

# Center for the Creative Economy

THE DEPOT \* 814 W. BROAD STREET \* RICHMOND, VA 23284-2519

[arts.vcu.edu/creativeeconomy](http://arts.vcu.edu/creativeeconomy)

“Creative skills are desperately needed in order to be competitive in the global economy. These skills are developed in arts-based learning environments.”

**JOURNAL OF BUSINESS STRATEGY**

The United Nations Conference on Trade and Development defines the Creative Economy as a network of industries that center their activity on producing creative assets, potentially generating economic growth and development. This is one of the most rapidly growing sectors of the world economy, fostering income generation, job creation and export earnings while promoting social inclusion, cultural diversity and human development.

## Promoting The Creative Economy at VCUarts

The VCUarts Center for the Creative Economy promotes the Creative Economy as a post-disciplinary, collaborative force that disrupts status quo in order to drive innovation and new business models around the world.

The Center operates three programs, each providing an experiential learning environment that expands the scope of any specific creative discipline. Collectively, the Center and its programs provide students opportunities to:

- \* collaborate with one another and learn from diverse disciplines, experiences, and perspectives
- \* navigate their education in an entrepreneurial way
- \* translate their entrepreneurial mindset to a new world of work, where they can apply their talents, skills and passions in unexpected places



### CREATIVE ENTREPRENEURSHIP

The Creative Entrepreneurship Program consists of four courses that provide the groundwork for the practice of entrepreneurship, emphasizing creative and design methodologies. Undergraduate majors may enroll in any of these courses independently, or apply for admission into the undergraduate certificate program in Venture Creation for a deeper grounding in entrepreneurship and business development.

### COLABORATORY

The CoLaboratory (CoLab) is a post-disciplinary, variable-credit, internship program that provides students with opportunities in hands-on, innovative problem-solving. Students develop career skills and create value in existing organizations and professions through the completion of research-intensive, industry-focused projects. Emphasis is on the collaborative development and commercial application of products that focus on emerging technologies.

### ADVANCED MEDIA PRODUCTION TECHNOLOGY

The Certificate Program in Advanced Media Production Technology is designed to connect graduates with employment opportunities in the expansive field of digital media production. AMPT is a hands-on, project-based program that brings disciplined craftsmanship together with innovative technology to help students define and drive dialogue on the future of sound, sight and motion design. Students are encouraged to approach the development of digital media with a cross-disciplinary, entrepreneurial spirit and to apply information and communications technology in novel ways.

# The Creative Industries Classifications

## The United Nations Conference on Trade and Development definition of the creative industries

The creative industries...

- \* are the cycles of creation, production and distribution of goods and services that use creativity and intellectual capital as primary inputs;
- \* constitute a set of knowledge-based activities, focused on but not limited to arts, potentially generating revenues from trade and intellectual property rights;
- \* comprise tangible products and intangible intellectual or artistic services with creative content, economic value and market objectives;
- \* stand at the crossroads of the artisan, services and industrial sectors; and
- \* constitute a new dynamic sector in world trade.

### Heritage

**Cultural Sites**  
archeological sites, museums, libraries, exhibitions, etc.

**Traditional Cultural Expressions**  
arts and crafts, festivals, celebrations

### Arts

**Visual Arts**  
painting, sculpture, photography, antiques

**Performing Arts**  
live music, theatre, dance, opera, circus, puppetry, etc.

## Creative Industries

### Media

**Publishing and Printed Media**  
books, press, other publications

**Audiovisuals**  
film, television, radio, other broadcasting

### Functional Creations

**Design**  
interior, graphic, fashion, industrial, computational, jewelry, toys

**Creative Services**  
architectural, advertising, creative R&D, cultural, recreational

**New Media**  
software, video games, digitized creative content

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