

Example course handbook

Summer Study Abroad: Creative Industries London

WELCOME

We hope you are looking forward to starting your summer school with us. Here you will find some more information on the course, and what to do on the first day.

We hope you find this information useful. If you have any further questions please don't hesitate to contact us at: shortcourses@lcc.arts.ac.uk

PUT YOURSELF IN THE PICTURE with #LCCSummerschool

Share your London experience on Instagram with friends, old and new.

BEFORE YOU START

You should bring a notebook, pen, pencils and sketchbook with you on the first day. You may also want to bring with you a tablet or laptop, although these are not essential.

ON YOUR FIRST DAY

On your first day please arrive at the time given for your course. Please speak to reception staff who will direct you to the welcome talk. We will give you a short introduction to studying at London College of Communication before your course begins.

Please bring with you your passport or ID card (for students coming from outside the EEA area and Switzerland) with you for visa checks. You won't be allowed to join the course without a valid visa. If you have a **Tier 4 (General) student** or Tier 4 (Child) student visa you must also provide us with a student status letter issued by sponsor of your Tier 4 visa.

GETTING HERE

London College of Communication is based at Elephant and Castle. The College is based on a single site, within easy reach of various parts of the city and well served by rail, bus and underground networks. Both the Bakerloo and Northern lines stop at Elephant & Castle station. The College is opposite the Elephant & Castle Shopping Centre.

You may find these links useful:

<http://www.arts.ac.uk/lcc/about-lcc/find-us/>

<http://journeyplanner.tfl.gov.uk/>

Travel Times from popular accommodation

Don Gratton House – Take the Northern Line from Aldgate East (32 mins)

Will Wyatt Court – Take the Northern Line from Old Street (23 mins)

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Example course handbook

Summer Study Abroad: Creative Industries London

The Stay Club, Willesden– Take the Bakerloo Line from Willesden Junction (45 mins)

VISITS

Your course may involve a visit to a museum, gallery, cultural or other district of London. This is your opportunity to put theory into practice! On the day of the visit you will meet at LCC, then travel together unless your tutor has arranged an alternative meeting place. Once the visit is completed you can find your own way home. The College will pay all entry fees.

You can find out more about travel around London in your orientation.

SUMMER SOCIALS

Each year we have some free fun opportunities for you to meet with other students and see in London from a new perspective. Previous summer socials have included

- Street Photography – Learn to snap candid portraits on the streets of London
- Sound Arts - Explore the art of listening in unexpected ways
- Escape the Archive - Locked in the LCC archive you have 60 minutes to escape using materials selected from the Stanley Kubrick archive to solve clues.
- Pub quiz – A British classic

Details on how to book onto the summer socials will be provided during your welcome talk, and on your course schedules.

PRINTING AND WIFI

Printing facilities are available at the college library. There is a fee for all printing. You will be given a username which will allow you access to our computer system, this will be written on your ID badge which will be given to you at reception on your first day. Your password will be your date of birth as written when you booked onto your course.

You will have access to the colleges free Wi-Fi. Further information on printing and Wi-Fi access will be given to you during your induction.

Example course handbook

Summer Study Abroad: Creative Industries London

PROGRAMME

Media and culture are not just about making meaning: they are also about making money. This course explores the consequences of the industrialisation of media and culture. We will look at the nature of work in the creative industries, and at the way that political decisions about ownership and funding influences the culture that we consume. We will consider the rights and wrongs of copyright, the rise of amateur culture production, and the way that advertising and branding industries have shaped the culture at large. The ideas explored during this course will be illustrated by case studies looking at the music, television and promotional industries.

Week One:

The first week will introduce you to some of the key issues and questions relating to the creative industries: What is the relationship between culture and commerce? What is it like to work in the creative industries, and what are the politics of creative labour? Should culture be free? What is the future of the creative industries in an era of file-sharing and social media?

Through a series of practice workshops, you will be introduced to blog writing and photography. Our visits to sites of cultural production around London will allow you to start gathering the raw material for your blog.

Week Two:

In week two we will look at the way that the promotional industries have helped shape the media and the culture at large. We will also take an in-depth look at the state of two specific creative industries, music and television, and how they have adapted to the new digital media environment.

You'll further develop your practical skills in workshops on video making with smart phones, and put these skills to use on research visits around London. At the end of the week you will be briefed on the Creative London project, which will form your assessment at the end of Week Three.

Week Three:

In the final week of the summer school you will complete an individual project about the creative industries in London. In lectures and seminars we will discuss issues around gentrification, cultural entrepreneurship and the way that the creative industries have shaped the physical and social structure of London. We will visit some of London's "creative hubs" where the impact of the creative industries on the fabric of the city has been most profound.

There will be more workshops to help you develop your project on Creative London, and at the end of the week you will be assessed on the presentation of your project, giving you the chance to demonstrate the communication skills you have developed over the three-week course.

Example course handbook

Summer Study Abroad: Creative Industries London

Class hours: 75

Non-class hours: 15

Level: You should have some prior undergraduate study, but do not need to have studies media or cultural theory before.

