



# MMCS220

## Arts and Entertainment Industries

S1 Day 2013

*Media, Music, Communication and Cultural Studies*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Guy Morrow

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Credit points

3

Prerequisites

12cp

Corequisites

Co-badged status

Unit description

This unit involves a critical and analytical examination of artistic creativity within an industrial context. Through studying this unit, students will gain insights into how to nurture and facilitate artistic creativity. The ground has shifted under arts organisations due to new technologies. What are the opportunities for innovation, growth and renewal? Will theatre and live music survive as economically viable industries because they are not as subject to piracy? The new arts industries that are emerging are intricately tied to a new media ecosystem. This unit will explore the interrelationship between these and will present ideas concerning the future of the Australian arts and entertainment industries.

## 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:

Students will be able to articulate the structure of knowledge within the arts and entertainment industries, and be able to apply this knowledge to specific situations.

Students will be able to demonstrate that they are capable of reasoning, questioning and analysing, and will integrate and synthesise learning and knowledge from a range of sources and environments, such as the fields of cultural policy research, the economics of the arts, social creativity and the creative industries.

Students will be able to demonstrate professional and personal judgment and initiative regarding the future of the arts and entertainment industries.

Students will be capable of creative thinking and of creating solutions to problems through the use of cultural policy.

Students will demonstrate the ability to communicate and convey their views concerning the economics of the arts in forms effective with different audiences.

## Assessment Tasks

Name	Weighting	Due
<a href="#">Funding Application</a>	20%	Thursday March 28
<a href="#">Group Presentation</a>	30%	Week allocated
<a href="#">Essay 2</a>	40%	Tuesday June 11
<a href="#">Seminar Participation</a>	10%	Throughout Semester

### Funding Application

Due: **Thursday March 28**

Weighting: **20%**

#### Funding Application for Artistic Project

Your task for this assignment is to draft a proposal to the Australia Council for the Arts for funding. You will need to envisage an arts activity of your choosing and then apply for funds under one of the grant categories listed on the Australia Council website and in the council's grants handbook. <http://www.ozco.gov.au>

You will be given further instructions in your tutorials concerning this project.

On successful completion you will be able to:

- Students will be able to articulate the structure of knowledge within the arts and entertainment industries, and be able to apply this knowledge to specific situations.
- Students will be able to demonstrate that they are capable of reasoning, questioning and analysing, and will integrate and synthesise learning and knowledge from a range of sources and environments, such as the fields of cultural policy research, the economics of the arts, social creativity and the creative industries.
- Students will be able to demonstrate professional and personal judgment and initiative regarding the future of the arts and entertainment industries.
- Students will demonstrate the ability to communicate and convey their views concerning

the economics of the arts in forms effective with different audiences.

## Group Presentation

Due: **Week allocated**

Weighting: **30%**

Students will be put into groups in the first week's class. Groups will also be allocated a week in which to present during the first class. Students will be required to demonstrate that they are capable of creative thinking and of working in a group to create knowledge concerning the future of the arts industries. Each presentation group will be allocated one of the weekly readings/topics to present. Presentation groups will be required to articulate the structure of knowledge within their allocated reading and how this relates to the broader discipline of arts management. Presentation groups will need to demonstrate that they are capable of reasoning, questioning and analysing, and will integrate and synthesise learning and knowledge from a range of sources and environments, such as the fields of creativity research, leadership studies, copyright law and marketing. They will also need to be able to critique constraints, assumptions and limitations within these fields. Through this task, students will further develop their capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and work in a group to use visual communication and communication technologies as appropriate.

On successful completion you will be able to:

- Students will be able to articulate the structure of knowledge within the arts and entertainment industries, and be able to apply this knowledge to specific situations.
- Students will be able to demonstrate that they are capable of reasoning, questioning and analysing, and will integrate and synthesise learning and knowledge from a range of sources and environments, such as the fields of cultural policy research, the economics of the arts, social creativity and the creative industries.
- Students will be capable of creative thinking and of creating solutions to problems through the use of cultural policy.
- Students will demonstrate the ability to communicate and convey their views concerning the economics of the arts in forms effective with different audiences.

## Essay 2

Due: **Tuesday June 11**

Weighting: **40%**

2500 words. For your final essay, you will be required to select one question from a list that will be distributed during the second half of the semester. This list will feature questions that draw from ideas that emerge across the semester so that you can explore these further (and so that you will have played a part in developing the essay question options).

