

PROGRAMME STRUCTURE

BA CREATIVE & CULTURAL INDUSTRIES

DN530

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WELCOME

Thanks for your interest in the BA in Creative & Cultural Industries!

If you're interested in the performing arts, television and film, music, festivals, media, visual arts and museums, or aspire to work creatively in business, the public sector, and digital technology, this course is for you! Combining project-based work with diverse study opportunities and career mentorship, this new four-year BA prepares students for careers in the cultural and creative industries. It's part of DN530, the 4-year BA Humanities Degree in the College of Arts & Humanities.

We focus on producing, managing, and innovating in creative fields, across different artforms and practices. The BA in CCI uniquely offers students the chance to study modules across many subjects, including: art history, film, and visual culture; literature, folklore, and Irish; music history, performance and production; media and communications; information technology; business and law. Varied assessments (including writing, videos, podcasts, and group projects) prepare you for the world of creative work.

This document includes details of the [CCI programme](#), which is coordinated by the [School of Art History & Cultural Policy](#). It complements information found on the general [UCD Orientation website](#), and support offered by [BA Humanities programme](#) advisors located in the College of Arts & Humanities.

Where do you want to go?

Creative Enterprise | Festivals | Galleries and Museums | Theatre and Performance | Television and Film | Broadcasting and Radio | Music | Literature and Publishing | Media and ICT

PROGRAMME COMPONENTS

CORES

Core modules are required for all students in the programme, and focus on central topics and issues affecting the CCIs today. They include academic as well as practice/skills-based modules. Some modules are shared with other programmes, while others are bespoke for CCI students. Your CCI-coded core modules are where you will especially get to know the other students in your cohort, and they're taught by the central members of staff, who coordinate the BA in CCI and provide mentorship and support.

OPTIONS & ELECTIVES

Over the 4 years of the BA, you will select from a list of 100+ **Option modules**, curated annually from UCD's offerings in the humanities, information and communications, and business. Choosing modules from across these subjects will help you explore new areas and enlarge your knowledge. **Elective modules** may be selected more widely from across the university. Your Head of Subject / Pathway Coordinator is there to help guide your choices.

SPECIALISATION

From Stage 2, you will build a **CCI specialisation** (similar to a minor) using option modules, honing expertise in one of five available concentrations:

- English & Creative Writing
- Media & Communications
- Irish & Folklore
- Visual Cultures
- Music History, Performance & Production

STAGE 1

At Stage 1, you will be registered for 7 cores (35 credits); choose 4 options (20 credits); and choose 1 spring elective (5 credits) = 60 credits.

CORE MODULES

CCI10030 Meet the Makers

Meet the Makers is a platform for students to engage with artists, designers, cultural entrepreneurs and producers working in the creative and cultural industries. Each week we meet with professionals from the wider field of arts and culture to discuss different facets of creative work, artistic development, media engagement, career paths, and navigation through the contemporary creative and cultural industries. Individual site visits to cultural venues and events also form part of the module.

CCI10050 Introduction to Creative Industries

This core module introduces the scope and significance of what are termed 'creative and cultural industries' and acts as a hub to connect the range of creative industries and cultural production explored throughout the overall programme. We already engage with many kinds of cultural and creative work, and this module establishes pathways towards future engagement by demonstrating how networks of cultural and creative workers - artists, writers, audiovisual specialists, editors, crew members, producers, and many more - collaborate with each other, and through organisations, to reach audiences.

IS10010 Communication & Media Studies

Information science and social media influence our everyday lives, yet we rarely take notice or attempt to understand their influence. This module introduces students to the topics associated with information science and social media, from a social science perspective. Students gain an understanding of core terms and concepts, as well as demonstrate how they can be applied in everyday life and careers.

MFD10010 Making, Doing, Interpreting

In this module, we explore the similarities and differences between these art forms, as well as the ways that they interact, by examining three stages of the artistic process: making, doing, and interpreting. Our study of making focuses on aspects of authorship, form, and content. During the doing unit, we turn to elements of collaboration, temporality, and medium. Finally, we consider interpretation as a way of exploring audience, critical interpretation, and cultural impact.

CCI10010 Cultural Policy in Context

This module introduces students to how public policy interacts with the creative and cultural industries. Through the study of both policy and creative and cultural products, students will gain insight into how the state supports, funds and engages with these industries for social, economic, and political concerns, both in Ireland and internationally.

