

## AMGT90012 Managing Creative Content

<b>Credit Points:</b>	12.5						
<b>Level:</b>	9 (Graduate/Postgraduate)						
<b>Dates &amp; Locations:</b>	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.						
<b>Time Commitment:</b>	Contact Hours: 2 hour seminar per week Total Time Commitment: 170						
<b>Prerequisites:</b>	Successful completion of AMGT90002 Arts Law. <table border="1" data-bbox="387 544 1485 689"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>AMGT90002 Arts Law</td> <td>Semester 1</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	AMGT90002 Arts Law	Semester 1	12.50
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AMGT90002 Arts Law	Semester 1	12.50					
<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>	Assoc Prof 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>Learning Outcomes:</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 the 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% (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.
<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 Majors/Minors/ Specialisations:</b>	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 Master of Arts and Cultural Management 150 Point Moving Image 200 Point Master of Art Curatorship 200 Point Master of Arts and Cultural Management 200 Point Moving Image