

RTU Course "Cultural and Creative Industries"
22000 Faculty of Engineering Economics and Management

General data

Code	PA0118
Course title	Cultural and Creative Industries
Course status in the programme	Compulsory/Courses of Limited Choice
Responsible instructor	Rita Greitāne
Volume of the course: parts and credits points	3 parts, 9.0 credits
Language of instruction	LV, EN
Annotation	LAC Responsible instructor: Agnese Hermane – Mg.art, docent. Within the framework of the study course, the specifics of various cultural and creative industry fields will be considered: popular music industry, design and graphic design basics, cultural tourism, media industry and its modern trends. As part of the study course, students will have lectures held by industry professionals to get acquainted with the practices of various fields.
Goals and objectives of the course in terms of competences and skills	The goal of the study course is to ensure students' understanding of the various fields in the cultural and creative industries, to promote awareness of the synergy opportunities in those fields. Results of the study course: students have knowledge about the structure and the practical operation of different creative industry fields; students can identify their potential fields of interests, which will later be explored in depth during the internships; students are aware of the need for cooperation between different sectors to create innovations.
Structure and tasks of independent studies	At the end of each topic independent work is required, which demonstrates the student's independently acquired knowledge about the functioning and specifics of the field. Independent work may include reports, presentations, tests and seminars.
Recommended literature	1. Carlsson, Ulla (ed.). Freedom of Expression and Media in Transition. Gotheburg, 2016. 2. Cross, N. (2011). Design Thinking. Oxford: Berg. 3. Fallan, K. (2010). Design History. Understanding theory and method. Oxford: Berg. 4. Film Production Management 101-2nd edition: Management & Coordination in a Digital Age, Debora Phaz, 2010. 5. Hashimoto A., Visual Design Fundamentals: A Digital Approach. Hingham, Massachusetts: Charles River Media, Inc: 2004. 345 p. 6. Heskett, John (2002). Design: A Very Short Introduction. Oxford University Press. 148 p. 7. Hollifield, Ann. Wicks LeBlanc, Jan. Sylvie, George. Lowrey, Wilson. Media Management: A Casebook Approach (Routledge Communication Series). 5th Edition. Routledge. 2015. 8. Hoover, Stephen. Film Production: Theory and Practice. Stephen Hoover. 2013. 9. Ichou, Rachel Pollack. World Trends In Freedom of Expression and Media Development: Special Digital Focus 2015. Paris, 2017. 10. Klaič, Dragan. Resetting the Stage. Public Theatre Between the Market and Democracy. Bristol and Chicago: Intellect, 2012. 11. Knight C., Glaser J., The Graphic Designer's Guide to Effective Visual Communication. – Page One, 2005. 12. Küng, Lucy. Strategic Management in the Media: Theory to Practice. 2nd Edition. SAGE Publications Ltd. 2017. 13. Lockwood, T. (2010). Design Thinking. New York: Allworth Press, DMI. 14. Makkerčers, Bobs. Kultūras tūrisms. Neputns, 2007 15. McCombs, Maxwell. Setting the Agenda. Cambridge, 2014. 16. Passman, Donald. All You Need to Know about the Music business: Ninth Edition. Simon & Schuster. 2015. 17. Producer to Producer: A Step-By-Step Guide to Low Budgets Independent Film Producing, Maureen Ryan, 2010.
Course prerequisites	n/a

Course contents

Content	Full- and part-time intramural studies		Part time extramural studies	
	Contact Hours	Indep. work	Contact Hours	Indep. work
Music industry. Popular music management, the structure of industry, operating models, music export, the role of state aid.	16	24	0	0
Design. Theory, designer's identity, visual communication and graphic design, product design, brand building, innovation.	32	48	0	0
Media industry. Theoretical foundations, legal framework, media market structure, public service media, social media, media literacy.	16	24	0	0
Film production. Production process, models, organization of the filming, areas of responsibility of the parties involved, preparation of basic filming documentation.	16	24	0	0
Cultural tourism. Key features, cultural tourism product, market, event and tourism management, tendencies of cultural tourism development.	16	24	0	0
Total:	96	144	0	0

Learning outcomes and assessment

Learning outcomes	Assessment methods
Knows the basic principles, processes and current trends of various fields in cultural and creative industries.	Presentations and essays.
Knows the basic theoretical principles, normative regulation and the global context of the various fields in cultural and creative industries.	Tests.
Is familiar with the structure of industries, know the work of the most important players in industries.	Group assignments.
Is able to understand and to evaluate the application of the basic principles of design thinking and graphic design in various industries and has practical skills in graphic design	Independent work – graphic design project.

Evaluation criteria of study results

Criterion	%
Final evaluation of the acquisition of “Music industry” themes	15
Final evaluation of the acquisition of “Design” themes	30
Final evaluation of the acquisition of “Media industry” themes	20
Final evaluation of the acquisition of “Film production” themes	20
Final evaluation of the acquisition of “Cultural tourism” themes	15
Total:	100

Study subject structure

Part	CP	Hours			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	1.5	20.0	0.0	0.0	*		
2.	3.0	40.0	0.0	0.0	*		
3.	4.5	60.0	0.0	0.0		*	