Creative Industries London (Online)

Module Overview

This 15-week course is designed to give you a solid foundation in theory and an introduction to contemporary design, media and screen practices. You'll take part in online workshops, lectures and seminars in blogging and video whilst learning in seminars about the networks of cultural power and meeting a wide range of London based creatives and studios, to create an outstanding portfolio of work.

We 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?

Class hours:	30 hours
Course credits:	3 credits
Course level:	Open
Entry requirements:	With a focus on current practice and thinking in design, media and screen industries, this course is ideal for students joining degrees in media communications, photography, advertising, PR, graphic design, information and interaction design, film, animation and games design

Course Aims and Learning Outcomes

- 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 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
- 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)

Teaching and Learning Methods

- **Lectures and seminars:** creative economy, an introduction to the scope and potential reach of design thinking and its relationship to business environments, communities and cultures, trends and insights, marketing and entrepreneurialism from some of London's leading creatives.
- **Workshops:** Blogging, writing, editing and video making with smartphones
- **Critiques:** Placing yourself as a critical thinking-practitioner and professional practices in portfolio and collaborative practices
- **Online Visits:** Guests and asynchronous learning with London's creative hubs, networks, agencies and individuals.

Detailed Course Outline

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

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 videomaking with smart phones and put these skills to use on research visits around online London. At the end of the second week you will be briefed on the Creative London project, which will form your assessment at the end of week 15.

During the course of the module 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," online, 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 course.

We will also be gaining skills along the way that include relationship between creativity, studio and contextual and theoretical studies, ethics and practices:

- Introduction to the relationship between creative disciplines and the world at-large
- Collaborative and co-operative working practices
- Critical and practical research skills
- Information and communication skills with reference to digital cultures
- Reflective writing and the use of appropriate language and critical thinking
- Presentation skills: Structuring information to communicate to others in a clear and concise manner
- Personal and Professional Learning Networks, building external relationships with others

Requirements for Assessment

- Contribution to online media presence
- Online presentation of ideas and concept development

Materials Required

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

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.