

SCRN90004 Visual Culture Industries

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On Campus
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	Admission to the Master of Cinema Management, Master of Art Curatorship, Master of Arts and Cultural Management, Master of Arts and Cultural Management (Moving Image).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Students who have previously completed 107-540 Film Culture Bodies or 107-540 Visual Culture & Industry Bodies are not eligible to enrol in this subject.
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 Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Assoc Prof Alison Inglis, Dr Wendy Haslem
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Subject Overview:	This subject will introduce students to a range of organisations whose functions encompass the presentation, collection and promotion of contemporary visual culture. This is an industry-focused subject where representatives of local and national arts industries offer students direct insight into their role and strategic direction. Representatives will include directors and executives from various industry bodies including government agencies, state institutions, regional organisations, contemporary spaces, commercial entities and professional associations (such as Australia Council, National Film and Sound Archive, Arts Victoria, the National Gallery of Victoria, the Australian Centre for the Moving Image, the Museum of Victoria, the Australian Film Institute, Australian Centre for Contemporary Art, the Melbourne International Film Festival, Melbourne Art Fair, Experimenta, Village Roadshow, Sotheby's Australia, Buena Vista, Sharmill Films, Gertrude Contemporary Art Spaces and Cinema Nova, among others). Students will study the history and development of these industry bodies as well as their social and cultural impact. They will explore such areas as governance, funding, sponsorship, philanthropy, policy formation, administration, collecting, curating, programming and audience research. Emphasis will be on the aims and goals of these bodies, the extent to which they fulfill community needs and the degree to which they promote the arts. External constraints such as censorship, government policy and community response will also be considered.
Objectives:	Students undertaking this subject will: <ul style="list-style-type: none"> # be familiar with the scope and function of various arts culture bodies, industries and non profit organisations in the arts community; # be able to recognise the internal and external constraints that affect the workings of a range of arts culture bodies and how key professionals deal with issues specific to the industry;

	<ul style="list-style-type: none"> # have an understanding of the complex relationships that exist between cultural organisations, industry bodies and community needs; # gain an understanding of how to engage with a diverse range of arts practices and to measure their impact on different audiences; and # have been introduced to the necessary skills and knowledge required to take up professional work with one of these bodies.
Assessment:	A case study of 1500 words 40% (presented in class and submitted the week following the class presentation) and a 3500 word research essay 60% (due at the end of the semester). Students are required to attend a minimum of 75% of classes in order to qualify to have their written work assessed. All required written work must be submitted in order to pass the subject.
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:	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> # be able to demonstrate an advanced development of research skills; # be able to define areas of inquiry and create relevant methods of research in the preparation of essays; # be able to conceptualise theoretical problems, form judgements and arguments and communicate critically, creatively and theoretically through essay writing, tutorial discussion and presentations; # be able to demonstrate highly developed skills in presentations; # to be able to communicate knowledge intelligibly and economically through essay writing and seminar discussion; and # be able to participate productively in team work through involvement in syndicate groups and group discussions.
Related Course(s):	Master of Art Curatorship (Coursework and Minor Thesis) Master of Arts and Cultural Management
Related Majors/Minors/ Specialisations:	Moving Image