

Curriculum Information Record for a Major/Degree

School of Creative Media

Effective from Semester B 2020/21

For Students Admitted/Changed to the Major with Catalogue Term

Semester A 2018/19 and thereafter

(2018 Cohort and thereafter)

The information provided on this form is the official record of the major/degree. 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 major/degree, "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 (BUS/04/A5R):

<u>Requirements</u>	<u>Catalogue Term</u>
a) Common Requirements <ul style="list-style-type: none"> • Gateway Education • University Language • College/School requirement 	The same as student's admission term
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b) Major <ul style="list-style-type: none"> • For normative 4-year degree students who will join the majors allocation exercise • For advanced standing students and 4-year degree students who already have a major at the time of admission • For students who have changed major 	Effective term of the declared major The same as student's admission term Effective term of the changed major
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c) Stream	Follow the effective term of the associated major

Prepared / Last Updated by

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City University of Hong Kong

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Semester A 2018/19 and thereafter
(2018 Cohort and thereafter)

Part I Major/Degree Overview

Major (in English) : Creative Media
(in Chinese) : 創意媒體

Degree (in English) : Bachelor of Arts
(in Chinese) : 文學士

Award Title[#] (in English) : Bachelor of Arts in Creative Media
(in Chinese) : 文學士(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

	Normative 4-year Degree	Advanced Standing I (Note 1)	Advanced Standing II (Senior-year Entry) (Note 2)
Normal period of study	4 years	3 years	2 years
Maximum period of study	8 years	6 years	5 years

Note 1: For students with recognised Advanced Level Examination or equivalent qualifications.

Note 2: For Associate Degree/Higher Diploma graduates admitted to the senior year.

2. Minimum Number of Credit Units Required for the Award and Maximum Number of Credit Units Permitted

Degree Requirements	Normative 4-year Degree	Advanced Standing I	Advanced Standing II (Senior-year Entry)
Gateway Education requirement *	30 credit units	21 credit units	12 credit units
College/School requirement *	15 credit units	15 credit units	9 credit units
Major requirement	57 credit units (Core: 15 Elective: 42)	57 credit units (Core: 18 Elective: 39)	48 credit units (Core: 18 Elective: 30)
Free electives / Minor (if applicable)	18 credits	-	-
Minimum number of credit units required for the award	120 credit units	93 credit units	69 credit units

Maximum number of credit units permitted	144 credit units	114 credit units	84 credit units
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* For details, please refer to the Curriculum Information Record for Common Requirements.

3. Aims of Major

Graduates of the Bachelor of Arts in Creative Media possess creative skills in the field of media aesthetics, digital video production, and post-production, digital sound recording and editing, digital animation, interactive art/design, and other multimedia applications. In the process of using the latest digital technologies for creative purposes, students learn to treat technology as an artistic medium. The curriculum emphasizes creative and critical thinking in the domain of digital content, as well as the successful expression of a personal vision through various digital media formats. Graduates have a deep understanding of the structures and strategies of the media industry, and will be equipped to contribute actively to its future development.

By emphasizing both the acquisition of technical proficiency as well as artistic and personal growth, the major encourages students to develop and extend their creative potential and capacity to imagine, facilitating the development of a cultural identity and sharpen their understanding of the broader social environment.

Note 1: For students with recognised Advanced Level Examination or equivalent qualifications.

Note 2: For Associate Degree/Higher Diploma graduates admitted to the senior year.

4. Intended Learning Outcomes of Major (MILOs)

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

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

No.	MILOs	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
		A1	A2	A3
1.	Formulate their focus for artistic/ professional development within a range of spelt out expertise	x	x	x
2.	Act as a culturally-sensitive and socially responsible media art professional	x		
3.	Command a rich language in describing and theorizing the type of creative work they are doing		x	x
4.	Define the variety and diversity of media art, with their own creative projects as illustration	x	x	x
5.	Work competently in a multiple-task and collaborative environment	x	x	x
6.	Use a research-oriented approach that values experimentation, innovation, and cross-disciplinary work	x	x	
7.	Demonstrate (1) to (6) with a polished, sound and well reasoned Graduation Thesis Project			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 Major Requirement

[57 credit units for Normative 4-year degree & Advanced Standing I]

[48 credits for Advanced Standing II]

(The catalogue term of the major requirement that students will follow will be the effective term of the declared/allocated major.

