

School of Creative Industries

**-CRI 100: Creative Industries Overview-
Fall 2016 (v.081516)**

**Instructor
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**Teaching
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Note: Only Ryerson e-mail accounts are to be used for communication between staff and students.

Website: This course will make extensive use of the D2L online course platform for communicating with students, coordinating group work, submitting assignments, reporting grades etc. All students should ensure they have access to D2L and should seek training and information from Ryerson CCS if they are unable to effectively use it. (See the website <http://www.ryerson.ca/courses/>).

**Office
Hours** *Professor Dubois-* TBA (RCC 315)
TAs: TBA (RCC 331)

Note: Office hours are drop-in and no appointment is required.

Calendar Description

This introductory foundation course defines the subject of Creative Industries (CI) as an area of academic study and surveys the various academic and creative disciplines to be covered over the course of the B.A. program in Creative Industries. The course will focus in particular on how each discipline sees the world and on the sorts of knowledge and interpretations that structure these different perspectives on subjects and issues to be covered. Students will explore the advantages and challenges of interdisciplinary study and begin to develop strategies for benefitting the most from their Creative Industries studies.

Program Information

This is a required course for all Creative Industries students. It has no prerequisites, but all CI students must obtain their CI 100 credit in order to register in CI 200 and other follow-up CI core courses.

Teaching Methods/Learning Objectives

This course will make use of lectures and seminar discussions, students will engage in both hands-on, practical learning about creative industries (CI) and critical thinking, knowledge and skill development.

By the conclusion of this course, students should develop:

- Basic understanding of CI as a field of academic study;
- Foundational knowledge of major themes and subjects defining the study of contemporary CI;
- An appreciation of CI's status as a multi-disciplinary field of study;
- The ability to identify the learning challenges and opportunities inherent to engaging in an inter-disciplinary program such as this;
- A strategy for maximizing learning opportunities in their CI program;
- Improved, academic writing, presentation, test-taking skills and study skills;
- Foundational knowledge of, and appreciation for, the challenges associated with working in Canada's CI.

This course will make use of both lectures and seminar/breakout group sessions. Students will attend course meetings twice most weeks: all students will attend the same lecture session and then each student will attend one of the various, smaller seminar sessions, as assigned to them in RAMSS.

Note on Seminars: Students are registered in only 1 of the 6 seminar sessions in order to ensure they remain small enough to make productive use of the seminar format. Space in the rooms is limited. Students are not free to attend whichever seminar they prefer, they must only attend the session in which they are registered.

Reading Material and Technology (required)

The following books are required:

Davies, R. and G. Sigthorsson. (2013). Introducing the Creative Industries. London, UK: Sage.

Wagman, I. and P. Urquhart. (2012). Cultural Industries.ca. Toronto: Lormier.

All students must also have their own “iclicker2” student clicker handset. (NOTE: it must be “iclicker2”, be careful if purchasing 2nd hand, to get the current version). Both books and an iclicker2 can be purchased from the Ryerson Campus Bookstore.

Additional required material will be posted or linked to in the D2L site.

Course Schedule

Note: Students are expected to complete required readings prior to their assigned course meeting.

| Date(s) | Session | Agenda | Reading | Notes |
|---------|-----------|--|--|---|
| Sept 7 | Lecture 1 | *Presentation of syllabus, teaching team *Launch of TIFF Blog Assignment *Screening: “History of the Eagles, Part I” | *Carefully review syllabus, familiarize yourself with D2L, buy books and clickers. | * <i>This is a tentative outline and is subject to changes.</i> |
| Sept 8 | Seminar A | *Seminar Intros | | *Sign-up for seminar presentation groups |
| Sept 14 | Lecture 2 | *Creativity and Commerce *Eagles Doc, Cont. | *Davies “Introduction” & Ch.2 * (D2L) Florida, R. (2002) The Rise of the Creative Class – Chap.2 “The Creative Ethos”. Basic Books, pp.21-43 * (D2L) DiMaggio, P. (1982) “Cultural Entrepreneurship in 19th century Boston: The Creation of An Organizational Base for High Culture in America”. | |
| Sept 15 | Seminar B | Discuss: *TIFF experience/blog *Activity: “The Big Question” | | *TIFF blog must be posted by start of seminar |

