

PERFORMING ARTS UNIT 1

Term 1

During term one students will complete activities that will enable them to:

1. understand the concept of the creative economy;
2. appreciate the diversity of career choices available in the creative economy
3. understand the importance of developing the arts from a business perspective;
4. appreciate the importance of the arts as business;
5. understand the elements of creativity;
6. develop an understanding of a business idea for the arts;
7. understand the key elements in starting up a business for the arts;
8. understand the key elements that comprise the funding environment;
9. appreciate the role of leadership in cultural enterprise development

Term 2

During term two students will complete activities that will enable them to:

1. understand the traits and attitudes of a successful creative entrepreneur;
2. understand the key elements in developing and planning for a cultural enterprise;
3. develop an understanding of the key elements of innovation in problem solving;
4. appreciate the processes involved in the funding of a cultural enterprise;
5. appreciate the key elements involved in marketing and promotion of cultural products.

Term 3

During term three students will complete activities that will enable them to:

1. apply the key concepts of business development to a cultural enterprise, project or event;
2. understand the use of the project management process in the implementation of creative project;
3. promote and produce a creative project; and,
4. document their findings into a journal, portfolio, case study, or project evaluation.