IS10040 Information, Society, & Culture

This module introduces students to the general phenomenon of information creation, dissemination, and use in society, looking at historical perspectives and general trends. The module examines key ideas about information and society and ask students to think critically about the social, cultural, political, economic, and technological aspects of the role and significance of information and information technologies in society.

MUS10120 Music, Culture and Society

In this module we explore how music is situated in social and historical conditions, and the ways in which scholars understand music's relationship to culture, including methods derived from musicology and music analysis. We will approach this by examining a series of topics, such as classical music and the canon; music for audio-visual media; and the impact of changing technology on classical and popular music, with an emphasis on selected works to be studied in detail.

OPTION MODULES

40+ modules have been selected as Option modules for Stage 1, drawn across the subjects of Art History, Business, Drama, English, Film Studies, Irish, Folklore, Irish Studies, Languages, and Music.

ACC10060	Introduction to Accounting
AH10070	Dublin: Its Museums
AH10150	The Modern World
AH10160	Art History in the Making
AH10260	Introduction to European Art 1
AH10270	Introduction to European Art 2
BMGT10140	Business Plan
BMGT10150	Project Management
BMGT10160	Global Marketplace
CCI10040	Video Games:Hist/Tech/Culture
DRAM10010	Theatre Context and Convention
DRAM10030	Theatre Matters
DRAM10080	Theatre & Activism
ENG10020	Children's Literature
ENG10030	Literary Genre
ENG10120	How to Read Poetry
ENG10130	Contemporary Irish Writing
ENG10180	Comics and Fantasy

ENG10220	Literature and Crisis
ENG10230	Reading World Literature
ENG10250	Horror Literature
FS10010	Intro to Film & Media
FS10020	Intro to Film & Media Theory
FS10060	Cinema Creatives
FS10070	Doing Film History
GER10150	German History on Screen
IRFL10010	Introduction to Folklore
IRFL10040	Ethnography of the Everyday
IRST10010	Intro to Irish Studies
IRST10020	Intro Irish Cultural Studies
MKT10720	Marketing: An Introduction
MUS10150	Writing about Music
MUS10190	Music Theory 1
MUS10210	Musicianship
MUS10220	Popular Music
MUS10230	Classical Music
MUS10240	Music in Ireland
MUS10260	Introduction to Composition
MUS10270	Music in Human Life
PORT10090	Film and Fiction

Eligible students can also enrol in a number of performance modules at Levels 1 & 2, in place of options/electives.

MUS20320 / 20330	Philharmonic Choir Autumn / Spring
MUS20510/ 20520	Choral Scholars Autumn / Spring
MUS20530 / 20540	Symphony Orchestra Autumn / Spring
MUS20590 / 20600	Gamelan Ensemble Autumn / Spring
MUS20670 / 20680	Composition Ensemble Autumn / Spring
MUS20980 / 20990	Trad Music Practices Autumn / Spring

ELECTIVE MODULES

Elective modules can be drawn widely across the university: we encourage you to use electives to expand your horizons and interests. You can also opt to pursue a [Structured Elective](#) (15 credits, independent of CCI) which will appear on your transcript: languages are a particularly popular choice for electives, especially in preparation for study abroad.

STAGE 2

At Stage 2, you will be registered for 5 cores (25 credits); choose 5 options (25 credits); and choose 2 electives (10 credits) = 60 credits.

CORE MODULES

CCI20020 Managing Culture: Working with People

Working in the creative industries requires getting things done with and through people. This module introduces students to core ideas around working with people including team work, understanding motivation, emotion at work, and conflict. Students may expect a high level of engagement in class sessions, and group as well as individual work.

LAW27300 Law and the Arts

This module introduces the legal framework relevant for the arts, cultural, and creative sectors in Ireland and internationally. It examines how culture is defined in law, what aspects of culture and the arts are regulated, and how different areas of law have both positive and negative impacts on cultural space and creative practice. The module introduces the fundamentals of intellectual property law, as well as cultural heritage law, cultural rights, planning law relevant for cultural public space, the law regulating the art market (incl. debates over colonial era collections), among other topics.

CCI20010 Introduction to Digital Media

This module offers an overview of contemporary digital media, combining theoretical foundations with practical applications. It introduces critical thinking and analysis of issues surrounding digital media, including social impacts, ethical implications, and global interconnectedness, through lectures and practical skills workshops. Students engage with digital media tools to develop skills in content creation, editing, and distribution, contextualised in terms of critical analysis and digital media literacy.

