

SCRN90004 Visual Culture Industries

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 1 hour lecture and 2 hour seminar per week Total Time Commitment: 170
Prerequisites:	Admission to the Master of Art Curatorship, Master of Arts & Cultural Management, Master of Arts & Cultural Management (Moving Image).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p> </p>
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Subject Overview:	<p>This subject will introduce students to a range of organisations whose functions encompass the promotion, collection and presentation of contemporary visual culture. This is an industry-focussed subject where representatives of local and national arts organisations 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, Arts Victoria, the National Gallery of Victoria, the Australian Centre for the Moving Image, the Museum of Victoria, Australian Centre for Contemporary Art, the Melbourne International Film Festival, Village Roadshow, Sotheby's Australia, 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.</p>
Learning Outcomes:	<p>Students undertaking this subject will:</p> <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; # have an understanding of the complex relationships that exist between cultural organisations, industry bodies and community needs;

	<ul style="list-style-type: none"> # 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 in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
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 Majors/Minors/Specialisations:	<p>100 Point Master of Art Curatorship 100 Point Master of Arts and Cultural Management 100 Point Moving Image 150 Point Master of Art Curatorship 150 Point Moving Image 150 point program - full time over 18 months 200 Point Master of Art Curatorship 200 Point Master of Arts and Cultural Management 200 Point Moving Image 200 point program - full time over 18 months 200 point program - full time over 24 months</p>