

# Arts Entrepreneurship 12

## Unifying Concepts

Students will be expected to

- develop an understanding of the dimensions of the cultural industries, both locally and further afield, and identify personal connections within their areas of interest
- apply specific techniques and processes, including critical reflection, as they create works of art
- demonstrate an understanding of entrepreneurship as it applies to the creative economy and make connections with entrepreneurs as they plan, implement, and evaluate a cultural mini-venture
- plan, implement, and evaluate an arts entrepreneurship project that builds on understandings developed in Modules 1, 2, and 3

## Specific Curriculum Outcomes

### Module 1: The Culture Business (25–30 hours)

Students will be expected to

- 1.1 investigate dimensions of cultural industries in a 21st-century creative economy
- 1.2 demonstrate an understanding of the role of arts and culture as generators of wealth
- 1.3 investigate roles that creativity, innovation, and cultural diversity play in economic development and quality of life and place
- 1.4 investigate the Nova Scotia government support for the creative economy through its cultural policy and commitments to arts, cultural industries, and heritage
- 1.5 inquire critically about the range of governmental and non-governmental funding sources for the cultural industries in urban and rural areas
- 1.6 make personal connections within their area(s) of interest and identify career opportunities

### Module 2: The Artist within Me (25–35 hours)

Students will be expected to

- 2.1 create artwork in a core arts discipline that expresses personal response to an issue(s) of people, place, or environment
- 2.2 demonstrate understanding of the steps in the creative process, including risk taking and critical reflection
- 2.3 compile a portfolio that documents all aspects of the creative process, from initial exploration to finished product
- 2.4 operate tools, including hardware, software, and materials, during the creative process

### Module 3: The Mini-venture (25–30 hours)

Students will be expected to

- 3.1 investigate dimensions of entrepreneurship, including 21st-century entrepreneurial skills, as they apply to cultural industries
- 3.2 make connections and work with cultural entrepreneurs in an area of personal interest
- 3.3 explore aspects of intellectual property, venture management, advocacy, and marketing as they relate to entrepreneurship in the cultural sector

- 3.4 analyze the multi-faceted role that technology plays in the cultural industries
- 3.5 imagine, plan, implement, and evaluate an innovative cultural mini-venture
- 3.6 assess, individually and in collaboration with others, lessons learned for the future

## Module 4: The Arts Entrepreneurship Project (30–40 hours)

Students will be expected to

- 4.1 develop a plan for an arts entrepreneurship project identifying options, components, resources, risks, and timelines, working with an entrepreneurship mentor
- 4.2 implement the project
- 4.3 demonstrate 21st-century entrepreneurial skills, including critical thinking, problem solving, risk taking, innovation, flexibility, and accountability
- 4.4 evaluate the project, individually and in collaboration with others, identifying lessons learned