IS20020 Media Industries

This module introduces students to the diversity of industries behind the media they consume and create in their everyday lives. From pop music to Hollywood films to artificial intelligence, media's dominant industrial formations are powerful and continually evolving. At the same time, there are many different ways to make a living in or adjacent to these industries. What are the foundations behind the social media "influencer" industry, and how do they provide insight into the gendered dimensions of social media work? How do tourism businesses in Kerry make a living off of Star Wars? Do app-based delivery workers represent a new working class, organised through digital media? Drawing on critical theories of media industries and learning from current artists and practitioners, students will gain a comprehensive understanding of the politics and practices of media industries from local and global perspectives.

IS20160 Theories of Media and Communications

This module provides students with an introduction to major themes and issues at the heart of media and communication studies as well as providing a firm theoretical foundation that can be leveraged to explain these developments. The module connects classic concepts and current issues of media and communication and debates, including clicktivism, misinformation, fake news, LLMs, cancel culture, gaming culture, and virtual reality. Each weekly session discusses a current issue in media and communications and provides a theoretical perspective on the problem. Students are expected to analyze media-related problems from a theoretically-grounded perspective using the theoretical frameworks provided in the lecture.

OPTION MODULES

At Stage 2, you will select two modules from your chosen specialisation, while also selecting from the wider list to complete your schedule.

English & Creative Writing	
EDF20010	Creativity
ENG20450	Renaissance Literature
ENG20490	Romanticism
ENG20780	Critical Theory
MUS21000	Performing Process
CRWT20010	Intro to Creative Writing
ENG20410	Reading Medieval Literature
ENG20430	Modern American Literature
ENG20440	Irish Literature in English
ENG20790	Global 19th C. Literature
ENG20800	Global Eco-Literature
MFD20010	Producing Music, Film & Drama
Media & Communications	
EDF20010	Creativity
FS20130	20th Century Television
FS20220	Everyday Exp & Digital Media
FS20240	Comics and Film
IS20180	Fandoms and Subcultures
MUS21000	Performing Process
FS20230	Race & Migration in Media
IS20030	Contextual Design Inquiry
IS20120	CMC
IS20130	Social Studies of ICTs
IS20170	Critical Data Studies

IS20210	Media, Politics and Society
MFD20010	Producing Music, Film & Drama
Irish & Folklore	
EDF20010	Creativity
IR20050	Iriseoireacht na Gaeilge (Jour
IR20220	Bláthú na Nuafhíochta
IRFL20010	The Study of Folklore
IRFL20030	The Narrative Art
IRST20010	Place, People & Identities
MUS21000	Performing Process
IR20060	Logainmneacha agus sloinnté
IR20240	An Ghaeilge ar an Scáileán
IRFL20050	Healers and Healing
IRFL20090	Folklife & Ethnology
IRFL20100	Oral history and tradition
IRST20060	Reading Irish Studies
MFD20010	Producing Music, Film & Drama
Visual Cultures	
AH20250	Early Islamic Art
AH20280	Queer Art Histories
DRAM20110	Contemporary Ireland On Stage
EDF20010	Creativity
FR20280	FILM - French New Wave
FS20130	20th Century Television
FS20160	Action Adventure Cinema

FS20200	Horror
FS20210	Women's Authorship
FS20220	Everyday Exp & Digital Media
FS20240	Comics and Film
MUS21000	Performing Process
SPAN20300	Conflict - Spanish Film
SPAN20320	Spain on Screen
AH20220	History of Photography
AH20230	European Architecture
AH20300	Medieval Art & Architecture:
DRAM20010	Performance in Everyday Life
FS20140	Irish Cinema & TV
FS20150	Documentary and Society
FS20230	Race & Migration in Media
FS20250	Intro to Experimental Film
MFD20010	Producing Music, Film & Drama
PORT20230	Screening Crises
SPAN20380	Catalan Cinema
Music History, Performance & Production	
EDF20010	Creativity
MUS20030	Studies in Irish Music
MUS20340	Symphony Orchestra Autumn 25
MUS20360	Choral Scholars Autumn 25
MUS20400	Early European Music
MUS20650	Music Theory 2