| Date(s) | Session | Agenda | Reading | Notes |
|---------|-----------|--|--|---|
| Sept 21 | Lecture 3 | * Studying Creative Industries I: “The Culture Industry” and the creative economy in 20 th century thought *Eagles doc..finished! | *(D2L) Business Week (2005) “Get Creative! Special Report. *(D2L) Flew, Terry. (2012). “From Cultural Industries to Cultural Economy”. In <i>The Creative Industries: Culture and Policy</i> . | |
| Sept 22 | Seminar C | *Activity: Music as Creative Industry *Lecture 3 Review | | |
| Sept 28 | Lecture 4 | *Studying Creative Industries II: Contemporary Theories and Contexts | *Davies Ch. 1 *(D2L) Campbell, Miranda. (2013). “Registering Bedroom Economies: Theoretical Contexts of Youth Cultural Production”. In <i>Out of the Basement: Youth Cultural Production in Practice and Policy</i> . | |
| Sept 29 | Seminar D | Discuss: *Pitch Assignment *Lecture 4 Material | | * Pitch Group Sign-up |
| Oct 5 | Lecture 5 | *Understanding the transition to university * Creative Industries in Canada Part I | *Wagman Ch. 7, Ch. 1, Ch. 2 | |
| Oct 6 | Seminar E | *Lecture 5 Material *Presentation i | | |
| Oct 12 | OFF | | STUDY WEEK | |
| Oct 19 | Lecture 6 | * Gender equity, industrial citizenship and cultural citizenship in the screen-based production industry *Academic writing/essay + Pitching workshops | *Wagman Ch. 3-6 | * Essay Launched *Guest speaker: Dr. Coles |

| Date(s) | Session | Agenda | Reading | Notes |
|---------|------------|---|--|---|
| Oct 20 | Seminar F | *Lecture 6 Material *Presentation ii | | |
| Oct 26 | Lecture 7 | *Labouring creatively: working in the CI | *Davies Ch. 3 & 5 | *Guest speaker: Dr. Davis |
| Oct 27 | Seminar G | *Presentation iii *Essay Topics Workshop | | |
| Nov 2 | Lecture 8 | *Technology and Innovation in CI | *Davies Ch. 6 & 7 | *Guest speakers: Dr. Agogu  (HEC) & Mr. Vimal (Ubisoft) |
| Nov 3 | Seminar H | *Presentation iv * Lecture 9 | | |
| Nov 9 | Lecture 9 | *Globalization of CI | *Davies Ch. 4 & 8 | * Guest speaker: Mr. Deschenes (SID LEE) |
| Nov 10 | Seminar I | *Pitch Presentations | | *Pitch projects due |
| Nov 16 | Lecture 10 | *Pitch Finals *Drop in Essay Clinic | *Davies Ch. 9 & 10 | |
| Nov 17 | Seminar J | Moved to 12/01 | | |
| Nov 23 | Lecture 11 | *Governments, Policies and The Politics of CI *Exam format presentation *Exam review *Essay debrief | *(D2L) City of Toronto Economic Development Committee and Toronto City Council (2011). Creative Capital Gains. | * Guest speaker: TBD *Essays due by noon on Mon Nov 21 (in D2L) |
| Nov 24. | Seminar K | Cancelled and moved into 3 rd hour of 11/23 | | |
| Nov 30 | Lecture 12 | *Course Conclusions and the Road Ahead: Exam Review and Interdisciplinary Learning in the CI | *Davies Ch. 11 *(D2L) Levine, I. and Shtern, J. (2015). Cultural and Creative Entrepreneurship by Design: A Case Study of the Development and Launch of Canada's First BA Program in CI. | * Guest speaker: TBD |
| Dec. 01 | Seminar X | *Presentations v *Presentation vi | | *Moved from 11/17 |

Evaluation

Table of Assignments

| Assignment | Description | Group or Individual | Due Date | % of Final Mark |
|------------------------------------|--|---------------------|--|-----------------|
| Final Exam | Multiple choice, short answer and/or essay | I | In exam period, exact date TBD | 30 |
| Pitch Competition | Have an idea, flush it out, pitch it to seminar. Best projects will move on to pitch to a panel of judges in lecture | G | Nov 10, (everyone) Nov 16 (finalists) | 15 |
| Essay | 1000-1250 word essay | I | Nov 21th | 20 |
| Quizzes | Occasional, unannounced clicker quizzes on readings in lectures | I | *Ongoing *6 quizzes, your best 5 marks will count | 15 |
| Seminar attendance & participation | *Attend, be prepared, submit work when asked | I | Ongoing | 15 |
| Seminar presentation | * 10 min presentation + discussion, on an assigned topic and week | G | Ongoing | 5 (peer eval) |
| Bonus Marks: Learning Development | Pass/ fail marks for: attending up to 3: *learning seminars and/or *participating in approved research studies *attending CRI sponsored public event | I | Ongoing | 3 (max) |

