Shuffle Summary

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       Creative Communication / Communicating Creatively
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The Tasmanian Creative Arts Summer School (TCASS) is a collaboration between community partners in the City of Launceston who offer a range of creative arts workshops over the Summer period.

Under the surface of managing, implementing and reporting on the project, the investigative approach applied to researching and designing the TCASS is fuelled by the desire to examine subtle interplays and tensions existing between ‘creative communication’ and ‘communicating creatively’.

The term ‘creative communication’ attempts to encapsulate the communicative function of advertising and promotional material and how communication is manipulated creatively to deliver clear messages relating to products and services. Placed against this, the notion of ‘communicating creatively’ identifies the ability of artwork to communicate concepts and feelings that exist outside the capacity of articulation through language alone. The purpose of exploring these subtle interactions is to strategically juxtapose the creativity involved in artistic practice with creativity designed for commercial venture. This has been done in order to experiment with outcomes that can be achieved when combining tertiary arts education, festival and event management and commercial strategies applied to marketing multinational fast-moving consumable goods. The research essay thus also explores how training in traditional forms of art-making can increase the ability to achieve the level of visual consciousness required to navigate the image culture of the 21st century.

As an outcome of this research and practical experiment, the final research essay identifies seven key themes that are useful to concurrently explore and develop when organising a community collaborated arts education event. These key themes are: Context; Community and Partnerships; Commerce; Creative Communication; Cultural Tourism, Communicating Creatively and Catharsis.