

FRESHART UNIT FRAMEWORK - UNIT SPECIFICATION

This document forms the definitive overview as to the nature and scope of this unit and is used in the College's quality assurance processes.

The information in this document cannot be changed without approval (except for the Indicative Content).

A glossary of key terms is available.

FACULTY	Fine Arts
SUBJECT AREA	Art & Design
SUBJECT FIELD	Fine Arts
UNIT TITLE	Introduction to Creative Industry

UNIT CODE	YEAR	ECTS	UNIT LEADER
BA/FA301	3	6	Stella Ivi Nikolaidou

DELIVERY MODE(S)	Face-to-face
DELIVERY LOCATION(S)	Freshart College

PRE-REQUISITES:

None

CO-REQUISITES:

None

RESTRICTIONS:

Restricted to students registered on BA (Hons) Fine Arts

SUPPLEMENTARY REGULATIONS:

This unit has no supplementary regulations

UNIT OVERVIEW:

The aim of this unit is to introduce students to the creative industry and prepare them for their professional practice. Within this unit students will be introduced to the art community through physical visits, online exhibitions, connections with professionals and other practitioners.

The students will develop understanding of the market needs through given briefs and tasks and they will respond effectively upon health and safety regulations.

INDICATIVE CONTENT:

Students will be introduced to the creative industry through a series of lectures, seminars and given briefs and they will learn about essential aspects of the industry and apply them on their creative practice.

Students will be informed about health and safety and other important regulations and requirements through personal research and contact with professionals and practitioners.

They will also experience working as professionals by preparing and planning technical writings and presenting their portfolios in a professional way.

LEARNING OUTCOMES:

Learning Outcomes
On successful completion of the unit, students will be able to:
1. Show understanding of industry's requirements and constraints through personal research and analysis. Understand how these factors affect professional artists and practitioners.
2. Write technical writings including CV and Personal statement and be prepared to present promotional and marketing material and portfolio.
3. Get involved in the industry(connect with professional artists and practitioners)and identify own career pathway and future plans.
4. Demonstrate professional working practice when creating own work and in consideration with industry's standards and regulations.
5. Evaluate and critically analyse gathered information and sources regarding legislation, health and safety and constraints that apply to the production of art.

TYPICAL LEARNING, TEACHING AND ASSESSMENT HOURS (for the unit as delivered on-site at the Freshart College):

Learning, Teaching and Assessment activities	Study hours
Contact hours: (total) Comprising face-to-face and online contact hours as follows:	30
<p>Face-to-face (total) - this may include the following:</p> <ul style="list-style-type: none"> - Face to face interactive small group session (seminars/workshops/tutorials) - Technical support hours 	30
<ul style="list-style-type: none"> • Online contact hours (total) (comprising online activities with mediated tutor input) 	n/a
Guided independent study hours (including hours for assessment preparation)	120
Unit Total	150

ALIGNMENT OF LEARNING OUTCOMES AND ASSESSMENTS:

<u>Assessment Activity</u>			<u>Learning Outcomes</u>	<u>Weighting (%)</u>
Code	Assessment Type	Assessment Deliverables		
PJ01	Technical writings, promotional material Industry involvement	CV Artist statement , website/blog, portfolio, application form, marketing and promotional material	1-5	100%

The assessment items listed above are graded and contribute to the overall unit grade (assessment *of* learning). In addition, there are opportunities for formative assessment (assessment *for* learning), which are ungraded, to support students in achieving the unit learning outcomes. These are NOT listed.

