1. Pre-requisite modules

none

2. Module aims and objectives

London is a global headquarters for the cultural and creative industries, and a world leader in performance, design and media. This module offers students the opportunity to look behind the scenes of the city’s cultural institutions and creative outlets, in order to understand how they have contributed to its identity and economy as a global city.

Led by a team of academic experts and contributors to the creative industries, students will be introduced to theories and concepts relating to both the creative practices, and their relationship with urban cultures, within the context of globalization. Students will then explore London’s cultural highlights through participatory experiences and creative challenges. Finally, they will follow up a creative area of their interest in more depth in a final project.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

A1 Demonstrate understanding of the ways in which the creative industries have contributed to London’s cultural identity on both a local and international stage.

A2 Articulate the elements and contexts that define and distinguish these creative industries, outlets and media products.

B) Skills

Upon successful completion of this module the students will be able to:

B1 Research and critically appraise relevant theories, concepts and practices and show evidence of ability to make connections and comparisons with other articulations.
B2 Evaluate and draw upon a range of sources and conceptual frameworks appropriate to the research area.

B3 Organise and manage supervised, self-directed projects.

4. Indicative content

Through lectures, activities and field visits, in museums, workshops, studios, commercial spaces, media outlets and performance spaces, the module will take a thematic approach to where creativity and communication is situated, and understand the significance of place to identity.

Subjects and visits will be drawn from:
- Fashion houses and costume design archives,
- Interior Design Space and Urban space
- Theatre, film, dance and performance spaces and events
- Media, Advertising and Public Relations outlets
- Photographic outlets, spaces and archives

An example of the way that a visit will be incorporated into the learning methods of module is a ‘Field trip to National Theatre or Royal Court’ to investigate London as a world capital of performance.

The aims of the trip would be
- to look at how the complex world of government subsidy, commercial production, private patronage and controversial lottery money has enabled London to become the capital of world performance, producing ground-breaking new writing, and creating new narratives for a diverse city.
- to explore how, in a post Brexit Europe, it will rebuild its image

This trip would follow these indicative steps:
- Field visit: backstage at the National Theatre or Royal Court, with possible ‘Script in a Day’ workshop
- Reading: Play text, reviews, arts council background material and other related critical texts
- Follow up Seminar: Analysis of experiences from class visit and play, reflecting on specific and general aspects of theatre in global London

Regent’s University London Module Specifications
5. Learning and teaching methods

The module will be taught through visits, lectures, activities and research. Students will have readings to prepare for a topical session led by a subject specialist, followed by a related experiential learning activity. Students will be asked to make connections between the subjects and experiences in follow-up group discussions. Deeper learning on a final piece of research will draw on creative, research, reflective and cognitive skills.

<table>
<thead>
<tr>
<th>12 credit module – 120 learning hours</th>
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</thead>
<tbody>
<tr>
<td><strong>Directed learning</strong></td>
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<tr>
<td>Seminars (including visits)</td>
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<tr>
<td><strong>Collaborative Learning</strong></td>
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<td>Tutorials (1:1 and group)</td>
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<tr>
<td><strong>Self-directed learning</strong></td>
</tr>
<tr>
<td>Preparation for class</td>
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<tr>
<td>Self-study after class</td>
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<tr>
<td>Preparation for assessments</td>
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<tr>
<td>Assessment</td>
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<td><strong>Total</strong></td>
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6. Assessment and relative weightings

**Assessment 1 (50%): Media Diary**

Students will reflect on the creative industries’ topics and visits using a creative form of presentation. The media diary will focus on the influence of London, by and on the creative areas and outlets. Submission, with regular entries, in blog, vlog, video, photo-diary or other creative format.

**Assessment 2 (50%): Research project**

Students will carry out a research project on one cultural or creative industry, individually investigating an angle in depth and producing a 1500-word report.

7. Mapping of assessment tasks for the module

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>A1</th>
<th>A2</th>
<th>B1</th>
<th>B2</th>
<th>B3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media diary</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
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<tr>
<td>Research project</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
8. Key reading

Books

Extracts from these sources
Kong, L. (2010) Creative Economy, Global City: Globalizing Discourses and the Implications for Local Arts, Sage

Articles
Available at: http://uk.businessinsider.com/sorry-new-york-london-is-the-world-capital-city-2014-10?r=US&IR=T
Bound, R (2016) Is London still the cultural capital of the world?
Available at: https://monocle.com/radio/shows/culture-with-robert-bound/258/
Available at https://www.london.gov.uk/what-we-do/arts-and-culture/vision-and-strategy/20-facts-about-london%E2%80%99s-culture
Jones, D (2016), Move over, New York: Why London is the greatest city, BBC Culture
Available at: http://www.bbc.com/culture/story/20160509-move-over-new-york-why-london-is-the-worlds-greatest-city
Sujic, D (2017) Why London is Europe’s design capital
Available at: http://edition.cnn.com/2016/09/07/design/deyan-sudjic-london-design-museum/
Polis, LSE (2016) London is Dreaming of London: Culture and Identity in the Capital
Available at: http://blogs.lse.ac.uk/polis/2013/11/15/london-is-dreaming-of-london-culture-and-identity-in-the-capital/