

AMGT90012 Managing Creative Content

Credit Points:	12.5						
Level:	9 (Graduate/Postgraduate)						
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.						
Time Commitment:	Contact Hours: 24 hours: a 2 hour seminar per week throughout semester. Total Time Commitment: 170						
Prerequisites:	Successful completion of AMGT90002 Arts Law. <table border="1" data-bbox="389 573 1485 719"> <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					
Corequisites:	None						
Recommended Background Knowledge:	None						
Non Allowed Subjects:	Students who have previously completed 760-528 Advanced Arts Law 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 Kate Macneill						
Contact:	cmmacn@unimelb.edu.au (mailto:cmmacn@unimelb.edu.au)						
Subject Overview:	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 include film and multimedia production and distribution, fashion and design, the commissioning and production of public art, the creation and presentation of performing arts; the management of museum and gallery collections and the administration of artistic and literary estates.						
Learning Outcomes:	<ul style="list-style-type: none"> # be able to structure agreements between creative talent and commissioning organisations; # be able to understand and critique the role of intellectual property law in relation to the ownership and management of creative content; # be able to understand the law as it relates to the management of creative content; and # be able to contribute to policy debates in the area of intellectual property and new media arts production. 						
Assessment:	2500 word assignment, 50% (due during semester) and a 2500 word assignment, 50% (due at the end of semester). Students are required to attend a minimum of 80% attendance 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:	<ul style="list-style-type: none"> # be able to access and interpret a broad range of resource material; # be able to show analytical abilities at an advanced level; # be able to develop and promote arguments at an advanced level; and # be able to demonstrate advanced communication skills, both written and oral.
Notes:	Students who have previously completed 760-528 Advanced Arts Law are not eligible to enrol in this subject.
Related Majors/Minors/ Specialisations:	<ul style="list-style-type: none"> 100 Point Master of Art Curatorship 100 Point Master of Arts and Cultural Management 100 Point Master of Arts and Cultural Management - Moving Image Specialisation 150 Point Master of Art Curatorship 150 Point Master of Arts and Cultural Management 150 Point Master of Arts and Cultural Management - Moving Image Specialisation 200 Point Master of Art Curatorship 200 Point Master of Arts and Cultural Management 200 Point Master of Arts and Cultural Management - Moving Image specialisation