Other Relevant Information:

- Grades will be posted in D2L
- It is the student's responsibility to contact the professor promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) or accommodations must be requested well in advance;
- Assignments submitted late, without extension, will result in a penalty of (5% deducted per day, 10% for a weekend). Missed presentations without permission will result in a mark of zero;

- Students must complete and submit all the major assignments in order to pass. If a student receives zero on any individual assignment, their final grade in the course will be F unless an accommodation is agreed to with the professor;
- All students are required to retain a personal copy of all work undertaken for this course as well as *all rough materials, references, sources, and working notes* until the marked original has been returned;
- The professor reserves the right to modify the syllabus and assignments as required over the course of the term, but any changes to the course assignments, due dates, and/or grading scheme as indicated in this syllabus will be discussed with the class prior to being implemented;
- On occasion guest speakers may/will attend our class; students should refrain from contacting these guests after the class, unless invited to do so;
- Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternate arrangements.

Detailed Descriptions of Assignments and Marks

Final Exam (Exam period, exact date and time TBD, 30%)

Tests student knowledge of entire course . Multiple choice and short answer and/or essay questions. 3hr exam, during exam period. No study aids permitted. A review session will be conducted and information will be distributed on what to expect.

Pitch Competition (15%)

In groups of up to 6 students from the same seminar, students are required to devise, research and market an idea for an innovative creative enterprise, service or product. Students must submit a brief, multi-media prospectus of their product/service using the wiki function in D2L.

Students will present their idea with a 2 minute pitch made during seminars (Nov 10th). Pitches will be peer evaluated and evaluated by the teaching team.

On the basis of this pitch, a small number of the best projects will be invited to re-pitch the following week in Lecture (Nov 16) where- following the format of the TV shows Dragon's Den or Shark Tank- each group will make a 2 minute pitch to panel of (pretend) would be investors and respond to questions. Awards will be presented for the best ideas and pitches from amongst those featured in the final round.

The guidelines for this simulation are:

-The product/service must be feasible for creative industry professionals to pull off,

though not necessarily feasible for students at their current age, stage of life and career etc. So, within reason, you can pretend to be someone else, but that person better be able to do this.

-The pitch can be for an innovation (new platform, technology etc), but can also be an original script, installation, show, design, business etc. idea.

-The pitch has to make a case for success in a creative industry; it must present a plan to monetize the creativity involved (or be sustainable in the case of a not for profit) and be ready to defend the logic of that plan.

Pitch project mark breakdown:

- *5 pts creative:* quality of the product/service as measured by evidence of work put into flushing out the idea, originality and creativity, innovative elements of proposal.
- *5 pts industrious:* detail, feasibility and soundness of plans to monetize the product/service, evidence that research has been done to identify market and competition, clear and feasible plan for who performs and manages creative work.
- *5 pts communication:* organization and polish of presentation, degree to which the audience is convinced, ability to respond to questions, degree to which the multimedia prospectus submitted to D2L is appealing, appropriate, concise and clear, convincing etc.

A Note on Group Work

Everyone is expected to hold up their end in group work. It is not acceptable to force classmates to cover for each other. Each student will be required to submit a self and group evaluation form where they are given the opportunity to confidentially underline their contributions to the group and identify any group members who do not pull their own weight. Students whose contributions are deemed to be insufficient will receive lower marks. Unfair or unreasonable scores will be overridden by instructors. These documents will be used to consider any complaints made by students about non-contributing group members. Marks of individual group members may be raised or lowered based on this evaluation. Students who do not take peer evaluation seriously may have their own marks reduced.

Short Essay (20%, Due Nov 21th)

Students will be expected to write a short, 1000-1250 word argumentative essay on a topic of their choosing, on a theme provided by course instructors. Themes and possible topics will be discussed and circulated in class. A workshop on writing will be held in the class and expectations, and suggestions will be clearly articulated.

Seminar attendance & participation (15%)

Students are expected to not only attend all seminars and lectures, but to be prepared for them by having completed and reflected on readings and other resources. You must also have your clickers with you and arrive on time. Attendance will be taken at seminars. Small assignments (such as the TIFF blogpost) will be required. Your seminar leaders will note your contributions to and participation in discussion, looking for well-prepared, productive interventions and comments.

