

COURSE CONTENT

Course Code	DD4005
Course Title	Media Art Interdisciplinary Seminar
Pre-requisites	Study Year 4
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This professional development course will prepare you for a career in the media industry following graduation. You will benefit from the experience of contemporary industry professionals who will give guidance on essential topics such as career planning, professionalism, employability, entrepreneurship, media industries intellectual property, acquiring funding, and aspects of creative business management. You will take part in discussions and projects that will strengthen your readiness for a professional life after graduation.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the career pathways in your chosen creative media industry
2. Create a five-year strategic career plan that outlines specific career goals.
3. Apply key aspects of law that pertain to your chosen creative media industry
4. Collaborate positively in career-building team projects
5. Discuss, evaluate and contribute to improvement of your peer's strategic career plans

Course Content

In this course you will take part in preparation for a professional career in your chosen creative industry field upon graduation. You will apply the advice of invited industry professionals in workshop teams as you plan a five-year strategic career plan.

The first 5 weeks of this course focuses on topics that affect all media creative professionals:

Employing a graduate: To understand gaining employed, valuable insight can be gained from someone who does the employing. Creative industry employers will share their insights on what they look for when hiring. They will discuss the most important attributes such as skill, personality, trainability, or readiness to fit in and produce. We will look at the differences between small and large companies, working for a client as a freelancer as compared working for a full-time employer. Discussion will include the mistakes people make, and the winning attributes that win over a client or employer.

Law, copyright and intellectual property: This topic will discuss who owns an idea, at what point do they own it, and at what point is an idea sold to another. The speaker on law, copyright and intellectual property will cover the many real-world issues of creative law. Creative professionals cannot afford to be ignorant of creative law. A good understanding of the principles of creative law will protect you the creative artist or employee and ensure that your creativity is respected and rewarded.

Self-employment: The speakers on self-employment will speak from first-hand experience. They will share with you their experiences, their lessons and insights, as well as warnings, so you can get the best start possible should you choose to be self-employed. In this topic you will also discuss a range of self-employed forms, including freelancing, contract, small business, start-up, and the transition from solo creative to a company with employees. You will also discuss how self-employment can co-exist with being employed, and the times when this is not possible.

Academic pathway: In this topic you will experience the option of being a teacher or an academic. You will discuss the professional differences between a junior schoolteacher, or a university academic. We will look at when a teaching or academic pathway should begin – immediately after graduation or after some experience in industry first. Comparisons will be made with these options internationally. We will also look at the skills that are learned once in this profession, and how a teaching or academic pathway can develop over time.

Preparation: The final industry speaker will talk about being prepared. This topic will focus on the practical aspects of marketing and presenting yourself. This will include topics such as online representation, networking, applying for positions, interviewing, following up, and evaluating. The “soft skills”, such as personality, demeanour, consideration, awareness and responsiveness will also be discussed.

Workshops

Throughout this course you will take part in area-specific workshops that ensure direct relevance to your chosen career pathway. These workshops are designed to increase your familiarity, knowledge and confidence with your chosen profession, and to share this experience with your peers. In the internship report workshop, you will present and share your experiences as an intern with your class group and submit a report. You will also attend an event in your chosen industry area, give a presentation to the class. Both workshops are designed to provide value from the sharing and discussion of these student experiences and reflections.

Final Preparations and Exam

The final weeks of the course are dedicated to ensuring that you are as prepared as possible for leaving the undergraduate course and moving on to the next phase of your professional life. Final preparations may vary across media areas and individuals. Typically, this may involve practice interviews, writing applications, preparing a CV, or creating a personal CV promotional website. A final submission will culminate the course.