

City University of Hong Kong

Curriculum Information Record for a Master's Programme

School of Creative Media

Effective from Semester A 2026/27

For Students Admitted to the Programme with Catalogue Term

Semester A 2025/26 and thereafter

Part I Programme Overview

Programme Title (in English) : Master of Arts in Creative Media
(in Chinese) : 文學碩士(創意媒體)

Award Title[#] (in English) : Master of Arts in Creative Media
(in Chinese) : 文學碩士(創意媒體)

[#] Please make reference to the "Guidelines on Award Titles" approved by the Senate when proposing new award titles or changes to existing award titles (Senate/86/A5R).

1. Normal and Maximum Period of Study

	Years (full-time)	Years (part-time/combined mode)
Normal period of study	1 year	2 years
Maximum period of study	2.5 years	5 years

2. Number of Credit Units Required for the Award: 30

3. Programme Aims

The Master of Arts in Creative Media (MACM) is designed to cultivate the next generation of cultural innovators. Grounded in the humanities, it combines aesthetic, theoretical, and technological expertise to equip students for leadership roles in the dynamic world of new media and creative industries. This programme asserts that a strong foundation in media theory and aesthetics, philosophy, and cultural studies is crucial for developing the critical mindset required for a successful career in creative media.

Theoretical depth: This programme is grounded in a variety of theoretical approaches:

- Foundational and Theoretical Frameworks (Philosophy of Technology, Media Ecology, Media Archaeology, Cultural Studies).
- Media Theory and Aesthetics (Critical New Media Studies, Digital Aesthetics, New Media Art Theory, Sound Art),
- Contemporary Media and Culture (Influencer Studies, Curatorial Practices, Queer Technology Theories)
- Specific Media Forms and Industries (Film Studies, New Cinema, Video Game Studies, Media Economics),

Practical Applications: MACM focuses on digital curation, content creation, social media platforms, video games and interactive media, collective intelligence, media collectives, influencer ecologies, creative entrepreneurship, participatory culture, AI, media activism, digital labor, global media corporations, big data analytics, and cultural analytics.

The Master of Arts in Creative Media is structured around three streams:

- Technofutures: Theory and Culture Stream
- Influencer Studies Stream
- Expanded Curation Stream

MACM aims to give an intellectual and practical formation to future professionals in the creative industries sectors, including:

- Social media and art collectives
- Art and museum institutions
- Performing arts organizations
- Research institutes
- Private and public cultural institutions
- Tech companies
- Specialized media outlets
- Creative agencies

Advanced Studies: MACM provides a strong foundation for doctoral research.

4. Programme Intended Learning Outcomes (PILOs)

(Please state what the student is expected to be able to do on completion of the Programme according to a given standard of performance.)

Upon successful completion of this Programme, students should be able to:

No.	PILOs	Discovery-enriched curriculum-related learning outcomes (please tick where appropriate)		
		A1	A2	A3
1.	Recognize and analyze the role of creative media in contemporary societies	x	x	
2.	Understand the challenges involved in the changing relationship between traditional media and new media.	x	x	
3.	Differentiate local, regional, and global contexts in the analysis of creative media	x	x	
4.	Recognise the new opportunities and applications created with emerging media forms		x	
5.	Understand the research skills specific to the theory and practice of technoculture		x	x
6.	Understand the history and project the futures of media technologies	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions, or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishments of discovery/innovation/creativity through producing/constructing creative works/new artefacts, effective solutions to real-life problems, or new processes.

Stream-specific Aims and Outcomes

- Technofutures: Theory and Culture Stream

Stream Aims

The Technofutures stream cultivates critical thinking and analytical abilities, preparing students for leadership roles in the rapidly evolving creative industries. By grounding students in aesthetics, philosophy of technology, media theory, cultural studies, and art theory, we equip them to understand and shape the complex interplay of technology, culture, and society.