MUS20730	Trad Music Practices Autumn 25
MUS20770	Philharmonic Choir Autumn 25
MUS20800	Composition Ensemble Autumn 25
MUS20820	Gamelan Ensemble Autumn 25
MUS21000	Performing Process
MUS20880	Techniques of Songwriting
MUS21020	Film Music
MFD20010	Producing Music, Film & Drama
MUS20080	Global Soundscapes
MUS20350	Symphony Orchestra Spring 26
MUS20370	Choral Scholars Spring 26
MUS20410	Music History Since 1750
MUS20640	Music Theory 3
MUS20740	Trad Music Practices Spring 26
MUS20780	Philharmonic Choir Spring 26
MUS20810	Composition Ensemble Spring 26
MUS20830	Gamelan Ensemble Spring 26
MUS21010	Music Industries
Business / additional Option modules	
*Note: these modules are not included under Specialisations, but are still available as option or elective choices	
DRAM20110	Contemporary Ireland On Stage
BMGT20220	High-tech Entrepreneurship
BMGT20050	Business Across Borders
BMGT20080	Consulting with NGOs
BMGT20100	Developing Future Leaders

BMGT20140	Global Business
BMGT20160	Business and Social Enterprise
BMGT20190	Introduction to Negotiations
BMGT20210	Business & the European Union
HUM20060	Rare Books & Archives Research
MIS20060	Inside Modern Crypto Industry
MIS20090	Design Thinking

ELECTIVE MODULES

Elective modules are again drawn from across the university: we encourage you to use electives to expand your horizons and interests. You can also opt to pursue a [Structured Elective](#) (15 credits, independent of CCI) which will appear on your transcript: languages are a particularly popular choice for electives, especially in preparation for study abroad.

STAGE 3

This is your flexi-year! Students build 60 credits from a combination of:

- internship (1 trimester)
- study abroad (1 or 2 trimesters)
- on-campus taught coursework (1 or 2 trimesters)

On-campus coursework (30-60 credits):

Students may choose from Level 3 option modules, selected from arts and humanities; information & communication studies; and business options (see Stage 4 Option modules for an indicative list). They can also opt to continue to fulfill their Specialisation credits. 10 elective credits are also available (unless students opt for internship + study abroad).

INTERNSHIPS

CCI students have undertaken internships at organisations including RTÉ; Fighting Words; Data4You Digital; THISISPOPBABY; Disney+; Hogarth (content experience design); Museum of Literature; Element Pictures; Aiken Promotions; and Verve Events Management. Students may self-source internships, or be guided by options available via our dedicated Internships Coordinator. While most are unpaid, students may also apply for a competitive needs-based bursary to support their internship.

STUDY ABROAD

CCI students have studied abroad at universities including Universitat Autònoma de Barcelona; Universitat Zurich; Université de Lausanne; Seoul National University; Universiteit van Amsterdam; Univerzita Karlova v Praze; Boston College; and University of Melbourne — with many other options available!

STAGE 4

In your final year, you'll build 60 credits across taught cores (25 credits), option (25 credits), and elective (10 credits) modules. Students also undertake a final capstone creative research project, involving team and project-based learning, and co-evaluated by industry experts. Cores include:

CORE MODULES

Minding Your Business (5 credits)

This module introduces students to the nuances of pricing and costing your work; promoting yourself as an artist or cultural professional; the realities and practicalities of managing a portfolio career; budgeting and finance; CV preparation and preparing yourself for interviews.

Research as Creative Thinking (5 credits)

In this autumn module, students will be introduced to key approaches to research in the arts, humanities and social sciences with the goal of using these to develop their capstone projects. Through lectures, guest presentations, readings, activities and assessments, students will be challenged to reflect on and develop techniques for developing research ideas and articulating research problems, and formulating research plans.

Capstone project (15 credits)

This is the capstone final trimester project in the spring. This module brings together learning and skills from across Stages 1-3, enabling students to prepare innovative projects that will serve as a showcase of their skills, work and knowledge for future careers and study. Students prepare individual projects supervised by staff members, choosing from dissertation or creative strands.

OPTIONS (25 CREDITS)

Students will choose from a range of option modules at Level 3 (see list below).

ELECTIVES

10 elective credits, drawn from across UCD's offerings.