Course Aims

- To enable you to develop a critical understanding of developments in the media and cultural industries and their economic and political context and significance
- To support you to be able to present your research and ideas confidently – in writing, face-to-face and online
- To introduce you to a range of contemporary media and communications practices

Learning Outcomes

- Awareness of the economic forces which frame the media, cultural and creative industries, and the role of such industries in contemporary political and cultural life (Subject Knowledge)
- Ability to critically analyse issues relating to the production, regulation and consumption of media and cultural artefacts (Research, Analysis)
- Initiate and realise distinctive creative work in visual or other electronic media (Technical Competence)

Requirements for Final Assessment

- Contribution to online media presence
- Presentation of ideas and concept development

Reading List and Resources

Please note this list is indicative and you won't need to go out and buy any books until you have begun the course.

- Carah, N. and Louw, E. 2015. Media & Society: Production, Content and Participation. London: Sage (especially chapters 2, 4, 5, 8, 9, 11, 13, 14)
- Cottrell, S. 2008. The Study Skills Handbook. 3rd ed. Basingstoke: Palgrave MacMillan.
- Hesmondhalgh, D. 2013. The Cultural Industries. London: Sage
- Oakley, K. and O'Connor, J. 2015. The Routledge Companion to the Cultural Industries. London: Routledge

You may also want to have a look at Artefact, an arts and lifestyle magazine and website produce by students at London College of Communication.

Example course handbook Summer Study Abroad: Creative Industries London

<http://www.artefactmagazine.com/>

Materials Required

Please bring with you:

- DSLR camera or smartphone with a camera
- Sketchbook
- You should also have a Transport for London travel Oystercard or travel card for getting around London. You may want to wait for the induction session before buying this. Please check <https://tfl.gov.uk/> for transport information and fares.

YOUR TUTOR

Emma Duester

Dr Emma Duester is an Associate Lecturer for BA (Hons) Contemporary Media Culture and BA (Hons) Media Communications. Emma studied Journalism, Media and Culture studies at Cardiff University, Global Media at Goldsmith College, University of London, and a PhD in Media and Communications at Goldsmiths College, University of London. Emma's teaching and research interests are focused on the creative industries and pressures and precarities of work practices in the art industry in particular

Example course handbook
Summer Study Abroad: Creative Industries London
PROGRAMME

WEEK ONE 10:00 – 16:00

Week 1	Project	Tutor	Location
Monday	Welcome to LCC and tour of the college. Meet tutors at 11:30	Short Course Team	Lecture Theatre B
	Introduction to the course. Lecture: Introduction to the creative industries.	Emma Duester	LCC Classroom
Tuesday	Blogging workshop	Emma Duester	LCC Classroom
	Lecture: Working in the creative industries		
Wednesday	Lecture: Managing creativity	Emma Duester	LCC Classroom
	Visit		Off site
Thursday	Lecture: Copyright and copyleft	Emma Duester	LCC Classroom
	Photography workshop	Guest Lecturer	
Friday	Visit	Emma Duester	Off site

Example course handbook
Summer Study Abroad: Creative Industries London
PROGRAMME

WEEK TWO 10:00 – 16:00

Week 2	Project	Tutor	Location
Monday	Lecture: A new paradigm for the creative industries	Emma Duester	LCC Classroom
	Video making with smartphones	Guest Lecturer	
Tuesday	Lecture: The promotional industries: branded culture	Emma Duester	LCC Classroom
	Video making with smartphones	Guest Lecturer	
Wednesday	Case study in decommodification: the music industry	Emma Duester	LCC Classroom
	Visit		Off site
Thursday	Case study in old and new media: the television industry	Emma Duester	LCC Classroom
	Visit		Off site
Friday	Writing reflective blogs on visits so far	Emma Duester	LCC Classroom

Example course handbook
Summer Study Abroad: Creative Industries London

PROGRAMME

WEEK THREE 10:00 – 16:00

Week 3	Project	Tutor	Location
Monday	Celebrities, social media and the creative industries Visit	Emma Duester	LCC Classroom
Tuesday	Lecture: The creative city: London and the spaces of cultural production, cultural entrepreneurship and activism Visit	Emma Duester	LCC Classroom
			LCC Classroom
Wednesday	Seminar / Screening: Writing and Filming London Final project workshops	Emma Duester	LCC Classroom
			LCC Classroom
Thursday	Final project workshops	Emma Duester	LCC Classroom
Friday	Presentation of Creative London Project and feedback End of course graduation and exhibition of summer school work	Emma Duester	LCC Classroom / LCC Gallery