Core courses delve into the critical implications of emerging technologies such as the metaverse, AI, and blockchain while exploring contemporary media and cultural dynamics. Students will also examine the philosophical foundations of technology and investigate how creative practices are being transformed by complex systems. Through analyzing the intricate connections between technology, culture, and society, students will gain a deep understanding of key contemporary phenomena, including media platforms, collective intelligence, digital creativity, influencer networks, creative entrepreneurship, participatory culture, AI, media activism, global media conglomerates, digital labor, big data analytics, and cultural analytics.

The Technofutures stream offers a global perspective on the platform-centric media landscape, equipping students with the knowledge and skills necessary to thrive in the dynamic and ever-changing world of creative industries. Graduates will be well-prepared to pursue careers in areas such as media analysis, specialised journalism in art and tech, cultural strategy, technology consulting, media activism, and creative entrepreneurship.

Stream Intended Learning Outcomes (SILOs)

Upon successful completion of this stream, students should be able to:

No.	SILOs	Discovery-enriched curriculum-related learning outcomes (please tick where appropriate)		
		A1	A2	A3
1.	Recognize, describe, and analyze key methodological concepts from the fields of contemporary theory, media, and cultural studies.	x	x	
2.	Apply historical information and critical concepts from media and cultural studies to the analysis of contemporary media texts and institutions.	x	x	x
3.	Analyse the relationships between media and society in local, regional, and international contexts.	x	x	
4.	Describe and assess the aesthetic and technological relationship between traditional media forms and new media, recognizing new challenges and formulating strategies to address them.	x	x	x
5.	Communicate relevant ideas concerning contemporary and historical media environments to various audiences, including industry, scholars, and the general public.	x	x	

6.	Recognize the parameters of substantial creative media studies research and imagine and formulate original research in both industrial and academic settings.	x	x	x
7.	Analyze the historical trajectory and future possibilities of media technologies.	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions, or engaging in inquiry with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquire research skills, synthesizing knowledge across disciplines, or apply academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishments of discovery/innovation/creativity through producing/constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

- Influencer Studies Stream

Stream Aims

The influencer studies stream offers a critical and interdisciplinary exploration of contemporary influencer practices and the platformization of culture on leading social media platforms (YouTube, Instagram, Twitch, WeChat, TikTok, Xiaohongshu and Bilibili). This stream extends beyond marketing and branding strategies, delving into the broader cultural and economic implications of social media influencing.

By emphasizing philosophy, aesthetics, and critical thinking criticality in the spirit of humanities, the influencer studies stream prepares students for future careers in social media and creative industries. This unique approach leverages the expertise of a contemporary media art school to experiment with alternative artist pedagogy and interrogate the pervasive notion of "content" through various aesthetic forms and formats, from filmmaking, photography, performance art, design, and creative writing to sound recording.

The core curriculum will survey global and regional (Sinosphere) social media cultures, focusing on platform-specific and mobile-centric knowledge. This comprehensive approach equips students with a deep understanding of emerging trends, cultural nuances, and the complexities of influencer/creator culture, including data, algorithms, virality, precarity, fame, affect, labor, gender, and intersectionality.

Stream Intended Learning Outcomes (SILOs)

Upon successful completion of this Programme, students should be able to:

No.	SILO	Discovery-enriched curriculum-related learning outcomes (please tick where appropriate)		
		A1	A2	A3
1.	<i>Critically define what an influencer is in both theory and practice, and question the dominant societal narratives and assumptions on social media and influencers.</i>	x	x	
2.	<i>Gain an embedded understanding of the socioeconomic, ethical, aesthetic, and political implications of the fast-evolving social media ecology and influencer culture locally, regionally and globally, as well as their circulations and connections.</i>	x	x	

