

Portland State University

PDXScholar

English Faculty Publications and Presentations

English

1-6-2023

Building a Humanities-Focused Creative Industries Minor at Portland State University

Kathi Inman Berens

Portland State University, kberens@pdx.edu

Follow this and additional works at: https://pdxscholar.library.pdx.edu/eng_fac



Part of the [Creative Writing Commons](#), [Education Commons](#), and the [Publishing Commons](#)

Let us know how access to this document benefits you.

Citation Details

"Building a Humanities-Centered Creative Industries Minor at Portland State University," a presentation Jan. 6, 2023 at the Modern Language Association Convention in San Francisco.

This Presentation is brought to you for free and open access. It has been accepted for inclusion in English Faculty Publications and Presentations by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.

Building a Humanities-Focused Creative Industries Minor at Portland State University

MLA 2023

**Humanities+ : Career-Minded Approaches
to Humanities Teaching and Research**



Portland State
UNIVERSITY

Creative Industries Program Co-Founders at PSU



Dr. Rachel Noorda
Associate Professor
Portland State University
rnoorda@pdx.edu
[@rachellynchase](https://www.instagram.com/rachellynchase)



Dr. Kathi Inman Berens
Associate Professor
Portland State University
kberens@pdx.edu
[@kathiiberens](https://www.instagram.com/kathiiberens)



Dr. Susan Kirtley
Professor
Portland State University
skirtley@pdx.edu

CULTURAL DOMAINS

A. CULTURAL and NATURAL HERITAGE

- Museums (also virtual)
- Archeological and Historical Places
- Cultural Landscapes
- Natural Heritage

B. PERFORMANCE and CELEBRATION

- Performing Arts
- Music
- Festivals, Fairs and Feasts

C. VISUAL ARTS and CRAFTS

- Fine Arts
- Photography
- Crafts

D. BOOKS and PRESS

- Books
- Newspaper and Magazine
- Other printed matter
- Library (also virtual)
- Book Fairs

E. AUDIO-VISUAL and INTERACTIVE MEDIA

- Film and Video
- TV and Radio (also Internet live streaming)
- Internet podcasting
- Video Games (also Online)

F. DESIGN and CREATIVE SERVICES

- Fashion Design
- Graphic Design
- Interior Design
- Landscape Design
- Architectural Services
- Advertising Services

RELATED DOMAINS

G. TOURISM

- Charter travel and tourist services
- Hospitality and accommodation

H. SPORTS and RECREATION

- Sports
- Physical fitness and well being
- Amusement and Theme Parks
- Gambling

INTANGIBLE CULTURAL HERITAGE

(oral traditions and expressions, rituals, languages, social practices)

INTANGIBLE CULTURAL HERITAGE

EDUCATION and TRAINING

ARCHIVING and PRESERVING

EQUIPMENT and SUPPORTING MATERIALS

EDUCATION and TRAINING

ARCHIVING and PRESERVING

EQUIPMENT and SUPPORTING MATERIALS



Why create curriculum in Creative Industries domains?

- **PORTLAND: A CREATIVE HUB**
 - “Let Knowledge Serve the City”
- **PSU UNDERGRADUATES**
 - R-2
 - Average age: 26
 - Hispanic-serving, AAPI-serving Institution
 - Greatest # of 1st-Gen and Pell Grants in OR
- **EXISTING PSU STRENGTHS**
 - Ooligan Press: hands-on, student-run trade press in 22nd year
 - Comics certificate: Eisner Award-winning faculty; strong placement in local indie comics
 - Noted design, music faculty in community arts





Creative Industries in Higher Ed.

- **MOSTLY LOCATED IN BUSINESS SCHOOLS**
- **OPPORTUNITY & NEED FOR HUMANISTS**
 - Critical infrastructure, platform studies
 - Study AI developments in creative industries
 - Artist compensation?
 - Adjacent orgs: e.g., public libraries; how to adapt as demand for digital materials is platform-exclusive?
- **COMPARITOR CI PROGRAMS**
 - UK, Canada, Australia



Value & Values



Ooligan Press

- 1. Trade press run by PSU Book Publishing master's candidates.**
- 2. A two-year internship; horizontal, feminist management structure.**
- 3. Management skills and collaborative workflow at core of experience.**
- 4. Financially self-sustaining. There is no safety net.**





