

## Curriculum Information Record for a Taught Postgraduate Programme

**School of Creative Media**  
**Effective from Semester A 2021/22**  
**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 A 2021/22

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 Arts in Creative Media  
(in Chinese) : 文學碩士(創意媒體)

**Award Title<sup>#</sup>** (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

	<b>Years (full-time)</b>	<b>Years (part-time/combined mode)</b>
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

*This programme aims to nourish a critical and up-to-date understanding of cultural, social, and aesthetic issues in the media industry and a capacity to view developments in the media industry within a broader critical, historical, social, political and economic perspective, so that students will be capable of taking on significant responsibilities and leadership roles in the industry or pursue further study in MPhil and/or PhD programmes related to creative media studies.*

#### 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, analyze, and evaluate the different cultural and aesthetic forms of creative media and their roles in historical and contemporary societies.	x		
2.	Describe the tools, the production process, and the business models of media industries.	x	x	
3.	Differentiate among local, regional, and global media contexts, and synthesize critical analyses of the dynamic relationships among these contexts.	x	x	
4.	Apply digital media to game design, curating, and other creative industries.		x	x
5.	Apply the analytic and research skills acquired in the programme to the theory and practice of new media forms, practices, and contents.		x	x
6.	Reflect on and theorize 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 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

### A. Media Cultures (MC) Stream

#### Stream Aims

This stream aims to equip students with the skills in critical inquiry and analysis required of future leaders of the media industry, as well as related professions in which knowledge of media history and methodologies for analyzing media texts and institutions are increasingly beneficial.

#### MC 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 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.	Describe the cultural aspects of the media industries 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 both contemporary and historical media environments to a wide range of audiences, including industry, scholars, and the general public.	x	x	
6.	Recognize the parameters of substantial media studies research, and imagine and formulate original research in both industrial and academic settings.	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.*

## B. Curating Art and Media (CAM) Stream

### Stream Aims

This stream aims to develop the creative, intellectual, and technological competence required of future leaders in art and media curating sector, with an emphasis on the impact of digital media on all aspects of art, with a focus on developing capabilities in using new technologies in curating, exhibiting, and communicating art. Graduates will gain a critical understanding of key issues in contemporary practice of art and media, as well as solid skills in research, curating, collection, and exhibition to become successful in their careers or further studies in MPhil and/or PhD programmes.

### CAM Stream Intended Learning Outcomes (SILOs)

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

No.	SILOs	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
		A1	A2	A3
1.	Recognize, describe, and analyse the various aspects of the professional process of curating art and media.	x	x	
2.	Apply the research, analytic and creative skills acquired in the programme to fulfil curating responsibilities.		x	x
3.	Recognize and communicate the challenges faced by art institutions in the digital media age and articulate possible strategies to address them.	x	x	
4.	Design, Plan and execute innovative curatorial projects to communicate effectively via digital media.		x	x
5.	Describe, analyse, and evaluate media art exhibition projects.	x	x	
6.	Devise and execute substantial research projects in the field of media arts administration.		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.*

## C. Playable Media and Game Studies (PMGS) Stream

### Stream Aims

This stream aims to provide the graduates with the theoretical, conceptual, and creative foundations that are necessary for careers in industries related to computer games and playable media, and for further studies in the fields of computer games and new media in general. The stream aims to instill in its graduates the curiosity to discover new opportunities for creative, artistic, cultural and critical expression and intervention using playable media, and to equip its graduates with the knowledge needed to innovate new forms of computer games and playable media.

### PMGS 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 the cultural forms of games and play and their roles in both historical and contemporary societies.	x		
2.	Apply the practical skills acquired in the programme to create drafts, designs, and prototypes of computer games and/or artworks and applications using playable media that innovate beyond the existing genres and canons, and/or engage in social critique and/or intervention.	x	x	x
3.	Describe and evaluate the tools, the production process, and the business models of playable media industry in different local, regional, and international contexts.	x		
4.	Describe and evaluate the aesthetics, the canon, and the conventional genres of computer games and playable media.	x		
5.	Describe the potential of computer games and playable media for artistic expression, social critique and intervention independently, and in relation to other forms of new media.	x	x	x
6.	Analyze and evaluate computer games and artworks of playable and interactive media in relation to aesthetical, cultural, and commercial aspects using the vocabulary of computer game studies, and formulate substantial research projects.	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 II Programme Requirement

### 1. Core Courses (3 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5325	Introduction to Media and Cultural Studies	P5	3	