No.	SILO	Discovery-enriched curriculum-related learning outcomes (please tick where appropriate)		
		A1	A2	A3
3.	Acquire aesthetic and culture-specific knowledge and practical skills for regional and international platforms to become competent social media influencers or creators.	x	x	x
4.	Adapt artistic skills and creative ideas in performance art, sound, photography, filmmaking, postproduction, creative writing and design to contemporary formats of short vertical videos, livestreams, Instagram posts, Vlogs, video essays, and so forth.	x	x	x
5.	Interpret students' own media habits and practices reflexively, in connection to theoretical ideas, knowledge of media history, and guest lectures of practicing local influencers.	x	x	
6.	Cultivate and deploy creative research methodologies on social media platforms through project-based learning and practical scenarios.	x	x	x
7.	Deploy research skills to critically analyse influencer cultures in their various medial manifestations.	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions, or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishments of discovery/innovation/creativity through producing/constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

- Expanded Curation Stream

Stream Aims

The Expanded Curation stream equips students with the skills to navigate the evolving landscape of content creation and curation, making them valuable assets to both creative industries and art institutions. Building on the school's unique position as a regional pioneer in immersive, interactive, telepresent, mobile, and distributed presentation technologies, this stream champions expanded curation as a modern media practice.

Contemporary curators are increasingly becoming content creators who select, organize, and moderate cultural and creative content across various platforms, including social media, the metaverse, and personal or collective archives. Beyond traditional taste-making or opinion-leading, specialists in expanded curation leverage their knowledge of contemporary social media, technocultural trends, and medium-specific digital methods.

By studying iconic exhibitions that break free from traditional museum structures, students gain a theoretical and practical context for emerging presentational forms such as Transactional Curation (selecting and presenting tokenized artworks), Streaming Curation (designing compelling streams and feeds), and Distributed Curation (virtual and physical sites, shared and interactive selection models).

Graduates of the Expanded Curation stream will be well-prepared to pursue careers in areas such as: Content curation and management for social media platforms, museums, galleries, and cultural institutions; Digital content creation for brands, agencies, and media companies; NFT curation and consulting; Immersive experience design for museums, galleries, and events; Media strategy and planning for organizations in the creative industries

Stream Intended Learning Outcomes (SILOs)

Upon successful completion of this Programme, students should be able to:

No.	SILO	Discovery-enriched curriculum-related learning outcomes (please tick where appropriate)		
		A1	A2	A3
1.	Undertake the research required to sustain curatorial initiatives using the latest technological platforms and to develop an awareness of the evolving trends in curation as research.	x	x	
2.	Select, organize, and moderate collections of diverse and evolving creative assets, from material and digital artworks to ordinary cultural objects.		x	x
3.	Understand and select the most compelling presentation technologies to promote and circulate cultural content and a diversity of creative assets.	x	x	
4.	Describe and evaluate curatorial process and platforms with respect to centralization and decentralization and the levels and kinds of audience participation and engagement.		x	x
5.	Develop presentation and circulation platforms and techniques that strengthen audience diversity, engagement, participation and inclusion.	x	x	
6.	Understand the tokenization of arts and how to promote and engage audiences with virtual artforms (e.g., NFTs).		x	x
7.	Understand the historical context of expanded curation and its emerging and future possibilities.		x	x

A1: Attitude

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A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishments of discovery/innovation/creativity through producing/constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Part II Programme Requirement

1. Stream Core Courses

Technofutures: Theory and Culture Stream (12 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5303	Technofutures: Critical Approaches to the Metaverse, AI, and Blockchain	P5	3	
SM5325	Introduction to Media and Cultural Studies	P5	3	
SM6325	Philosophy of Technology and New Media	P6	3	
SM6333	World Making: Artistic Strategies for Contingent Systems	P6	3	

Influencer Studies Stream (12 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5351	Introduction to Influencer Studies	P5	3	
SM5352	Influencer Techniques: Aesthetics, Narratives, and Audience	P5	3	
SM6349	Platform Cultures	P6	3	
SM6350	Videographic Criticism	P6	3	

Expanded Curation Stream (12 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5348	Curating Creative Media	P5	3	
SM5349	Distributed Curation	P5	3	
SM6346	Social Media, Aesthetics and Curation	P6	3	
SM6347	Protocols and Techniques for Decentralised Curation	P6	3	

2. Electives (18 credit units)

Students can take courses from any concentration to fulfil the elective requirement.