For normative 4-year degree students who will join the majors allocation exercise, the catalogue term of major requirement will be one year after admission.

For advanced standing students and 4-year degree students who already have a major at the time of admission, the catalogue term of major requirement will be the same as their admission term.)

1. Core Courses

(15 credit units for Normative 4-year Degree)

(18 credit units for Advanced Standing I and II)

Normative 4-year Degree: 15 credit units				
Course Code	Course Title	Level	Credit Units	Remarks
SM2105	Narrative Strategies & Aesthetics of Time-based Media	B2	3	
SM2704	Creative Media Studio II	B2	6	
SM2706	Critical Theory & Socially Engaged Practices	B2	3	
SM2716	Physical Computing and Tangible Media	B2	3	
Advanced Standing I and II : 18 credit units				
In addition to the above-mentioned Major Core Courses, students admitted with Advanced Standing I and II also need to take the following course to fulfil the Major Core Requirement:				
SM1701	Contemporary & New Media Art	B1	3	Students admitted with Advanced Standing I and II will take this course to meet the Major Core Requirement

2. **Major Electives with Two-Tier Structure**
(42 credit units for Normative 4-year Degree)
(39 credit units for Advanced Standing I)
(30 credit units for Advanced Standing II)

1st Tier – Courses of Levels 1 and 2

2nd Tier – Courses of Levels 3 and 4

Normative 4-year Degree and Advanced Standing I
Students are required to complete at least 18 credit units of Tier 2 Major Electives before graduation. They should have met the pre-requisite(s) of individual courses for progression purpose.
Advanced Standing II (Senior-year Entry)
Students are required to complete at least 15 credit units of Tier 2 Major Electives before graduation. They should have met the pre-requisite(s) of individual courses for progression purpose.

The elective pools for BAS and BACM are divided into six clusters. This “cluster” model of elective offerings provides courses which prepare students to engage in related issues in greater depth, while also encouraging them to think and work across disciplinary and professional boundaries. The six clusters are:

1. Animation
2. Cinema & Photography
3. Critical Theory & Practices
4. Game & Playable Media
5. New Media
6. Sound

Please see [Part VI Curriculum Map](#) for the list of BACM electives.

Part III Admission Requirements for Entry to the Major, if any

(Admission requirements here refers to specific requirements for students already admitted to the College/School/Department with an undeclared major. Academic units can state the prerequisites required for admission to the major.)

Nil

Part IV Accreditation by Professional / Statutory Bodies

Nil

Part V Additional Information

Nil

Part VI Curriculum Map

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

Course			MILOs (please tick where appropriate)							DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
Mandatory School-Specified Courses offered by the Submitting Academic Unit												
SM1103A	Introduction to Media Computing	3	x		x	x	x	x		x	x	x
SM1701	Contemporary and New Media Art	3		x		x		x			x	x
SM2715	Creative Coding	3	x			x					x	x
School Requirements offered by the Submitting Academic Unit												
SM1702	Creative Media Studio I	6	x			x				x		x
SM2702	Interdisciplinary Practices in Art, Science and the Humanities	3	x		x			x		x	x	
SM2703	Creative Media Colloquium	0	x							x		
SM4712A	Graduation Thesis / Project	6	x	x	x	x	x	x	x	x	x	x
Major Core Courses offered by the Submitting Academic Unit												
SM2105	Narrative Strategies & Aesthetics of Time-based Media	3	x		x	x		x		x	x	x
SM2704	Creative Media Studio II	6	x			x					x	x
SM2706	Critical Theory & Socially Engaged Practices	3		x	x			x		x		x
SM2716	Physical Computing and Tangible Media	3	x			x					x	x
School-Specified GE Course offered by other Academic Units												
CS1103B	Media Computing	3	x		x	x	x	x		x	x	x
Major Elective Courses offered by the Submitting Academic Unit												
Group 1 Animation												
SM2228	Understanding Animation	3	x		x	x		x		x	x	
SM2231	3D Animation I – Basic	3	x			x					x	x
SM2277	Life Drawing	3	x		x	x					x	x
SM2278	Web Animation	3	x			x		x			x	x
SM2288	Independent Animation Project	3	x			x	x	x			x	x
SM2713	2D Animation I – Basic	3	x			x	x				x	x
SM2714	Fundamentals of Animation	3	x			x	x	x			x	x
SM2717	Abstract and Experimental Animation	3	x		x		x	x		x	x	x
SM3122	Computer Programming for Animators	3	x			x	x				x	x
SM3146	2D Animation II – Intermediate	3	x			x					x	x
SM3605	3D Contents Production in Maya	3	x		x	x	x				x	x

Note 1: For students with recognised Advanced Level Examination or equivalent qualifications.

