Bemidji State University

TADD 3090: Leadership in Creative Industries

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

Whether a student wants to become a Bootstrapping Freelancer, Art Director, or Creative Cottage Industrialist, this Leadership in Creative Industries course effectively matches artists, designers, and makers creative skills and interests with the developing marketplace. Through case studies, guest lectures, and presentations, students will develop creative solutions that support and expand their artistic capacity. Students will learn the theory and practice of the innovative leadership skills essential to lead effectively in creative fields. Through this learning experience, students will understand the creative process, creativity, and the range of variables to lead creative people more effectively.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Creativity and Creative Industries.
2. The Role of Leadership in Creative Industries.
3. Understanding and Managing Makers.
4. Building a Creative Community.
5. Creative Work vs. Creative Leadership.
6. Leadership in Creative Spaces that Facilitate Creativity.
7. Shared Leadership, Diversity, and Creativity.
10. Leadership in the Art & Design Industries.

D. LEARNING OUTCOMES (General)

1. apply the theory and practice of creative leadership skills in creative industries.
2. debunk commonly held myths about leading a creative workforce grounded in evidence-based research.
3. effectively match their creative interests and skillsets with the developing marketplace.
4. become creative cottage industrialists to support and expand their artistic capacity.
5. develop an awareness of professional issues relevant to the art and design industry.
6. summarize contract concepts for creatives and pricing strategies for creative work.
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted