COURSE CONTENT

Course Code	DD4005
Course Title	Media Art Interdisciplinary Seminar
Pre-requisites	Study Year 4
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This professional development course will prepare you for a career in the media industry following graduation. You will benefit from the experience of contemporary industry professionals who will give guidance on essential topics such as copyright, intellectual property, law, accounting, career planning, professionalism, entrepreneurship, and employability. You will take part in discussions and projects that will strengthen your readiness for a professional life after graduation.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the career pathways in your chosen creative media industry.
2. Create a professional creative plan that outlines specific career goals.
3. Apply key aspects of law that pertain to your chosen creative media industry.
4. Collaborate positively in career-building team projects.
5. Discuss, evaluate and contribute to improvement of your peer's strategic career plans.

Course Content

In this course you will take part in preparation for a professional career in your chosen creative industry field upon graduation. You will apply the advice of invited industry professionals in workshop teams as you plan a five-year strategic career plan.

The first 5 weeks of this course focuses on topics that affect all media creative professionals:

Employing a graduate: To understand gaining employed, valuable insight can be gained from someone who does the employing. Creative industry employers will share their insights on what they look for when hiring. They will discuss the most important attributes such as skill, personality, trainability, or readiness to fit in and produce. We will look at the differences between small and large companies, working for a client as a freelancer as compared working for a full-time employer. Discussion will include the mistakes people make, and the winning attributes that win over a client or employer.

Law, copyright and intellectual property: This topic will discuss who owns an idea, at what point do they own it, and at what point is an idea sold to another. The speaker on law, copyright and intellectual property will cover the many real-world issues of creative law. Creative professionals cannot afford to be ignorant of creative law. A good understanding of the principles of creative law will protect you the creative artist or employee and ensure that your creativity is respected and rewarded.

Self-employment: The speakers on self-employment will speak from first-hand experience. They will share with you their experiences, their lessons and insights, as well as warnings, so you can get the best start possible should you chose to be self-employed. In this topic you will also discuss a range of self-employed forms, including freelancing, contract, small business, start-up, and the transition from solo creative to a company with employees. You will also discuss how self-employment can co-exist with being employed, and the times when this is not possible.

Academic pathway: The academic pathway will also be discussed as a viable career option. You will discuss when a teaching or academic pathway should begin – immediately after graduation or after some experience in industry first. Comparisons will be made with these options internationally. You will also examine the skills that are learned once in this profession, and how a teaching or academic pathway can develop over time.

Preparation: The final industry speakers will talk about being prepared. This topic will focus on the practical aspects of marketing and presenting yourself. This will include topics such as online representation, networking, applying for positions, interviewing, following up, and evaluating. The "soft skills", such as personality, demeanour, consideration, awareness and responsiveness will also be discussed.

Tutorials / Workshops
Throughout this course you will take part in area-specific tutorials and workshops that ensure direct relevance to your chosen career pathway. These workshops are designed to increase your familiarity, knowledge and confidence with your chosen profession, and to share this experience with your peers. In the internship report workshop, you will present and share your experiences as an intern with your class group. Tutorials and workshops are designed to provide value from the sharing and discussion of these student experiences and reflections.

Final Presentation
The final weeks of the course are dedicated to preparing a team presentation of a potential project. You team's aim will be to convince the audience that your professional goal is achievable. This pitch presentation will demonstrate all of the learning of the course.

Assessment (includes both continuous and summative assessment)

This is a Pass/Fail course with the final outcome determined by your pathway supervisor/s with moderation by the pathway coordinator and ADM Academic Chair.

To achieve Participation (20%) students must participate on all three assessments.