The elective courses offered are structured around three concentrations.

- A. New Media Arts and Aesthetics: This concentration offers courses that delve into contemporary approaches to arts rooted in our School's tradition and expertise in avant-garde, experimental, narrative, and non-narrative Media Arts.
- B. Critical Theories for Arts and Technology: This concentration provides advanced studies in contemporary thought and new media theory, reflecting our School's established international presence. Students will engage with the most recent intellectual debates in Western and non-Western contemporary philosophies.
- C. Interventions in Media Cultures: This concentration fosters students' ability to intervene in the social, mediatic, regulatory, and urban environment. By leveraging our School's strong integration within its cultural, artistic, and economic regional context, students will gain valuable insights and practical skills.

1. New Media Arts and Aesthetics

Course Code	Course Title	Level	Credit Units	Remarks (e.g., College Accreditation, Exemption Requirements, etc.)
SM5312	Interactive Media I	P5	3	
SM5313	Interactive Media II	P5	3	
SM5316	Topics in Media Art I	P5	3	
SM5329	Arts Management and Curatorship	P5	3	
SM5333	Prototyping New Cinema: The Future Moving Image	P5	3	
SM5344	Abstract and Experimental Animation	P5	3	
SM5363	Human-Centred AI: Agents, Interaction, and Integration	P5	3	
SM6305	Media Art: Theory and Practice I	P6	3	
SM6316	Media Art: Theory and Practice II	P6	3	
SM6322	The Art Market: Transaction, Activism, Analysis	P6	3	
SM6329	History and Making of Exhibitions	P6	3	
SM6331	Digital Media for Curating	P6	3	
SM6343	Collaborative Topics in Media Art	P6	3	Enrolment for SM6343 depends on School's permission.
SM6348	Under the Skin of Fashion	P6	3	
SM6351	Information Visualization	P6	3	

2. Critical Theories for Arts and Technology

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5318	Topics in Media History and Theory I	P5	3	Enrolment for SM5318 depends on School's

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
				permission, which will only be granted if the topic is essentially different from that covered in SM5323, SM5331 and SM5370
SM5323	Topics in Media History and Theory II	P5	3	Enrolment for SM5323 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM5318, SM5331 and SM5370.
SM5331	Topics in Media History and Theory III	P5	3	Enrolment for SM5331 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM5318, SM5323 and SM5370.
SM5335	Archaeology of New Media Art	P5	3	
SM5336	Art in the Information Age: Creative Act, Art Object, Aesthetic Perception	P5	3	
SM5337	Aesthetics Beyond the Anthropocene	P5	3	
SM5356	Art, Technology, and Queering	P5	3	
SM5357	Media and Human Experiences: Anxiety, Nostalgia, and Transcendence	P5	3	
SM5367	Global Media Studies	P5	3	
SM5370	Topics in Media History and Theory IV	P5	3	Enrolment for SM5370 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM5318, SM5323 and SM5331.
SM6317	Research Project in Media Studies	P6	6	Semester B + Summer Term/ Summer Term + Semester A/ Semester A + Semester B To be taken after a minimum of 12 credit units are earned.
SM6323	Critical Ludology: Games, Playability and New Media Art	P6	3	
SM6344	Technology and Aesthetics	P6	3	

