

Name	Crowdfunding for Creators
Codes	M-AE-E-102-C
Host	Future School
Location	Classroom/Studio or workshop/ External venue/ Online

Course info			Subject info			
Course Type	Contact hours	Home study hours	Comprehensive Subject	Subject type	Semester	Subject credit value
seminar	36	114		ES MA	1-3, Spring	5

Recommendation
For students who want to transform creative ideas into action, want to create a brand and get it funded, and for those students who are simply interested in how artistic practice connects and communicates with audiences, communities, and new funding models, and want to deep dive into crowdfunding as a go-to-market strategy in business model for independent art work.

Short description
A description of the course's objectives, activities, and structure in one paragraph.

Teachers				
Name	Contact information	Teaching hours	Short BIO	Open hours
Nora Szeles	sznora@mome.hu		https://mome.hu/hu/emberek/szeles-nora	Thursdays/on demand
Teacher 2...				

Course scheduling			
Course format		Weekly class appointments	
E.g. group and individual consultations according to a pre-announced schedule			
Details of each session's type and schedule, showing the teacher's role			
Week	Date	Weekly educational content	Studio/workshop
1		Introduction to Crowdfunding in the Creative Industries crowdfunding matters for creators today. Different campaign models: rewards, pre-sales, patronage, equity, hybrid.	

2		Project selection and prep for Launch: Translating artistic vision into campaign purpose. Articulating mission + narrative clarity. VALidation.	
3		Small group formation, goal selection, project management tools setup.	
4		Audience Discovery & Community Mapping Identifying core a (FFF) and extended audiences. Friends, Family, folowers, backers, investors. Community-building channels: online + offline	
5		Campaign Storytelling & Creative Narrative Design Themes. Designing the story arc: origin → process → purpose → future. How to communicate uncertainty and creative risk honestly	
6		Budgeting, costs, and feasibility. Transparent budgeting for creatives (materials, time, tooling, shipping, taxes) Determining realistic funding goals. Common budgeting errors in creator campaigns	
7		Campaign Page Building & Creative Asset Production Themes. Crafting the campaign page: structure, pacing, hooks	
8		Presentation mid-semester, by groups, to vote for the best or the first threee	
		Pre-launch and community engagement	
8		Simplified but real Campaign Launch on TokePortal.com to collect likes and interact with audience	
9		Post-campaign delivery, community retention	
10		Group on group presentation exercise	
11		Evaluation, key takeaways, knowledge management.	

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Requirement 1...				
Requirement 2...				
General requirements				
e.g. eligibility criteria for the exam, free-form description				

Course materials and literature
Mandatory literature:
Anders Rykkja: Take a chance on me: Cultural crowdfunding as a necessary, complementary, or substitutive business model in the Nordic countries and in Spain.
Nora Szeles: Kickstarting cultural entrepreneurship via crowdfunding https://discovery.mome.hu/hu/record/-/record/MOMEPCFW1708
Course notes and presentations
As distributed in class
Recommended literature
Following crowdfunding platforms, blogs, videos

Learning outcomes	
Knowledge	Confident understanding of essential decision-making, momentum-building project-management-related microeconomic and marketing concepts, including competition analysis, communication strategies, and momentum building
Skills	Enhanced decision-making ability; practical modelling and analytical skills relevant to market entry; improved recognition and management of resources; ability to identify decision situations and respond with agile, adaptive solutions.
Attitude	Awareness of momentum-creation, situational navigation, and creative agility as key factors in successful project development.
Autonomy and Responsibility	Capacity to independently plan, evaluate, and adjust project pathways; readiness to take responsibility for decisions, including resource allocation, investor/backer/ stakeholder communication throughout the crowdfunding project lifecycle.

Exemption
<p>No exemption may be granted from participation in or completion of the course.</p> <p>Exemption may be granted from completing certain tasks or attending specific sessions. Certain tasks may be replaced by equivalent activities. Full exemption may be granted</p> <p>The student must discuss the details of a full or partial exemption with the instructor and the programme lead.</p>

Curricular connections		
Subject	Parallel courses	Course proportion in subject
Theory-based project development		
Subject prerequisites	Special subject prerequisites	Is it available as an elective?
		Yes/ <u>No</u>

Guidelines and rules for the use of artificial intelligence in the course
The use of artificial intelligence at the university is subject to the Artificial Intelligence and Plagiarism Policy of the Moholy-Nagy University of Arts.

Materials needed for the course	Who provides the materials?
Material requirement 1	Tech Park / Programme / Student / Other
Material requirement 2	Tech Park / Programme / Student / Other

Other information, comments

This course, and the activities carried out during it, fall under the scope of Section 6 (1) of the University's Intellectual Property Management Regulations, effective September 1, 2021. Accordingly, participating students will enter into an agreement with the University in line with Section 6 (3) of the Regulations, including the transfer of economic and usage rights of intellectual creations produced during the course to the University under the terms specified in the contract. Furthermore, the student is obligated to maintain full confidentiality regarding the entire course—especially concerning the subject of the course, the activities, the works, creations, and other results, as well as the circumstances of their creation—and may not disclose, publish, or make any information public, except as otherwise specified in a signed written agreement necessary for completing the course.

Acceptance of these conditions is a prerequisite for enrolling in the course. By selecting the 'Course Registration' option, the student acknowledges awareness of these conditions and agrees to participate in the conclusion of the relevant agreement.