### Module Code
- AR-4306

### Module Title
- Creative Industries & Cultural Study

### Type of Module
- Major Option / Breadth

### Modular Credits
- 4 Units

### Student Workload:
- Contact hours for timetabling: 8-10 hrs/wk
- 4 hrs/wk

### Prerequisite
- Basic drawing skill and computer skills.

### Anti-requisite

#### *Aims:

The aim of this course is to introduce components of creative industry in its application to produce creative works that can fulfill the audience needs and market demand. Students will explore three main areas in creative industries, such as creative practices, creative identities and creative economy. This course will also examine the advanced technologies that provide new possibilities for artists and designers in creating their works, and offer new outlets for their creativity as well as a means of promoting and distributing their works. The cutting-edge use of digital technologies guarantees networked performances and cultural experiences.

#### **Module Content:

- Focus on methods of producing various types of creative products that have market value
- Apply local content and Brunei culture in those creative products
- Emphasis on methods of branding through creative identities and creative economic environment
- Observe and study the needs of the local creative product needs
- Generate creative products from one of the areas, such as visual arts, digital content and technology and performance art
- Study to exhibit creative products to the general public and evaluate the feedback from the audience

#### ***Assessment:

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<tr>
<th>Examination</th>
<th>Coursework:</th>
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<tr>
<td></td>
<td>1. Research (Survey on targeted organisations &amp; visual research) - (30%)</td>
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<td>2. Portfolio (Sketches &amp; ideas) - (20%)</td>
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<td>3. Project - (40%)</td>
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<td>4. Presentation (10%)</td>
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### Textbook(s)/References:


**Staff:** Dr Zahari Hamidon