3. Interventions in Media Cultures

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5326	Gender in Popular Media	P5	3	
SM5327	Chinese Cinema	P5	3	
SM5334	Navigating Social Media: Culture, Aesthetics, and Technology	P5	3	
SM5339	Art and Activist Games Workshop	P5	3	
SM5343	Law, Policies and Global Media Platforms	P5	3	
SM5355	Korean Cinema	P5	3	
SM5358	Qualitative Research in Social Computing and Art Technology	P5	3	
SM5359	Psychology of Interactive Media and Games	P5	3	
SM5366	Exploring Digital Culture: Ethnographic Approaches to Social Media and Online Communities	P5	3	
SM5368	Accessible Media: Disability and Digital Culture	P5	3	
SM5360	“Making” Interactive Things	P5	3	
SM6319	Privacy and Surveillance in Art and Culture	P6	3	
SM6324	Sensory Ethnography: Critical and Creative Practices	P6	3	
SM6328	Analysis and Criticism of Computer Games	P6	3	
SM6332	Computer Games and Society	P6	3	
SM6345	Media Cultures Theory × Practice Summer Seminar	P6	3	
SM6354	Qualitative Methods for Social Media and Interactive Technology Probes	P6	3	

Possible areas of elective studies:

This programme is grounded in a variety of critical theoretical approaches to techno-culture: technoscience, cybernetic theories, philosophy of techniques, platform and software studies, media archeology, futurism, accelerationism, political economy, Theory-Fiction, study of games, complexity theory, environmental studies, media studies, cultural criticism, art theory and history, and contemporary aesthetics.

Part III Accreditation by Professional / Statutory Bodies

Nil

Part IV Additional Information

Nil

Part V Curriculum Map

(The curriculum map shows the mapping between courses and the PILOs. It should cover all courses designed specifically for the Programme.)

Course			PILOs						DEC		
Code	Title	Credit	P1	P2	P3	P4	P5	P6	A1	A2	A3
Core Courses											
SM5303	Technofutures: Critical Approaches to the Metaverse, AI, and Blockchain	3	x	x	x			x	x	x	x
SM5325	Introduction to Media and Cultural Studies	3	x		x			x	x	x	x
SM5348	Curating Creative Media	3		x		x	x		x	x	x
SM5349	Distributed Curation	3		x		x	x		x	x	x
SM5351	Introduction to Influencer Studies	3	x		x	x	x		x	x	x
SM5352	Influencer Techniques: Aesthetics, Narratives and Audience	3	x	x	x				x	x	x
SM6325	Philosophy of Technology and New Media	3	x				x	x	x	x	x
SM6333	World Making: Artistic Strategies for Contingent Systems	3				x	x	x	x	x	x
SM6346	Social Media, Aesthetics and Curation	3		x		x	x		x	x	x
SM6347	Protocols and Techniques for Decentralised Curation	3		x		x	x		x	x	x
SM6349	Platform Cultures	3			x	x	x	x	x	x	x
SM6350	Videographic Criticism	3	x	x		x			x	x	x
Elective Courses offered by the Submitting Academic Unit											
SM5312	Interactive Media I	3		x		x	x		x	x	x
SM5313	Interactive Media II	3		x		x	x		x	x	x
SM5316	Topics in Media Art I	3	x					x	x	x	x
SM5318	Topics in Media History and Theory I	3	x		x		x	x	x	x	x
SM5323	Topics in Media History and Theory II	3	x		x		x	x	x	x	x
SM5326	Gender in Popular Media	3	x	x	x		x		x	x	x
SM5327	Chinese Cinema	3	x	x	x		x		x	x	x
SM5329	Arts Management and Curatorship	3	x	x		x	x		x	x	x
SM5331	Topics in Media History and Theory III	3	x		x		x	x	x	x	x
SM5333	Prototyping New Cinema: The Future Moving Image	3				x	x	x	x	x	x
SM5334	Navigating Social Media: Culture, Aesthetics, and Technology	3	x				x	x	x	x	x
SM5335	Archaeology of New Media Art	3	x				x	x	x	x	
SM5336	Art in the Information Age: Creative Act, Art Object, Aesthetic Perception	3	x			x	x	x	x	x	x
SM5337	Aesthetics Beyond the Anthropocene	3	x		x	x	x	x	x	x	x
SM5339	Art and Activist Games Workshop	3	x	x	x	x			x	x	x