Ooligan Press

5. Applied humanities: tight circuit between research curriculum and Ooligan Press practicum.

6. Practical experience drives research inquiry.

7. Industry Advisory Board coaches students and provides guidance in curricular development.





Ooligan as DH Lab

- **Students decide which projects the Press will develop as a byproduct of their labor.**
- **Integrates a technically intensive business [the Press] into curriculum. Empowers critique and analysis of Silicon Valley products, KPIs, and ethos.**



digital humanities quarterly

submissions | about dhq | dhq people | news | contact Search

2020
Volume 14 Number 3

[2020 14.3](#) | [XML](#) | [PDF](#) | [Print](#)

Ooligan Press: Building and Sustaining a Feminist Digital Humanities Lab at a R-2

[Kathi Inman Berens](#) <kberens_at_pdx_dot_edu>, Portland State University
[Abbey Gaterud](#) <abbey_dot_gaterud_at_chemeketa_dot_edu>, Chemeketa Community College
[Rachel Noorda](#) <rnoorda_at_pdx_dot_edu>, Portland State University

Abstract

How can practitioners outside of R-1s afford to build a DH lab? How to connect a lab's output to the communities it serves? This essay is a case study of Ooligan Press, a student-run trade press housed within a R-2, teaching-intensive university. Two elements make Ooligan Press distinctive as a DH lab. First, Ooligan is a not-for-profit business folded into a Master's program in Book Publishing. Profits from sale of Ooligan Press books sustain the lab, which would collapse if its books were steadily unprofitable. Second, the essay uses the DH feminism "M.E.A.L.S." framework to explain how Ooligan's horizontal management structure and student ownership of the press manifest in an ethic of care. Unlike most R-1 DH labs, where priorities are set by senior scholars and directors, graduate students decide which projects the lab will develop, and which skills they want to master in exchange for their labor. Because Ooligan is self-sustaining, it can also be self-directing.

Situatedness & Care

47%

PSU students are food insecure

Career pathways matter.



Survey of Students

1812 responses

67% interested in Creative Industries

- Top majors for those interested: 1) business; 2) psychology; 3) art; 4) computer science
- More BIPOC and nonbinary students want CI

Need for Career Preparation

- *Only 38% strongly agree that current major is preparing them for a career in field of choice.*
- *Only 31% strongly agree they clearly see how to apply classroom learning to future career.*
- *Only 24% strongly agree they feel confident about ability to get a job on career path after graduation.*



Welcome humanists back

- Attract career-minded students back into humanistic inquiry.
- Build trust. Grow our capacity to connect classroom to jobs.
 - How to do so without becoming merely vocational?



STUDENT RESEARCH PAPERS

Reader from:  Ostrava, Moravskoslezsky Kraj, Czech Republic

Why Do Adults Read Young Adult Books?

Monica Hay



Recent Downloads

1 of 210
in the past week

</> Embed

Terms of Use

 View Larger

69
Total Papers

44,344
Total Downloads

17,317
Downloads in the past year

https://pdxscholar.library.pdx.edu/eng_bookpubpaper/

95%

Book Publishing grads employed in publishing or publishing-adjacent fields.

91% say the degree was worth their investment.



Creative Industries How-To

- **OOLIGAN PRESS AS A MODEL**
- **CHALLENGES**
 - Arts market is volatile
 - How will AI influence creators' earning potential?
 - Examples: Synthetic voice in audiobooks; colossal growth of self-publishing
- **ADVANTAGES**
 - **WORKING DIRECTLY IN MARKETS** gives students firsthand experience of how they can/should position themselves.
 - **MODEL HOW TO BUILD COLLABORATIONS** and find common ground across silos.



Next Steps – a Minor in Creative Industries

Broad support across 6 units at PSU and from President and Provost.

Faculty in computer sciences, design, linguistics, Latinx studies, Indigenous studies, sociology, music and business have committed to teach existing course within CI minor, and co-develop new courses.

NEH Humanities Connections grant submitted. Decision in April.

A hangup? Faculty are nervous/skeptical of **known barriers to interdisciplinary**. Specifically: how to share SCH [student credit hours]?

Consensus:
CI requires
dedicated admin
support
to break barriers
constraining
interdisciplinarity .