GCIN4001 Global creative industries research project (capstone experience)

Course Coordinator: Dixon Wong Heung Wah
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Lectures: Wednesdays, 2: 30-4.20 pm. CPD-LG. 59

Course Content

Students who enrol in this course are expected to pursue an independent research and submit a research paper under my supervision. Students are required to thoroughly explore a topic of interest to them in relation to the development of the creative industries in the Greater Bay Area in Southern China. We require students to show through their independent research and research paper that they are able to combine and apply what they have learned from the GCI courses they have been taking so far.

The course will be divided into 3 parts. The first part is a series of research skills workshops. The first workshop is to teach students how to do a thorough and critical literature review. It is then followed by another workshop on how to formulate a sensible research question. The third workshop is about methodology and data collection method. The second part is fieldwork that students conduct their independent research. Students will be required to report their findings in the final part of the course through a presentation in the class, while at the same time a series of workshops about data analysis, strategy formulation, and research report writing will be organized.

By the end of the course, students will be asked to submit a final research report. There is no word limit for the report.

Students are required to form groups to conduct research projects and presentation. The maximum number of members of each group is 3.

Learning Objectives

By the end of the course, you should be able to:
- Conduct a proper independent research on one of the creative industries they choose in the Greater Bay Area;
- Understand the creative industry they choose in the Area;
- Identify the key issues concerning the creative industry they choose in the Area;
- Evaluate and reflect upon the various methodologies used to analyse creative industries;

- Diagnose the challenges facing those involved in the creative industry they choose in the Area;
- Formulate sensible development strategies for those companies involved in the creative industry they choose in the Area.

Teaching Methods

Lectures, workshops, and student presentations.

Assessment

Assessment will be by **final research report (50%), group presentation (40%)** and **class participation (10%).**

1. *Final Research Report*: Each group will be required to submit a final research report. An evaluation matrix will be distributed in class.

2. *Class participation*: We will do roll call randomly. You are also required to participate actively in-class discussion. You will be assessed on (a) whether you attend workshops and (b) whether you participate the in-class discussion.

3. *Group presentation*: You are expected to do a presentation about the findings of your research. **All students must attend presentation.**

Course Outline (subject to change)

1. **How to Do Literature Review? (17/01)**

2. **How to Formulate Sensible Research Question? (24/01)**

3. **Methodologies and Data Collection Methods (31/01)**

4. **Fieldwork [no class] (07/02)**

5. Fieldwork [no class] (14/02)

6. Fieldwork [no class] (21/02)

7. Fieldwork [no class] (28/02)

8. Fieldwork [no class](07/03)

9. Fieldwork [no class](14/03)

10. Fieldwork [no class](21/03)

11. Fieldwork [no class](28/03)

12. Presentation (04/04)

13. Data Analysis (11/04)

14. Strategy Formulation (18/04)

15. Report Writing (25/04)

Deadline for Submission of Final Research Report: 5pm on 28 of May 2018