

McDaniel College Budapest
COM 3365: Creative Arts Management
Course Syllabus, Spring 2018

Instructor: Andras Gerevich (with guest lecturers)

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Office Hours: by appointment

Course Overview:

This course is designed to create content for the college's online magazine, (kontrasztmagazine.com) and to organize and curate a multi-genre event, a one-day festival, in cooperation with the magazine. The syllabus is still flexible regarding both projects and tasks, I plan to discuss and create the final syllabus with the group in the first class together.

The course will constitute of several kinds of activities.

1. Creative Writing

You are expected to write short stories, reviews of films/books/exhibitions/etc, opinion pieces, conduct interviews, poems, etc. We will be workshopping and improving these stories for the magazine

2. Creative Filmmaking

You will also have the chance to produce video material. Several of the classes will be focusing on making short films. These can be short 3-7-minute documentaries on specific subjects of interest, interviews, reports on events, or even artistic etudes, poetry films, etc.

3. Creative Arts

Other content on the website can be photos, cartoons, all kinds of artwork. I will try to help with such material too, if needed, however, this is not at the focus of our course.

4. Cultural Event

You will organize and curate a Final Event (a one-day festival) that will be composed of many elements, these can be an exhibition with an opening ceremony (you can have an open call for material and then select the work for display), followed by a reading, perhaps a theatrical performance, a cabaret, a slam or storytelling competition, and even a musical concert, etc. You can also curate a screening of student short films made at other colleges in Budapest by international students. It will be up to you again to create and produce or select and curate the content, to find a cultural space and then to promote the event, reaching out to potential participants and an audience (the most difficult task) through traditional methods and social media, etc. We will be going beyond McDaniel to try to reach out to all international students in Budapest interested in the arts.

5. Promotion of Magazine and Event

Student Learning Outcomes

- You will learn or improve your writing skills in different formats and genres, and contribute to producing and editing an online magazine
- You will learn or improve your visual storytelling and filmmaking skills through practical exercises
- You will learn the basics of organizing and curating cultural events in practice
- You will be practicing all the skills needed to run a magazine and an event, including creating and curating content, organizing the framework, and doing all the invisible but essential background work

Tasks

Each student is required to submit at least two pieces of writing and one short film, revising and reediting all projects at least once, in line with group discussions and consultations. You are required to read all of each other's work and give feedback in class discussions. You are required to take responsibility for the different tasks of organizing the event and work on it on a week-to-week basis. We will finalize the allocation of tasks and responsibilities as we go along the term.

There will be no mid-term or final exam. By mid-term you have to have at least one piece of writing revised and in final form, and a first draft of the second writing, and a first draft of an outline for the short film or interview you will be shooting. The final exam will be the cultural event.

Class Participation

This is a practical course, participation is mandatory and carries weight when measuring final grades.

Text: You will be given short 5-20 page articles to read and short videos to watch along the term.

Attendance and lateness

Participants are strongly advised to attend each class. Attendance counts for 15% of the final grade. Three excused absences are permitted for such reasons as visits to embassies and immigration office, moving flats, etc. Prolonged absence due to documented illness or injury may also be excused. Grades begin to drop **after three absences**. Attendance is expected from the moment a student is enrolled in a course; if, for example, a student has registered for a given course but is not present during the first week of the semester, then those missed classes will count as absences. Appeals for excused absences can only be made to the Director of Academic Affairs. For such an appeal, medical certificates, stamped doctor's notes, and other documents are expected. Students are responsible for making arrangements to make up for missed work.

Course Grade	
2x written pieces:	25%
Short film:	15%
Participation in class discussions:	25%
Participation in organizing event:	35%

Academic Honesty

Participants are expected to adhere to the McDaniel College Honor Code. Participants must deliver their own original material, unless proper citation is used and the cited content appears in an appropriate context. Instances of plagiarism will result in a failing grade and will be reported to Director of Academic Affairs and to the Dean as required by College policy.