

AMGT90012 Managing Creative Content

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Previously available as 760-528 Advanced Arts Law. Students who have completed 760-528 Advanced Arts Law are not eligible to enrol in this subject.
Core Participation Requirements:	None
Coordinator:	Dr Kate Macneill
Contact:	Kate MacNeill cmmacn@unimelb.edu.au (mailto:cmmacn@unimelb.edu.au)
Subject Overview:	This subject examines current topics in relation to the circulation of the creative arts in the public sphere. The topics will vary year to year and include the legal context of film and multimedia production and distribution, the commissioning and reception of public art, risk management and the performing arts and the intellectual property aspects of digital art forms, online distribution of creative work and the digitisation of museum and gallery collections.
Objectives:	<ul style="list-style-type: none"> # be able to structure agreements between creative talent and commissioning organisations; # be able to understand and critique the role of intellectual property law in relation to the ownership and management of creative content; # be able to understand state and federal law as it relates to the management of creative content; and # be able to contribute to policy considerations in the area of new media content and digital arts production.
Assessment:	Two written assignments: 3000 words (60%) and 2000 words (40%).
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # be able to access and interpret a broad range of resource material; # be able to show analytical abilities at an advanced level; # be able to develop and promote arguments at an advanced level; and # be able to demonstrate advanced communication skills, both written and oral.
Notes:	Previously available as 760-528 Advanced Arts Law. Students who have completed 760-528 Advanced Arts Law are not eligible to enrol in this subject.

Related Course(s):

Master of Art Curatorship (Coursework and Minor Thesis)
Master of Arts Management
Master of Cinema Management