



CART11001 *The Creative Industries*

Term 1 - 2018

Profile information current as at 26/04/2024 06:31 am

All details in this unit profile for CART11001 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

The creative industries is one of the fastest-growing and most dynamic sectors; and yet it is only in the last couple of decades that the arts has been seen as an industry at all. In this unit, you will explore how the creative arts industries sit on the international stage and within the broader Australian context. You will consider how the combination of ideas, talent, hands-on skills and the entrepreneurial spirit can be effectively applied within creative industry. You will investigate the history of the creative arts from medieval craftsmen, to renaissance and later artists, to modern day creative practitioners.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2018

- Cairns
- Distance
- Rockhampton
- Townsville

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 30%

2. **Written Assessment**

Weighting: 35%

3. **Written Assessment**

Weighting: 35%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Describe the concept of creativity as it applies to the creative industries and the role it plays in Australian society
2. Compare and contrast the creative industries in Australia with creative industries internationally
3. Discuss the role of the creative arts at the local, national and international level.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Presentation - 35%	•	•	•
2 - Written Assessment - 35%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving	•	•	•
3 - Critical Thinking	•	•	•
4 - Information Literacy			•
5 - Team Work			
6 - Information Technology Competence	•		
7 - Cross Cultural Competence		•	•
8 - Ethical practice			
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 30%		•				•				
2 - Presentation - 35%	•	•	•							
3 - Written Assessment - 35%		•	•					•		

Textbooks and Resources

Textbooks

CART11001

Prescribed

Introducing the creative industries: from theory to practice.

(2013)

Authors: Davies, R., & Sigthorsson, G.

SAGE

London, England

ISBN: 1849205736

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Geoffrey Gartner Unit Coordinator

g.gartner@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
LECTURE 1: The \$12,000,000 Stuffed Shark		Lecture Date: March 5th

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
LECTURE 2: Hand-to-Mouth; A History of Arts Funding		Lecture Date: March 12th

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
LECTURE 3: Going it Alone; Life as a Freelancer		Lecture Date: March 19th

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
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LECTURE 4:
Audiences and Marketing

Lecture Date: March 26th

Week 5 - 02 Apr 2018

Module/Topic

Chapter

Events and Submissions/Topic

NO LECTURE THIS WEEK

- April 2nd is a Public Holiday.
- **Assessment 1 Due:** 5pm, Friday, April 6th

Critique Due: Week 5 Friday (6 Apr 2018) 11:55 pm AEST

Vacation Week - 09 Apr 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 5:
Funding the Creative Industries

Lecture Date: April 9th

Week 6 - 16 Apr 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 6:
Creative Places

Lecture Date: April 16th

Week 7 - 23 Apr 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 7:
Blurring the Lines

Lecture Date: April 23rd

Week 8 - 30 Apr 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 8:
The Artist as Commodity

Lecture Date: April 30th

Week 9 - 07 May 2018

Module/Topic

Chapter

Events and Submissions/Topic

NO LECTURE

May 7th is a Queensland Public Holiday. NO LECTURE THIS WEEK.

Week 10 - 14 May 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 9:
Video Killed the Radio Star

Lecture Date: May 14th

Week 11 - 21 May 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 10:
Superbowl!

Lecture Date: May 21st
N.B. Assessment 2 (Spoken Presentation) times will be assigned this week

Week 12 - 28 May 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 11:
Bigger, Better, Best

Lecture Date: May 28th

Review/Exam Week - 04 Jun 2018

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 12: Creative Industries: The Future

Lecture Date: June 4th
ASSESSMENT 2 Spoken Presentations: June 5 - 8

Spoken Presentations Due: Review/Exam Week Friday (8 June 2018) 11:45 pm AEST

Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Assessment 3 Due: 11.55pm, Friday, June 15th
		Written Report Due: Exam Week Friday (15 June 2018) 11:55 pm AEST

Assessment Tasks

1 Critique

Assessment Type

Written Assessment

Task Description

Four YouTube clips will be uploaded to Moodle, each clearly labelled with one of the four creative arts majors at CQUniversity (contemporary dance, acting, popular music, visual art). Carefully review the clip relating to your major and write a critique of it. Ensure you keep your tone objective and dispassionate.

- Describe the artistic work, its setting and aesthetic qualities
- To what kind of audiences might it appeal. Why?
- How would this work best be marketed and publicised?