Assessment Methods:

Submission (CV, Personal statement), portfolio, technical papers, website/blog , marketing and promotion material, application form, Attendance* / Participation

Research development	15%
Project development (technical writings, website, portfolio etc)	45%
Evaluation - self assessment of own work	15%
Presentation quality and skills	20%
Attendance and participation	5%
TOTAL	100%

Reading list:

Books:

1. Wang, S. (2023), A Bodies-On Museum: The Transformation of Museum Embodiment through Virtual Technology. *Curator*, 66: 107-128. <https://doi.org/10.1111/cura.12534>
2. Smith, T.E. (2012). *Thinking Contemporary Curating*. ICI Perspectives in Curating.
3. André Gali and Adamson, G. (2017). *On collecting*. Oslo: Norwegian Crafts.
4. Hans Ulrich Obrist and Raza, A. (2015). *Ways of curating*. London] Penguin Books.
5. Lupton, E., Lipps, A. and Cooper-Hewitt Museum (2018). *The senses : design beyond vision*. New York, Ny: Copper Hewitt, Smithsonian Design Museum ; Hudson, Ny.
6. Heather Darcy Bhandari and Melber, J. (2017). *Art/work : --everything you need to know (and do) as you pursue your art career*. New York, Ny: Free Press.
7. Ricketts, G. (2013). *Clearly creative CVs : write a Winning CV for the television, animation and other creative industries*. Kibworth Beauchamp: Matador.
8. Design portfolio : self-promotion at its best. (2013). Beverly: Rockport Publishers.

Journals:

1. Art review-<https://artreview.com/>
2. Art monthly-
https://www.artmonthly.co.uk/?gclid=Cj0KCQiA54KfBhCKARIsAJzSdrFbHAXCs3RMuT7FYxObeKpm-Dpyd2JkEeg6TlxGnzDolGO7faCMisaAic8EALw_wcB
3. Frieze-<https://www.frieze.com/>
4. Gallery Guide- <https://www.thegalleryguide.co.uk>
5. Art Rabbit- <https://www.artrabbit.com/>
6. British Journal of photography-<https://www.1854.photography/>
7. Hyperallergic-<https://hyperallergic.com>
8. Munnelly, K. (2022). Motivations and Intentionality in the Arts Portfolio Career. *Artivate: A Journal of Entrepreneurship in the Arts*, 11(1). doi:<https://doi.org/10.34053/artivate.11.1.163>.

USEFUL SOURCES:

9. Art review-<https://artreview.com/>
10. Art monthly-
https://www.artmonthly.co.uk/?gclid=Cj0KCQiA54KfBhCKARIsAJzSrdrFbHAXCs3RMuT7FYxObeKpm-Dpyd2JkEeg6TlxGnzDolG07faCMisaAic8EALw_wcB
11. Frieze-<https://www.frieze.com/>
12. Gallery Guide- <https://www.thegalleryguide.co.uk>
13. Art Rabbit- <https://www.artrabbit.com/>
14. British Journal of photography-<https://www.1854.photography/>
15. Hyperallergic-<https://hyperallergic.com>
16. Munnely, K. (2022). Motivations and Intentionality in the Arts Portfolio Career. *Artivate: A Journal of Entrepreneurship in the Arts*, 11(1).
doi:<https://doi.org/10.34053/artivate.11.1.163>.
17. Cyprus Library-<https://www.cypruslibrary.gov.cy/index.php/el/>
18. Limassol Municipal University Library- <https://libraryopac.cut.ac.cy/>
19. Limassol Municipal Gallery-<https://www.limassol.org.cy/en/dimotiki-pinakothiki>

Additional reading:

Authors	Title	Publisher	Year
Chris Bilton	Management and Creativity : From Creative Industries to Creative Management	John Wiley and Sons Ltd	2006

Title	Websites
FELLINI Gallery Artists	http://www.fellinigallery.com/en/artists /

Authors	Title	Publisher	Year
Derrick Chong	Arts Management	Taylor & Francis Ltd	2010
Multiple Authors	Key Concepts in Creative Industries	SAGE Publications Ltd	2012

Gabriele Troilo	Marketing in Creative Industries: Value, Experience and Creativity	Bloomsbury Publishing Plc	2015
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APPROVAL/ REVIEW DATES:

Version: 1

Date of approval: