MMCC8047

The Creative Industries

Session 1, In person-scheduled-weekday, North Ryde 2023

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

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General Information

Unit convenor and teaching staff
Unit Convenor, Lecturer &Tutor
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10HA 165F
by Appointment

Lecturer, Tutor: Week 2
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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 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 onloine 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 Assessment Submission Penalty Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of, 0 (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue.

This late penalty will apply to non-timed sensitive assessment (incl essays, reports, posters, portfolios, journals, recordings etc). Late submission of time sensitive tasks (such as tests/ exams, performance assessments/presentations, scheduled practical assessments/labs etc) will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Elevator Pitch	25%	No	w6 in-class + 23:59 27/3/23		No	
Essay	30%	No	w8 - 23:59 28/4/23		No	
Idea to Realisation	45%	No	w13 - 23:59 2/6/23		No	

Elevator Pitch

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 25 hours
Due: **w6 in-class + 23:59 27/3/23**
Weighting: **25%**
Groupwork/Individual:
Short extension [3]: No
AI Approach:

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 28/4/23**
Weighting: **30%**
Groupwork/Individual:
Short extension [3]: No
AI Approach:

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 2/6/23**
Weighting: **45%**

Groupwork/Individual:
Short extension [3]: No
AI Approach:

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:

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- 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.
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[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
- Academic Success 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.

[3] An automatic short extension is available for some assessments. Apply through the Service Connect Portal.

Delivery and Resources

PLEASE NOTE: MMCC8047 Lectures and Tutorials will commence in Week 2

Lectures are delivered on campus. A recorded version of the lecture will be made available for viewing online shortly after the live delivery.

Tutorials are delivered on campus (for in-person enrolments) and via Zoom (for online enrolments). *Refer to the MQ Timetable website for details (timetables.mq.edu.au).*

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

A complete schedule of topics will be available on ilearn.

Lectures and Tutorials will 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). 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). 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) 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

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 Advocacy provides independent advice on MQ policies, procedures, and processes

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/.

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.

Unit information based on version 2023.02 of the Handbook