LP301-15 Event Production and Creative Producing

22/23

Department
> SCAPVC - Centre for Cultural and Media Policy Studies

Level
> Undergraduate Level 3

Module leader
> Ruth Leary

Credit value
> 15

Module duration
> 10 weeks

Assessment
> 100% coursework

Study location
> University of Warwick main campus, Coventry

Description

Introductory description

Digital producers are responsible for bringing new products, services and experiences to the public. They are able to broker the diverse talents of technologists, artists, designers, scientists, academics and amateurs to develop projects that contribute to cultural life and address social, cultural, economic and environmental concerns. This module explores the role of the creative producer, the social, aesthetic and interdisciplinary spaces in which they operate and provides an introduction to some of the tools, technologies and processes necessary to produce innovative projects for different audiences.

Module aims

This module aims to:

- develop the student's knowledge, skills and understanding of the emergent practice of the creative/digital producer.
- develop students' contextual and intellectual understanding of the social, aesthetic and interdisciplinary spaces in which producers operate
- facilitate a practical understanding of the tools, technologies and processes necessary to

produce innovative projects for different audiences.
- enable the development of the skills and competencies required in the production of a collaborative digital project,
- introduce students to a range of practitioners and organisations,
- encourage students to demonstrate of their leadership, communication and management skills.
- equip students with the skills and understanding to critically evaluate practice and content in response to a brief
- develop students' understanding of collaborative and creative working practices within the creative and media industries.

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.

The module is divided into four parts:
1: Defining the Practice
2: Defining the Space
3: Developing Competency
4: Performance & Evaluation

Part 1: Defining the Practice
1: Becoming a Digital/Creative Producer: exploring the role of the producer and learning from knowledge exchange at a producers' forum

Part 2: Defining the Space
2: Digital/Creative Production and the Digital/Creative Public Sphere: developing an ideological understanding of the context and conceptual space in which digital production takes place. What is the role of the producing organisation? Digital R&D and capacity building in the cultural sector. Concepts of the digital public sphere.
3: Technologies & New Media Aesthetics
4: Producing Publics: Activity and Agency: exploring the relationships between interactivity, collaboration, participation and engagement

Part 3: Developing Competency – 4 practical workshops
5: Devising: idea generation, technologies, tools and techniques
6: Developing: planning including preparing budgets, developing and responding to briefs and proposals, time management
7: Direction: developing leadership, project management and facilitation skills
8: Delivery: venue management, technical and regulatory considerations and outputs, workflow, collaboration

Part 4: Performance & Evaluation
9 & 10: Creative Production Sandpit: Intensive two-day incubator/hackathon in which teams devise and present project proposal to panel of practitioners and organisations to include art school style constructive critique method.

Digital Micro-festival (at a future date after module end)
Teams to curate and produce 1 day digital micro-festival in which projects are presented/installed.

Learning outcomes

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

- Demonstrate understanding of the role of the creative producer in the production and delivery of innovative projects bringing new products, services and experiences to the public
- Manage an innovative project from conception through to evaluation whilst keeping to time and budget
- Identify, understand and have the potential to engage different audiences with creative productions
- Create a cohesive media experience across one or more platforms taking a flexible and inclusive approach to technologies
- Evaluate practice and content and fully understand individual creativity in the context of collaborative working

Indicative reading list

Auslander, Philip (2008) Liveness (New York: Routledge)

Beghetto RA (2014) The exhibit as planned versus the exhibit as experienced. Curator Mus J 57(1):1–4

Bilton, Christopher and Cummings, Stephen (Eds) Handbook of Management and Creativity (Cheltenham: Edward Elgar)

Cover, Rob (2006) Audience Inter/Active; interactive media, narrative control and reconceiving audience history New Media and Society Vol 8. Issue 1.

Damm, Sven. (2012) Event Management: How to Apply Best Practices to Small Scale Events, (Diplomica Verlag)

Matthews, D. (2007) Special Event Production: The Process. (Butterworth-Heinemann)

Smith, A. (2012) Events and urban regeneration: the strategic use of events to revitalise cities. (London: Routledge)

Vermeeren A., Calvi L., Sabiescu A. (eds) (2018) Museum Experience Design. Springer Series on Cultural Computing. (Springer, Cham)

Subject specific skills

Competency in the use of digital tools, platforms and technologies. Experience design. Curation and direction of digital and live cultural experiences. Audience development and management. Technical production and management of performance spaces and venues. Understanding of health and safety, risk assessment and public liability.

Transferable skills

Leadership, project and time management skills. Ideation and concept development. Teamworking skills. Problem-solving. Technical trouble-shooting. Communication, presentation and organisational skills. Financial management and budgeting. Reflective practice.

Study

Study time

Type	Required
Seminars	4 sessions of 2 hours (5%)
Tutorials	2 sessions of 1 hour (1%)
Practical classes	4 sessions of 2 hours (5%)
Other activity	12 hours (8%)
Private study	120 hours (80%)
Total	150 hours

Private study description

desk based research, developing competency in the use of software and other tools.

Other activity description

Creative Production Sandpit

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

Assessment component	Weighting	Study time	Eligible for self-certification

	Weighting	Study time	Eligible for self-certification
Team Proposal and Pitch	20%		Yes (extension)

Reassessment component is the same

Assessment component

Team Practical project	40%		No

Team Practical project: installation/ experience/ screening/ digital object

Reassessment component is the same

Assessment component

Critical reflection	40%		Yes (extension)

Written individual critical reflective evaluation of project and role

Reassessment component is the same

Feedback on assessment

Summative written and oral feedback for team pitch and proposal. Summative written and oral feedback for team practical project. Summative written feedback for individual reflective written assignment.

Availability

Courses

This module is Core for:

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