Curriculum Information Record for a Major/Degree

School of Creative Media
Effective from Semester A 2021/22
For Students Admitted/Changed to the Major with Catalogue Term
Semester A 2015/16 only

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 • Gateway Education • University Language • College/School requirement	The same as student's admission term
b) Major • For normative 4-year degree students who will join the majors allocation exercise	Effective term of the declared major
• For advanced standing students and 4-year degree students who already have a major at the time of admission	The same as student's admission term
• For students who have changed major	Effective term of the changed major
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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School of Creative Media
Effective from Semester A 2021/22
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Semester A 2015/16 only

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 *	21 credit units	21 credit units	12 credit units
Major requirement	51 credit units (Core: 18 Elective: 33)	51 credit units (Core: 18 Elective: 33)	45 credit units (Core: 15 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**

* For details, please refer to the Curriculum Information Record for Common Requirements.

3. **Aims of Major**

Graduates of the Bachelor of Arts Major 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.

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

       [51credit units for Normative 4-year degree & Advanced Standing I]

       [45 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**

   (18 credit units for Normative 4-year Degree and Advanced Standing I)

   (15 credit units for Advanced Standing II)

Normative 4-year Degree and Advanced Standing I : 18 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	Waived for students admitted with Advanced Standing II
SM2705*	Creative Media Studio III: Technology, Coding and Tangible Media	B2	6	SM2705 is replaced by SM2715 & SM2716 with effect from Semester A 2016/17
SM2706*	Critical Theory & Socially Engaged Practices	B2	3	
SM2715*	Creative Coding	B2	3	For catalogue term: Semester A 2015/16 (Advanced Standing I)
SM2716*	Physical Computing and Tangible Media	B2	3	
Advanced Standing II (Senior-year Entry) : 15 credit units				
In addition to the above-mentioned Major Core Courses with "*", students admitted with Advanced Standing II also need to take the following course to fulfil the Major Core Requirement:				
SM2702*	Interdisciplinary Practices in Art, Science and the Humanities	B2	3	Students admitted with Advanced Standing II will take this course to meet Major Core Requirement

2. **Electives**

    (33 credit units for Normative 4-year Degree and Advanced Standing I)

    (30 credit units for Advanced Standing II)

Normative 4-year Degree and Advanced Standing I : 33 credit units				
Course Code	**Course Title**	**Level**	**Credit Units**	**Remarks**
	33 credit units to be taken from the List of SCM Electives.	B	33	See <u>Appendix</u> for the List of BACM Electives
Advanced Standing II (Senior-year Entry): 30 credit units				
Course Code	**Course Title**	**Level**	**Credit Units**	**Remarks**
	30 credit units to be taken from the List of SCM Electives.	B	30	See <u>Appendix</u> 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		Credit	MILOs *(please tick where appropriate)*							DEC *(please tick where appropriate)*		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
School Requirements offered by the Submitting Academic Unit												
SM1701	Contemporary and New Media Art	3		x		x		x			x	x
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		
SM4701	Graduation Thesis / Project	3	x	x	x	x	x	x	x		x	x
School Requirements offered by other Academic Units												
CS1103	Introducing to Media Computing	3	x		x	x	x			x		x
CS1303	Introduction to Internet and Programming	3	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
SM2702	Interdisciplinary Practices in Art, Science and the Humanities	3	x		x			x		x		x
SM2704	Creative Media Studio II	6	x			x					x	x
SM2705*	Creative Media Studio III : Technology, Coding and Tangible Media	6	x			x					x	x
SM2706	Critical Theory & Socially Engaged Practices	3		x	x			x		x		x
SM2715*	Creative Coding	3	x			x					x	x
SM2716*	Physical Computing and Tangible Media	3	x			x					x	x
* SM2705 is replaced by SM2715 & SM2716 with effect from Semester A 2016/17												
Major Elective Courses offered by the Submitting Academic Unit												
Group 1 Arts & The Sciences												
SM2712	Perception, Cognition, Art, and Design	3	x		x	x		x		x	x	
SM2709	Building Interface for Ubiquitous – Musical Expression (Cross Listing in Groups 1 & 9)	3	x		x	x					x	x
SM3703	Media Art and the Environment (Cross Listing in Groups 1 & 7)	3	x	x		x				x	x	
SM3726	Sustainable Art & Design	3	x			x					x	x
SM3727	Wearables	3	x			x					x	x
SM3801	Understanding Data	3								x	x	x
SM3802	Scientific Processes	3								x	x	
SM3803	Generative Coding Studio (Cross Listing in Groups 1 & 6)	6	x			x				x	x	x

.

Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
	Course		**MILOs** *(please tick where appropriate)*							**DEC** *(please tick where appropriate)*		
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 (Cross Listing in Groups 1 & 6)	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 (Cross Listing in Groups 1 & 6)	6	x		x	x	x	x		x	x	x
Group 2 Art of Game & Play												
SM2259	Game and Play Studies	3	x		x	x				x	x	
SM2260	Interactive Narrative (Cross Listing in Groups 2 & 7)	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 (Cross Listing in Groups 2 & 6)	3	x		x	x					x	x
SM3609	Production Process for Animation, Games and Installation (Cross Listing in Groups 2 & 11)	3	x	x	x						x	x
SM3702	Pervasive Media: Culture, Value and Practice	3	x			x		x		x	x	
SM4704	Art Game Workshop	3	x		x	x		x			x	x
Group 3 Art, Society & Culture												
SM1006	Documentary (Cross Listing in Groups 3 & 5)	3	x			x					x	x
SM2007	Culture, Society and New Technologies	3		x	x			x		x	x	
SM2719	Documentary I (Cross Listing in Groups 3 & 5)	3	x			x				x		x
SM3138	Creative City and Urban Critique	3		x	x			x		x	x	
SM4134	Visual Ethnography and Creative Intervention (Cross Listing in Groups 3 & 8)	3			x	x		x		x	x	
SM4705	Archiving and Social Investigation	3		x	x	x		x		x	x	
Group 4 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

Course		Credit	MILOs (please tick where appropriate)							DEC (please tick where appropriate)		
Code	Title		M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
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 (Cross Listing in Groups 4 & 6)	3	x			x	x				x	x
SM3146	2D Animation II – Intermediate	3	x			x					x	x
SM3150	Location Sound Recording (Cross Listing in Groups 4 & 5)	3	x			x					x	x
SM3153	Sound Design for Cinema (Cross Listing in Groups 4 & 5)	3	x		x	x		x			x	x
SM3605	3D Contents Production in Maya	3	x		x	x	x				x	x
SM3701	Digital Composition	3	x		x	x	x				x	x
SM3731	3D Animation II – Intermediate	3	x			x					x	x
SM4123	Procedural Animation (Cross Listing in Groups 4 & 6)	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 (Cross Listing in Groups 4 & 6)	3	x			x					x	x
SM4129	Digital Visual Effects	3	x			x					x	x
Group 5 Cinematic Arts												
SM1006	Documentary (Cross Listing in Groups 3 & 5)	3	x			x				x		x
SM2002	The Art of Editing	3	x		x	x					x	x
SM2211	Cinematography	3	x			x					x	x
SM2229	Documentary Production	3	x			x					x	x
SM2262	Producing and Production Management	3	x	x			x				x	x
SM2272	Cinematography II	3	x			x					x	x
SM2274	History of Cinema (Cross Listing in Groups 5 & 10)	3	x	x	x					x	x	
SM2719	Documentary I (Cross Listing in Groups 3 & 5)	3	x			x				x		x
SM3115	Chinese Scriptwriting	6	x		x	x					x	x
SM3131	Art Direction	3	x			x					x	x
SM3150	Location Sound Recording (Cross Listing in Groups 4 & 5)	3	x			x					x	x
SM3151	Reading Literature	3	x		x	x				x	x	
SM3153	Sound Design for Cinema (Cross Listing in Groups 4 & 5)	3	x		x	x		x			x	x
SM3161	Concepts in Film Theory (Cross Listing in Groups 5 & 10)	3	x		x					x	x	
SM4121	Directing for Hong Kong Cinema	6	x		x	x	x				x	x

Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
	Course		MILOs *(please tick where appropriate)*							DEC *(please tick where appropriate)*		
SM4154	Screen Acting Workshop	3	x			x		x			x	x
SM4713	Documentary II	3	x			x					x	x
Group 6 Computational Art, Visualization & Simulation												
SM2220	Generative Art (Cross Listing in Groups 6 & 7)	3	x		x	x		x		x	x	x
SM2256	Kinetic and Interactive Typography (Cross Listing in Groups 6 & 8)	3	x			x					x	x
SM2266	Graphic Communication	3	x		x	x					x	x
SM2289	Writing Digital Media (Cross Listing in Groups 6 & 7)	3	x			x		x		x	x	x
SM3122	Computer Programming for Animators (Cross Listing in Groups 4 & 6)	3	x			x	x				x	x
SM3123	Image Processing and Augmented Reality Applications	3	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
SM3608	3D Game Production (Cross Listing in Groups 2 & 6)	3	x		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
SM3803	Generative Coding Studio (Cross Listing in Groups 1 & 6)	6	x			x				x	x	x
SM3807	Machine Learning and Robotics Studio (Cross Listing in Groups 1 & 6)	6	x					x		x	x	x
SM3809	Software Art Studio (Cross Listing in Groups 1 & 6)	6	x		x	x	x	x		x	x	x
SM4123	Procedural Animation (Cross Listing in Groups 4 & 6)	3	x			x					x	x
SM4128	Digital Lighting and Texturing (Cross Listing in Groups 4 & 6)	3	x			x					x	x
Group 7 Intermedia Art Practices												
SM1012B	Writing and Creativity (Chinese)	3			x	x		x		x	x	
SM2202	Micro- Narratives	3			x	x		x		x	x	x
SM2220	Generative Art (Cross Listing in Groups 6 & 7)	3	x		x	x		x			x	x
SM2260	Interactive Narrative (Cross Listing in Groups 2 & 7)	3			x	x					x	x
SM2261	Spatial Thinking & Installation Workshop	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**
SM2267	Image and Object: Beyond Photography (Cross Listing in Groups 7 & 8)	3	x			x					x	x
SM2289	Writing Digital Media (Cross Listing in Groups 6 & 7)	3	x			x		x			x	x
SM2718	Object Art Production	3				x		x		x	x	x
SM3130	Sound Installation and Sound Spatialization (Cross Listing in Groups 7 & 9)	3	x		x	x		x			x	x
SM3703	Media Art and the Environment (Cross Listing in Groups 1 & 7)	3	x	x		x				x	x	x
SM3709	Theatre Space and Multimedia Performance	3	x		x	x		x			x	x
SM3729	Relational Aesthetics and Participatory Media	3	x	x	x	x				x	x	
SM3732	Site and Space: Installation Workshop	3				x		x		x	x	x
SM3736	Image and Object: Beyond Photography (Cross Listing in Groups 7 & 8)	3	x			x					x	x
SM3742	Micro- Narratives	3			x	x		x		x	x	x
SM4143	Sonic Arts & the History of Sounds and Noises (Cross Listing in Groups 7 & 9)	3	x	x	x			x		x	x	x
Group 8 Photography & Digital Imaging												
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
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
SM2256	Kinetic and Interactive Typography (Cross Listing in Groups 6 & 8)	3	x			x				x	x	x
SM2267	Image and Object: Beyond Photography (Cross Listing in Groups 7 & 8)	3	x			x				x	x	x
SM2268	Expanded Photography	3	x			x				x	x	x
SM2283	Documentary Photography	3	x	x	x	x					x	x
SM2284	Fashion Photography	3	x			x					x	x
SM2720	Black and White Photography	3	x			x					x	x
SM3721	Theories of Photography & Imaging (Cross Listing in Groups 8 & 10)	3	x		x	x		x		x	x	
SM3734	Art Photography	3	x			x		x		x	x	x

Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
	Course				**MILOs** *(please tick where appropriate)*						**DEC** *(please tick where appropriate)*		
SM3735	Alternative Process in Photography	3	x			x				x	x	x
SM3736	Image and Object: Beyond Photography (Cross Listing in Groups 7 & 8)	3	x			x				x	x	x
SM3737	Expanded Photography	3	x			x				x	x	x
SM3739	Documentary Photography	3	x	x	x	x					x	x
SM4134	Visual Ethnography and Creative Intervention (Cross Listing in Groups 3 & 8)	3			x	x		x		x	x	x
Group 9 Sonic & Audio Arts												
SM2276	Music Studio Production	3	x		x	x					x	x
SM2709	Building Interface for Ubiquitous – Musical Expression (Cross Listing in Groups 1 & 9)	3	x		x	x				x	x	x
SM3130	Sound Installation and Sound Spatialization (Cross Listing in Groups 7 & 9)	3	x		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 (Cross Listing in Groups 7 & 9)	3	x	x	x			x		x	x	x
Group 10 Theory, History & Philosophy of Media Art												
SM2274	History of Cinema (Cross Listing in Groups 5 & 10)	3	x	x	x					x	x	
SM3160	New Media Art Theory and History	3			x	x		x		x	x	x
SM3161	Concepts in Film Theory (Cross Listing in Groups 5 & 10)	3	x		x					x	x	
SM3721	Theories of Photography & Imaging (Cross Listing in Groups 8 & 10)	3	x		x	x		x		x	x	
SM4159	New Media Art in the Technological Lifeworld	3			x	x		x			x	
SM4708	Media Archaeology	3			x	x		x		x	x	
Group 11 Integration & Professionalism												
SM2233	Multimedia Production Project	3	x			x	x					x
SM3609	Production Process for Animation, Games and Installation (Cross Listing in Groups 2 & 11)	3	x	x	x							x
SM3711	Art Administration and Cultural Management	3	x	x	x						x	
SM3718	The Business of Cinema	3	x		x	x	x			x	x	
SM3743	Law and Creativity	3	x	x							x	
SM3744*	Special Topics in Creative Media (I)	3										

Course			MILOs *(please tick where appropriate)*							DEC *(please tick where appropriate)*		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	A1	A2	A3
SM3745*	Special Topics in Creative Media (II)	3										
SM3746*	Special Topics in Creative Media (III)	3										
SM3747*	Special Topics in Creative Media (IV)	3										
SM3748*	Special Topics in Creative Media (V)	3										
SM3749*	Special Topics in Creative Media (VI)	3										
SM4702	Digital Portfolio	3	x			x						x
SM4709	Internship & Practicum	3	x				x					x
SM4711	Industry Internship	3	x				x					x
SM1700A/B/C/D	Professional Internship I/II/III/IV	0					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.

* Enrollment of SM3744, SM3745, SM3746, SM3747, SM3748 and SM3749 are subject to approval which will only be granted if the topic is essentially different from the completed Special Topics course(s), if any