### 2. Stream Core Courses

#### Media Cultures (MC) (9 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5303	Introduction to New Media Arts – Theories, Technologies, Aesthetics	P5	3	
SM6325	Philosophy of Technology and New Media	P6	3	
SM6333	World-Building in Digital Narrative Media	P6	3	

#### Curating Art and Media (CAM) (12 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5329	Arts Management and Curatorship	P5	3	
SM5337	Aesthetics Beyond the Anthropocene	P5	3	
SM6329	History and Making of Exhibitions	P6	3	
SM6331	Digital Media for Curating	P6	3	

#### Playable Media and Game Studies (PMGS) (12 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5338	The Canon of Computer Games	P5	3	
SM6323	Critical Ludology: Games, Playability and New Media Art	P6	3	
SM6328	Analysis and Criticism of Computer Games	P6	3	
SM6330	The Art and Design of Computer Games	P6	3	

3. Electives (MC Stream: 18 credit units; CAM Stream:15 credit units)

Students to take at least 6 credits from electives belonging to their chosen stream, and the remaining credits can be selected from any stream core or stream elective courses.

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
<b>Media Cultures (MC) Electives</b>				
COM5102	Global Media in the Digital Era	P5	3	Equivalent course: EN5602 Global Communication
SM5315	Independent Study I	P5	3	
SM5316	Topics in Media Art I	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 Media	P5	3	
SM5327	Chinese Cinema	P5	3	
SM5329	Arts Management and Curatorship	P5	3	
SM5330	The Cultures 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	
SM5337	Aesthetics Beyond the Anthropocene	P5	3	
SM5343	Law, Policies and Global Media Platforms	P5	3	
SM5344	Abstract and Experimental Animation	P5	3	
SM6305	Media Art: Theory and Practice I	P6	3	
SM6310	Independent Study II	P6	3	
SM6316	Media Art: Theory and Practice II	P6	3	
SM6317	Research Project in Media Studies	P6	6	<i>For Enrolment of MC Stream Students Only</i>  Semester B + Summer Term/ Summer Term + Semester A/ Semester A + Semester B  To be taken after a minimum of 12 credit units are earned.
SM6319	Privacy and Surveillance in Art and Culture	P6	3	
SM6323	Critical Ludology: Games, Playability and New Media Art	P6	3	
SM6324	Visual Ethnography: Critical and Creative Practices	P6	3	
SM6328	Analysis and Criticism of Computer Games	P6	3	
SM6329	History and Making of Exhibitions	P6	3	
SM6343	Topics in Media Art IV	P6	3	



Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM6344	Technology and Aesthetics	P6	3	
<b>Curating Art and Media (CAM) Electives</b>				
SM5312	Interactive Media I	P5	3	
SM5313	Interactive Media II	P5	3	
SM5333	Prototyping New Cinema: The Future Moving Image	P5	3	
SM5341	Collecting, Archiving and Digital Preservation	P5	3	
SM6322	The Art Market: Transaction, Activism, Analysis	P6	3	
SM6325	Philosophy of Technology and New Media	P6	3	
SM6339	Public Programming and Social Media	P6	3	
SM6340	Curatorial Project	P6	6	<i>For Enrolment of CAM Stream Students Only</i> To be taken after a minimum of 12 credit units are earned.
<b>Playable Media and Game Studies (PMGS) Electives</b>				
CS5367	Computer Games Design	P5	3	Enrolment for this course depends on CS Department's permission, which will only be granted if the student can demonstrate adequate proficiency in computer programming.
SM5304	Animation: Principles and Practice	P5	3	
SM5317	Digital Sound and Computer Music	P5	3	
SM5339	Art and Activist Games Workshop	P5	3	
SM5340	Playable Mobile Media	P5	3	
SM6314	Computer Animation for Interactive Content	P6	3	Enrolment in this course is subject to approval by the course leader.
SM6332	Computer Games and Society	P6	3	
SM6333	World-Building in Digital Narrative Media	P6	3	
SM6334	Special Topics in Game Cultures	P6	3	Enrolment for this course depends on School's permission, which will only be granted if the topic is essentially different from that covered in [other topics courses].
SM6335	Special Topics in Computer Game Studies	P6	3	Enrolment for this course depends on School's permission, which will only be granted if the topic is essentially different from that covered in [other topics courses].
SM6336	Special Topics in Computer Game Art	P6	3	Enrolment for this course depends on School's permission, which will only be granted if the topic is essentially different from

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
				that covered in [other topics courses].
SM6337	Advanced Topics in Computer Games and Playable Media	P6	3	Enrolment for this course depends on School's permission, which will only be granted if the topic is essentially different from that covered in [other topics courses].
SM6338	Thesis Seminar in Playable Media	P6	6	<u>For Enrolment of PMGS Stream Students Only</u>  Semester B + Summer Term/ Summer Term + Semester A/ Semester A + Semester B  To be taken after a minimum of 12 credit units are earned.  Enrollment in this course is subject to approval by the course leader and/or project advisor.

