

## 2019 Creative Industries: 3 credit module

### PROGRAMME

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 be 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:** 75

**Non-class hours:** 15

**US Credits:** 3

### Level

You should have some prior undergraduate study, but do not need to have studied 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

## 2019 Creative Industries: 3 credit module

- To introduce you to a range of contemporary media and communications practices

### Learning and Teaching Methods

- Lectures
- Seminars
- Contextual visits and discussions
- Private study and research
- Practical workshop and computer based activities
- Presentation of ideas and concept development

### 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

### 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 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 by students at London College of Communication.

<https://www.artefactmagazine.com>

## **2019 Creative Industries: 3 credit module**

### **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.

### **Session Times**

There will be morning and afternoon sessions. The morning sessions will run from 10am until 12pm. The afternoon sessions will run from 1pm until 3pm. The workshop on Mobile Photography on Thursday 21<sup>st</sup> March will run from 2pm until 5pm. The times and meeting points for visits will be arranged with students.

## 2019 Creative Industries: 3 credit module

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

<b>Creative Industries: Week One</b>			
<b>Time</b>	<b>Project</b>	<b>Tutor</b>	<b>Location</b>
Monday 18 <sup>th</sup> March AM	Introduction to the Creative Industries Module	Emma Duester	T802
Monday 18 <sup>th</sup> March PM	Lecture and seminar: What are the creative industries?	Emma Duester	T802
Tuesday 19 <sup>th</sup> March AM	Changes in the creative industries: from the pre-digital age to the post-digital age	Emma Duester	T802
Tuesday 19 <sup>th</sup> March PM	Blogging Workshop	Megan St Clair Morgan	W212
Wednesday 20 <sup>th</sup> March AM	Lecture and seminar: Working in the creative industries	Emma Duester	T802
Wednesday 20 <sup>th</sup> March PM	VISIT: London's creative co-operatives (Outlandish)	Emma Duester	T802
Thursday 21 <sup>st</sup> March AM	Lecture and seminar: Managing creativity	Emma Duester	T802
Thursday 21 <sup>st</sup> March PM	Mobile Photography Workshop	Lamprini Tzanaki	T802 2-5pm
Friday 22 <sup>nd</sup> March All day	VISIT: Culture and industry in London's East End (TechSpace, Whitechapel Gallery, Studio1.1, Boxpark)	Emma Duester	Meet at LCC. Place to be confirmed

### 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

## 2019 Creative Industries: 3 credit module

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.

<b>Creative Industries: Week Two</b>			
<b>Time</b>	<b>Project</b>	<b>Tutor</b>	<b>Location</b>
Monday 25 <sup>th</sup> March AM	Mobile Video Editing Workshop	Megan St Clair Morgan	W212
Monday 25 <sup>th</sup> March PM	Mobile Video Editing Workshop	Megan St Clair Morgan	W212
Tuesday 26 <sup>th</sup> March AM	Lecture and Seminar: Copyright and Copyleft	Emma Duester	T802
Tuesday 26 <sup>th</sup> March PM	Case study in old and new media: the television industry	Emma Duester	T802
Wednesday 27 <sup>th</sup> March AM	Case study in de-commodification: the music industry	Emma Duester	T802
Wednesday 27 <sup>th</sup> March PM	VISIT: London's music industry (The Roundhouse)	Emma Duester	T802
Thursday 28 <sup>th</sup> March AM	Lecture and seminar: The promotional industries: branded culture	Emma Duester	T802
Thursday 28 <sup>th</sup> March PM	VISIT: London, branded city (Museum of Brands)	Emma Duester	Meet at LCC
Friday 29 <sup>th</sup> March All day	Lecture and Seminar: A New Paradigm for the Creative Industries: Participation  Writing short reflective blogs on visits so far	Emma Duester	T802

