ARTS2053
Politics and Practices of Creativity: Creative Industries in East Asia

6 credits
July 14 to August 8, 2014
Mon to Thu: 2:00 pm to 5:00 pm

Course Description
This course combines theoretical and practical approaches to the social, political and economic dimensions of creative industries in East Asia. It investigates the characteristics of the creative economies, the production of consumer and popular culture, and the transformation of the cultural policies in the region. The course also explores the commercialization of creativity by examining branding and marketing, management and talent training practices in the creative industries. Students will have the chance to visit Hong Kong enterprises that engage in creative business and interact with the practitioners. Tours will also be arranged to familiarize students with the creative scenes in Hong Kong. At the end of the course, students, working in groups, will be able to apply what they have learnt to create a detailed creative business proposal.

Aims and Objectives
- Familiarize students with the general development of creative industries in East Asia;
- Encourage students to examine the social, political and economic dimensions of creative industries in East Asia;
- Enable students to understand the background, formulation and transformation of cultural policies in East Asia;
- Enable students to investigate the business model of creative industries;
- Enable students to gain first-hand experience of the business practices in the creative industries;
- Engage students in critical discussion on the changing role of creativity in society;
- Foster students’ creative potential and interpersonal skills through the collaboration in innovative group project

List of Topics
Day 1) Introduction to Creative Industries in East Asia
Day 2) Fan Culture and Idol Making
Day 3) Publishing Industry
Day 4) Advertising Industry
Day 5) Popular Music Industry
Day 6) Comics & Animation Industry
Day 7) Game Industry
Day 8) Transformation of Cultural Policies in East Asia
Day 9) Branding and Marketing in Creative Industries
Day 10) Creative Business Planning workshop (For Group Project)
Day 11) Tour to creative scenes in Hong Kong
Day 12) Firm Visit
Day 13) Firm Visit
Day 14) Individual presentation
Day 15) Individual presentation
Day 16) Group Project Presentation

Teaching Resources

Assessment
100% coursework (30% individual essay, 20% presentation and 50% group project presentation)