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment • Industry Immersion Presentation	1,4,5	--	20	Individual
Assignment 1: Professional Creative Plan	1,2,3,4	--	20	Individual
Assignment 2: Professional Project - Document 20% - Presentation 25%	1,2,3,4		40	Individual
Continuous Assessment: Participation	5	--	20	Individual
Total			100%	

Reading and References

1. Barton, Gemma. *Don't get a job, make a job: how to make it as a creative graduate.* Laurence King Publishing, 2016.

2. Top 10 Best Books For Interview Questions and Answers and Tips
   http://blogaboutjobs.com/top-10-best-books-interview-questions-and-answers

3. An Introduction to Copyright Law in Singapore
   https://www.guidemesingapore.com/business-guides/managing-business/trademark-registration/an-introduction-to-copyright-law-in-singapore

4. An Introduction to Copyright Law in Singapore
   https://www.smeportal.sg/content/smeportal/en/bizguides/legal/2015/an-introduction-to-copyright-law-in-singapore.html

   Other references will be provided on commencement of course.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	**Introduction to Course.** **Lecture – Visual Plagiarism in Media and Design**	1	**Introduction to Course.** **Lecture – Visual Plagiarism in Media and Design**
2	**Industry Guest Lecture – Law and Copyright** Guest speaker/s from media law will present information about law pertaining to creative areas. This will include creative copyright, ownership, patents, and payments.	1,3	**Industry Guest Lecture** Followed by Q&A discussion.

3	**Internship Presentations: Continuous Assessment**	4,5	**Internship Presentations** Presentations of student experience of their industry placement internship. Reflection on how this has informed pathway decisions. Response to questions and discussion.
4	**Panel -- Starting a Company in Singapore.** **Speakers representing Film, Photo and Animation.**	1,4,5	**Industry Guest Panel** **Tutorial** The tutorial will explore and expand upon the topics of the lecture through discussion, critique and debate.
5	**Industry Guest Lecture** **Tutorial**	1,4,5	**Industry Guest Lecture** Guest speaker/s from a media industry area will present their experiences of moving from student to professional. **Tutorial** The tutorial will explore and expand upon the topics of the lecture through discussion, critique and debate.
6	**Industry Guest Lecture** **Tutorial**	1,4,5	**Industry Guest Lecture** **Tutorial** The tutorial will explore and expand upon the topics of the lecture through discussion, critique and debate.
7	**Lecture: Making a Professional Creative Plan: A Career Action Plan.** **Tutorial** **Assignment 1 Briefing**	1,2	**Lecture: Making a Career Action Plan.** The purpose of a Career Action Plan, methods, networking, identity, and approaches, what works and what does not. Detailed vs simple. Context and philosophies. **Tutorial** The tutorial will explore and expand on developing a career action plan. **Assignment 1 Briefing**
8	**Industry Guest Lecture** **Tutorial** **Assignment 2 Briefing**	1,2,3,4,5	**Industry Guest Lecture** Guest speaker/s from a media industry area will present their experiences of moving from student to professional. **Tutorial** The tutorial will explore and expand upon the topics of the lecture through discussion, critique and debate. **Assignment 2 Briefing**

9	**Industry Guest Lecture**	1,4,5	**Industry Guest Lecture**
			Guest speaker/s from a media
	Tutorial		industry area will present their
			experiences of moving from student
			to professional.
			Tutorial
			The tutorial will explore and expand
			upon the topics of the lecture through
			discussion, critique and debate.
10	**Industry Guest Lecture**	1,4,5	**Industry Guest Lecture**
			Guest speaker/s from a media
	Tutorial		industry area will present their
			experiences of moving from student
			to professional.
			Tutorial
			The tutorial will explore and expand
			upon the topics of the lecture through
			discussion, critique and debate.
11	**Tutorial / Workshop**	1,2,3,4,5	**Tutorial / Workshop**
	Advising for Professional Pitch in week 13		Advising for Professional Pitch in week 13
			Individual feedback sessions
12	**Tutorial / Workshop**	1,2,3,4,5	**Tutorial / Workshop**
	Advising for Professional Pitch in week 13		Advising for Professional Pitch in week 13
			Individual feedback sessions
13	**Professional Pitch**	1,2,3,4,5	**Professional Pitch**
			Presentation of no-limit fictitious
	Final Assessment		project in Dragon's Den scenario.
			Convince audience that goal is
			achievable.