Note 2: For Associate Degree/Higher Diploma graduates admitted to the senior year.

Course			MILOs (please tick where appropriate)							DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
SM3701	Digital Composition	3	x		x	x	x				x	x
SM3717	Special Topics in Animation	3	x		x	x		x			x	x
SM3731	3D Animation II – Intermediate	3	x			x					x	x
SM4123	Procedural Animation	3	x			x					x	x
SM4124	Character Animation	3	x		x	x	x				x	x
SM4125	Computer Animation for Interactive Content	3	x			x					x	x
SM4128	Digital Lighting and Texturing	3	x			x					x	x
SM4129	Digital Visual Effects	3	x			x					x	x
SM4709	Internship & Practicum	3	x				x					x
SM4711	Industry Internship	3	x				x					x
Group 2 Cinema & Photography												
SM1013	Introduction to Photography	3	x			x					x	x
SM1201	Studio Photography	3	x			x					x	x
SM1211	Black and White Photography	3	x			x					x	x
SM2002	The Art of Editing	3	x		x	x					x	x
SM2211	Cinematography	3	x			x					x	x
SM2218	Art Photography	3	x			x		x		x	x	x
SM2235	Alternative Process in Photography	3	x			x				x	x	x
SM2253	Digital Photography	3	x			x					x	x
SM2262	Producing and Production Management	3	x	x			x				x	x
SM2266	Graphic Communication	3	x		x	x					x	x
SM2267	Image and Object: Beyond Photography	3	x			x					x	x
SM2268	Expanded Photography	3	x			x				x	x	x
SM2272	Cinematography II	3	x			x					x	x
SM2274	History of Cinema	3	x	x	x					x	x	
SM2283	Documentary Photography	3	x	x	x	x					x	x
SM2286	Special Topics in Photography & Digital Imaging	3	x		x	x				x	x	x
SM2719	Documentary I	3	x			x				x		x
SM2720	Black and White Photography	3	x			x					x	x
SM3115	Chinese Scriptwriting	6	x		x	x					x	x
SM3131	Art Direction	3	x			x					x	x
SM3161	Concepts in Film Theory	3	x		x					x	x	
SM3719	Special Topics in Cinematic Arts	3	x		x	x	x			x	x	

Course			MILOs (please tick where appropriate)							DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
SM3721	Theories of Photography & Imaging	3	x		x	x		x		x	x	
SM3734	Art Photography	3	x			x		x		x	x	x
SM3735	Alternative Process in Photography	3	x			x				x	x	x
SM3736	Image and Object: Beyond Photography	3	x			x					x	x
SM3737	Expanded Photography	3	x			x				x	x	x
SM3739	Documentary Photography	3	x	x	x	x					x	x
SM3740	Special Topics in Photography & Digital Imaging	3	x		x	x				x	x	x
SM4121	Directing for Hong Kong Cinema	6	x		x	x	x				x	x
SM4154	Screen Acting Workshop	3	x			x		x			x	x
SM4709	Internship & Practicum	3	x				x					x
SM4711	Industry Internship	3	x				x					x
SM4713	Documentary II	3	x			x					x	x
Group 3 Critical Theory & Practices												
SM1012B	Writing and Creativity (Chinese)	3			x	x		x		x	x	
SM2007	Culture, Society and New Technologies	3		x	x			x		x	x	
SM2263	Hackivism and Tactical Media	3	x		x					x	x	x
SM2264	User Research	3		x	x			x			x	x
SM3138	Creative City and Urban Critique	3		x	x			x		x	x	
SM3711	Art Administration and Cultural Management	3	x	x	x						x	
SM3715	Special Topics in Art, Society & Culture	3		x	x	x		x		x	x	
SM3720	Special Topics in Intermedia Art Practices	3	x		x	x	x			x	x	x
SM3729	Relational Aesthetics and Participatory Media	3	x	x	x	x				x	x	
SM3742	Micro- Narratives	3			x	x		x		x	x	x
SM4134	Visual Ethnography and Creative Intervention	3			x	x		x		x	x	
SM4709	Internship & Practicum	3	x				x					x
SM4711	Industry Internship	3	x				x					x
Group 4 Game & Playable Media												
SM2259	Game and Play Studies	3	x		x	x				x	x	
SM2260	Interactive Narrative	3			x	x					x	x
SM2603	2D Game Production	3	x			x					x	x
SM3120	Game Level Design	3	x			x	x				x	x
SM3601	Game Prototyping and Design	3	x			x					x	x
SM3608	3D Game Production	3	x		x	x					x	x

