

AMGT90017 Communicating the Arts

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 36 hours: 12 x 2 hour lecture and 1 hour tutorial per week throughout semester. Total Time Commitment: 170
Prerequisites:	Admission into the Master of Arts & Cultural Management, Master of Arts & Cultural Management (Moving Image), Master of Art Curatorship, or Master of Cinema Management.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Formerly available as 760-550 Audiences and the Arts II. Students who have completed 760-550 Audiences and the Arts II are not permitted to enrol in this subject.
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>
Coordinator:	Ms Alison Barker
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Subject Overview:	This subject investigates the diversity of communication forms, practices and strategies used across the breadth of arts organisations. Students will explore a range of influential communication concepts, investigating the evolution from traditional forms of engagement to contemporary innovations in this area. Seminars will explore the interrelationship between communication theory and practice, identifying pivotal issues and influential concepts in arts communication. Students will engage in an advanced study of scholarly approaches and contemporary debates in the field. Students will become actively involved in a range of tasks including writing reviews, creating blogs, writing catalogue entries, examining archival and historical documents, developing grant applications and by designing promotional campaigns for arts organisations.
Learning Outcomes:	<p>Upon completing this subject students should be able to:</p> <ul style="list-style-type: none"> # understand communication practices in a range of arts industry contexts; # demonstrate an understanding of the effectiveness of different media; # demonstrate an understanding of the influences of socio-economic and cultural trends on promotion strategies; # understand specific communications theory and models relevant to arts and cultural activity; # demonstrate written skills for specific communications tasks; and # formulate an integrated communication plan.

Assessment:	A review and a catalogue/program entry totalling 2000 words 40% (due mid-semester) and a major group project totalling 3000 words 60% (due in the examination period). Students are required to attend a minimum of 80% of classes in order to pass this 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 demonstrate advanced communication skills and ability to work successfully with peers; # be able to access a broad range of resource material and appropriate professional and governmental agencies; # be able to demonstrate creative thinking; # be able to conceptualise and design projects; and # be able to demonstrate leadership and teamwork.
Notes:	This subject was formerly 760-550 Audiences and the Arts II. Students who have completed 760-550 Audiences and the Arts II are not permitted to enrol in this subject.
Related Course(s):	Master of Urban and Cultural Heritage
Related Majors/Minors/ Specialisations:	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 EMA 150 point program - full time over 1.5 years EMA 200 point program - full time over 1.5 years EMA 200 point program - full time over 2 years