refer to iLearn for further information.

On successful completion you will be able to:

- synthesize and summarize disciplinary literature and use key ideas to produce collaborative creativity in individual and/or group work.
- research the creative industries and analyse the arguments and debates within a broad historical context.

## Elevator Pitch

Assessment Type <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **In class from wk4 (times TBA)**

Weighting: **20%**

For this task you are required to present an oral presentation to the class without written notes.

Refer to iLearn for further information.

On successful completion you will be able to:

- apply creative thinking to create new knowledge concerning the management of creativity.
- research the creative industries and analyse the arguments and debates within a broad historical context.
- promote and present creative ideas in various verbal and written forms and scenarios.
- apply disciplinary knowledge in the development of creative projects.

## Short Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 18 hours

Due: **11:59pm Friday 10 April (wk7)**

Weighting: **20%**

Students will submit an essay in response to a set question. The essay question will be provided

in iLearn.

Refer to iLearn for further information.

On successful completion you will be able to:

- apply creative thinking to create new knowledge concerning the management of creativity.
- synthesize and summarize disciplinary literature and use key ideas to produce collaborative creativity in individual and/or group work.
- research the creative industries and analyse the arguments and debates within a broad historical context.
- promote and present creative ideas in various verbal and written forms and scenarios.

## Idea to Realisation

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **11:59pm Friday 5 June (wk13)**

Weighting: **40%**

Students are required to submit a fully planned and costed proposal for a creative project of their choice. Examples of possible projects include: a performance, a tour, a recording, a production, an exhibition etc.

Refer to iLearn for further information.

On successful completion you will be able to:

- apply creative thinking to create new knowledge concerning the management of creativity.
- synthesize and summarize disciplinary literature and use key ideas to produce collaborative creativity in individual and/or group work.
- research the creative industries and analyse the arguments and debates within a broad historical context.
- promote and present creative ideas in various verbal and written forms and scenarios.
- apply disciplinary knowledge in the development of creative projects.

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<sup>1</sup> If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

### Delivery and Resources

Seminars (2hr) will take place on Wednesdays at 1pm-3pm in the Dance Studio (184) 10 Hadenfeld Ave

**Please note - seminars will commence in week 1**

### Unit Readings

Unit readings can be accessed via the Leganto link on the MMCC3120 iLearn page

### Assignment submission

#### Electronic Submissions

**Assignments for this unit are to be submitted online via the 'TurnItIn' software that can be accessed through the MMCC3120 iLearn unit.**

**To submit an assignment:**

1. Go to the MMCC3120 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. Select Submission Part if there are multiple parts available.
7. Click Browse and select the file you would like to submit.
8. Click Add Submission.

## 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) (<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) (<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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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 Enquiry Service

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Equity 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.

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.

## Changes since First Published

Date	Description
10/02/2020	Feedback information has been amended.