

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 2021/22 and thereafter

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 2021/22 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(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) programme aims at shaping the future researchers, intellectuals and cultural engineers of the creative economy. This selective programme offers a humanities-oriented curriculum complementing the School of Creative Media's mission to develop a range of aesthetic, theoretical and techno-scientific expertise in the fields of new media arts. The course offerings are structured around three concentrations.

1 New Media Arts and Aesthetics: This includes several courses which provide a deep understanding of contemporary approaches to arts rooted in our School's tradition and expertise in avant-garde, experimental and neonarrative New Media Arts.

2 *Critical Theories for Arts and Technology*: This proposes several courses of advanced studies in contemporary thought and in new media theory in which our School has developed a strong international presence. This concentration allows our students to be part of the most recent intellectual debates in Western/non-Western contemporary philosophies.

3 *Interventions in Media Cultures*: This fosters students' capacity to intervene in the social, mediatic, regulatory, urban environment. This concentration takes advantage of the strong integration of our School in its cultural, artistic and economic regional context.

MACM graduates take high level positions in the creative media industries and art administration, become specialised journalists, work in the private research sector, publishing industries or in cultural policy sectors. The rigorous intellectual foundation provided by this programme allows its graduates to pursue further studies in highly ranked PhD programmes.

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 theoretical, aesthetic, technological, cultural, economic, legal, ecological and social forms of creative media and their roles in historical and contemporary societies. Describe the significant theoretical, aesthetic, technological, cultural, economic, legal, ecological and social aspects of the creative media industries in local, regional, and international contexts. | x | x | |
| 2. | Describe and assess the significant theoretical, aesthetic, technological, cultural, economic, legal, ecological and social relationship between traditional media forms and new media, recognizing new challenges and formulating strategies to address them. 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 diverse creative media sectors (media, interactive media, film industries, video game industries, curating, and other creative industries). Apply the analytic and research skills acquired in the programme to the theory and practice of new media forms, practices, and contents. | | x | x |
| 5. | Communicate relevant ideas concerning both contemporary and historical creative media environments to a wide range of 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. Reflect on and theorize the historical trajectory and future possibilities | x | x | x |

| No. | PILOs | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|---|---|----|----|
| | | A1 | A2 | A3 |
| | of media technologies. Recognize, describe, and analyze key methodological concepts from the fields of media and cultural studies. Apply historical information and critical concepts from media and cultural studies to the analysis of contemporary media texts and institutions. | | | |

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 (12 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 | |
| SM5325 | Introduction to Media and Cultural Studies | P5 | 3 | |
| SM6325 | Philosophy of Technology and New Media | P6 | 3 | |
| SM6333 | World-Building in Digital Narrative Media | P6 | 3 | |

2. Electives (18 credit units)

Students can take courses from any concentrations to fulfill the elective requirement.

1. New Media Arts and Aesthetics

| Course Code | Course Title | Level | Credit Units | Remarks (e.g. College Accreditation, or 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 | |
| SM5341 | Collecting, Archiving and Digital Preservation | P5 | 3 | |
| SM5344 | Abstract and Experimental Animation | P5 | 3 | |
| SM6305 | Media Art: Theory and Practice I | P6 | 3 | |
| SM6316 | Media Art: Theory and Practice II | P6 | 3 | |

| Course Code | Course Title | Level | Credit Units | Remarks (e.g. College Accreditation, or Exemption Requirements, etc.) |
|-------------|---|-------|--------------|---|
| 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 | Topics in Media Art IV | 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 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. |
| 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 | |
| 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 | |
| SM5330 | The Cultures of Disney | P5 | 3 | |
| SM5334 | Social Media and Digital Humans | P5 | 3 | |
| SM5339 | Art and Activist Games Workshop | P5 | 3 | |
| SM5343 | Law, Policies and Global Media Platforms | P5 | 3 | |

| Course Code | Course Title | Level | Credit Units | Remarks (e.g. College Accreditation, or Exemption Requirements, etc.) |
|-------------|---|-------|--------------|---|
| SM6319 | Privacy and Surveillance in Art and Culture | P6 | 3 | |
| SM6324 | Visual Ethnography: Critical and Creative Practices | P6 | 3 | |
| SM6328 | Analysis and Criticism of Computer Games | P6 | 3 | |
| SM6339 | Public Programming and Social Media | P6 | 3 | |
| SM6332 | Computer Games and Society | P6 | 3 | |
| SM6345 | Media Cultures Theory × Practice Summer Seminar | P6 | 3 | To be offered from Summer Term 2022 and thereafter |

Customized courses

| Course Code | Course Title | Level | Credit Units | Remarks (e.g. College Accreditation, or Exemption Requirements, etc.) |
|-------------|----------------------|-------|--------------|---|
| SM5315 | Independent Study I | P5 | 3 | |
| SM6310 | Independent Study II | 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 | A1 | A2 | A3 |
| Core Courses | | | | | | | | | | | |
| 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 | |
| SM6325 | Philosophy of Technology and New Media | 3 | x | | | | x | x | x | x | |
| SM6333 | World-Building in Digital Narrative Media | 3 | | | | x | x | x | | x | x |
| Elective Courses offered by the Submitting Academic Unit | | | | | | | | | | | |
| 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 | |
| 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 |
| SM5341 | Collecting, Archiving and Digital Preservation | 3 | x | x | x | x | | | | x | x |
| 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 |
| 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 |

| Course | | | PILOs | | | | | | DEC | | |
|--------|---|--------|-------|----|----|----|----|----|-----|----|----|
| Code | Title | Credit | P1 | P2 | P3 | P4 | P5 | P6 | A1 | A2 | A3 |
| 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 |
| 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 |
| SM6331 | Digital Media for Curating | 3 | | x | | x | x | | x | x | x |
| SM6332 | Computer Games and Society | 3 | x | x | x | | x | | x | x | |
| SM6339 | Public Programming and Social Media | 3 | x | 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 | |
| SM6345 | Media Cultures Theory X Practice Summer Seminar | 3 | x | 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:

Research elements are most systematically embedded in the following classes:

SM6317 (Research Project in Media Studies) 6 CR

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 Media and Cultural 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*