

# 100 Point Master of Arts and Cultural Management - Moving Image Specialisation

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| <b>Year and Campus:</b>                    | 2016   |
| <b>Coordinator:</b>                        | Dr Kate MacNeill   |
| <b>Contact:</b>                            | <p>Email: <a href="mailto:cmmacn@unimelb.edu.au">cmmacn@unimelb.edu.au</a> (<a href="mailto:cmmacn@unimelb.edu.au">mailto:cmmacn@unimelb.edu.au</a>)</p> <p><b>Graduate School of Humanities and Social Sciences</b></p> <p><b>Currently enrolled students:</b></p> <ul style="list-style-type: none"> <li># Contact <b>Stop 1</b> (<a href="http://students.unimelb.edu.au/stop1">http://students.unimelb.edu.au/stop1</a>)</li> <li># General information: <a href="https://ask.unimelb.edu.au">https://ask.unimelb.edu.au</a> (<a href="http://ask.unimelb.edu.au/">http://ask.unimelb.edu.au/</a>)</li> </ul> <p><b>Future students:</b></p> <ul style="list-style-type: none"> <li># Further information: <a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a> (<a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a>)</li> <li># Contact: 'Make an enquiry' at <a href="http://graduate.arts.unimelb.edu.au/degrees/16-master-of-arts-and-cultural-management">http://graduate.arts.unimelb.edu.au/degrees/16-master-of-arts-and-cultural-management</a> (<a href="http://graduate.arts.unimelb.edu.au/degrees/16-master-of-arts-and-cultural-management">http://graduate.arts.unimelb.edu.au/degrees/16-master-of-arts-and-cultural-management</a>)</li> </ul> |
| <b>Overview:</b>                           | The Master of Arts and Cultural Management (Moving Image) offers a graduate qualification in the management of the production, distribution and exhibition of film and new media. The Moving Image specialisation is designed to provide direct engagement with screen industry professionals and to offer the theoretical knowledge and practical experience necessary to work in film culture.   |
| <b>Learning Outcomes:</b>                  | <p><b>Students who complete the Masters of Arts and Cultural Management (Moving Image) should:</b></p> <ul style="list-style-type: none"> <li># develop an appreciation and overview of the arts within our culture;</li> <li># understand, access and contribute to the development, implementation and evaluation of arts policy within Australia and internationally;</li> <li># understand the role of marketing in positioning arts organizations to attract audiences and funding from a diversity of sources including government and the private sector, and attracting opportunities for international exchange;</li> <li># understand the demands for managing small and large projects, developing tenders, or managing small business enterprises;</li> <li># understand laws, regulations and protocols (including cultural property rights) within various art forms;</li> <li># demonstrate an understanding of financial management, budgeting, costing and planning; and</li> <li># demonstrate a high level of leadership potential and ability to function ethically, imaginatively and resourcefully within the arts and cultural industries in ways that will advance the arts and promote them within Australia and internationally.</li> </ul>  |
| <b>Structure &amp; Available Subjects:</b> | <p><b>100 point program</b></p> <p><b>Duration:</b> 1 year full-time/ up to 3 years part-time</p> <ul style="list-style-type: none"> <li># four compulsory subjects (50 points)</li> </ul> <p><b>Coursework Only Option</b></p> <ul style="list-style-type: none"> <li># elective subjects (50 points)</li> </ul> <p><b>or</b></p> <p><b>Minor Thesis Option</b></p> <ul style="list-style-type: none"> <li># AMGT90019 Minor Thesis (37.5 points)</li> <li># MULT50001 Research Principles and Practices (12.5 points)</li> </ul> <p><b>Capstone Requirement:</b></p> <p><b>All students are required to complete the Capstone Requirement for the program (at least 25 points). Students must complete one capstone option:</b></p>  |

**Capstone Stream 1: AMGT90019 Arts Management - Minor Thesis**

**Purpose:** An opportunity to integrate knowledge and research skills to address a specific cultural management research question; pathway to PhD.

**Capstone Stream 2: MULT90019 Internship II (Placement and Research) or MULT90018 Internship I (Placement Only) and SCR90006 Film Festival Cultures**

**Purpose:** Multiple opportunities to apply knowledge and skills in professional contexts and develop an integrated understanding of moving image management knowledge and practice.

**Capstone Stream 3: MULT90025 Internship III (Placement and Research) or MULT90018 Internship I (Placement Only) and SCR90004 Visual Culture Industries**

**Purpose:** Multiple opportunities to apply knowledge and skills in professional contexts and through exposure to industry, and develop an integrated understanding of moving image management knowledge and practice.

