Creative Industries London - Study Abroad Module

Module Overview

This course has been designed especially for students who are joining an integrated Study Abroad degree at UAL and want to extend their knowledge and understanding of contemporary media and culture.

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 influence the culture that we consume. We will consider the rights and wrongs of copyright, the rise of amateur cultural production, and the way that advertising and branding industries have shaped the culture at large. The ideas explored during the course will be illustrated by case studies looking at the music, television and promotional industries. The course combines theory and practice. You will be taught through lectures and seminars, and also practical workshops in photography, video-making and blogging. The ideas and skills you develop in these workshops will used to produce a multimedia blog about "Creative London," which will form part of the assessment for the course.

One of the most important learning resources for the course will be the city of London itself, which has been transformed in recent years by the creative industries. Our visits to museums, cultural workspaces and creative hubs will offer opportunities to gather the images and information that will provide the raw material for your blogs.

The module will be assessed and will be included on the record of study that you will receive at the end of your time abroad. This course could fulfil evidence of inter-cultural competence required by some universities.

Class hours: 45 hours
Non-class hours: 15 hours
Course level: Open
Entry requirements: You should have some prior undergraduate study, but do not need to have studied media or cultural theory before.

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 Assessment

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

Materials Required

Please bring with you:

- Smartphone with a camera
- Sketchbook/Notebook
- Laptop/Mac

You should also have a Transport for London travel card for getting around London. You may want to wait for the induction session before buying this.

Reading/Resources List

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 and 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 produced students at London College of Communication.

Tutors

Robert Urquhart is a writer, contributing editor, a strategic consultant and a lecturer teaching BA (Hons) Design Management at UAL London College of Communication.

Robert studied for a BA(Hons) in Fine Art at the University of Hertfordshire before moving in to sound design for television, producing sound effects for animations for television, on Channel 4 Learning

Robert then went on to curate an art gallery and programmed events in Hoxton Square, East London at a time when Shoreditch was becoming the hub of creativity that it is known for today. From there he moved into cultural event production, as well as research and development for technology start-ups in London.

In 2005, Robert started writing for design magazines and working in digital advertising as a copywriter, including international campaigns for Skype, Activision and Samsung. Bringing skills in storytelling, production and knowledge of design together, Robert worked for the London Design Festival heading up the new online vision in 2010.

Since then Robert has travelled a lot, lectured, written as a freelance journalist and futurist for many of the world's leading design press, worked as a writer and, latterly, as a strategic consultant working with product designers and architects on large-scale projects in USA.

Currently a contributing editor at Elephant, a quarterly international print magazine dedicated to arts and culture, Robert's expertise lies in uncovering the narrative within the expanding world of design. Robert is a lecturer of Design Management at University of the Arts London, College of Communication and holds a Postgraduate Certificate in Academic Practice in Art, Design and Communication from UAL.

Robert won a D&AD award in 2012 for his editorial work.

Lamprini Tzanaki graduated with a BA (Hons) Photography from University of The Arts London, specialising in studio photography and moving image. She now works full-time for the university as a graduate recruitment officer. Her role involves extensive travel to Colleges around the UK and Europe where she leads workshops on photography and mixed media and offers seminars to prospective undergraduate applicants.

Megan St Clair is a freelance illustrator and creative media professional. After completing her BA in Fashion Illustration at London College of Fashion, she started a career of a fashion illustrator and social media professional, with clients such as JW Anderson, Dolce and Gabbana, Swarovski amongst others. Megan continues to work across Europe; both as a professional and tutor. She has taught at London College of Communication, London College of Fashion and Amsterdam Fashion Institute amongst others. You can see her work here.