



UWI

MONA CAMPUS
JAMAICA, WEST INDIES

BECOME A LEADER IN THE **CULTURAL & CREATIVE** INDUSTRIES

Pursue a Bachelor of Arts In
Cultural and Creative Industries

3 YEARS
FULL TIME

5 YEARS
PART TIME

**APPLICATION
STATUS
OPEN**

If you are currently working in the cultural and creative industries and want to learn how to create economic value to these industries; or if you are in the field then this programme is right for you.

ENTRY REQUIREMENTS

- **5 CXC/CSEC subjects** (General Proficiency), Grades I-III or equivalent, including English Language, plus 2 Units of CAPE or its equivalent to enter into the Full Time programme.
- Applicants who do not meet the CAPE requirements will be considered for **Part Time registration**.
- **An Associate Degree** from a recognised institution is also applicable.
- Applications from mature students without these qualifications will be considered on the basis of merit.

For more information contact:
Faculty of Humanities and Education
The University of the West Indies
Mona, Kingston 7, Jamaica
Tel. (876) 977 - 3659, 970 - 1666
Fax: (876) 977-0622
Email: fhe@uwimona.edu.jm

COURSE DESCRIPTION: BA Cultural & Creative Industries

The BA Cultural & Creative Industries recognises the key role of creativity and cultural diversity in the building of new knowledge economies. It also recognizes that the potential of artistic and creative outputs for wealth creation and income generation is best realized by individuals rooted in academic knowledge, trained in relevant competencies, and able to critically assess trends and developments in the field. This programme aims to enable students to meet this human resource need in the cultural and creative industries.

Students in the programme receive academic grounding in an area of their choice, while also receiving exposure to the creative industries, and developing skills in conducting various aspects of sectoral operations. This is achieved through registration in courses in **THREE** Clusters: a **Disciplinary Cluster**, a **Fundamentals Cluster**, and a **multidisciplinary Cultural & Creative Industries Cluster**. The programme is designed to be flexible and allow students to develop a myriad of different directions and enable them to enter into processes of convergence of content, technology and business practices.

CLUSTER OPTIONS:

1. DISCIPLINARY CLUSTER	
<i>Options in the Faculty of Humanities and Education</i>	
➤ History	➤ Linguistics
➤ Philosophy	➤ Literatures in English
➤ Spanish	➤ French
➤ Library and Information Studies	
<i>Options in the Faculty of Social Sciences</i>	
➤ International Relations	➤ Political Science
➤ Psychology	➤ Sociology
2. FUNDAMENTALS CLUSTER	
➤ Consist of 24 compulsory credits which form the core of the programme	
3. MULTIDISCIPLINARY CLUSTER	
➤ Cinematic and Audio-Visual Arts: This Cluster explores film, drama, radio broadcasting, and/or music from the perspectives of their creative content, their place in contemporary culture, and their production.	

<p>➤ Research & Documentation in the Cultural and Creative Industries: This Cluster allows students to develop the skills to engage in researching, documenting, and reporting on the CCIs.</p>
<p>➤ Digital Arts, Science & Education: This is a Cluster geared towards students who have an interest in ICT and its applications to and for the CCIs, for instance to reach audiences and markets, to develop training tools, and to develop content.</p>
<p>➤ Speech, Voice & Language: This is a Cluster which focuses on the technical aspects of voice use and vocal production. It is geared both to those who might (aspire to) function as performers, trainers, coaches, broadcasters, or in any other profession which revolves around the voice in performance.</p>
<p>➤ The Performing Arts: This Cluster is intended for students who see themselves as involved directly in the Cultural and Creative Industries as performers, directors, or producers.</p>
<p>➤ Writing in/for the Cultural and Creative Industries: Literature, Print Media & Publishing: This Cluster is aimed at students who are interested in developing skills in all areas of writing which might be relevant to the CCIs, whether these be at the creative or the business end of the industries.</p>
<p>➤ Languages and Globalization in the Cultural and Creative Industries: This Cluster is for students who have an existing or developing proficiency in at least one foreign language and are interested in the role of languages as vehicles of cultural transmission and in the globalization of the CCIs. This Cluster requires a minimum of 27 credits.</p>
<p>➤ Multidisciplinary Approaches to Culture: This Cluster allows for the critical examination of cultural practices at different levels (local, regional, global) from academic perspectives which include gender studies, philosophy, anthropology/sociology, and history, and provides a basis for the pursuit of research supporting the industries.</p>
<p>➤ Business & Entrepreneurship: This Cluster is for students with interests in the business end of the CCIs, and who see themselves managing practitioners, events, marketing strategies, and developing their own business ideas.</p>
<p>➤ Public Policy & Economy: This Cluster targets students with an interest in public policy and who see themselves working at the national, regional, or global level in bodies operating in the public sphere, whether governmental or non-governmental, with relevance to the CCIs.</p>