



# MECO847

## The Creative Industries

S1 Day 2019

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

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## General Information

Unit convenor and teaching staff

Unit Convenor

Julian Knowles

[julian.knowles@mq.edu.au](mailto:julian.knowles@mq.edu.au)

Contact via [julian.knowles@mq.edu.au](mailto:julian.knowles@mq.edu.au)

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Please email me for an appointment

Credit points

4

Prerequisites

Admission to MCreIndMFJ or MCrMedia or MCrInd or MCreIndMMedia

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:

Demonstrate an understanding of the structure and dynamics of the creative industries.

Summarise creative industries literature and collaborate with other students in order to

evaluate, contrast and defend personal judgments concerning artistic creativity within an

industrial context.

Identify the major themes, issues and debates relating to the creative and cultural industries.

Apply concepts to specific creative industries case studies.

Describe the history of creative industries policy and locate arguments within a broad historical context.

Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Short Essay</u>	20%	No	11pm Friday 12 April (Week 7)
<u>Critical Summaries</u>	30%	No	11pm Tuesdays (wks 2-11)
<u>Elevator Pitch</u>	10%	No	From week 4 (time TBA)
<u>Idea to Realisation</u>	40%	No	11pm Monday June 10

### Short Essay

Due: **11pm Friday 12 April (Week 7)**

Weighting: **20%**

Word count: 1,000 (inclusive of references)

Answer the following essay question:

**In what ways does the term ‘disruption’ apply to ..... (your area of interest)?**

Grading Criteria in the form of a rubric is available on iLearn.

- Assignments must be submitted via the Turnitin dropbox that is available via the unit iLearn site.
- There is a 1000 word limit for this assessment task including all in-text references and the reference list.

You will be assessed on the following criteria:

- Demonstrated understanding of the essay question
- Demonstrated ability to clearly and articulately structure an argument using academic language

- Demonstrated ability to research, interpret and apply academic sources
- Relevance of sources
- Credibility of sources
- Clear identification of assignment aims (and whether these are achieved)
- Detailed analysis of key texts and further readings
- Demonstrated ability to conduct independent wider research
- Cited works should be referenced using an established system
- Clarity of expression in line with expected academic standards

The essay is to be submitted through Turnitin by 11pm on the due date.

On successful completion you will be able to:

- Demonstrate an understanding 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.
- Describe the history of creative industries policy and locate arguments within a broad historical context.

## Critical Summaries

Due: **11pm Tuesdays (wks 2-11)**

Weighting: **30%**

This task consists of 10 x 150 word summaries, the first of which is due by 11pm Tuesday Week 2 (5 March) and then every Tuesday at 11pm until Week 11 (21 May).

To complete this task you are required to write a 150 word summary of each weekly reading (weeks 1- 10 only). Each summary is to be uploaded to iLearn (via the link provided) by 11pm on the Tuesday of each respective week.

Assessment criteria:

- Ability to critically analyse
- Effectiveness of research and analysis skills
- Clarity and quality of writing
- Appropriate academic writing and referencing

The critical summaries are to be submitted weekly via iLearn.

On successful completion you will be able to:

- Demonstrate an understanding of the structure and dynamics of the creative industries.
- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Identify the major themes, issues and debates relating to the creative and cultural industries.
- Apply concepts to specific creative industries case studies.
- Describe the history of creative industries policy and locate arguments within a broad historical context.

## Elevator Pitch

Due: **From week 4 (time TBA)**

Weighting: **10%**

For this task students are required to present a 3 minute oral presentation or 'elevator pitch' to the class. Your topic will be selected from a list provided by the unit convenor. The idea here is to speak knowledgeably, passionately and without notes (or slides/PPT etc) about your selected topic. Your presentation will be assessed on the following criteria:

- Clear research and planning
- Clear and insightful communication of ideas
- Professional presentation
- Your ability to keep within the 3-minute time limit.
- Relevance and credibility of sources
- Clarity of expression in line with expected academic standards

You are also required to submit a 500 word referenced summary of your presentation through Turnitin (via iLearn). Your summary will be due by 11pm on the same day as your presentation.

On successful completion you will be able to:

- Demonstrate an understanding of the structure and dynamics of the creative industries.
- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Interpret and evaluate various funding opportunities in order to produce a funding

application that is designed to nurture and facilitate ground breaking artistic creativity.

## Idea to Realisation

Due: **11pm Monday June 10**

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.

The completed proposal will consist of 5 sections:

- 200 word project overview
- 1000 word project description
- detailed budget (income + expenses)
- short biographies of artist/s involved (250 word max per artist)
- a timeline (detailed and realistic)

You will be assessed on the following criteria:

- How well the project is researched and planned
- Clear and insightful communication of ideas
- Creative solutions and strategies
- Your ability to keep within the maximum word counts
- Demonstrated ability to research, interpret and apply academic sources
- Relevance and credibility of sources
- Clear identification of assignment aims (and whether these are achieved)
- Demonstrated ability to conduct independent wider research
- Cited works should be referenced using an established system
- Clarity of expression in line with expected academic standards

The major project is to be submitted through Turnitin by 11pm on the due date.

On successful completion you will be able to:

- Demonstrate an understanding 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.
- Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

## **Delivery and Resources**

Seminars (2hr) will take place on Thursdays from 12-2pm in room 09WW 131 (9 Wally's Walk)

**Please note: seminars will commence in week 1.**

### **Assignment submission**

#### **Electronic Submissions**

**Assignments for this unit are to be submitted online via the 'TurnItIn' software that can be accessed through the MECO847 iLearn website.**

**To submit an assignment:**

1. Go to the MECO847 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**

### **MECO847 The Creative Industries – 2018 (Session 1)**

#### **Weekly Topics and Readings**

Readings will be available electronically via the Library [Leganto system](#)

#### **Week 1 – Definitions 1 – The Creative Industries**

Flew, T. (2013) 'Industries' in 'Global Creative Industries', Polity Press, Cambridge UK 1-27

## **Week 2 – Definitions 2 – What is Cultural Production**

Negus, K and Pickering, M (2000). 'Creativity and cultural production', *International Journal of Cultural Policy*, 6(2), pp. 259-282.

## **Week 3 – The Age of Disruption**

Hughes, D, Evans, M, Morrow, G and Keith, S (2016) 'Standing out in the crowd' in *The New Music Industries: Disruption and Discovery*, Palgrave Macmillan: Basingstoke, pp. 37-62.

## **Week 4 - Working in the Creative industries 1: Inspiration, Perspiration or Both?**

Kolb, B (2015) 'Art culture and entrepreneurship' in *Entrepreneurship for the Creative and Cultural Industries*, Routledge, London and New York, pp. 7-23.

## **Week 5 – Creativity and Leadership**

Amabile, T and Khair, M (2008) 'Creativity and the role of the leader', *Harvard Business Review*, October.

## **Week 6 – Working in the Creative industries: What is 'Good Work'?**

Hesmondhalgh, D and Baker, S (2011) 'Introduction: Can Creative Labour Be Good Work?' in *Creative Labour: Media Work in Three Cultural Industries*, Routledge: Milton Park.

## **Week 7 – Group Creativity: Working together**

Kurtzberg, T (2005) Feeling Creative, Being Creative: An Empirical Study of Diversity and Creativity in Teams, *Creativity Research Journal*, 17:1, 51-65.

## **Week 8 – Managing Creative Conflict**

Badke-Schaub, P, Goldschmidt, G and Meijer, M (2010) 'How Does Cognitive Conflict in Design Teams Support the Development of Creative Ideas?', *Creativity and Innovation Management*, 19(2), 119-133.

## **Week 9 – Creativity in Organisations**

Scapolan, A and Montanari, F (2013) 'How to Attract and Retain Artistic Talent: The Case of an Italian Ballet Company', *International Journal of Arts Management*, v16 n1, Winter.



## Week 10 – Ethical Practice

Baucus, M, Norton, W, Baucus, D and Human, S (2008) 'Fostering creativity and innovation without encouraging unethical behavior', *Journal of Business Ethics*, 81(1), pp. 97-115.

## Week 11 – Creativity and Cultural policy

Bilton, C (2010) 'Manageable Creativity', *International Journal of Cultural Policy*, vol. 16, no. 3: 255-269.

## Week 12 – Creativity in Higher Education

Bridgstock, R (2012) 'Not a dirty word: Arts entrepreneurship and higher education', *Arts & Humanities in Higher Education*, 12(2–3) 122–137.

## Week 13 – Individual consultations

# 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.)

Undergraduate 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](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>).

## 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)

### Additional information

#### Late submission of work:

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

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments\\_of\\_media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/)

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

## 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 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](http://ask.mq.edu.au)

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

## Graduate Capabilities

### PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

#### Learning outcomes

- Demonstrate an understanding of the structure and dynamics of the creative industries.
- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Apply concepts to specific creative industries case studies.
- Describe the history of creative industries policy and locate arguments within a broad historical context.
- Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

#### Assessment tasks

- Short Essay
- Critical Summaries
- Elevator Pitch
- Idea to Realisation

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen

fields.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate an understanding of the structure and dynamics of the creative industries.
- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Identify the major themes, issues and debates relating to the creative and cultural industries.
- Apply concepts to specific creative industries case studies.
- Describe the history of creative industries policy and locate arguments within a broad historical context.
- Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

## **Assessment tasks**

- Short Essay
- Critical Summaries
- Elevator Pitch
- Idea to Realisation

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

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate an understanding of the structure and dynamics of the creative industries.
- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Identify the major themes, issues and debates relating to the creative and cultural industries.
- Apply concepts to specific creative industries case studies.

- Describe the history of creative industries policy and locate arguments within a broad historical context.
- Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

## **Assessment tasks**

- Short Essay
- Critical Summaries
- Elevator Pitch
- Idea to Realisation

## **PG - Research and Problem Solving Capability**

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

## **Learning outcomes**

- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Identify the major themes, issues and debates relating to the creative and cultural industries.
- Describe the history of creative industries policy and locate arguments within a broad historical context.
- Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

## **Assessment tasks**

- Short Essay
- Critical Summaries
- Elevator Pitch
- Idea to Realisation

## **PG - Effective Communication**

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual

formats.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate an understanding of the structure and dynamics of the creative industries.
- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Identify the major themes, issues and debates relating to the creative and cultural industries.
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- Describe the history of creative industries policy and locate arguments within a broad historical context.
- Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

## **Assessment tasks**

- Short Essay
- Critical Summaries
- Elevator Pitch
- Idea to Realisation

## **PG - Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

## **Learning outcomes**

- Summarise creative industries literature and collaborate with other students in order to evaluate, contrast and defend personal judgments concerning artistic creativity within an industrial context.
- Interpret and evaluate various funding opportunities in order to produce a funding application that is designed to nurture and facilitate ground breaking artistic creativity.

## **Assessment tasks**

- Critical Summaries

- Elevator Pitch
- Idea to Realisation

## Changes since First Published

Date	Description
18/02/2019	Seminar location has been changed to 09WW 131.