



MMCC8047

The Creative Industries

Session 1, Weekday attendance, North Ryde 2021

Department of Media, Communications, Creative Arts, Language and Literature

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Senior Lecturer

Julie-Anne Long

julie-anne.long@mq.edu.au

Contact via email

10HA 193J

By appointment

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.

General Assessment Information

Attendance Students are expected to attend all seminars for MMCC8047. Seminars are not optional: they deliver important content through practical application and are a central component of meeting the learning outcomes in this unit. Seminars provide an environment where students can discuss ideas and learn from each other, building important networks and group work skills. In seminars, you will also have the opportunity to ask for assistance from the convenor and receive informal feedback on work in progress. Students who do not attend seminars will miss out on important unit content and learning activities, and do so at their own risk.

Independent Work Students are expected to work independently outside of scheduled seminar times when they are working on all assessments. MMCC8047 students will need to do their own reading of relevant texts outside class time.

Assessment standards Assessment standards by which the tasks are evaluated are described in the assessment rubrics. Detailed information will be provided in class and available from iLearn.

Referencing Style preferred Style for this Unit is APA. Other styles such as Harvard may be used as long as all necessary information is provided and a consistent approach is taken.

Electronic Submissions Assessments for this unit are to be submitted online via the 'Turnitin' software that can be accessed through the MMCC8047 iLearn website. Detailed information will be provided in class and available from iLearn.

Feedback Feedback will be given to students via the following ways:

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

Individual: The ongoing opportunity to 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.

Late Submission Penalty 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Elevator Pitch	25%	No	Week 6: In-class plus 5pm Monday 26 March
Essay	30%	No	Week 8: 5pm Friday 30 April
Idea to Realisation	45%	No	Week 13: 5pm Friday 4 June

Elevator Pitch

Assessment Type ¹: Presentation

Indicative Time on Task ²: 25 hours

Due: **Week 6: In-class plus 5pm Monday 26 March**

Weighting: **25%**

Students will present a 3 minute oral presentation or an elevator pitch in video format on a topic provided by the unit convenor. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced knowledge of the structure and dynamics of the creative industries.
- apply concepts to specific creative industries case studies.
- interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **Week 8: 5pm Friday 30 April**

Weighting: **30%**

Students will produce an essay on a topic provided by the unit convenor. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced knowledge of the structure and dynamics of the creative industries.
- 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.
- identify the major themes, issues and debates relating to the creative and cultural industries.
- evaluate the history of creative industries policy and locate arguments within a broad historical context.

Idea to Realisation

Assessment Type ¹: Plan

Indicative Time on Task ²: 43 hours

Due: **Week 13: 5pm Friday 4 June**

Weighting: **45%**

Students will 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. The completed proposal will consist of 5 sections: 1. project overview 2. project description 3. detailed budget (including income and expenses) 4. short biographies of artist/s involved 5. a timeline (detailed and realistic) Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced knowledge of the structure and dynamics of the creative industries.
- apply concepts to specific creative industries case studies.
- interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² 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

Technologies Used and Required This Unit has an online presence in ilearn. You will require access to a computer and fast broadband. All MMCC8047 material will be uploaded to the MMCC8047 ilearn Unit every week.

Readings All required reading list texts will be available via 'Unit Readings - Leganto' on the MMCC8047 ilearn page.

Unit Schedule

PLEASE NOTE: MMCC8047 Seminars will commence in Week 2

ALL seminars will be delivered live on campus 10 Hadenfeld Ave, Dance Studio, Room 184

AND via zoom online. (Refer to the MQ Timetable website for further details).

A complete schedule of Seminar topics will be available on ilearn.

Seminars cover the following topics: Overview of the Unit; Defining the Creative Industries; Creativity and Cultural Production; the Creative Process; Creative case studies; Working in the Creative Industries; Artist-led initiatives and innovation; Audiences and co-creation; Leadership; Planning, Process and Practice - from initial ideas to project realisation.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about

throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.