Course			PILOs						DEC		
Code	Title	Credit	P1	P2	P3	P4	P5	P6	A1	A2	A3
SM5343	Law, Policies and Global Media Platforms	3	x				x	x	x	x	x
SM5344	Abstract and Experimental Animation	3	x			x	x	x	x	x	x
SM5355	Korean Cinema	3			x		x	x	x	x	x
SM5356	Art, Technology, and Queering	3	x	x	x	x	x	x	x	x	x
SM5357	Media and Human Experiences: Anxiety, Nostalgia, and Transcendence	3	x	x		x	x	x	x	x	x
SM5358	Qualitative Research in Social Computing and Art Technology	3	x		x	x	x	x	x	x	x
SM5359	Psychology of Interactive Media and Games	3	x	x	x		x	x	x	x	x
SM5360	“Making” Interactive Things	3	x		x		x	x	x	x	x
SM5363	Human-Centred AI: Agents, Interaction, and Integration	3		x		x	x	x		x	x
SM5366	Exploring Digital Culture: Ethnographic Approaches to Social Media and Online Communities	3	x				x	x		x	x
SM5367	Global Media Studies	3	x	x	x			x	x	x	
SM5368	Accessible Media: Disability and Digital Culture	3	x			x		x	x	x	
SM5370	Topics in Media History and Theory IV	3	x		x		x	x	x	x	x
SM6305	Media Art: Theory and Practice I	3	x		x	x	x	x	x	x	x
SM6316	Media Art: Theory and Practice II	3	x				x	x	x	x	x
SM6317	Research Project in Media Studies	6	x	x	x		x		x	x	x
SM6319	Privacy and Surveillance in Art and Culture	3	x	x			x	x	x	x	x
SM6322	The Art Market: Transaction, Activism, Analysis	3		x	x		x		x	x	x
SM6323	Critical Ludology: Games, Playability and New Media Art	3	x				x	x	x	x	x
SM6324	Sensory Ethnography: Critical and Creative Practices	3	x				x	x	x	x	x
SM6328	Analysis and Criticism of Computer Games	3	x				x	x	x	x	x
SM6329	History and Making of Exhibitions	3	x	x	x	x	x	x	x	x	x
SM6331	Digital Media for Curating	3		x		x	x		x	x	x
SM6332	Computer Games and Society	3	x	x	x		x		x	x	x
SM6343	Collaborative Topics in Media Art	3	x				x	x	x	x	x
SM6344	Technology and Aesthetics	3	x				x	x	x	x	x
SM6345	Media Cultures Theory × Practice Summer Seminar	3	x	x	x	x	x	x	x	x	x
SM6348	Under the Skin of Fashion	3		x	x		x		x	x	x
SM6351	Information Visualization	3	x		x		x	x	x	x	x
SM6354	Qualitative Methods for Social Media and Interactive Technology Probes	3	x			x	x	x	x		

- A1: *Attitude*
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
- A2: *Ability*
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.
- A3: *Accomplishments*
Demonstrate accomplishments of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Part VI Research Elements in Programme Design

(A description on how research elements are embedded in the proposed programme design for ALL students as guided by the 2016-19 Academic Development Proposal (ADP) should be included. Research elements need to be incorporated into core or compulsory course(s) in order that all students can be benefited from the learning experience.)

Description on how research elements are embedded in the programme design:

Research elements are most systematically embedded in the following classes:

SM6317 (Research Project in Media Studies) 6 CR

Core/Compulsory Courses

Course Code	Course Title	Level	Credit Units	Information on research elements in the course design*
SM5325	Introduction to Media and Cultural Studies	P5	3	Stream core course for all MACM TF Stream students; assignments include preparation of a formal research proposal
SM5348	Curating Creative Media	P5	3	Stream core course for all MACM EC Stream students; Histories, theories, and practices of expanded curation. Includes strong elements of research applied to expanded curation as a collaborative and media enhanced practice.
SM5351	Introduction to Influencer Studies	P5	3	Stream core course for all MACM Influencer Studies Stream students. Includes strong elements of research applied to influencer studies and their techniques and practices

**indicative of planned teaching and learning activities / assessment tasks incorporating research elements*