

## Curriculum Information Record for a Taught Postgraduate Programme

### School of Creative Media Effective from Semester B 2020/21 For Students Admitted with Catalogue Term Semester A 2019/20 to 2020/21 (2019 to 2020 Cohort)

This form is for completion by the *Programme Leader*. The information provided on this form is the official record of the Programme. It will be used for City University's database, various City University publications (including websites) and documentation for students and others as required.

In specifying the curriculum for a Programme, "catalogue term" is used to determine the set of curriculum requirements that a student is following. By mapping the student record and the version of curriculum rules applicable, the graduation requirements of individual students will be evaluated accordingly. The catalogue terms of curriculum requirements that students will follow are summarized below.

#### Prepared / Last Updated by

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# City University of Hong Kong

## Curriculum Information Record for a Taught Postgraduate Programme

### School of Creative Media

Effective from Semester B 2020/21

For Students Admitted to the Programme with Catalogue Term

Semester A 2019/20 to 2020/21

(2019 to 2020 Cohort)

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### Part I Programme Overview

**Programme Title** (in English) : Master of Fine Arts in Creative Media  
(in Chinese) : 藝術碩士(創意媒體)

**Award Title<sup>#</sup>** (in English) : Master of Fine Arts in Creative Media  
(in Chinese) : 藝術碩士(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

	<b>Years (full-time)</b>
Normal period of study	2 years
Maximum period of study	5 years

#### 2. Number of Credit Units Required for the Award: 54

#### 3. Programme Aims

*The programme aims to produce future leaders in creative industries and nourish a new generation of artists who are well-versed in both the technology and aesthetics of new media production. It is committed to train creative producers that are prepared and adaptable to the rapidly changing landscape of media production and creative environment by providing 1) solid training of cutting-edge technology, 2) in-depth understanding of contemporary issues in media art, and 3) a trans-disciplinary and international learning environment. Creativity, innovation, adaptability and diversity form the core values and visions of the program. The curriculum focuses on strengthening students’ creative careers by helping them to*

develop and sharpen their expressive voices while keeping them up-to-date with the practices in the professional creative environment.

#### 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.	Produce creative works that are of a quality to be presented in peer-reviewed venues (e.g. international film/video festivals, screenings, conferences, exhibitions, etc.)	x	x	x
2.	Apply advanced media production techniques to his or her creative project		x	x
3.	Demonstrate high-level proficiency in the discourses of contemporary media art practices	x	x	x
4.	Theorize his or her creative practices in relation with a broader social and cultural context	x	x	
5.	Complete a creative portfolio that documents his or her own creative process	x	x	x
6.	Adopt a trans-disciplinary and multi-cultural perspective to creative works that values diversity, experimentation and innovation	x	x	
7.	Work effectively as team leader of a creative project		x	x
8.	Discover innovative aesthetics and studio techniques for artistic production	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 II Programme Requirement

### 1. Core Courses (24 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5301	Studio I	P5	3	
SM5302	Studio II	P5	6	
SM5303	Introduction to New Media Arts – Theories, Technologies, Aesthetics	P5	3	
SM6301	Thesis Project - Studio I	P6	6	
SM6302	Thesis Project - Studio II	P6	6	

### 2. Electives (30 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
<b>Category A: Practice (minimum 15 credits)</b>				
SM5304	Animation: Principles and Practice	P5	3	
SM5306	Cinematic Arts Workshop	P5	3	
SM5307	Digital Media and Moving Images	P5	3	
SM5312	Interactive Media I	P5	3	
SM5313	Interactive Media II	P5	3	
SM5316	Topics in Media Art I	P5	3	Enrolment for SM5316 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM6311 and SM6327.
SM5317	Digital Sound and Computer Music	P5	3	
SM5319	Topics in Animation	P5	3	
SM5320	Procedural Animation	P5	3	
SM5321	Topics in Photography	P5	3	
SM5332	Making Things Blip, Blink & Move : Introduction to Physical Computing	P5	3	
SM5333	Prototyping New Cinema: The Future Moving Image	P5	3	
SM5344	Abstract and Experimental Animation	P5	3	
SM6311	Topics in Media Art II	P6	3	Enrolment for SM6311 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM5316 and SM6327.
SM6314	Computer Animation for Interactive Content	P6	3	
SM6327	Topics in Media Art III	P6	3	Enrolment for SM6327 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM5316 and SM6311.
SM6341	Independent Documentary Production	P6	3	

