

COURSE CONTENT

Course Code	DD0002
Course Title	The Contemporary Creative and Cultural Industry of Singapore
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 Contact Hours

Course Aims

This course is intended to introduce you to the creative and cultural industries in Singapore. It looks back at the history of this development and positions it within the context of theory and practice. Through lectures, discussions, field trips and seminars, you will be taken through the planning and implementation of strategies that have shaped the creative and cultural industry landscape in Singapore today. By the end of the course, you will have strong understanding of the fine arts, design, and media industries, which will be a useful foundation for further in-depth studies into Singapore's cultural scene.

Intended Learning Outcomes (ILO)

By the end of this course, you will be able to:

1. Identify and discuss key issues in the development of Singapore's Creative and Cultural Industries, particularly in regard to government policy.
2. Provide in-depth analysis of local artists, designers, performers and how they operate within the eco-system.
3. Describe how industry economics and public policy can affect global creative industries.
4. Present in-depth contextual analysis of international groups, organisations, events and businesses related to film, media and design.
5. Generate insights about the creative industries through discussion, responding to reading materials and peer presentations.

Course Content

The course begins with an understanding of key terminology in creative industry economics and policy. It will then look at the policy decisions, local environment, and intellectual influences that led up to the Creative Industries Development Strategy in 2002. The course then covers the direct and indirect effects from this strategy and examines the present day eco-system that includes icons like Esplanade, Singapore Art Museum, Museum of Asian Civilizations, and National Gallery of Singapore.

Coursework Assignments:

Oral presentations:

Group presentation on an international case study either in the cultural area (museums, biennales, festivals, policy) or companies in the creative industries (animation, gaming, music, Web 3.0, design heavy consumer goods, film and TV companies). Should cover history, economics, audiences, history, SWOT, competitive advantages and risks.

Written Assignment:

A long paper that focusses on best practices in the creative industries, analysing strengths and weaknesses, considering history and future possibilities. Topics are self-generated in discussion with instructor.