Example course handbook

Summer Study Abroad: Creative Industries London

APPENDIX: LCC GRADING CRITERIA

Criteria	Fail -F	Marginal Fail – E	Pass - D	C	B	A
1 Research Systematic identification and investigation of a range of academic and cultural sources	Little or no information presented	Information presented does not relate sufficiently to the task; there may be evidence of rudimentary research	Adequate information has been gathered and documented from readily available sources applying standard techniques	Information is accurate, appropriately categorised and from a range of sources	Well informed judgements made of the relative value of connected information from a wide range of sources	Extensive independent research, accuracy, familiarity with the material, and sound judgements
2 Analysis Examination and interpretation of resources	Little or no evidence of examination of source material	Constituent elements may be incorrectly identified; analysis may be attempted but not justified	Key elements within relevant information are identified, but may lack accurate interpretation	Accurate interpretation of the relationships between constituent elements	Accurate interpretation and evaluation of relationships between elements	Accurate and perhaps personally based synthesis and evaluation of elements
3 Subject Knowledge Understanding and application of subject knowledge and underlying principles	Unable to evidence or articulate basic principles and knowledge related to the subject	Limited knowledge of the subject and its development	Evidence of understanding key aspects of the subject context, in current debates and / or historical background. References to some relevant movements / people	Accurate understanding of subject context. References to key movements and people	Accurate, extensive understanding of subject context. Evidence of appreciation of the relative significance of movements and people	Contributes to the subject debate by assimilating knowledge into a personal hypothesis (or elements of / the beginnings of one)
4 Experimentation Problem solving, risk taking, experimentation and testing of ideas and materials in the realisation of concepts	Little or no engagement with alternative ideas and processes	Unable to identify problems; does not understand the purpose of risk taking or exploration of alternatives	Operates within familiar and well established ideas, processes, media and / or materials; some evidence of exploration	Evidence of exploration of processes, media and materials; may lead to potential directions for future work	Evidence of conceptual risk taking / using own analysis to inform further cycles of inquiry and potential future directions	Unfamiliar conceptual territories may be explored

Example course handbook

Summer Study Abroad: Creative Industries London

<p>5 Technical Competence Skills to enable the execution of ideas appropriate to the medium</p>	<p>Execution demonstrates poor judgement and very limited command of techniques</p>	<p>Uses limited rudimentary processes exercising little judgement</p>	<p>Skills are adequate to communicate ideas; accepted conventions and procedures are usually applied</p>	<p>Skills facilitate communication of ideas; evidence of checking / testing / finishing; conventions and procedures are used consistently and appropriately</p>	<p>Skills facilitate practice and the communication of ideas; full command of conventions and procedures is evident</p>	<p>Idea and technique are unified. Discernment and judgement are evident. Technical / craft skills may have contributed to conceptual advances</p>
<p>6 Communication and Presentation Clarity of purpose; skills in the selected media; awareness and adoption of appropriate conventions; sensitivity to the needs of diverse audiences</p>	<p>Ineffective use of visual / oral / written communication conventions in the production and presentation of ideas</p>	<p>Partial lack of awareness and observance of conventions and standards; lack of clarity in structure selection and organisation of information; lack of awareness of audience</p>	<p>Conventions and standards are applied; structure is clear; information selection and organisation shows awareness of audience requirements and preferences</p>	<p>Communication media have been selected / used with good judgement; standards and conventions of use have been fully adhered to; decisions show awareness of the audience and the context</p>	<p>The nature and strengths of appropriate communication media have been exploited; information has been selected, organised and presented showing awareness of audience and context</p>	<p>Message and medium are unified with personal style; the communication is persuasive and compelling; it takes full account of diverse audience needs</p>
<p>7 Personal and Professional Development Management of learning through reflection, planning, self direction, subject engagement and commitment</p>	<p>Consistent lack of evidence of reflection or planning for learning. No awareness of personal strengths and weaknesses in relation to task</p>	<p>Sporadic evidence of reflection and planning for learning but not followed through consistently. Incomplete awareness of personal strengths and weaknesses</p>	<p>Evidence that reflection and planning have led to increased subject engagement and commitment. Developing an awareness of strengths and weaknesses</p>	<p>Evidence that a cycle of reflection and planning has been iterative and productive. Actively works to develop strengths and mitigate weaknesses</p>	<p>Reflection and planning is self directed, iterative, habitual and evidenced clearly. Strengths have been built on, weaknesses have been mitigated</p>	<p>Takes full responsibility for own learning and development through iterative cycles of well articulated purposeful analysis and planning, supported by extensive evidence</p>
<p>8 Collaborative and / or Independent Professional Working Demonstrates suitable behaviour for working in a professional context alone or with others in diverse teams</p>	<p>Does not collaborate with others; unproductive working alone; shows no knowledge of related profession</p>	<p>Collaborates reluctantly; struggles to produce work alone; has unrealistic view of professional life</p>	<p>Awareness of main standards required of relevant profession. Able to work both collaboratively and independently</p>	<p>Aware of and able to meet most standards required of relevant profession in simulated or real professional situations. Productive when working in a team or working alone</p>	<p>Aware of and able to meet most standards required of relevant profession in simulated or real professional situations. May work well in a team, provide effective leadership, and demonstrate a well rounded profile working alone</p>	<p>Integrates a sense of own identity productively into real or simulated professional situations. Can work comfortably as a team member, in a leadership role, or alone</p>