On successful completion you will be able to:

- Students will be able to articulate the structure of knowledge within the arts and entertainment industries, and be able to apply this knowledge to specific situations.
- Students will be able to demonstrate that they are capable of reasoning, questioning and analysing, and will integrate and synthesise learning and knowledge from a range of sources and environments, such as the fields of cultural policy research, the economics of the arts, social creativity and the creative industries.
- Students will be able to demonstrate professional and personal judgment and initiative regarding the future of the arts and entertainment industries.
- Students will be capable of creative thinking and of creating solutions to problems through the use of cultural policy.
- Students will demonstrate the ability to communicate and convey their views concerning the economics of the arts in forms effective with different audiences.

## Seminar Participation

Due: **Throughout Semester**

Weighting: **10%**

Students will be allocated a grade based on their contribution to tutorials.

On successful completion you will be able to:

- Students will demonstrate the ability to communicate and convey their views concerning the economics of the arts in forms effective with different audiences.

## Delivery and Resources

### READINGS:

The readings for this unit are electronically available via e-reserve and/or the unit iLearn site. A complete reading list is available for download as a pdf from the unit iLearn site.

### ASSIGNMENT SUBMISSION

#### Electronic Submissions

Assignments for this unit are to be submitted online via the Turn It In/Grademark software that can be accessed through the MMCS220 iLearn unit.

#### To submit an assignment:

1. Go to the MMCS220 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.

## Unit Schedule

### WEEKLY SCHEDULE:

<b>Week 1</b>	<b>Arts and Entertainment Industries and Cultural Policy</b>
<b>Week 2</b>	<b>What is Artistic Creativity?</b>
<b>Week 3</b>	<b>Dance and Social Creativity: Re-qualifying the Creative Economy (Guest Lecture by Dr Julie-Anne Long).</b>
<b>Week 4</b>	<b>What Can Managers Do for Creativity? Brokering Creativity in the Creative Industries</b>
<b>Week 5</b>	<b>The Concentric Circles Model of the Cultural Industries</b>

<b>Week 6</b>	<b>The Future of Museums in the Digital Age</b>
<b>Week 7</b>	<b>Pitchfork: Birth of an Indie Music Mega-Brand</b>
<b>Week 8</b>	<b>The Digital Revolution and Convergence in the Videogame and Animation Industries</b>
<b>Week 9</b>	<b>Australian Philanthropy and the Arts: How Does It Compare?</b>
<b>Week 10</b>	<b>Do You Really Expect to Get Paid? An Economic Study of Professional Artists in Australia</b>
<b>Week 11</b>	<b>The Effectiveness of Creativity Training</b>
<b>Week 12</b>	<b>Australian Indigenous Performing Arts and Policy</b>
<b>Week 13</b>	<b>Creative Industries after the First Decade of Debate</b>

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](#). Students

should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://www.mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://www.mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://www.mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Special Consideration Policy [http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: <http://students.mq.edu.au/support/>

### UniWISE provides:

- Online learning resources and academic skills workshops [http://www.students.mq.edu.au/support/learning\\_skills/](http://www.students.mq.edu.au/support/learning_skills/)
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

## 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

Details of these services can be accessed at <http://www.student.mq.edu.au/ses/>.

## IT Help

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/>.

When using the university's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students and it outlines what can be done.

## Graduate Capabilities

### Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they



participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

### **Learning outcome**

- Students will be capable of creative thinking and of creating solutions to problems through the use of cultural policy.

## **Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### **Learning outcome**

- Students will be able to articulate the structure of knowledge within the arts and entertainment industries, and be able to apply this knowledge to specific situations.

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

### **Learning outcome**

- Students will be able to demonstrate that they are capable of reasoning, questioning and analysing, and will integrate and synthesise learning and knowledge from a range of sources and environments, such as the fields of cultural policy research, the economics of the arts, social creativity and the creative industries.

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in

order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

### **Learning outcomes**

- Students will be able to demonstrate that they are capable of reasoning, questioning and analysing, and will integrate and synthesise learning and knowledge from a range of sources and environments, such as the fields of cultural policy research, the economics of the arts, social creativity and the creative industries.
- Students will be able to demonstrate professional and personal judgment and initiative regarding the future of the arts and entertainment industries.

### **Creative and Innovative**

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### **Learning outcome**

- Students will be capable of creative thinking and of creating solutions to problems through the use of cultural policy.

### **Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

### **Learning outcome**

- Students will demonstrate the ability to communicate and convey their views concerning the economics of the arts in forms effective with different audiences.