

Module code	AX-2201		
Module Title	Cultural and Creative Industries		
Degree/Diploma	Bachelor of Arts (Design and Creative Industries)		
Type of Module	Major Core		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims To bring together cultural and creative studies, as well as marketing studies which aims to develop students' critical capacity, creative thinking and business sense as these are essential key factors to succeed in the knowledge-based economy. The module also aims to develop student's ability to build creative assets based on their individual creativity, skill and talent together with the introduction of entrepreneurship and technology to create new economic value.			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	<ul style="list-style-type: none">- Clarify the hierarchy of knowledge economy, creative economy, creative industries, cultural industries and the art.- Clarify the definition of creative industries and clusters- Describe cultural literacy and creative industries literacy	
Middle order :	40%	<ul style="list-style-type: none">- Identify components of creative Industries in its application to produce creative assets.- Identify the Leverage on the multi-dimensional creativity of individuals - artistic creativity, entrepreneurship and technological innovation to create new economic value.- Identify business and marketing concepts	
Higher order:	30%	<ul style="list-style-type: none">- Develop artistic creativity and technical skills- Develop entrepreneurial understanding through series of research exercises and projects.- Critically assess ideas at the intersection of the arts, business and technology which leverages on the multi-dimensional creativity of individuals	
Module Contents <ul style="list-style-type: none">- Creative Industries and knowledge economy- Art and popular culture- Cultural and creative industries policy- Branding- Business Model Canvas- SWOT Analysis- Creative industries models and creative cities- Intellectual property rights and creative assets- Managing creative enterprise- History of the cultural and creative industries- Project on cultural production and creative technologies			
Assessment	Formative assessment	Weekly assessment and feedback	
	Summative assessment	Examination: 50% Coursework: 50% 1 individual project (25%) 1 group project (25%)	