

## AMGT90012 Managing Creative Content

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus
<b>Time Commitment:</b>	Contact Hours: 3 Total Time Commitment: 120
<b>Prerequisites:</b>	Admission to the Master of Arts Management, Master of Art Curatorship, Master of Cinema Management, Master of Arts and Cultural Management, or Master of Arts and Cultural Management (Moving Image)
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	Students who have previously completed 760-528 Advanced Arts Law are not eligible to enrol in this subject.
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Dr Kate Macneill
<b>Contact:</b>	Kate MacNeill <a href="mailto:cmmacn@unimelb.edu.au">cmmacn@unimelb.edu.au</a> (mailto:cmmacn@unimelb.edu.au)
<b>Subject Overview:</b>	This subject examines the practical legal aspects of the management of intellectual property in the area of creative production. The focus is on contracts and copyright in a range of specific arts and cultural contexts. These will vary from year to year and include film and multimedia production and distribution, the commissioning and production of public art, the creation and presentation of performing arts; museum and gallery collections and the management of artistic and literary estates.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li># be able to structure agreements between creative talent and commissioning organisations;</li> <li># be able to understand and critique the role of intellectual property law in relation to the ownership and management of creative content;</li> <li># be able to understand state and federal law as it relates to the management of creative content; and</li> <li># be able to contribute to policy debates in the area of intellectual property and new media arts production.</li> </ul>
<b>Assessment:</b>	2000 word assignment 40% (due during semester) and a 3000 word assignment 60% (due at the end of semester). Students are required to attend a minimum of 80% 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.
<b>Prescribed Texts:</b>	A subject reader will be available.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.

<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<ul style="list-style-type: none"><li># be able to access and interpret a broad range of resource material;</li><li># be able to show analytical abilities at an advanced level;</li><li># be able to develop and promote arguments at an advanced level; and</li><li># be able to demonstrate advanced communication skills, both written and oral.</li></ul>
<b>Notes:</b>	Students who have previously completed 760-528 Advanced Arts Law are not eligible to enrol in this subject.
<b>Related Course(s):</b>	Master of Art Curatorship (Coursework and Minor Thesis) Master of Arts and Cultural Management
<b>Related Majors/Minors/ Specialisations:</b>	Moving Image