



Project Management for Creatives

Course Outline



Location: Online

Commitment: 4 - 5 hours per week

Duration: 7 weeks

Who is it for?

This course is for anyone who needs to deliver a creative project: film, TV and digital production; live performance; pitching a research idea or setting up a new business or social enterprise? We don't assume any previous experience, but it helps if you have a project in mind.

Introduction.

Behind every successful creative event there's a lot of hardcore project management. You can't afford to ignore the management aspects of your project, especially if you're looking for funding. Convincing someone else that you're investable usually means showing them that you have some management skills – as well as a great creative idea.

It doesn't have to be painful.

Learning how to innovate and deliver successful projects can be painful. You can spend weeks in a classroom or struggle through a manual the size of a doorstep. Or you can learn through experience, the most painful method of all.

That's why we've developed Creative Project Management. It's a deliberately simple and informal approach to managing creative projects. But it covers all the essential principles, and it's designed to allow your creativity and innovation to flourish. No fuss, no jargon, no bureaucracy.

How to learn creative project management.

Our online workshops provide a mix of practical techniques, case study work, inspiration and discussion with other students in the group. The online classroom looks and feels like a website. Once you've logged in, you work through the learning materials - videos, podcasts, quizzes and practical assignments - in your own time, supported by our industry expert tutors and your fellow students in forums and chatrooms. It's also a great opportunity to practise working collaboratively online,

Practical tools and techniques.

Over seven weeks, each module provides you with some simple practical techniques that you can apply to your own projects. So learning is not only practical, easy to follow and fun, but suits different learning styles and levels.

The Course

Every project tells a story. Because every project has its own narrative, we teach through the language of story. So, come and join the production team of the Melchester Players as they plan their annual charity production; Macbeth meets Peaky Blinders. In the time of Covid. What could possibly go wrong...?



Here's what you'll learn...

Module 1. Are You Ready for the Challenge?

- The story of a project
- Creating a business case
- Getting funding.

Module 2. Working with People

- Building and leading a team
- Dealing with conflict
- Negotiating.

Module 3. Planning your Project

- Obtaining resources
- Creating a timeline
- Building a budget

Module 4. What Could go Wrong?

- Identifying & responding to risks
- Dealing with legal risks.

Module 5. Staying on Track

- Tracking your progress
- Keeping everyone informed

Module 6. Coping with Change

- Assessing the impact of change
- Embracing and working with change.

Module 7. The End Result

- Measuring success
- Dealing with failure.

Your Tutors

Stephen Tofts - Course Director

Steve has more than 20 years' experience teaching and writing about project management. He developed the creative project management method when he realised how ineffective and inaccessible traditional approaches were for managing fast-moving, creative projects.

Keri Davis - Course Tutor

Keri is a writer and producer. Since 1992 he has worked on the BBC Radio 4 drama The Archers, in roles including senior producer, web producer and scriptwriter. As well as the on-air programme, he has produced live shows for theatres and public events, with audiences of up to 1000 people.

You can learn more about our courses by contacting:
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