OPTION MODULES - STAGES 3/4

In Stages 3/4 you will select from the following list of Options, to suit your timetable. Full details of each may be found online. **Note that Stage 3/4 modules range from 5-10 credits each.**

English & Creative Writing	
CCI30050	Sustainability and CCI
HUM30060	Exploring Creative Futures
ENG32030	Theatre of Martin McDonagh
ENG32050	Reading Joyce
ENG32070	Medieval Celluloid
ENG32090	Masculinities and Manhood
ENG32100	Fin-de-Siecle
ENG32510	Writing Dublin
ENG32520	Ugly Feelings
ENG32560	Writing Black
ENG32580	Staging Conflict&Human Rights
ENG32740	King Arthur: History & Romance
ENG32760	Life Writing: Text and Self

ENG32780	Presenting Tennessee Williams
ENG32840	Literature and Justice
ENG31930	Irish Fiction After 2010
ENG31940	Global Science Fiction
ENG31980	Women and the Novel
ENG32020	Detecting Fictions
ENG32080	Social Networks in Fiction
ENG32180	Poetry in Performance
ENG32200	Sexuality & American Modernism
ENG32270	Pursuits of Happiness
ENG32600	Creative Non-Fiction
ENG32670	Dark Romanticism
ENG32690	Writing Habits
ENG32850	Haunting Histories
ENG32870	The Modernist Novel
ENG31780	Contemporary Crime Fiction
ENG31900	Yeats and the Arts
ENG31990	Reading Gender and Sexuality
ENG32220	Popular Fiction in Britain
ENG32380	Sexuality and the State
ENG32490	Seventeenth-Century Women
ENG32590	Memory and Testimony
ENG32680	Global Renaissance
ENG32790	Shakespeare in Film&Television
ENG32810	Irish Poetry, Global Diplomacy

ENG32820	Reading South Africa
ENG32880	The 'Madwoman' in Literature
Media & Communications	
CCI30050	Sustainability and CCI
HUM30060	Exploring Creative Futures
IS30460	Digital Diversity
IS30510	Deep Tech
ENG32080	Social Networks in Fiction
CCI30010	Labour and Film
IS30380	Digital Storytelling
IS30450	AI, Ethics and Society
IS30470	Technology and Human Rights
IS30500	Digital Media & Climate Crisis
MUS31330	Post-Truth, Politics & Music
Irish & Folklore	
CCI30050	Sustainability and CCI
HUM30060	Exploring Creative Futures
IR30460	Litríocht Uladh
IRFL30030	The Life Cycle
IRFL30090	Collectors of Song and Music
IR30220	Athbheochan na Gaeilge
IRFL30020	Calendar Custom
IRFL30100	Popular religion and belief
IRST30140	The Forgotten Irish
Visual Cultures	

CCI30050	Sustainability and CCI
HUM30060	Exploring Creative Futures
AH30630	Genre in the Age of Vermeer
AH30680	Visualising Modern Ireland
ENG32070	Medieval Celluloid
ITAL30330	Italian Cinema and Society
PORT30210	Migration Cinema
AH30540	Georgian Dublin
AH30600	Constantinople to Istanbul
AH30700	Art in the Digital Age
CCI30010	Labour and Film
ENG32790	Shakespeare in Film&Television
FR30400	Story of African Cinema
SPAN30200	Surrealism in Latin America
SPAN30300	Art in the Anthropocene
Music History, Performance & Production	
CCI30050	Sustainability and CCI
HUM30060	Exploring Creative Futures
MUS31280	The Symphony in Europe
MUS31300	Blues and Jazz
MUS31460	New Ideas in Musicology
MUS31470	Techniques of Composition
MUS31180	Music and the Moving Image
MUS31170	African-American Religious Music
MUS31270	Popular Music Ethnography

MUS31340	Music Theatre
MUS31490	Music and Sexuality
MUS31510	Music & Place
MUS31330	Post-Truth, Politics & Music
Business / additional Option modules	
*Note: these modules are not included under Specialisations, but still available as an option or elective choices	
BMGT30100	Leadership and Change Mgt
BMGT30300	Business Strategy
DRAM30100	Contemporary Theatre & Perf
MKT30040	Consumer Psychology
MKT30170	Brand Management
BMGT30440	Cultural Intelligence in Mgmt
BMGT30090	Entrepreneurship in Action
BMGT30340	New Venture Creation & Develop
BMGT30350	The Human Side of Innovation
BMGT30450	Groups and Teams
DRAM30320	Performance Across the Globe
HRM30060	Equality Diversity & Inclusion
HRM30140	Climate Change & Business Sust
MKT30090	Marketing Communications

RESOURCES

READING ROOM

We are fortunate in the School of Art History and Cultural Policy to have our own dedicated study space, the [Françoise Henry Reading Room](#), located in J007. Access to the Reading Room is permitted for students in Stage 2 and beyond.