Assessment Due Date

Week 5 Friday (6 Apr 2018) 11:55 pm AEST

Return Date to Students

Week 7 Friday (27 Apr 2018)

Feedback will be given once moderation is complete

Weighting

30%

Assessment Criteria

- The word limit for this assignment is 1000-1200 words. *Include a word count at the end of the Critique* (N.B. the word count **only** includes the words of the Critique text)
- Your Critique must conform to the [CQUniversity APA Style Guide](#)
- Ensure you cite all quotes and list them in the Reference List. *Non-citation of sources will be regarded as plagiarism*
- You may *not* cite or reference CART11001 PowerPoint slides or the lecturer's words
- A Recommended Reading List is included on Moodle. It is a starting place only. To adequately complete this assessment it is recommended that students consult a large variety of sources

N.B. Late submissions and extension deadlines will be governed by the CQUniversity Assessment Policy and Procedure Policy

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submit via Moodle

Learning Outcomes Assessed

- Describe the concept of creativity as it applies to the creative industries and the role it plays in Australian society

Graduate Attributes

- Problem Solving
- Information Technology Competence

2 Spoken Presentations

Assessment Type

Written Assessment

Task Description

Present a case study on a business operating in the creative industries. You may choose a microbusiness or an SME but it must be based in Australia. The business you select must relate to the discipline you are studying at CQUniversity (eg. contemporary dance, popular music, visual arts, acting). You should seek information produced by the company as well as employing secondary sources.

- Provide background information on the organisation and its place on the national and/or international stage
- How does the business cater to its market?
- What is the history of the organisation? How has it evolved?
- How is the business funded? What funding strategies does it have in place?
- Consider how this business integrates with other creative industries
- Is the sector this business is positioned in flourishing, declining, or in a state of change?
- What are the present and future prospects for the organisation?

Assessment Due Date

Review/Exam Week Friday (8 June 2018) 11:45 pm AEST

Presentations will be scheduled for Monday, June 4th - Friday, June 8th

Return Date to Students

Exam Week Monday (11 June 2018)

Feedback will be provided within two days of your Spoken Presentation

Weighting

35%

Assessment Criteria

- **Presentation must be 15-20 minutes in length**
- **You may submit your preferred time of submission from Week 11 (Monday, May 21st). A sign-up sheet will be uploaded to Moodle. Places will be assigned on a first-come, first served basis**
- You are encouraged to use PowerPoint to support your presentation, but all technological issues are your responsibility
- Any notes or PowerPoint materials used in your presentation should be in point form only. **Do not merely read a document to the audience**
- At the conclusion of your presentation the examiner will ask you three questions relating to your presentation (your answers will form part of your overall grade for this assessment)

- Detailed feedback will be forwarded to you within two days of the presentation. The week after your presentation, you will submit a **Written Report** of your spoken presentation incorporating this feedback

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

No submission method provided.

Submission Instructions

This assessment will consist of a spoken presentation delivered in person to your on-campus colleagues and staff. SUN students will present their reports online

Learning Outcomes Assessed

- Compare and contrast the creative industries in Australia with the international creative industries

Graduate Attributes

- Problem Solving
- Critical Thinking

3 Written Report

Assessment Type

Written Assessment

Task Description

Provide a Written Report of your spoken presentation. Your Report will contain more detail than your spoken presentation.

It is important to include any feedback and criticisms delivered to you by your lecturer. Your Written Report must contain a comprehensive Reference List.

Your Report must contain the following sections:

- Title Page
- Table of Contents
- Table of Figures and Tables (if needed)
- Scope
- Introduction
- Analysis
- Conclusion
- Reference List

Assessment Due Date

Exam Week Friday (15 June 2018) 11:55 pm AEST

Return Date to Students

Exam Week Friday (15 June 2018)

Feedback will be given once moderation is complete

Weighting

35%

Assessment Criteria

- The word limit for this assignment is 1200-1400 words. *Include a word count at the end of the Report* (N.B. the word count **excludes** the title page, table of contents, table of figures and tables and reference list)
- Must be presented in Report format as outlined in the [CQUniversity Guide to Report Writing](#)
- Your Written Report must conform to the [CQUniversity APA Style Guide](#)
- Ensure you cite all quotes and list them in the Reference List. *Non-citation of sources will be regarded as*

plagiarism

- A Recommended Reading List is included on Moodle. It is a starting place only. To adequately complete this assessment it is recommended that students consult a large variety of sources
- You may *not* cite or reference CART11001 PowerPoint slides or the lecturer's words

N.B. Late submissions and extension deadlines will be governed by the CQUniversity Assessment Policy and Procedure Policy

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submit via Moodle

Learning Outcomes Assessed

- Discuss the role of the creative arts at the local, national, and international level.

Graduate Attributes

- Problem Solving
- Critical Thinking
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem