

Rethinking Final Year Projects and Dissertations: Creative Honours and Capstone Projects

1. Example title

Creative Exchange: Multidisciplinary Media Arts Practice in an Industry Context

2. Contact details and context

Institution: James Cook University

Name: Mitch Goodwin

Degree Programme: New Media Arts

2. Brief description of the project

Creative Exchange (CXC) is designed to capitalise on a common thread of interdisciplinary practice built into the New Media Arts degree programme which features five disciplines, Sound and Music Media, Illustration and Visual Media, Contemporary Theatre, Media Design and Photo Media. The degree teaches students the practical and theoretical concerns and specificities of each area through a core programme of subjects that focus on convergent production methodologies. Projects are devised by staff, students and the wider community and are observed at close quarters by a panel of industry and academic personnel. It is common that these projects demand a rapid expansion into technical areas that either build on existing skill-sets or draw from available expertise in the local creative industry sector.

Students undertaking CXC are encouraged to design their own projects, but can also work with staff, client and community groups to design projects. Each project team must include at least 3 disciplines - this might include student expertise from outside of the school and in the past has featured students and staff from Information Technology, Education, Anthropology and Business - and project teams must develop a professional “shop front” to represent their professional identity online and in the public space. Built into the programme is a heavily structured pre-production phase which takes its cues from production based methodologies commonly found in film, game and media design studios. These documents are developed early, often pre-semester, and evaluated by a panel of industry professionals who are representative of the major disciplines from the New Media Arts programme. Finally, all projects must have a public or industry relevant launch event. Students are encouraged to engage with local venues and event management professionals and spend a considerable amount of time developing logistical run sheets, Occupational Health and Safety plans, promotional material and media savvy PR collateral with the School’s Community Engagement and Events Officer and Facilities Management team.

4. Source

<http://insight.glos.ac.uk/tli/activities/ntf/creativehops/examples/Pages/Arts,MediaandHumanitiesExamples.aspx>