

Module Guide

Creativity: The Creative Industries



**London
South Bank
University**

EST 1892

BA (Hons) Fashion Promotion with Marketing / BA (Hons) Creative Advertising with Marketing

Day Mondays, 10:00–13:00

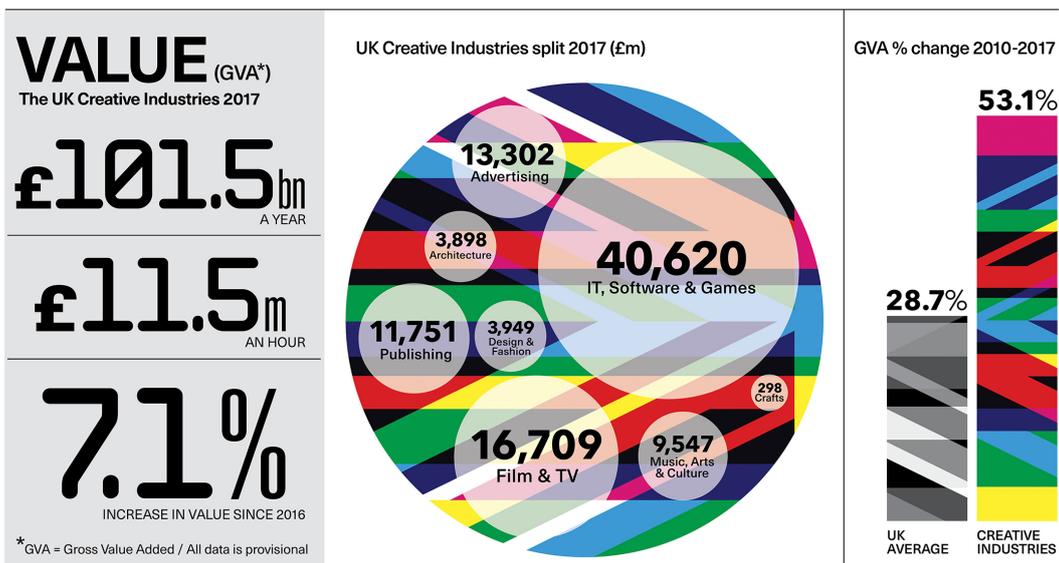
Room BR-301 Cre8 - Advertising Studio

Year 2019-2020

Level 5

Semester 2: All teaching is 10:00-13:00 on Mondays in BR-301 Cre8 - Advertising Studio

The UK Creative Industries



www.thecreativeindustries.co.uk
Source: DCMS, November 2018

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1. Module Details

Module Title: Introduction to Cross-Platform Creative Practice

Module Level: Level 5

Module Reference Number: CAT_5_CCI

Credit Value: 20

Student Study Hours: 200

Contact Hours: **36**

Student Managed Learning Hours: 164

Pre-requisite Learning (If applicable): None

Co-requisite Modules (If applicable): **None**

Course(s): BA (Hons) Creative Advertising with Marketing

BA (Hons) Fashion Promotion with Marketing

Year and Semester: Level 5, Semester 2

Module Coordinator: Nico Macdonald

MC Contact Details: nico.macdonald@lsbu.ac.uk

Subject Area: Creative Industries

2. Short Description

This module conceptualises the notion of creativity, unpicking what constitutes 'the creative industries'. Taking a critical look at contemporary tactics and strategies that define cultural production, the module introduces aspects such as organisational behaviours, policy frameworks, cultural and civic contexts, and issues around value and monetisation of creativity.

Furthermore, the module supports students to develop a creative project around their own creative interests and expertise, through: a) questioning for themselves what it means to be creative, b) reflecting on how their creative practice sits within an industry context, and how it is valued. Students apply the theoretical and critical frameworks presented onto a creative project developed through work experience or mentorship.

3. Aims of the Module

The module aims to:

- Engage students in critical debates around the notion of creativity and examine critical issues around the creative industries.
- Enable students to reflect on what creativity means for them, what are their own creative strengths and how those sit within a creative industries context in terms of career aspirations.
- Offer students practical experiences and networking opportunities in industry contexts through mentorships and/or projects

4. Learning Outcomes

On completion of this module a student will be able to:

Knowledge and Understanding

- Demonstrate an in-depth understanding of critical issues and debates around the notion of creativity and the creative industries

Intellectual Skills

- Apply theoretical ideas and critical frameworks to practical projects within an real-world industry context
- Explore a self-reflective approach to identifying personal creative strengths and career ambitions.

Practical Skills

- Produce a creative project that explores and showcases individual creative strengths through industry engagement

Transferable Skills

- Develop the self-reflective and self-management problem solving skills that engender flexibility, resilience and an ability to respond to uncertainty and change.
- Develop interpersonal skills in effective listening, negotiation, persuasion and collaboration

5. Assessment of the Module

Formative assessment

Presentation

Students are asked to present their group work in progress during a group critique to share experiences, knowledge and good practice, and to get constructive feedback.

Summative Assessment

1. Report: 50%

A completed report that applies theoretical concepts around creativity and critical debates on the creative industries to reflect on the student's own creative practice in the context of the group work undertaken.

Word count: 2,300 words (excluding text in any graphics or other illustration)

Students will be expected to include:

- Introduction
- Conclusion
- Bibliography
- Evidence of your planning process throughout
- Evidence of primary and secondary research
- Strategies for collaboration and reflection on related challenges
- Approaches to engaging outside stakeholders
- Experimentation and creative ideas development
- Clear referencing of work and use of images

Deadline for submission to Moodle: 15 May 2020, 16:00

2. Creative Project: 50%

A group creative project that showcases each student's individual creative strengths and supports personal career aspirations (to be negotiated with the module tutor and mentor/placement).

6. Feedback

Feedback will normally be given to students 15 working days after the final submission of an assignment or as advised by their module leader.

If for any reason beyond our control (eg: staff illness or bereavement) feedback cannot be returned within that timeframe, students will be informed by the course director of the fact and be presented with an alternative timeframe.

7. Introduction to Studying the Module

Overview of the Main Content

This module will introduce students to the key concepts in Creative Industries theory and to the make-up of the contemporary Creative Industries in the UK.

Your classes will include the below indicative content:

- What does it mean to be creative

- Forces shaping the Creative Industries
- Critical issues around Creative Industries: organisational behaviours, policy frameworks, cultural and civic contexts
- Value and business models
- Self-reflective practice
- Professional engagement: skills and expectations
- Adapting to challenges and change in a competitive marketplace

Overview of Types of Classes

Teaching and learning takes the form of short lectures, seminars, group work, visits and VLE activities. The lectures will set a context for the development of your professional practice, highlighting the strategy and thought processes behind your approach to the Creative Industries as a practitioner and professional. The workshops will focus on developing a related group project. Classes will also explore and critique the key ideas and theories around Creative Industries. Independently, students will also prepare materials and content for the group project.

Importance of Student Self-Managed Learning Time

The importance of self-managed learning cannot be under-estimated. You will be expected to undertake individual work, or work independently in your pair or group. You will also be expected to undertake study (eg: reading books and articles) and prepare tasks for forthcoming sessions.

Employability

Students will develop an understanding of the nature of the Creative Industries in the UK and the key developments and drivers and shaping them. They will acquire the knowledge, models and ways of thinking to allow them to be more effective industry practitioners and professionals.

8. The Programme of Teaching, Learning and Assessment

This module will run over 12 weeks and one Semester, covering the key ideas in the study of Creative Industries and how these inform the development of a Creative Industries professional.

27/01/2020: Session 01: Introduction to Creative Industries

Briefing: What constitutes 'the creative industries' and where does the concept originate, and key foundational ideas and issues creative industries. Creative Industries taster videos.

Workshop: What is the most significant aspect for Creative Industries, as you understand them, for the UK?

Reading/Viewing: [London's Creative Industries - YouTube](#) / [How can I start a career in the Creative Industries? - YouTube](#) / [Creativity Pays - Getting a Job in the Creative Industries - YouTube](#)

03/02/2020: Session 02: Historical basis and ascendance of the Creative Industries

Briefing: Economic and social background to the development of the creative industries, connecting to on Abraham H Maslow's Theory of Human Motivation.

Workshop: Brainstorming group project ideas

Reading/Viewing: 'A Theory of Human Motivation', Psychological Review 50, 1943, Abraham H Maslow (1908-1970)

