

# LP303-30 Media and Creative Industries Residency

**20/21**

**Department**

SCAPVC - Centre for Cultural and Media Policy Studies

**Level**

Undergraduate Level 3

**Module leader**

Heidi Ashton

**Credit value**

30

**Module duration**

15 weeks

**Assessment**

100% coursework

**Study locations**

University of Warwick main campus, Coventry Primary

Off-site residence

---

## Description

### Introductory description

This module is the culmination of learning from across the Industry Strand. Students will engage in a residency with an organisation in the cultural / creative sector. During this time students will use their previous learning to engage in the workplace and gain a more in-depth understanding of the relationship between theory and practice in the sector. Through this experience and reflection a critical approach will be developed gaining insights into how each can inform the other whilst also providing valuable experience and networking opportunities.

### Module aims

The principal aim of the module is to gain practical experience in the operation or development of a media, creative, cultural organisation through a residency or extended Workplace Study and critically reflect upon that experience and research in terms of capacity to shape, influence or impact an organisation. The module combines theory and practice (developed in Years 1 and 2) to equip students with an in-depth understanding of the creative, media and cultural sectors and their burgeoning role within them. The module will include a significant element of work experience or workplace study with an organisation in the form of residency or directed client brief which will

develop the students' working knowledge and critical thinking about work practices and challenges of these sectors. It will develop a student's initiative, ability to take decisions and risks and develop their ambitions. Through their interactions with professionals, the module will aim to dissolve students' assumptions on the nature of employment within the contemporary creative, cultural and media sectors.

## **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

### **Term 1: Preparing for The Residency/Client**

- Creating a residency/client experience
- Pitching your Self, turning up and developing the 'right attitude'
- Negotiating a residency/client experience
- Exploring media, creative, digital or cultural production for the benefit of an employer
- Communication skills - leading workshops, delivering presentations, report writing, creative documentation
- Research skills for industry
- Evaluation including self-evaluation skills

### **Terms 2/3\* - The Residency (4-6 weeks)**

The underpinning seminars to support the residency/extended placement will take the form of:

- Compiling a detailed PESTLE analysis for a live organisation of your choice
- Running a stand-alone project and being a self-starter
- Undertaking research into a particular area of operation leading to a set of recommendations to an organisation (e.g. market research)
- Undertaking an action/research project
- Developing a new product or service
- Developing a new policy or an approach to a new strand of operation (or refining/improving an existing one)
- Using numbers and Big Data (excel, data and statistics) to inform your Residency/Client Brief

\*In some circumstances and in consultation with the employer/client, being able to develop the student's own area of interest supported by the host organisation/client-led project, the student may need to be flexible in terms of timings.

## **Learning outcomes**

By the end of the module, students should be able to:

- Demonstrate an understanding of the sector within which an organisation operates and critically evaluate the future of the sector
- Understand where the organisation sits in a wider context - both within its sector and more widely (cultural, technological, political, local, national etc) and how it is affected by the environment it operates within.

- Reflect on challenges the organisations faces and how it addresses these, with particular reference to the specific area of work in the residency or client brief
- Gain practical or client-focused experience in the operation or development of a media, creative or cultural organisation through a residency or extended workplace study
- Explore and evaluate the management practices of a media, creative or cultural organisation in comparison to sectoral practices
- Reflect critically on the student's own contribution to understanding the operation and culture of the organisation
- Understanding how to work effectively within an organisational context or with a client

## **Indicative reading list**

Fraser Bruce, Jackie Malcolm & Shaleph O'Neill (2017) 'Big Data: Understanding how Creative Organisations Create and Sustain their Networks', *The Design Journal*

Garnham, N., (2005) 'From cultural to creative industries: An analysis of the implications of the "creative industries" approach to arts and media policy making in the United Kingdom'.

*International journal of cultural policy*, 11(1), pp.15-29.

Graham and Gardini (2017) *Collaborative Production in the Creative Industries* London: University of Westminster Press

Guile, D.J., (2010) Learning to work in the creative and cultural sector: new spaces, pedagogies and expertise. *Journal of Education Policy*, 25: 4, pp.465-484

Lazeretti, Luciana and Marilena Vecco (2018) *Creative Industries and Entrepreneurship: Paradigms in Transition from a Global Perspective*, Cheltenham: Edward Elgar

McRobbie, Angela (2018) *Be Creative: Making a Living in the New Culture Industries* Cambridge: Polity Press

Rook, Steve (2015) *Work Experience, Placements and Internships* London: Palgrave

## **Research element**

Desk research in preparation for workplace residency

## **Interdisciplinary**

Drawing on concepts from a range of disciplines including Management, Sociology, Psychology, Cultural Studies

## **Subject specific skills**

Critical understanding and analysis of the application of theory in practice.

In-depth knowledge and understanding of the UK context of the cultural and creative industries.

Critical understanding of the challenges and opportunities facing organisations in the cultural and creative industries.

## **Transferable skills**

Ability to effectively adapt to a dynamic work environment

Engage in problem solving

Negotiating a residency / client experience  
Effective communication skills  
Developing self motivation

---

## Study

### Study time

Type	Required
Seminars	4 sessions of 3 hours (4%)
Tutorials	6 sessions of 30 minutes (1%)
Work-based learning	20 sessions of 5 hours (33%)
Private study	185 hours (62%)
Total	300 hours

### Private study description

Also inclusive of placement, with a duration of 4-6 weeks.

### Costs

No further costs have been identified for this module.

---

## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A

	Weighting	Study time
Portfolio of Residency Evidence	100%	
Portfolio of evidence based on 4-6 weeks residency or client brief.		

### Feedback on assessment

In class formative assessments and verbal feedback. Verbal and written feedback on portfolio.  
Tutorial feedback. Feedback from employer

---

## Availability

## **Courses**

This module is Core for:

- Year 3 of ULPA-P301 Undergraduate Media and Creative Industries