Introduction

This unit explores the changing nature of employment in the global creative industries. By exploring key theoretical debates you will develop your ability to identify the political, economic and social contexts that shape contemporary creative labour, and you will apply these theories to a range of work-based case studies and scenarios. The unit will enable you to define and critically reflect on the challenges and possibilities that shape work in these industries, and to recognise and assess alternative modes of creative production.

Indicative Content

- Continuity and change in the global creative industries
- Discourses, affects and representations of creative work
- Internship culture, precarious employment, and ‘free’ labour
- ‘Creatives’ and the ‘creative class’
- Inequalities in the creative industries
- Entrepreneurship and the creative economy
- Alternative ways of working: cooperative and commons-based creative production

Learning Outcomes

On completion of this unit you will be able to:

- Critically reflect on the appeal of work in the creative industries (Analysis; Subject Knowledge; Personal and Professional Development; Communication and Presentation)
- Design an effective research interview that draws on recognised methodological approaches and is informed by key theoretical debates (Research; Subject Knowledge; Experimentation; Communication and Presentation)
- Describe, define and discuss the nature of contemporary creative labour, through an analysis of original interview data (Analysis; Subject Knowledge; Communication and Presentation)

For more information about Learning Outcomes, go to section 2.1: Course Aims and Outcomes and Marking criteria website (student version) http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf
Assessment Requirements

The assessment for this unit is weighted. In element-based assessment, you must achieve at least an E grade in each element, and an aggregate grade of at least D- in the overall unit. Failure (F, or F-), or non-submission in any element defaults to Fail for the unit.

This is an elemental assessment comprising:

- 1 x Critical reflective analysis of 1,500 words (30% weighting of unit mark)
- 1 x Interview research report of 1,250 words (30% weighting of unit mark)
- 1 x Research report of 2,000 words (40% weighting of unit mark)

For more information about how your assignments are marked, please go to section 4.0: Assessment Strategy, particularly holistic and element assessment. You will also receive an assignment brief, which will give you more detail.

Teaching and Learning Methods

- Lectures
- Seminars
- Screenings
- Practical Workshops

Essential Reading


Further Reading


**Marking Criteria**

**Using the Library**
The Library Services web pages aim to provide quick access to a range of relevant high quality e-resources [http://www.arts.ac.uk/study-at-ual/library-services/](http://www.arts.ac.uk/study-at-ual/library-services/)

**Harvard Referencing**
The Harvard Referencing Style on Cite Them Right Online is the standard for all UAL taught courses.

Cite Them Right Online can be accessed via the Library Services database A-Z list: [http://arts.ac.libguides.com/az.php](http://arts.ac.libguides.com/az.php)