Course			MILOs (please tick where appropriate)							DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
SM3609	Production Process for Animation, Games and Installation	3	x	x	x						x	x
SM3714	Special Topics in Art of Game & Play	3	x		x	x	x			x	x	
SM4704	Art Game Workshop	3	x		x	x		x			x	x
SM4709	Internship & Practicum	3	x				x					x
SM4711	Industry Internship	3	x				x					x
Group 5 New Media												
SM2220	Generative Art	3	x		x	x		x		x	x	x
SM2256	Kinetic and Interactive Typography	3	x			x					x	x
SM2289	Writing Digital Media	3	x			x		x		x	x	x
SM2712	Perception, Cognition, Art, and Design	3	x		x	x		x		x	x	
SM2718	Object Art Production	3				x		x		x	x	x
SM3123	Image Processing and Augmented Reality	3	x			x					x	x
SM3160	New Media Art Theory and History	3			x	x		x		x	x	x
SM3511	Interface Design	3	x		x	x					x	x
SM3603	3D Natural Interaction	3	x				x	x			x	x
SM3607	Mobile Media	3	x			x					x	x
SM3610	Hardware Hacking	3	x			x		x			x	x
SM3611	New Media for Installation, Events and Performance	3	x		x	x	x	x		x	x	x
SM3612	Augmented Reality I: Experience Design & Previsualization	3	x		x	x		x		x	x	x
SM3613	Augmented Reality II: Creating Applications on Head-Worn Displays	3	x		x	x		x		x	x	x
SM3703	Media Art and the Environment	3	x	x		x				x	x	
SM3704	Future Cinema	3	x	x		x				x	x	
SM3709	Theatre Space and Multimedia Performance	3	x		x	x		x			x	x
SM3713	Special Topics in Art & Sciences	3			x	x	x			x	x	
SM3724	Special Topics in Theory, History & Philosophy of Media Art	3			x	x		x		x	x	x
SM3726	Sustainable Art & Design	3	x			x					x	x
SM3727	Wearables	3	x			x					x	x
SM3732	Site and Space: Installation Workshop	3				x		x		x	x	x
SM3733	Special Topics in Creative Media	3	x	x		x				x	x	
SM3743	Law and Creativity	3	x	x							x	
SM3801	Understanding Data	3	x	x	x	x	x			x	x	x
SM3803	Generative Coding Studio	6	x				x			x	x	x

Course			MILOs (please tick where appropriate)							DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
SM3804	Materials and Fabrication Studio	6	x	x	x	x		x		x	x	x
SM3805	Imaging Science Studio	6	x					x		x	x	x
SM3806	Special Topics in Art and Science Studio I	6	x					x		x	x	x
SM3807	Machine Learning and Robotics Studio	6	x					x		x	x	x
SM3808	Special Topics in Art and Science Studio II	6	x					x		x	x	x
SM3809	Software Art Studio	6	x		x	x	x	x		x	x	x
SM4159	New Media Art in the Technological Lifeworld	3			x	x		x			x	
SM4706	Special Topics in Computational Art	3	x			x		x		x	x	x
SM4709	Internship & Practicum	3	x				x					x
SM4711	Industry Internship	3	x				x					x
Group 6 Sound												
SM2276	Music Studio Production	3	x		x	x					x	x
SM2287	Special Topics in Sonic and Audio Arts	3	x			x				x	x	x
SM3130	Sound Installation and Sound Spatialization	3	x		x	x		x		x	x	x
SM3150	Location Sound Recording	3	x			x					x	x
SM3153	Sound Design for Cinema	3	x		x	x		x			x	x
SM3722	Live Sound Production	3	x		x	x					x	x
SM4143	Sonic Arts & the History of Sounds and Noises	3	x	x	x			x		x	x	x
SM4709	Internship & Practicum	3	x				x					x
SM4711	Industry Internship	3	x				x					x
Major Elective Courses offered by other Academic Unit												
Group 5 New Media												
CA4181	Digital Media in Architecture	3	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.