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM6342	Transcultural Collaboration - a Hong Kong-Swiss international exchange project	P6	6	Enrolment for SM6342 depends on School's permission, which will be only granted on a competitive basis.
SM6343	Topics in Media Art IV	P6	3	Enrolment for SM6343 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM5316, SM6311 and SM6327,
<b>Category B: Context (minimum 9 credits)</b>				
SM5308	Art and Technology	P5	3	
SM5318	Topics in Media History and Theory I	P5	3	Enrolment for SM5318 depends on School's permission, which will only be granted if the topic is essentially different from that covered in SM5323.
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.
SM5326	Gender in Popular Cinema	P5	3	
SM5327	Chinese Cinema	P5	3	
SM5328	Introduction to Arts Administration	P5	3	
SM5329	Arts Management and Curatorship	P5	3	
SM5330	The Culture of Disney	P5	3	
SM5334	Social Media and Digital Humans	P5	3	
SM5335	Archaeology of New Media Art	P5	3	
SM5336	Art in the Information Age: Creative Act, Art Object, Aesthetic Perception	P5	3	
SM5341	Collecting, Archiving and Digital Preservation	P5	3	
SM5342	Cultural Exchange	P5	3	Enrolment for SM5342 depends on School's permission, which will only be granted for exchange students.
SM6305	Media Art: Theory and Practice I	P6	3	
SM6316	Media Art: Theory and Practice II	P6	3	
SM6319	Privacy and Surveillance in Art and Culture	P6	3	
SM6322	The Art Market: Transaction, Activism, Analysis	P6	3	
SM6323	Critical Ludology: Game, Playability and New Media Art	P6	3	
SM6324	Visual Ethnography : Critical and Creative Practices	P6	3	
SM6325	Philosophy of Technology and New Media	P6	3	
SM6339	Public Programming and Social Media	P6	3	
<b>Category C: Benchmark (minimum 3 credits)</b>				
SM5315	Independent Study I	P5	3	

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM6310	Independent Study II	P6	3	
SM6321	College Teaching Practicum	P6	3	

**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	P7	P8	A1	A2	A3
<b>Core Courses</b>													
SM5301	Studio I	3	x	x	x	x	x	x	x	x	x	x	x
SM5302	Studio II	6	x	x	x	x	x	x	x	x	x	x	x
SM5303	Introduction to New Media Arts – Theories, Technologies, Aesthetics	3			x	x						x	
SM6301	Thesis Project - Studio I	6	x	x	x	x	x	x	x	x	x	x	x
SM6302	Thesis Project - Studio II	6	x	x	x	x	x	x	x	x	x	x	x
<b>Electives</b>													
SM5304	Animation: Principles and Practice	3	x	x	x		x	x		x		x	x
SM5306	Cinematic Arts Workshop	3	x	x	x		x	x		x		x	x
SM5307	Digital Media and Moving Images	3	x	x	x		x	x		x		x	x
SM5308	Art and Technology	3			x	x					x	x	
SM5312	Interactive Media I	3	x	x	x		x	x		x		x	x
SM5313	Interactive Media II	3	x	x	x		x	x		x		x	x
SM5315	Independent Study I	3	x	x	x	x	x	x	x	x	x	x	x
SM5316	Topics in Media Art I	3	x	x	x		x	x		x		x	x
SM5317	Digital Sound and Computer Music	3	x	x	x		x	x		x		x	x
SM5318	Topics in Media History and Theory I	3			x	x					x	x	
SM5319	Topics in Animation	3	x	x	x		x	x		x		x	x
SM5320	Procedural Animation	3	x	x	x		x	x		x		x	x
SM5321	Topics in Photography	3	x	x	x		x	x		x		x	x
SM5323	Topics in Media History and Theory II	3			x	x					x	x	
SM5326	Gender in Popular Cinema	3	x	x		x		x			x	x	
SM5327	Chinese Cinema	3			x	x							
SM5328	Introduction to Arts Administration	3			x	x					x	x	
SM5329	Arts Management and Curatorship	3			x	x					x	x	
SM5330	The Culture of Disney	3			x	x					x	x	

