



CART11001 *The Creative Industries*

Term 1 - 2020

Profile information current as at 18/04/2024 08:08 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 - 2020

- Online

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. **Essay**

Weighting: 40%

2. **In-class Test(s)**

Weighting: 60%

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](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Self-reflection

Feedback

In the 2019 offering students were assessed with two assessments rather than three. Students responded well to this system, and unlike last year, no one failed the course outright.

Recommendation

Continue the double assessment system next year.

Feedback from Self-reflection

Feedback

With two public holidays to contend with, scheduling was again an issue. One lecture had to take place in the semester break. Unfortunately not one student attended, on campus or via zoom.

Recommendation

That CQU institute a policy for dealing with rescheduling of classes that fall on public holidays.

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 - Essay - 40%	•	•	•
2 - In-class Test(s) - 60%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving			

Graduate Attributes	Learning Outcomes		
	1	2	3
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 - Essay - 40%	•		•	•						
2 - In-class Test(s) - 60%	•		•							

Textbooks and Resources

Textbooks

There are no required textbooks.

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

Mike Price Unit Coordinator
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Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 1

Introduction to Creative Industries, Cultural Industries and the Creative Economy.

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 2

Intellectual Property.

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 3

Intellectual Property continued.
The History of Arts Funding.

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 4

Audiences and Marketing.

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 5

Creative Places.

Mid Semester Break - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
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No lecture this week.

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 6

Creative Places continued.
YouTube.

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 7

Life as a Freelancer

Research Essay Due:

Deadline for submission is 11.55pm, Friday May 1st, 2020 (AEST).

Research Essay Due: Week 7 Friday (1 May 2020) 11:45 pm AEST

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Lecture 8

Alternate Realities

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Lecture 9 The Artist as Commodity		

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Lecture 10 Superbowl! Big, Better, Best		

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Lecture 11 Review week.		

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Lecture 12 In-Class Test		The quiz will be open between 2.00 to 3.30 pm Tuesday June 2nd (AEST) In-Class Test Due: Week 12 Friday (5 June 2020) 11:45 pm AEST

Review/Exam Week - 08 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 15 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Research Essay

Assessment Type

Essay

Task Description

Provide an overview of a town or city with a strong reputation as an important cultural centre.

What defining factors have cemented its place as an important destination? Discuss the role of marketing, as well as the events and cultural institutions that have contributed to this reputation. Ensure your essay includes a geographical and sociological context.

- The word limit for the essay is 1000-1500 words. *Include a word count at the end of the essay.* The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations
- Your essay must contain a comprehensive Reference List
- Your Reference List should contain *at least* four different sources
- To adequately complete this assessment it is recommended that students consult a large variety of sources
- Essays are to be uploaded to the Research Essay link on the CART11001 Moodle site

- Essays must be in Word format
- Ensure you cite your sources and list them in the Reference List.
- When answering the question ensure you back up your assertions with evidence such as quotes and statistics
- Your essay must be formatted in accordance with the [CQU APA Style Guide](#)
- For assistance with essay writing please refer to the [CQU Guide to Essay Writing](#)
- Late submissions and extension deadlines will be governed by the Assessment Policy and Procedure Policy

Assessment Due Date

Week 7 Friday (1 May 2020) 11:45 pm AEST

Return Date to Students

Week 10 Friday (22 May 2020)

Weighting

40%

Assessment Criteria

- Content (25%)
 - Evidence (25%)
 - Conforms to APA Style Guide (20%)
 - Spelling, Grammar, Overall Presentation (15%)
 - Essay Structure (15%)

Referencing Style

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

Submission

Online

Submission Instructions

Assessments to be submitted via the Research Essay link on the CART11001 Moodle site

Learning Outcomes Assessed

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

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy

2 In-Class Test

Assessment Type

In-class Test(s)

Task Description

- The quiz will consist of thirty questions from Weeks 1-11 of the 2020 CART11001 Creative Industries Course.
- This is an 'open book' test. Students are allowed to directly refer to the PowerPoint slides uploaded to Moodle
- This assessment will take place in regular class time during week 12 2020 and will ONLY be open 2.00 to 3.30pm (AEST)
- The quiz can be accessed through the CART11001 Moodle page

- Students may only attempt the quiz ONCE
- **Students are strongly urged to complete the quiz at a CQU campus.**
Students who choose to complete the quiz off campus are responsible for internet connection and any technical issues which may arise
- N.B. it is not possible to re-sit the quiz because of issues with off-campus technical issues or internet connectivity
- Extension deadlines will be governed by the Assessment Policy and Procedure Policy

Assessment Due Date

Week 12 Friday (5 June 2020) 11:45 pm AEST

This assessment to be completed in regular class time during week 12 2020. The quiz will ONLY be open between 9.30-11.00am (AEST).

Return Date to Students

Exam Week Friday (19 June 2020)

Weighting

60%

Assessment Criteria

- Questions will be randomly generated from a larger question bank
- Individual questions will be worth between 1-4 marks
- Questions will be in short answer format

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

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

Graduate Attributes

- Communication
- Critical Thinking

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