

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. **COURSE TITLE**

Creative Industries: Theories and Practices

2. **COURSE CODE**

HUMN3026

3. **No. OF UNITS**

3 Units

4. **OFFERING DEPARTMENT**

Department of Humanities and Creative Writing

5. **PREREQUISITES**

N.A.

COREQUISITES

N.A.

6. **MEDIUM OF INSTRUCTION**

English

7. **AIMS & OBJECTIVES**

This course is designed to enhance students' understanding of creative industries in general and its development in Hong Kong in particular. It explores popular cultures and its possible relationship with the development of creative industries in a cross-disciplinary approach.

8. **COURSE CONTENT**

This course is interdisciplinary and cross-cultural in nature. The first part will introduce the notion of creative industries and examine related theories. Students will discuss theoretical readings of creative industries, through which the understanding of the issue will be developed. Both local and global examples of the development of creative industries will be examined to broaden students' vision. It will then go into case studies of various sectors of creative industries. (The sectors will be selected according to the availability of manpower; they might change from time to time.) The course will analyze the case studies by looking at creative industries and its relation to popular culture from a global/local/glocal perspective. There will then be a theoretical conclusion to round up the development of creative industries. Outline Contents:

- I. Introduction to the notion of Creative Industries
- II. The Age of Creativity: The Importance of Being Creative
- III. The Rise of the Creative Class
- IV. Creative Thinking: A Whole New Mind
- V. The Creative City
- VI. The Development of Creative Industries: Local and Global examples
- VII. Case Studies: Film, Music, Fashion, Design, etc.
- VIII. A "Glocal" Vision of Creative Industries

9. **COURSE INTENDED LEARNING OUTCOMES (CILOs)**

CILO	By the end of the course, students should be able to:
CILO 1	Analyze the characteristics of creative industries
CILO 2	Account for the role of creative industries in a cultural city
CILO 3	Apply appropriate theories to interpret cases of creative industries
CILO 4	Evaluate possibilities of developing creative industries in a cultural city

10. **TEACHING & LEARNING ACTIVITIES (TLAs)**

CILO alignment	Type of TLA
1	Students will: be introduced to different dimensions of creative industries and their relation to popular culture
2	examine the rise of the creative class and the importance of being creative in the conceptual age
1-2	study the assigned readings which are reserved on library webpage
2-3	make a presentation of a selected topic with concrete examples
2-3	investigate cases related to creative industries such as film and music
3-4	explore possibilities of developing creative industries in a cultural city
1-4	write an essay on a selected topic

11. **ASSESSMENT METHODS (AMs)**

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Written exercise	20%	1-3	The one-hour written exercise is to test the students' learning in relation to CILOs 1, 2 and 3. As the exercise consists of essay type questions, students' ability to present their ideas and arguments in coherent written form is also tested.
Tutorial presentation and discussion	20%	1-3	Students are free to select a topic, collect reference materials and make a group presentation for about 30 minutes and lead the discussion for about 20 minutes; other students have to take an active part in the discussion. Through the process of tutorial, students' ability of CILOs 1-3 will be demonstrated.

Term paper	20%	1-4	The term paper is an extended writing exercise to test students' ability to demonstrate their achievement in learning CILOs 1-4. Students will select a topic from the course contents and write an analytical essay of 2,000 words. Students' ability to present arguments critically and fluently in written form can be tested also.
Final Examination	40%	1-4	Students will answer two open-ended essay-type questions in a two-hour examination. Students' understanding of CILOs 1-4 and their ability to present their ideas and arguments in coherent written form will be tested.

END