## 2019 Creative Industries: 3 credit module

### 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.

<b>Creative industries: Week Three</b>			
<b>Time</b>	<b>Project</b>	<b>Tutor</b>	<b>Location</b>
Monday 1 <sup>st</sup> April AM	Celebrities, social media and the creative industries	Emma Duester	T802
Monday 1 <sup>st</sup> April PM	VISIT: the Cinema Museum	Emma Duester	T802
Tuesday 2 <sup>nd</sup> April AM	Lecture and seminar: The creative city: London and the spaces of cultural production, cultural entrepreneurship and activism	Emma Duester	T802
Tuesday 2 <sup>nd</sup> April PM	VISIT: Bussey Building Peckham	Emma Duester	Meet LCC
Wednesday 3 <sup>rd</sup> April AM	Seminar/screening: Writing and Filming London	Emma Duester	T802
Wednesday 3 <sup>rd</sup> April PM	Final project Workshops	Emma Duester	T802
Thursday 4 <sup>th</sup> April All Day	Final project workshop	Emma Duester	T802
Friday 5 <sup>th</sup> April AM	Presentation of Creative London Project and feedback	Emma Duester	T802
Friday 5 <sup>th</sup> April PM	Overview and roundup of course	Emma Duester	T802

## 2019 Creative Industries: 3 credit module

### COURSE TUTORS

**Dr Emma Duester** is an Associate Lecturer for BA (Hons) Contemporary Media Cultures and BA (Hons) Media Communications. Emma studied BA Journalism, Media and Cultural Studies at Cardiff University, MA Global Media at Goldsmiths 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. Emma has also taught at University of Roehampton, Goldsmiths, University of London, and Canterbury Christ Church University.

**Lamprini Tzanaki** graduated in BA (Hons) Photography at the 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. To see Megan's work portfolio, please visit <http://meganstclair.co.uk/> .

## 2019 Creative Industries: 3 credit module

### APPENDIX: LCC GRADING CRITERIA

Criteria	Fail -F	Marginal Fail – E	Pass - D	C	B	A
<b>1 Research</b> 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
<b>2 Analysis</b> 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
<b>3 Subject Knowledge</b> 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)
<b>4 Experimentation</b> 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
<b>5 Technical Competence</b> Skills to enable the execution of ideas appropriate to the medium	Execution demonstrates poor judgement and very limited command of	Uses limited rudimentary processes exercising little	Skills are adequate to communicate ideas; accepted conventions and procedures	Skills facilitate communication of ideas; evidence of checking / testing / finishing; conventions	Skills facilitate practice and the communication of ideas; full command of conventions	Idea and technique are unified. Discernment and judgement are evident. Technical /

## 2019 Creative Industries: 3 credit module

	techniques	judgement	are usually applied	and procedures are used consistently and appropriately	and procedures is evident	craft skills may have contributed to conceptual advances
<b>6 Communication and Presentation</b> Clarity of purpose; skills in the selected media; awareness and adoption of appropriate conventions; sensitivity to the needs of diverse audiences	Ineffective use of visual / oral / written communication conventions in the production and presentation of ideas	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	Conventions and standards are applied; structure is clear; information selection and organisation shows awareness of audience requirements and preferences	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	The nature and strengths of appropriate communication media have been exploited; information has been selected, organised and presented showing awareness of audience and context	Message and medium are unified with personal style; the communication is persuasive and compelling; it takes full account of diverse audience needs
<b>7 Personal and Professional Development</b> Management of learning through reflection, planning, self direction, subject engagement and commitment	Consistent lack of evidence of reflection or planning for learning. No awareness of personal strengths and weaknesses in relation to task	Sporadic evidence of reflection and planning for learning but not followed through consistently . Incomplete awareness of personal strengths and weaknesses	Evidence that reflection and planning have led to increased subject engagement and commitment. Developing an awareness of strengths and weaknesses	Evidence that a cycle of reflection and planning has been iterative and productive. Actively works to develop strengths and mitigate weaknesses	Reflection and planning is self directed, iterative, habitual and evidenced clearly. Strengths have been built on, weaknesses have been mitigated	Takes full responsibility for own learning and development through iterative cycles of well articulated purposeful analysis and planning, supported by extensive evidence
<b>8 Collaborative and / or Independent Professional Working</b> Demonstrates suitable behaviour for working in a professional context alone or with others in diverse teams	Does not collaborate with others; unproductive working alone; shows no knowledge of related profession	Collaborates reluctantly; struggles to produce work alone; has unrealistic view of professional life	Awareness of main standards required of relevant profession. Able to work both collaboratively and independently	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	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	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

## 2019 Creative Industries: 3 credit module

					working alone	
--	--	--	--	--	---------------	--