

EDUCATION IN THE CREATIVE INDUSTRIES

The University of Western Sydney College has developed an 'Associate Degree in Creative Industries' - a two-year degree program which launches in 2012.

Creative industries combine the creation, production and commercialisation of content which is artistic in nature. The product of these industries is typically protected by copyright and usually takes the form of a good or a service. The majority of people in the creative industries are self-employed or employed on short-term contracts.

The creative crafts require strong discipline and many years of study in order to learn the required proficiency necessary to articulate and produce the intended art form, a process that can take decades to accomplish. During these study years most artists are not able to focus much on the business and management education skills that are essential for personal and professional development in order to maintain a successful career.

UWS has identified a deficiency in business and management skills amongst a large percentage of young industry personnel from the key creative industry groups. The research indicated the needs of seven industry areas to be targeted in the program, and that a practical component also be included. The UWS College focus includes:

- Interactive and Digital Design
- Music and Performing Arts
- Film, Television and Radio
- Writing and Publishing
- Advertising and Marketing
- Media and Communication
- Visual Arts

The practical component of the course requires the student to create and manage a creative industries event project that will be executed during the last session of the program.

The units of study will include: Creative Industries Business Academic Skills, Accounting Information for Managers, Approaches to Communication,

Introduction to Business Law, Management Dynamics, Creative Industries Events Multidisciplinary Approaches, Law and Ethics for the Creative Industries, Creative Industries Events Planning, New Media Contexts, Entrepreneurial Management and Innovation, Creative Industries Events Delivery 1 and 2. The unit elective pools consist of: Advertising: An Introduction, Marketing Principles, Public Relations Theory and Practice, Managing People at Work, Design Thinking, Business Society and Policy, Cross-Cultural Management, Contextualising Indigenous Australia, From Corroborees to Curtain Raisers, and From Ochre to Acrylic to New Technologies.

The course will be delivered in combination with industry practitioners, artists and academic staff from UWS, with a significant input from industry. The course will utilise case studies as an integral part of the program and will support the student for real world experiences.

As consultant to the 'Associate Degree in Creative Industries' for UWS College, my focus is to identify and engage industry practitioners with the course, as well as provide input and advice to the program teaching and learning guides in order to maintain credibility of content. I am looking to find participants that include music creatives, visual and performing artists (including film, television, radio, theatre, dance and graphic designers), advertising personnel, journalists, photographers, managers, media creatives and digital content designers.

The Associate Degree program delivers logical skills and a practical pathway for a creative future where students will learn how to network, create strategies, build relationships, learn the art of promotion, presentation and pitching skill,

communication techniques and many of the daily business tools that are essential to sell their story.

Students will benefit from industry personnel who regularly visit UWS College to deliver valuable content.

The Associate Degree in Creative Industries is designed as a complete award for people with a high level of expertise and technical skill in creative industries who seek to better position themselves in their respective businesses, and who desire a higher education qualification to support their career or as a pathway to a higher-level university qualification.

Interested parties can contact Art Phillips at a.phillips@uws.edu.au

Art Phillips is a music composer working in film and television in both Australia and the USA. He has achieved numerous awards and industry acumen including two Emmy's for Best Original Music Score for the US television series *Santa Barbara* (NBC). He has worked as guitarist and musical director for Demis Roussos, Barry Manilow, Minnie Riperton, Dory Previn, John Rowles, Ricky May and many others. He is a Councillor on the Music Council of Australia representing Music in Film and Television, and is the immediate past president of the Australian Guild of Screen Composers (2001-2008). Art is an industry consultant to UWS College working with the 'Associate Degree in Creative Industries' team, and is currently Chair of the Advisory Committee for the award.