

# ESTUDIÁ

## #CREATIVE INDUSTRIES

Name of the course: Bachelor's Degree in Creative Industries

Title: **Bachelor's Degree in Creative Industries**

Level: Bachelor.

Duration: 4 years.

Course modality: E-learning

Associate degree: University Technician in Creative Industries

E-mail: [crea@unraf.edu.ar](mailto:crea@unraf.edu.ar)

### Expands the limits of cultural expressions to make them shine fully

The creativity and talent of those who carry it out are two fundamental elements of any artistic or cultural project. But to make it shine to the maximum of its potential, great management and promotion work is necessary. Many people are in charge of carrying out various tasks related to the production, organization, dissemination and marketing of cultural events. The teamwork of artists and managers makes each idea come true.

This innovative career provides solid professional training to enhance the interface that unites contemporary culture with management and the economy, with the purpose of transforming it into a true industry. It seeks to expand the limits of each cultural experience and enrich it from different languages and formats. These experiences include expressions linked to heritage such as festivals, celebrations, landscapes and museums; performing and visual arts related to graphic design and editing, video games and audiovisual content; and creations that involve creative-based services such as architecture and advertising.

We propose a toolbox for the formulation and management of creative projects that allow you to develop and sustain innovative ventures through laboratories and experimentation workshops that merge technology and culture.

As a professional, you will be able to participate in the planning, production and supervision of exhibitions, events and festivals, in public and private settings. Also, you will have the skills to be part of the teams that generate dissemination content and dissemination and awareness campaigns, in addition to carrying out studies and research related to new audiences or collective heritage.

This proposal is unique in the field of Public Education in the province of Santa Fe and in the entire Central region of the country (Santa Fe, Córdoba and Entre Ríos).

## Program

|             |                                                              |                                         |                                       |                                               |                      |
|-------------|--------------------------------------------------------------|-----------------------------------------|---------------------------------------|-----------------------------------------------|----------------------|
| 1° SEMESTER | University, Society and Knowledge                            | Contemporary Issues                     | Academic Reading and Writing Workshop | Statistics and Calculation Workshop           |                      |
| 2° SEMESTER | Theories of culture                                          | Introduction to the creative industries | Formulation of cultural projects I    | Digital tools workshop I                      |                      |
| 3° SEMESTER | Media                                                        | Visual Arts                             | Formulation of cultural projects II   | Economy and resources for cultural management | English I            |
| 4° SEMESTER | Performing Arts                                              | Digital marketing                       | Innovation and creativity             | Functional creations                          | Project Laboratory I |
| 5° SEMESTER | Public policies, territory and culture                       | Costs and contability                   | Project Laboratory II                 | Entrepreneurial development                   | English II           |
| 6° SEMESTER | Administration of organizational processes and human capital | Financing and investment                | Heritage and cultural heritage        | Legal framework of the creative industry      |                      |
| 7° SEMESTER | Digital tools workshop II                                    | Elective curricular unit I              | Business plan                         | Publics, audiences and market                 |                      |
| 8° SEMESTER | Project laboratory III: Final project workshop               | Cultural technological perspective      | Investigation methodology             |                                               |                      |



Bv. J.A. Roca 989 / CP: 2300  
Rafaela - Santa Fe - Argentina  
T: +54(03492) 501155 int 111  
[internacional@unraf.edu.ar](mailto:internacional@unraf.edu.ar)