### **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
<b>Core Courses</b>											
SM5303	Introduction to New Media Arts – Theories, Technologies, Aesthetics	3	x	x	x			x	x	x	
SM5325	Introduction to Media and Cultural Studies	3	x		x			x	x	x	
SM5338	The Canon of Computer Games	3	x		x			x	x	x	
SM6325	Philosophy of Technology and New Media	3	x				x	x	x	x	
SM6330	The Art and Design of Computer Games	3	x	x		x	x			x	x
SM6331	Digital Media for Curating	3		x		x	x		x	x	x
SM6333	World-Building in Digital Narrative Media	3				x	x	x		x	x
<b>Elective Courses offered by the Submitting Academic Unit</b>											
SM5304	Animation: Principles and Practice	3	x	x		x				x	x
SM5312	Interactive Media I	3		x		x	x			x	x
SM5313	Interactive Media II	3		x		x	x			x	x
SM5315	Independent Study I	3	x			x	x	x	x	x	
SM5316	Topics in Media Art I	3	x					x	x	x	
SM5317	Digital Sound and Computer Music	3	x			x	x	x	x	x	
SM5318	Topics in Media History and Theory I	3	x		x		x	x	x	x	
SM5323	Topics in Media History and Theory II	3	x		x		x	x	x	x	
SM5326	Gender in Popular Media	3	x	x	x		x		x	x	
SM5327	Chinese Cinema	3	x	x	x		x		x	x	
SM5329	Arts Management and Curatorship	3	x	x		x	x			x	x
SM5330	The Cultures of Disney	3	x	x	x		x		x	x	
SM5333	Prototyping New Cinema: The Future Moving Image	3				x	x	x			x
SM5334	Social Media and Digital Humans	3	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
SM5337	Aesthetics Beyond the Anthropocene	3	x		x	x	x	x	x	x	
SM5339	Art and Activist Games Workshop	3	x	x	x	x			x	x	x
SM5340	Playable Mobile Media	3	x	x		x				x	x
SM5341	Collecting, Archiving and Digital Preservation	3	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	
SM5344	Abstract and Experimental Animation	3	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
SM6314	Computer Animation for Interactive Content	3		x		x				x	x
SM6316	Media Art: Theory and Practice II	3	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	
SM6322	The Art Market: Transaction, Activism, Analysis	3		x	x		x		x	x	
SM6323	Critical Ludology: Games, Playability and New Media Art	3	x				x	x	x	x	
SM6324	Visual Ethnography : Critical and Creative Practices	3	x				x	x	x	x	x
SM6325	Philosophy of Technology and New Media	3	x				x	x	x	x	
SM6328	Analysis and Criticism of Computer Games	3	x				x	x		x	x
SM6329	History and Making of Exhibitions	3	x	x	x	x	x	x	x	x	x
SM6332	Computer Games and Society	3	x	x	x		x		x	x	
SM6334	Special Topics in Game Cultures	3	x		x		x		x	x	
SM6335	Special Topics in Computer Game Studies	3	x		x		x	x	x	x	
SM6336	Special Topics in Computer Game Art	3	x				x	x	x	x	
SM6337	Advanced Topics in Computer Games and Playable Media	3	x				x	x	x	x	
SM6338	Thesis Seminar in Playable Media	6	x				x	x	x	x	x
SM6339	Public Programming and Social Media	3	x	x	x	x				x	x
SM6340	Curatorial Project	6		x		x	x			x	x
SM6343	Topics in Media Art IV	3	x				x	x	x	x	x
SM6344	Technology and Aesthetics	3	x				x	x	x	x	
<b>Elective Courses offered by other Academic Unit</b>											
COM5102	Global Media in the Digital Era	5	x		x				x	x	
CS5367	Computer Games Design	3		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

Course			PILOs						DEC		
Code	Title	Credit	P1	P2	P3	P4	P5	P6	A1	A2	A3

*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/Media Cultures stream

SM6340 (Curatorial Project) 6 CR/Curating art and Media Stream

SM6338 (Thesis Seminar in Playable Media) 6 CR/Playable Media and Game Studies stream

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*
SM5325	Introduction to Critical Media Studies		3	Core course for all MACM students; assignments include preparation of a formal research proposal

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