Course			PILOs								DEC		
Code	Title	Credit	P1	P2	P3	P4	P5	P6	P7	P8	A1	A2	A3
SM5332	Making Things Blip, Blink & Move : Introduction to Physical Computing	3	x	x	x		x	x		x		x	x
SM5333	Prototyping New Cinema: The Future Moving Image	3	x		x	x		x		x		x	x
SM5334	Social Media and Digital Humans	3			x	x					x	x	
SM5335	Archaeology of New Media Art	3			x	x					x	x	
SM5336	Art in the Information Age: Creative Act, Art Object, Aesthetic Perception	3			x	x		x		x	x	x	
SM5341	Collecting, Archiving and Digital Preservation	3			x	x					x	x	x
SM5342	Cultural Exchange	3			x	x		x			x	x	
SM5344	Abstract and Experimental Animation	3	x	x	x		x	x		x		x	x
SM6305	Media Art: Theory and Practice I	3	x		x	x		x		x	x	x	
SM6310	Independent Study II	3	x	x	x	x	x	x	x	x	x	x	x
SM6311	Topics in Media Art II	3	x	x	x		x	x		x		x	x
SM6314	Computer Animation for Interactive Content	3	x	x	x		x	x		x		x	x
SM6316	Media Art: Theory and Practice II	3	x		x	x		x		x	x	x	
SM6319	Privacy and Surveillance in Art and Culture	3			x	x					x	x	
SM6321	College Teaching Practicum	3			x	x				x	x	x	x
SM6322	The Art Market: Transaction, Activism, Analysis”	3			x	x					x	x	
SM6323	Critical Ludology: Game, Playability and New Media Art	3			x	x					x	x	
SM6324	Visual Ethnography : Critical and Creative Practices	3			x	x					x	x	
SM6325	Philosophy of Technology and New Media	3			x	x					x	x	
SM6327	Topics in Media Art III	3	x	x	x		x	x		x		x	x
SM6339	Public Programming and Social Media	3			x	x					x	x	x
SM6341	Independent Documentary Production	3	x	x	x		x	x		x		x	x
SM6342	Transcultural Collaboration - a Hong Kong-Swiss international exchange project	6	x	x	x	x		x	x	x	x	x	x
SM6343	Topics in Media Art IV	3	x	x	x		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:

The programme design was made to promote a progressive and substantial self-development of research work for creative excellence. A strong core for research (21 credits) counts more than 40% at least of the whole programme, properly covering a course of two years. Research elements are also embedded in the following elective courses for students who would opt for even larger research components:

SM5315 (Independent Study I) 3 CR

SM6310 (Independent Study II) 3 CR

### Core/Compulsory Courses

Course Code	Course Title	Level	Credit Units	Information on research elements in the course design*
SM5301	Studio I	P5	3	First installment of the 4-part Studio-Thesis requirement. Contextual research and methodology design.
SM5302	Studio II	P5	6	Second installment of the 4-part Studio-Thesis requirement. Research development and experimentation.
SM6301	Thesis Project-Studio I	P6	6	Third installment of the 4-part Studio-Thesis requirement. Research analysis and implementation.
SM6302	Thesis Project-Studio II	P6	6	Last installment of the 4-part Studio-Thesis requirement. Research theorization and documentation.

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