10/02/2020: Session 03: Growth of Creative Industries and Policy shaping	<p>Briefing: What are the forces shaping the Creative Industries that have lead to their ascendance and what are the social, economic and political forces driving them? How is policy being developed around creative industries?</p> <p>Workshop: Developing ideas around group project</p> <p>Reading/Viewing: Opinion: Creative industries are key to UK economy by John Kampfner, The Guardian, 1 January 2017</p>
17/02/2020: Session 04: High technology clusters and the Creative Industries	<p>Briefing: Why do certain industries cluster together and what are the benefits of this tendency? How can practitioners take advantage of it?</p> <p>Workshop: Refining group project ideas with feedback between sub-groups, and</p> <p>Reading/Viewing: 'Organisational Culture of Public Service Media: people, values, processes' project report, authors Michał Głowacki and Lizzie Jackson</p>
24/02/2020: Session 05: Organisations supporting Creative Industries	<p>Briefing: What are these organisations, what do they do, how can Creative Industries professionals and others work with them?</p> <p>Workshop: Develop group project</p> <p>Reading/Viewing: Create UK: Creative Industries Strategy, Creative Industries Council, 2012</p>
02/03/2020: Session 06: Geography and Growth of UK Creative Industries and Project speaker	<p>Briefing: How have UK Creative Industries grown, what is the impact of the 'digital revolution', and what are the broader factors shaping the locations in which creative practice grows? Also: Talk by Barbara Chapman FBDS, Visual Creative Consultant & Stylist, on her work as a creative practitioner</p> <p>Workshop: With Barbara Chapman giving input on group project</p> <p>Reading/Viewing: Creative Nation report, Nesta, 2018</p>
09/03/2020: Session 07: Value and business models in Creative Industries	<p>Briefing: How is value created and creativity monetised by Creative Industries professionals and what future approaches to ensuring 'return on investment' should be anticipated?</p> <p>Formative assessment</p> <p>Reading/Viewing: Creative Nation report, Nesta, 2018</p>
16/03/2020: Session 08: Ethics and the Creative Industries	<p>Briefing: What are the ethical, moral and political issues with the creative industries engages and that its activity supports and how should it approached these issues intellectually and practically?</p> <p>Workshop: Develop group project</p> <p>Reading/Viewing: 'First Things First' manifesto (1963) and 'First Things First Manifesto' (2000)</p>
23/03/2020: Session 09: How to thrive in the Creative Industries	<p>Briefing: How can we prepare ourselves for the cultural challenges of working life and creative practice?</p> <p>Workshop: Develop group project</p> <p>Reading/Viewing: Cottrell, S. (2003) Skills for Success: The Personal Development Planning Handbook. Basingstoke: Palgrave Macmillan.</p>

30/03/2020: Session 10: Briefing: What is the job and employment landscape in Creative Collaboration and multi-disciplinary working Industries and what are the elements needed for 'future-proofing' careers?
Workshop: Final planning for group project
Reading/Viewing:

EASTER BREAK: 6th APRIL to 20TH APRIL 2020

27/04/2020: Session 11: Digital Submission via Moodle before 23:59
Project delivery finalising Project delivery finalising

04/05/2020: Session 12: Project delivery finalising and Conclusions
Project delivery finalising and Conclusions

9. Qualification for progress

Fashion Promotion with Marketing students they must exemplify elements of their selected discipline to study in their final year, and select 1 of 3 pathways:

MEDIA: Styling / Photography / Creative Direction / Film / Enterprise / Some elements of marketing/ Budgeting

BUYING: Management / Business / Product development(textiles)/ Finance / Fashion buying & merchandising / Styling/ Some elements of marketing

MARKETING: PR/ Photography/ Film/ All elements of Marketing / Fashion Psychology/ Digital Marketing / Finance

10. Learning Resources

Core Reading

Boden, M. (2004) *The Creative Mind: Myths and Mechanisms*. 2nd Edition. Oxon and New York: Routledge.

Cottrell, S. (2003) *Skills for Success: The Personal Development Planning Handbook*. Basingstoke: Palgrave Macmillan.

Jones, C., Lorenzen, M. and Sapsed, J. (eds) (2015) *The Oxford Handbook of Creative Industries*. Oxford: Oxford University Press.

Optional Reading

Cole, J. (2010) *Creative CV Guide*. Farnham: Surrey Institute of Art and Design

Davies, R. and Sigthorsson, G. (2013) *Introducing the Creative Industries*. London: Sage.

Hind, D. and Moss, S. (2005) *Employability Skills*. London: Business Education Publishers.

Other Learning Resources

[Nesta](#) (formerly the National Endowment for Science, Technology and the Arts)

[UK Creative Industries](#): Creative Industries Council

[Creative Industries Federation](#)

[Tech Nation](#): The UK network for ambitious tech entrepreneurs

[Creative Review magazine](#)

[Adobe Kuler](#)

[NOWNESS](#)

[TED Creativity](#)

11. Online support

Please note that the module guide, lecture presentations and other supporting materials will be available on Moodle. Please ensure that you refer to Moodle regularly as it is constantly updated to provide you with class assignments, a wide range of topical readings, guides to using Photoshop and important notices when they arise.