Seminar quizzes (15%)

Over the course of the term, there will be 6 short, unannounced clicker quizzes held in lectures on the required readings of that week (and, where there is no quiz the week before, possibly also covering the previous week's readings). Students who have done the readings and made notes on them should have no trouble scoring highly on these quizzes. Your lowest mark will be dropped and the 5 highest quiz scores will each be worth 3 marks. In all but extreme instances, failure to attend the class in which a quiz occurs (and have your clicker working and with you) results in a mark of 0 on that week's quiz. No retake opportunities will be provided. If a student has a serious and documented issue which results in multiple missed quizzes, they should speak to the teaching team.

Seminar presentation (5%)

One of the main themes of CRI 100 is the multi-disciplinary nature of creative industries as both objects of study and areas of study. In groups of up to 5 students from the same seminar, students will be required to make one short (max 10 min.) presentation on one of the following creative industries products or personalities:

Presentation i: Taylor Swift

Presentation ii: Estée Lalonde

Presentation iii: Star Wars/Star Trek franchise reboot

Presentation iv: Banksy

Presentation v: Ubisoft Assassin's Creed series

Presentation vi: Alexander Wang

Presentation topics will be selected early in the term, the seminar in which each topic's presentation will occur is listed in the course schedule above. The presentations should examine the ways in which academic and non-academic sources as well as different academic disciplines address these creative industry subjects. Students should find, summarize and compare and contrast a minimum of three references for the subject, including:

-1 popular press reference (non academic book, newspaper or magazine article)

-2 academic sources (books, journal articles) from different disciplinary perspectives

The academic references do not have to directly address the subject, but there should be a clear argument for why they are relevant to the subject (For example, an article on contemporary Hollywood blockbuster movies applies to the subject Star Wars topic even if those movies are not mentioned and an older journal article featuring a feminist reading of Madonna music videos might well contain ideas and concepts that apply to discussion of Taylor Swift etc.).

Not all group members have to speak during the presentation, but all must contribute to group work.

Presentations should summarize, compare, contrast and then stimulate reflection and discussion amongst the class on larger issues related creative industries status as a multi-disciplinary area of study. Presentations will be evaluated by students, in class, using clickers. Unfair or unreasonable scores will be over-ridden by. Students who do not take peer evaluation seriously may have their own marks reduced.

Bonus Marks: Learning Development (Max 3%)

Students will have the opportunity to earn up to 3 bonus marks for learning development by either attending workshops aimed at student learning support on campus, or by participating in approved research studies carried out by faculty. Marks will be granted 1 per session (ie. 3 sessions required to earn full marks).

The learning support workshops relevant include:

- **The Library** (LIB 2nd floor) provides research workshops and individual assistance. Inquire at the Reference Desk or at www.ryerson.ca/library/info/workshops.html
- **Student Learning support (4th Floor SLS)**: one-on-one tutorial help with writing and workshops; individual sessions and workshops covering various aspects of researching, writing, and studying as well as English language support for non-native English speakers. Sign up at www.ryerson.ca/studentlearningsupport/index.html
- **See also:** www.ryerson.ca/academicintegrity/workshops.html

Students must provide: proof of registration through email as well as a signed form attesting to their attendance, completion and full participation in the workshop (form will be posted in D2L. Students should print it and ask workshop instructors to complete it).

NOTE: These workshops are first come, first serve sign-up and will fill up. There are more of them early in the term than latter. There are no special places reserved for CRI students. It is up to you to get a space and sign up. If you do not get yourself spaces, you will not earn the bonus marks, no excuses or special circumstances. Only relevant workshops will be considered for marks (ie. If you take a grad student

workshop, if you are native English speaker and go for ESL support, or otherwise do something else not relevant to your course of study, you will not get bonus marks).

Opportunities to participate in research studies or attend CRI sponsored public events will be presented to students during the term and will be first come, first serve. These opportunities may be limited, so you are strongly encouraged to earn your marks through the workshops.

Policy Guidelines: *This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the 2016/17 Creative Industries Student Handbook for specific information with respect to the following policies:*

Policy #60: Student Code of Academic Conduct

Policy #61: Student Code of Non-Academic Conduct

Policy #134: Undergraduate Academic Consideration and Appeals

Policy #157: Ryerson's E-mail Accounts for Official Communication

Policy #159: Academic Accommodation of Students with Disabilities