UNIVERSITI TEKNOLOGI MARA

FTA652: CREATIVE INDUSTRY PRACTICES

Course Name (English)	CREATIVE INDUSTRY PRACTICES `APPROVED`
Course Code	FTA652

MQF Credit	10

Course Description	This course provides students with opportunities to practice and participate with the industry in terms of learning and applying knowledge and skills learned from the very beginning of the work process. Students are required to physically engage with the requirements and demands of industry practices as a means of gaining direct hands-on experience. This method of experiential learning allows students to understand as well as put into practice the fundamental techniques, approaches and processes required to accomplish a given task. This phase of the course requires students to actively learn from the assigned tasks as this hands-on approach very much merges the creative elements of the field, and the technological developments of the time as a means of fulfilling the needs of the creative industry. In line with the nation's agenda of adapting to the 4th Industrial Revolution (FIR) or Industries 4.0, this course allows students to not only learn the field but also to practice it firsthand. During this practice stage, students remain under the supervising patronage and mentorship of the industries and practitioners of their respective fields. Learning is no longer in isolation but through engagement with others and at various stages of project development. Students are expected to perform and commit responsibly to the tasks assigned and the projects executed to ensure the full experience of the work place environment.

Transferable Skills	On completion of the course the student will be able to: • Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts . • Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. • Demonstrate ability to work professionally and contribute positively in a team. • Demonstrate enthusiam, leadership and the ability to positively influence others.

Teaching Methodologies	Industrial Training, Problem-based Learning

CLO	CLO1 Independently perform tasks based on appropriate work culture CLO2 Demonstrate effective leadership and teamwork by confidently delivering ideas in both verbal and written form CLO3 Analyze and conceptualize ideas or solutions at the workplace. CLO4 Demonstrate and apply appropriate strategies in practicing necessary skills to accomplish/complete projects

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to production 1.1) N/A
2. Pre-production 2.1) N/A
3. Production 3.1) N/A
4. Post-production 4.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Work-based tasks / practices Industrial supervisor supervision	20%	CLO1
	Final Project	Work-based tasks / practices Industrial supervisor supervision	20%	CLO2
	Final Project	Work-based tasks / practices Industrial supervisor supervision	20%	CLO3
	Internship Report	Reflective journal	40%	CLO4

Reading List	Reference Book Resources	
		Patrick Dawson,Costas Andriopoulos 2017, *Managing Change, Creativity and Innovation*, **SAGE London [ISBN: 9781473964280]**
		Mukti Khaire 2017, *Culture and Commerce*, **Stanford University Press [ISBN: 9781503603080]**
		Klaus Schwab 2017, *The Fourth Industrial Revolution*, **Broadway Business [ISBN: 9781524758868]**
		Alec Ross 2017, *The Industries of the Future*, **Simon and Schuster [ISBN: 1476753660]**
		Candace Jones,Jonathan Sapsed,Mark Lorenzen 2017, *The Oxford Handbook of Creative Industries*, **Oxford University Press, USA [ISBN: 0198787790]**
		Robert Defillippi 2014, *International Perspectives on Business Innovation and Disruption in the Creative Industries*, **Edward Elgar Pub [ISBN: 1783475331]**
		Mary Ellen Guffey,Dana Loewy 2012, *Essentials of Business Communication*, **Cengage Learning [ISBN: 1111821224]**
		Ann Masters,Harold R. Wallace 2010, *Personal Development for Life and Work*, **Cengage Learning [ISBN: 0538450231]**
		Linda M McJannet,Michael E. Hattersley 2007, *Management Communication: Principles and Practice*, **McGraw-Hill Education [ISBN: 0073525057]**

Article/Paper List	This Course does not have any article/paper resources
Other References	• Website *Malaysian Communications and Multimedia Commission* https://www.mcmc.gov.my/resources/guidel ines • Website *Jabatan Kebudayaan & Kesenian Negara* http://www.jkkn.gov.my/ • Website *Health and Safety Executive* http://www.hse.gov.uk/entertainment/thea tre-tv/index.htm • Website *Department of Occupational Safety and Health, Ministry of Human Resources* http://www.dosh.gov.my/index.php/en/ • Website *National Film Development Corporation (FINAS)* http://www.finas.gov.my/en/