

Programme

Qualification awarded

Bachelor of Arts

Length of the programme

48 months

ECTS credits

240

Level of qualification

Bachelor

Mode

Full-time

Language

Dutch, with parts in English

School

Minerva Art Academy

Locations

Leeuwarden

Popular Culture

Profile of the programme

Description of the Program

Graduates of the degree program Popular Culture have developed a thorough knowledge of current pop culture, their own views about what and how they can contribute to this domain, and specific personal skills and expertise with respect to conceptualization, art direction, creative design, production and performance, and the entrepreneurial and organizational skills required to put this competence into a fruitful professional creative practice.

Exploring the domain of Pop Culture and the Creative Industries students at the Academy of Popular Culture not only learn to build their own creative practice but also to independently develop an artistic, musical and/or visual interdisciplinary identity that helps them to take position as an Artistic Professional/Creative Entrepreneur.

Learning outcomes

Learning Outcomes

Students at the Academy of Popular Culture gain skills that enable them to independently develop a professional creative practice in the domain of popular culture. The bachelor degree Popular Culture proves students to be equipped with the competences required to perform the core tasks of an Artistic Professional/Creative Entrepreneur:

1. *To explore & observe.* Studying trends and developments in contemporary society in relation one's own creative practice and positioning oneself as an artist and creative entrepreneur in this context.
2. *To Fantasize & imagine.* Researching, developing and pitching an inspiring concept based on personal core values, to establish authentic consistency in artistic production and creative enterprise.
3. *To design & test.* Producing and testing multiple beta versions of products, services or events, to represent, compare and analyze possible creative/artistic output and outcome.
4. *To finish & deliver.* Presenting and distributing a finalized product, service or event to the audience, target group or client.
5. *To plan & direct.* Steering, disposing and improving the creative production process, work environment, network(s), partnership(s) and research and development program(s), and making this transparent for those involved.
6. *To sow & reap.* Preparing an optimal impact and gain by seeking opportunities to invest, enterprise and harvest.

The degree program Popular Culture requires students to take an interdisciplinary approach to their study, improving their abilities to connect and collaborate as professional artists and optimizing their opportunities as an entrepreneur in the creative industries. Didactics and grading at the Academy of Popular Culture are practice based and product oriented, which accustoms students to work, perform and enterprise in the real world of (international) pop culture.

The Bachelor degree program in Popular Culture comprises 240 ECTS credits (a first-year program of 60 ECTS credits and a post-propaedeutic program of 180 ECTS credits).

The content of the post-propaedeutic program is based on the international professional profile of an Artistic Professional/Creative Entrepreneur.

The post-propaedeutic program comprises a Major and an optional Minor. The Major is composed of compulsory and elective units enabling the student to develop a personal professional profile within the domain of Popular Culture. The optional Minor offers an opportunity to extend this profile in a chosen field outside the domain of Popular Culture.

As a practice-orientated degree program the study includes a work placement (30 ECTS credits) and other practical assignments forming an essential and compulsory part of this program, as does a graduation project (60 ECTS credits). Students at the Academy of Pop Culture receive an all-round education that is distinguished by its practice-based entrepreneurial approach.

Programme

Popular Culture

credits

First Year	60
□ Semester 1	30
▫ Project CLAN	5
▫ Project PITCH	5
▫ Project TRY	5
▫ Project Coretask 1	5
▫ Project Coretask 2	5
▫ Project Coretask 3	5
□ Semester 2	30

▫ Project LEAD	5
▫ Project TELL	5
▫ Project SHOW	5
▫ Project Coretask 456	15
Second Year	60
▫ Semester 3	30
▫ Core Programme	15
▫ APVB21KP - Core Programme	15
▫ Body of Pop 1	10
▫ APVB21BOP1 - Body Of Pop 1	5
▫ APVB21BOP2 - Body Of Pop 2	5
▫ Elective module 1	5
<i>selection of following courses</i>	
▫ Semester 4	30
▫ Project Pop	15
<i>selection of following courses</i>	
▫ APVB21PRPOP - Project Pop	15
▫ Body of Pop 2	10
▫ APVB21BOP3 - Body Of Pop 3	5
▫ APVB21BOP4 - Body Of Pop 4	5
▫ Elective module 2	5
<i>selection of following courses</i>	
Third Year	60
▫ Internship	30
▫ APVB21STAGE - Internship	30
▫ Minor	30
Fourth Year	60
▫ Graduation project part 1	30
▫ APVB21AFST1 - Graduation project part 1	30
▫ Graduation project part 2	30
▫ APVB21AFST2 - Graduation project part 2	30

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