



# MMCC8047

## The Creative Industries

Session 1, Online-scheduled-weekday 2022

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

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Senior Lecturer

Julie-Anne Long

[julie-anne.long@mq.edu.au](mailto:julie-anne.long@mq.edu.au)

Contact via email

10HA 153

Please email for a consultation

Credit points

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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** Written assessments for this unit are to be submitted online via the 'Turnitin' software that can be accessed through the MMCC8047 iLearn website. Studnet presentations may be delivered 'live' on campus face to face in-class, or online via pre-recorded video. 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** 'Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF ASSESSMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

**Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.**

To be very clear:

- Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 marks for your assignment.

These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Elevator Pitch</a>	25%	No	w6 - in-class + 23:59 28/3/22
<a href="#">Essay</a>	30%	No	w8 - 23:59 29/4/22
<a href="#">Idea to Realisation</a>	45%	No	w13 - 23:59 3/6/22

### Elevator Pitch

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

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **w6 - in-class + 23:59 28/3/22**

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: **w8 - 23:59 29/4/22**

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.
- identify the major themes, issues and debates relating to the creative and cultural industries.
- apply concepts to specific creative industries case studies.
- 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: **w13 - 23:59 3/6/22**

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.
- 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.
- 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.

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<sup>1</sup> 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.

<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

**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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.