

Master of Cultural and Creative Practice

The Master of Cultural and Creative Practice is a 180-point coursework master's degree for those seeking a career in the arts or creative sector, or for professionals wanting to enhance their existing knowledge and career prospects. As a transdisciplinary programme, this degree focuses on the promotion of cultural and creative practices, for example, originating and framing community-based projects or developing business models for the promotion of cultural heritage.

This programme caters to students wanting to explore the diversity of cultural expression, through promoting cultural and creative endeavours strengthened and enriched by a robust approach to practice.

Duration

Full-time: 1.5 years

Part-time: 3 years

Two start dates each year

Start in February or July

Located at

AUT City Campus

Contact

Programme Coordinator
Rachel Carley
rachel.carley@aut.ac.nz

Entry requirements

The minimum entry qualification is a three-year bachelor's degree or equivalent qualification, with a B grade average or higher. This is a transdisciplinary degree, which means that it is open to graduates from a wide range of bachelor's programmes.

If you plan to study part-time or to trial postgraduate study you can enrol in the Postgraduate Certificate in Cultural and Creative Practice (four level 8 papers).

Learning journey

The Master of Cultural and Creative Practice is a coursework programme, rather than a research degree. You need to complete 120 points of coursework (8 papers), as well as a 60-point internally examined research project. The final project is a pivotal part of this degree, as it consolidates and applies the experience and new knowledge acquired during the 120 points of coursework. The research project is formatted as a report.

It is expected that all students will use and contribute their creative knowledge and skills, and their own heritage and cultural understanding to create a dynamic space in which to learn and undertake applied cultural and creative research.

Graduate capabilities

Graduates are expected to be critically reflective, enterprising practitioners who have advanced knowledge and understanding in their chosen field of practice. They will contribute to the cultural and creative sectors through research, entrepreneurial approaches to practice, a robust collaborative ethos and demonstrable leadership skills.

Possible career tracks

Areas of employment relevant to the degree include arts and cultural management and strategy, curatorial practices, place-making, heritage arts, performance, entrepreneurs working in creative/cultural contexts, content producers for digital spaces including virtual and augmented reality, film, participatory art projects, etc.

How to apply

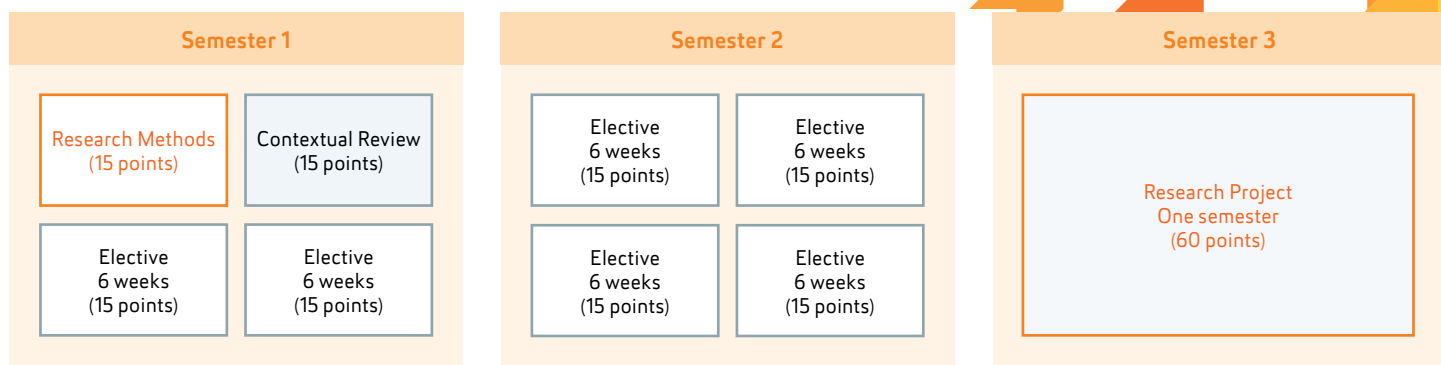
Read the Application Guide on the Master of Cultural and Creative Practice page on the AUT website.

If you are suggesting your own research project, you need to consider the historical, social and cultural implications of your proposal. Locate the project within appropriate contexts, identify a list of methods you might use and provide background to the proposed research. You need to establish the audience or target group and outline prospective outcomes from this research. Include a reference list of information sources relevant to your research proposal.

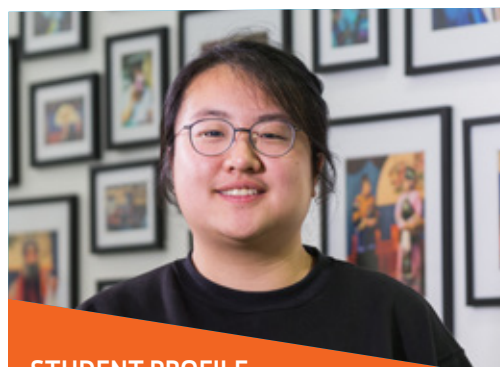
If you want to join an existing or advertised research project, you need to state your area of expertise and what research capabilities you can contribute to the project.

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Programme structure: 180-point degree



Correct at time of publication – November 2018.



STUDENT PROFILE

Yadan Zheng

Master of Culture and Creative Practice

Yadan's research within her Master of Cultural and Creative Practice looked at how the social media platform WeChat could help promote the Huadeng opera – a declining traditional cultural practice in her home province, Yunnan in China.

Yadan's supervisor Dr Ella Henry, says, "Yadan's master's degree was innovative in that it incorporated an analysis of a traditional cultural practice and the way contemporary digital technology could enhance ancient Chinese traditions."

Postgraduate Certificate in Cultural and Creative Practice

This programme is open to students with a bachelor's degree or those who can demonstrate equivalent and relevant academic and professional experience.

This postgraduate certificate is aimed at students who want to advance their undergraduate study or professional interests.

If you achieve a B average and decide you want to continue with the Master of Cultural and Creative Practice, you can apply to have the postgraduate certificate papers credited toward the master's degree.

Postgraduate facilities

The School of Art and Design includes the internationally recognised St Paul St Gallery.

All students in the Faculty of Design and Creative Technologies have access to expertise, specialist facilities, equipment and library resources.

The School of Art and Design provides a wide range of traditional and high-tech options for students to inform their practice-led studies.

Alongside on-site resources there are specific resources for Māori and Pacific students, including MAI ki AUT hosted by Te Ara Poutama, the Faculty of Māori and Indigenous Development, and the broader postgraduate resources provided by AUT.

