Hanze

Exchange-programme

Qualification awarded
-

Length of the programme
-

ECTS credits
-

Level of qualification
Contract

Mode
Full-time

Language
English

School
Arts, Design & Built Environment

Locations
Leeuwarden

Exchange International Popculture

Profile of the programme

Unique educational concept
At the programme of Popular Culture/ Minerva Academy of Pop Culture all students work on their own projects. As a minor student this means you have to have an idea for a project you would like to work on during the semester. You have to be able to take initiative and take responsibility for your own learning process. You will join the second year group of our own bachelor programme. You will attend the same classes and if you are interested be able to co-operate with fellow students in a joint project.
You can start twice a year: in the fall semester or in the spring semester.

Learning outcomes

Production house
The production house is a COL (Community of Learners). In this COL you will focus on your personal project. Your role is of an artistic professional in the field of popular culture. Where do you start when you want to create something? How do you make sure you develop a concrete concept? How will you share this with an audience? In the production house the focus is at the progress of your project. You will focus on artistic research and development, also you will receive feedback, join try-outs and do pitches.
Labs
In the labs you focus at the role of an artist. You learn to develop new skills and will experiment in order to bring your artistic project to the next level. In the labs you will focus on practising different artistic skills. What are you going to create and how? You will focus on research by making stuff and develop a variety of artistic products. You will be offered new skills, knowledge and theories.

Based on a questionary you will be connected to at least two labs. Maybe more if possible.

There are two different Performer labs (Voice and Theatre),
There are two different writer/composer labs (Songwriting and Producing)
There are two desinger/visualiser labs (GRAPHICZ and Time Based Media).

Sem.3/Autumn):
Knowledge base Vision development and concepting
In this coretask you will learn what a creative concept is. You will search for examples of creative concepts and develop a personal unique creative concept. With the help of several experiments you will work on an artistic prototype.
Knowledge base Artistic entrepreneurship
In this coretask you will study the characteristics of the creative sector and focus on topics such as communication, marketing and positioning of your personal professional practice.

Sem 4/spring
Knowledge base Pop culture as a phenomenon
In this coretask you will focus on the history and state of the art regarding popular culture. You will look into several perspectives on popular culture. Also you will do research into current trends regarding popular culture with the help of a so called scanplan. You will use the book: 'How to research trends. Move beyond trendwatching to kickstart innovation'.
Knowledge base Sound, visuals and media
In this coretask you will focus on ‘performance’. You will visit 3 interdisciplinary performances and analyse them by using a specific method. Also you will develop a podcast on the theme of interdisciplinarity.

Off course (AUTUMN and SPRING)
Within the offer of the off courses of Academy Minerva, the student chooses a module of choice. The offer ranges from theoretical content modules to practical hands-on modules that are focused on making.

Programme

Exchange International Popculture	**credits**
Part 1	15
selection of following courses	
APVB26IPCT123 - Independent Project CT1, CT2 and CT3	*15*
APVB26IPCT456 - Independent Project CT4, CT5 and CT6	*15*
Part 2	10
selection of following courses	
APVB26VDC2 - Knowledge base Vision Development and Concepting 2	*5*

- APVB26AE2 - Knowledge base Artistic Entrepreneurship 2 *5*
- APVB26PP2 - Knowledge base Pop Culture as a Phenomenon 2 *5*
- APVB26SVM2 - Knowledge base Sound, visuals and media 2 *5*

Elective module 5

electives

share your talent. move the world.

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