

VISM30013 Preparing, Promoting and Presenting

Credit Points:	12.50						
Level:	3 (Undergraduate)						
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.						
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour tutorial per week Total Time Commitment: 3 contact hours/week , 6 additional hours/week. Total of 9 hours per week.						
Prerequisites:	Usually 25 points of second year creative arts or arts subjects.						
Corequisites:	None						
Recommended Background Knowledge:	None						
Non Allowed Subjects:	760-390 Preparing Promoting Presenting (former course code) <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>760-493 Preparing, Promoting and Presenting</td><td>Not offered 2010</td><td>12.50</td></tr></table>	Subject	Study Period Commencement:	Credit Points:	760-493 Preparing, Promoting and Presenting	Not offered 2010	12.50
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Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the 3 Disability Liaison Unit website : 4 http://www.services.unimelb.edu.au/disability/						
Contact:	Enquiries, Arts & Music Student Centre Rm 104 (Ground Floor) Old Arts Building Tel: +61 3 8344 5321/+61 3 8344 6395 Fax: +61 3 9347 0424 Search for an answer or send an email via our queries database: (mailto:bbolt@unimelb.edu.au) http://arts-unimelb.custhelp.com/ (http://arts-unimelb.custhelp.com/)						
Subject Overview:	This subject surveys modes of communication in which arts managers must engage from normal business messages to preparing collateral for purposes of promotion. Students will be encouraged to develop a critical and analytical perspective on the effectiveness of selected materials in achieving their intended outcome.						
Objectives:	Students who successfully complete this subject will: <ul style="list-style-type: none"># understand the processes and techniques associated with presentation and promotion in the arts industry;# understand the relationship of product-development to production and to promotional strategies;# understand the role of stake holders in the communication networks peculiar to different art forms;# identify specific strategies for specific audiences and art product.						
Assessment:	An individual class presentation and written report of 2000 words at 3rd year level or 2250 words at 4th year level 50% (due mid-semester), and a group project presentation and a written report of 2000 words at 3rd year level and 2750 words at 4th year level 50% (due end of semester).						
Prescribed Texts:	To be advised						
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:	Students who complete this subject will be able to: <ul style="list-style-type: none"># work successfully with peers;# demonstrate advanced communication skills;# access a broad range of resource material, including traditional text and electronic media;# manage time effectively in the completion of a self-directed research project;# demonstrate the ability and self-confidence to comprehend complex concepts.
Notes:	Formerly available as 760-390. Students who have completed 760-390 are not eligible to enrol in this subject.
Related Course(s):	Bachelor of Creative Arts Bachelor of Creative Arts and Bachelor of Music Diploma in Creative Arts