



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-503	Digital Culture, Innovation and Technology	10
Prerequisites	Department	Semester
-	Design & Multimedia	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Art & Design	English
Level of Course	Lecturer(s)	Year of Study
2nd Cycle	Prof. Klimis Mastoridis	1st
Mode of Delivery	Work Placement	Corequisites
Face-to-face	N/A	-

Course Objectives:

The main objectives of the course are to:

- Introduce students to the broad field of the cultural and creative industries and provide them with both knowledge and experience related to the importance of current and emerging technologies.
- Examine, compare and critically analyse relevant socioeconomic theories of creative industries questioning the impact of technology on creativity and the role of creativity in economy as well as its value for societies.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Explore and define the role of the community in the establishment and development of creative enterprises.
2. Understand the ways in which the creative industries are evolving and the challenges they face due to their interdependence with technological advancements.
3. Discuss various models of creative industries in different contexts demonstrating an understanding of the way they function.
4. Acquire the practical and entrepreneurial skills required to succeed in the creative industries.

5. Understand the role of government policy makers and how the creative economy affects consumers.
6. Demonstrate skills in researching and analysing information from a broad range of sources and presenting their findings in a coherent way.

Course Content:

Introduction/overview of the organization of creative industries. Case studies, examples of national/local variations. The role of creativity in global economies and the aspect of competitiveness. How to explore the relationships between economics and culture. Creative industries in leading economies and the role of new technologies. Exploration and innovation, creativity and culture as entrepreneurial activities. How to evaluate and assess cultural and creative practices. Engagement in the creative process by designing a creative product that is marketed and sold.

Learning Activities and Teaching Methods:

Lectures and seminars on specific topics and case studies. Group discussions related to readings. Students to develop their critical analysis and argumentation skills. Tutorials offer guidance and monitor progress. Creative projects incorporating technologies employed in the art & design industries.

Assessment Methods:

Design projects and research. Essays, library work and research. One-day projects. Seminars, presentations & handouts. Written tests and reports. Class attendance & performance.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Digital cultures	Martin, Royston Creeber, Glen	McGraw-Hill Education	2009	ebook
The Cultural Industries	Hesmondhalgh, D.	SAGE Publications Ltd	2012	978- 1446209264
Lecturer's notes &	Klimis Mastoridis	Online		

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Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Creative Industries	Hartley, J.	Wiley-Blackwell	2005	978-1405101486
Creative Industries: Contracts between Art and Commerce	Caves, R.	Harvard University Press	2002	978-0674008083