

CREATIVE TYPES

Challenges of creative research output impact

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Creative Types



CREATIVE TYPES

The height of the civilized world



Research at the VCA and MCM

- Visual art
- Theatre drama
- Theatre lighting/wardrobe/set design/sound design
- Film/television
- Dance
- Indigenous Arts
- Community Cultural Development
- Music performance/composition/musicology/therapy
- Music theatre....

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- **Researching artistic practices**
- **Practice-led research**
- **Research-based practices**
- **Practice-based research**



Creative Types – measuring impact


Traditional outputs

- Journal articles
- Books/chapters,
- Conference proceedings etc.
- Reports

Non-Traditional outputs

- Sound recordings
- Film
- Film and play scripts
- Performances -
dance/drama/music/music theatre
- Performance
creation/dramaturg/sound -set-
costume design
- Art works/Exhibitions

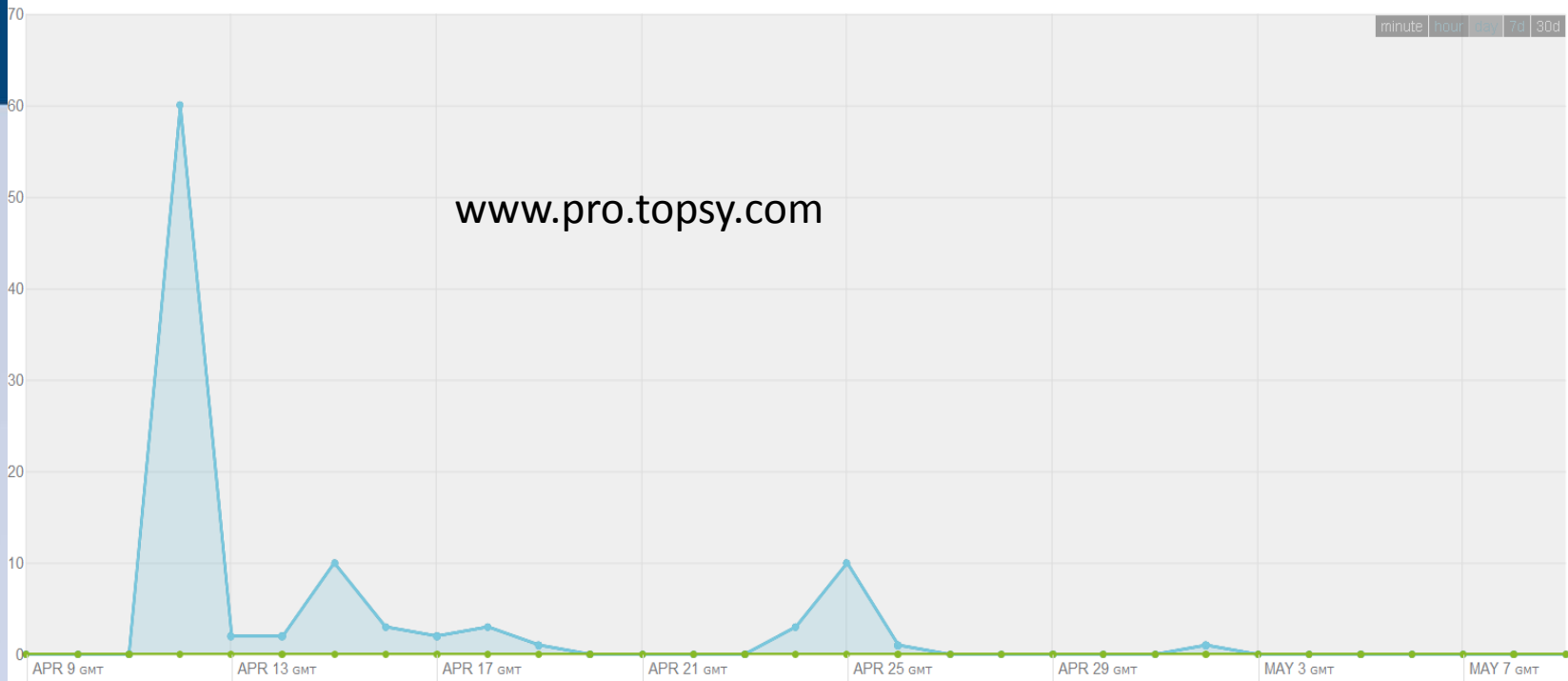
Creative Types – non-trad measures

- Commissions/grants, awards
- Festivals, tours
- Documentation – reviews, CD liner notes, program notes/essays, catalogues
- Play/film scripts performance 
- Hierarchy of venues (galleries/theatres/halls)
- # of sales of sound / video recordings
- # performances, # audience, box office takings, royalties - allied publications/events, sponsors, speakers etc.
- Media – internet, newspapers, television (free/pay), social media
- TV and film ratings



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EXPOSURE

Top Tweets		Terms	
Trending terms			
TERM	TOTAL EXPOSURE	SENTIMENT	EXPOSURE
Overall exposure	353,706	54	
	353,706	54	



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CHALLENGES

- Creative arts has no standard tools eg WoS / Scopus...
- Ensure our “Tool Boxes” (check lists) for each discipline for collecting relative data are kept up to date. Quickly evolving field.
- Universities and research bodies to recognise alternate/non-traditional forms of impact
- Quality vs quantity debate
- Encouraging and providing training to academics to think laterally to keep track of their data output information (to help us!)



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Questions and post workshop
discussion very welcome...

