COURSE SPECIFICATION DOCUMENT

Academic School / Department: Communications and the Arts

Programme: BA Arts and Visual Culture
BA in Media and Communications

FHEQ Level: 6

Course Title: Creative Collaboration

Course Code: COMM 6102

Total Hours: 160 (Lev 3-5) (4 US Credit)
Timetabled Hours: 45
Guided Learning Hours: 15
Independent Learning Hours: 100

Credit   16 UK CATS credits
8 ECTS credits
4 US credits

Course Description:

In this practice orientated course students will work together as a group to develop a body of work making use of their individual academic, communicative and technical skills (visual, sonic, journalistic, graphic), while developing and practicing collaborative skills. It will engage students with a broad historical, practical and theoretical appreciation of what it takes to work in the 21st century media and art world. Making use of London as a 'second classroom', the course will involve analyses of art and media spaces and trips to a collection of creative organizations; these include not for-profit arts institutions and media centres, as well as commercial galleries, auction houses, art fairs, recording studies, newsrooms. Students will engage with current discourse related to curatorial practices, management skills, the international art market, arts policy, as well as the educative, social, and regenerative potential of working within the arts.

Prerequisites:

70 credits

Aims and Objectives:

This course aims to develop a range of contemporary communication skills whilst equipping students with the practical skills and theoretical knowledge necessary for working in the media art market. The course challenges students to operate effectively on both an autonomous and group level, including strategic planning, self-presentation, flexibility and dependability; a productive relationship with peers, punctuality and accountability; and a high level of presentation of their overall work from proposal to finished product.

This offers students the opportunity to apply a wide range of the skills acquired on their respective programs to a near as possible professional "real world" context. Students will engage with current discourse on the educative, social, and regenerative potential of the arts and media, and how these can be harnessed through media practices, programming and exhibitions, and public policy.

Programme Outcomes:

6BI, 6BIII, 6CI, 6CIII, 6DI, 6DII, 6DIII

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at: https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a systematic understanding of major debates and use sophisticated disciplinary analysis that utilises knowledge from other cognate fields as is appropriate.

- Demonstrate the communication skills needed to plan and implement actions and manage for changing contexts, audiences and levels of complexity in a manner that informs supervised and self-directed projects.

- Demonstrate the ability to formulate arguments from competing perspectives showing a systematic and sophisticated understanding of the application of professional practices in media, visual arts and related creative and cultural industries.

- Demonstrate personal responsibility and professional codes of conduct, while taking responsibility for their own work to reflect and analyse own capabilities and appraise alternatives.

- Demonstrate the ability to produce detailed analyses of competing international perspectives and ethical and sustainable concerns from sophisticated use of research methods.

- Demonstrate entrepreneurial education and flexible skills ideally in the form of work contributing to a portfolio that translate directly into the workplace.

Indicative Content:

- Exploring the realities and complexities of the 21st-century media and art world.

- Curatorial and Media Management skills (practical and theoretical).

- Art market research (tools and databases) into global institutions, community engagement and cultural diversity.

- Marketing and PR for the Media and the Arts.

- Historical and contemporary collaborative practices in media and art.

- Collaborative brainstorming, storyboarding, and ideation.

- Effective collaboration, emphasizing diverse skill integration and role dynamics.

- Developing an interdisciplinary creative project that reflects the team's combined expertise.

- Group and self-reflection on the process of creative teamwork, including task challenges and benefits.

- Assessment, evaluation, and strategic thinking related of creative spaces and processes, and ways to improve.

- Career planning and portfolio development.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

Teaching Methodology:

The course will be taught through classroom lectures and seminar classes, and through a series of visits to arts institutions in London and the South East. Lectures will follow the schedule detailed in the syllabus and will serve a number of functions: classes provide a framework for the course; address critically the relevant literature in specific areas, examine concepts, theories and case studies, and enable students to engage in group discussion and dialogue, and autonomous learning.

Seminars rely upon active student preparation and note-taking and will consist of student-led discussion.

Indicative Text(s):

Bishop, C. (2014) *Radical Museology.* London: Koenig Books.

Doorley, S. and Whitthoff, S. (2011) *Make Space: How to set the Stage for Creative Collaboration.* UK: Wiley

Mason, R., Robinson, A. and Coffield, E. (2017) *Museum and Gallery Studies: The Basics*. Routledge: London.

Sommer, D. (2014) *The Work of Art in the World: Civic Agency and Public Humanities*. USA: Duke University Press

Steiner, V.J. (2006) *Creative Collaboration.* Oxford: Oxford University Press

Winkleman, E. and Pindle, H. (2018) *How to Start and Run a Commercial Art Gallery*. New York: Allworth Press.

Journals

*Anti-Racism Resources in the Art World, (*Artsy, 2020).

A Place to Start: Resources and Organizations for Fighting Racism and Supporting Justice and Equality, (MOMA, 2020)

On Curating, Engage, Tate Papers.

Meir, Doron. *Workflow: A Practical Guide to the Creative Process* (CRC Press, 2018). Available at: https://www.routledge.com/Workflow-A-Practical-Guide-to-the-Creative-Process/Meir/p/book/9781138058538 (Accessed: November 2024).

Kerry, M. and Stone, G. *Introducing Media Practice: The Essential Guide* (SAGE, 2018). Available at: https://us.sagepub.com/en-us/nam/introducing-media-practice/book244298 (Accessed: November 2024).

Put, A. *Unlock Collective Genius: How to make space for Creativity and Co-Creation* (BIS Publishers, 2024). Available at: https://www.bispublishers.com/unlock-collective-genius.html (Accessed: November 2024).

Websites

Colossal. Available at: https://www.thisiscolossal.com/ (Accessed: November 2024).

Creative Review. Available at: https://www.creativereview.co.uk/ (Accessed: November 2024).

Ignant. Available at: https://www.ignant.com/ (Accessed: November 2024).

Booooooom. Available at: https://www.booooooom.com/ (Accessed: November 2024).

My Modern Met. Available at: https://mymodernmet.com/ (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition document	Nov 2024	