CREATIVE ARTS RESEARCH LAB (CARL)

Thanks to generous funding from the [Creative Futures Academy](#), we have a new Creative Arts Research Lab (CARL) with an extensive suite of equipment available for CCI students' use, both on and off campus. All of these resources can be used for creative projects and assessments, including:

- Mac and PC studio editing computer workstations
- High definition still and video cameras
- Light rigs, tripods, camera gimbals/stabilizers
- Backdrops and light boxes
- Printing and scanning facilities
- Podcast booth
- Portable audio recorder & boom microphone

CREATIVE SPACES

UCD's campus offers a wide range of creative spaces open for our students' use, including the new black-box theatre space Trapdoor (<https://creativefuturesacademy.ie/resource/launch-of-trapdoor-ucd/>); campus radio station; dance studio; two cinemas; Student Union theatre space; performance & rehearsal spaces; and special collections. Check out <https://www.ucd.ie/artshumanities/creativecampus/> for more!

FAQ

What are the CAO points required for this course?
in 2025-6, the points level for DN530 - CCI was 462.

How many students will be in my year? What will my class sizes be like?

Registration fluctuates, but CCI intake every year has been c. 35-50 students. Your modules will range from large lectures (w/ several hundred students, usually with tutorials attached) to small seminars. As a rule of thumb, as your degree progresses, class sizes get smaller.

What will my assessment be like?

Each module will carry different forms of assessments. 'Traditional' assessments will include essays; presentations; reflective journals; quizzes; and exams. Other modules (especially CCI-coded modules) will include diverse and practice-based assessments: podcasts, videos, and project work. Most assessments will be individual, but you will undertake some group projects as well.

I'm not sure yet what areas I want to specialise or work in - when do I need to decide?

The programme is designed to give you a grounding in the fundamental knowledge and skills underpinning the creative and cultural industries, but also allow you flexibility to mould your studies to your interests. Some students enter with a strong focus in a particular artform or area, while others are still forming their interests. Either way, we encourage you to explore areas of study that may be new to you! Your specialisation modules don't kick in until Stage 2, and even when they do, you will have additional option and elective modules to choose from. We encourage students to balance diversity and focus in their moduled choices.

Can I take other modules that aren't included in CCI's programme? For example — I'd like to take mainly film studies / business modules, but not all of them are included as part of the CCI programme — is that possible?

Unless a module has general elective places, or has been selected as an Option within CCI, the answer is usually no. Enrolment in certain modules (especially in popular subjects like creative writing, drama, film, and business) is restricted to their major students only, due to capacity issues, and/or requirements for prior learning. A core part of CCI's ethos is that you should study modules from a range of subjects: it's not possible to dedicate all of your option/elective choices to any single subject. If you're keen to concentrate your studies in one area, we'd encourage you to pursue instead a focused degree in that subject.

Can you help me find an internship?

Yes! We have a dedicated Internship Coordinator in the BA Humanities Programme who maintains a list of annual internships: you can email artshumanities.internships@ucd.ie with enquiries. Students may also self-source an internship (we'll help ensure it meets the requirements). Additional info and a special meeting are provided in your second year, with all details of internship options.

I'm interested in studying abroad. How can I prepare?

Many international exchanges will require a strong level of foreign language skills, so you need to ensure you're meeting the requirements of the university that interests you (though some universities do offer coursework in English!) You can also apply for Erasmus grants to help meet the cost of studying abroad in the Erasmus programme. Do have a look at the extensive list of university partners available around the world, and [more details about Erasmus & study abroad](#) can be found online.

GET IN TOUCH

<https://www.ucd.ie/courses/ba-creative-and-cultural-industries>

General enquiries: Prof. Emily Mark-FitzGerald
Head of Subject / Pathway Coordinator
(emily.mark@ucd.ie)

School website: <https://www.ucd.ie/arthistory/>
CCI Instagram: [@UCD_creativeindustries](https://www.instagram.com/UCD_creativeindustries)

The BA in Creative and Cultural Industries is part of UCD's participation in the Creative Futures Academy a €10 million HEA-funded initiative which joins UCD, NCAD, and IADT in developing new creative pedagogies and capacities:

<https://creativefuturesacademy.ie/>