**Capstone Stream 4: SCR90006 Film Festival Cultures and SCR90004 Visual Culture Industries**

**Purpose:** Multiple opportunities to apply knowledge and skills in professional contexts and through exposure to industry, and develop an integrated understanding of moving image management knowledge and practice. Multiple opportunities to develop knowledge and skills through sustained pieces of scholarships.

For policies that govern this degree, see **Academic Services Policy** (<http://www.services.unimelb.edu.au/policy/index.html>) in the **University Melbourne Policy Framework** (<http://www.policy.unimelb.edu.au/>).

**Subject Options:****Compulsory Subjects**

4 compulsory subjects (50 points)

| Subject   | Study Period Commencement: | Credit Points: |
|---|----------------------------|----------------|
| CICU50001 Human Rights on Screen                | Semester 1                 | 12.50          |
| SCR90002 Film Production: From Script to Screen | Semester 2                 | 12.50          |
| SCR90004 Visual Culture Industries              | Semester 1                 | 12.50          |
| SCR90006 Film Festival Cultures                 | July                       | 12.50          |

**Minor Thesis Subjects****Minor Thesis Option**

- # AMGT90019 Minor Thesis (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)

**Please note the following:**

- # students undertaking the Minor Thesis must also undertake MULT50001 Research Principles and Practices in the **first** semester of enrolment.
- # the minor thesis requires two consecutive semesters of enrolment

| Subject                                     | Study Period Commencement: | Credit Points: |
|---|----------------------------|----------------|
| AMGT90019 Minor Thesis - Arts Management    | Semester 1, Semester 2     | 18.75          |
| MULT50001 Research Principles and Practices | Semester 1, Semester 2     | 12.5           |

**Elective Subjects****Coursework Only Option:**

- # elective subjects (50 points)

**Please note the following:**

- # students may choose from the following elective subjects or other graduate subjects from across the School of Culture and Communication or Faculty with coordinator permission and Faculty approval
- # students requesting permission to enrol in an elective subject not listed below must complete the Arts Graduate request to study an external subject form: [https://security.arts.unimelb.edu.au/faculty/student\\_forms/login.php](https://security.arts.unimelb.edu.au/faculty/student_forms/login.php) ([https://security.arts.unimelb.edu.au/faculty/student\\_forms/login.php](https://security.arts.unimelb.edu.au/faculty/student_forms/login.php))

| Subject   | Study Period Commencement: | Credit Points: |
|---|----------------------------|----------------|
| ACUR90005 Interpreting Exhibitions                | Semester 2                 | 12.50          |
| ACUR90006 Exhibition Management                   | Semester 1, Semester 2     | 12.50          |
| AHIS90004 The Print Room                          | Semester 2                 | 12.50          |
| AHIS90005 History and Philosophy of Museums       | Semester 1                 | 12.50          |
| AHIS90007 Biennales, Triennales and Documentas    | Not offered 2016           | 12.5           |
| AIND90002 Working in Indigenous Cultural Contexts | August                     | 12.50          |
| AMGT50001 Art and Cultural Management in Asia     | February                   | 12.5           |
| AMGT90011 Global Cultural Policy and Practice     | Semester 1                 | 12.50          |
| AMGT90012 Managing Creative Content               | Semester 2                 | 12.50          |
| AMGT90017 Communicating the Arts                  | Semester 1                 | 12.50          |
| AMGT90018 The Economics of Culture                | Semester 2                 | 12.50          |
| CCDP70002 Community Performance and Ritual        | Semester 2                 | 25             |
| CCDP70005 Rethinking the Creative City            | Semester 1                 | 25             |
| CULS90004 Cultural Complexity and Intelligence    | Semester 2                 | 12.50          |
| MECM90007 Media Convergence and Digital Culture   | Semester 2                 | 12.50          |
| MULT90018 Internship I (Placement Only)           | Semester 1, Semester 2     | 12.50          |
| MULT90019 Internship II (Semester Long)           | Semester 1, Semester 2     | 25             |
| MULT90025 Internship II (Year Long)               | Semester 1, Semester 2     | 12.50          |
| MULT90059 Social Enterprise Incubator             | July                       | 12.5           |
| PUBL90006 Writing and Editing for Digital Media   | Semester 2                 | 12.50          |

**Links to further information:**

[www.culture-communication.unimelb.edu.au](http://www.culture-communication.unimelb.edu.au)

**Related Majors/Minors/Specialisations:**

Master of Arts and Cultural Management - Moving Image Specialisation