

Creative Industries Bachelor of Arts

The Creative Industries Program is an interdisciplinary BA program for the creative, knowledge-based and service-oriented economy that is assuming an ever increasing role in the 21st century. By focusing on the creative industries, it views the cultural products and services that they create, produce and distribute as one of the key cornerstones of the economy. It recognizes that this industrial sector has grown increasingly complex due primarily to the impact of information and communication technologies and that the rapid changes it is experiencing require new skills, new business models and new global perspectives. The program also aims to bridge the divide between "suits" and "creatives" -- between creative practitioners and those who manage and commercialize the creative process -- in a sector ranging from media, arts and entertainment, to advertising and design. Students will study the creative disciplines from the perspective of enterprise development and entrepreneurship while undertaking a selection of focused studies in the many creative fields offered through Ryerson's Faculty of Communication & Design.

Approved by Ryerson University Senate 24-Jan-12
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