

## City University of Hong Kong

## Curriculum Information Record for a Taught Postgraduate Programme

## School of Creative Media

Effective from Semester A 2024/25

For Students Admitted to the Programme with Catalogue Term

Semester A 2023/24 and thereafter

**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	Technofutures: Critical Approaches to the Metaverse, AI, and Blockchain	P5	3	
SM5345	Introduction to Digital Processes: From Creative Computation to Fabrication	P5	3	
SM6300	Thesis Project - Studio I	P6	3	
SM6302	Thesis Project - Studio II	P6	6	

### 2. Electives (30 credit units)

Students must declare one cluster chosen from *Interaction*, *Media Worlding* and *Fabrication*, and take at least 9 credits in the chosen cluster. The remaining 21 credits can be selected from any clusters / areas:

Clusters:

- Interaction
- Media Worlding
- Fabrication

Areas:

- Media & Culture
- Independent

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
<b>Interaction</b>				
SM5307	Digital Media and Moving Images	P5	3	
SM5312	Interactive Media I	P5	3	
SM5313	Interactive Media II	P5	3	
SM5346	Topics in Interactive	P5	3	
<b>Media Worlding</b>				
SM5306	Cinematic Arts Workshop	P5	3	
SM5317	Digital Sound and Computer Music	P5	3	
SM5344	Abstract and Experimental Animation	P5	3	
SM5347	Topics in Media Worlding	P5	3	
<b>Fabrication</b>				
SM5308	Art and Technology	P5	3	
SM5316	Topics in Media Art I	P5	3	Enrolment for SM5316 depends on School's permission, which will

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
				only be granted if the topic is essentially different from that covered in SM6311.
SM5332	Making Things Blip, Blink & Move : Introduction to Physical Computing	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.
<b>Media &amp; Culture</b>				
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.
SM5334	Social Media Criticism: Technology, Aesthetics, and Culture	P5	3	
SM5335	Archaeology of New Media Art	P5	3	
SM5336	Art in the Information Age: Creative Act, Art Object, Aesthetic Perception	P5	3	
SM5343	Law, Policies and Global Media Platforms	P5	3	
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	
SM6323	Critical Ludology: Games, Playability and New Media Art	P6	3	
SM6324	Sensory Ethnography: Critical and Creative Practices	P6	3	

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM6325	Philosophy of Technology and New Media	P6	3	
SM6328	Analysis and Criticism of Computer Games	P6	3	
SM6332	Computer Games and Society	P6	3	
SM6344	Technology and Aesthetics	P6	3	
SM6348	Under the Skin of Fashion	P6	3	
<b>Independent</b>				
SM5315	Independent Study I	P5	3	@ See remarks below
SM6310	Independent Study II	P6	3	
SM6317	Research Project in Media Studies	P6	6	
SM6341	Independent Documentary Production	P6	3	
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	Collaborative Topics in Media Art	P6	3	Enrolment for SM6343 depends on School's permission.

*@ Successful Completion of Independent Study courses may be counted towards fulfillment of Cluster elective requirement, subject to advisors' expertise, topic relevance and prior approval of Programme Leader or his delegate.*

### **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	Technofutures: Critical Approaches to the Metaverse, AI, and Blockchain	3			x	x						x	
SM5345	Introduction to Digital Processes: From Creative Computation to Fabrication	3	x	x			x	x		x		x	x
SM6300	Thesis Project – Studio I	3	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>													
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	
SM5323	Topics in Media History and Theory II	3			x	x					x	x	
SM5332	Making Things Blip, Blink & Move : Introduction to Physical Computing	3	x	x	x		x	x		x		x	x
SM5334	Social Media Criticism: Technology, Aesthetics, and Culture	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	
SM5343	Law, Policies and Global Media Platforms	3	x		x	x		x			x	x	
SM5344	Abstract and Experimental Animation	3	x	x	x		x	x		x		x	x

Course			PILOs								DEC		
Code	Title	Credit	P1	P2	P3	P4	P5	P6	P7	P8	A1	A2	A3
SM5346	Topics in Interactive	3	x	x	x		x	x		x		x	x
SM5347	Topics in Media Worl ding	3	x	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
SM6316	Media Art: Theory and Practice II	3	x		x	x		x		x	x	x	
SM6317	Research Project in Media Studies	6			x	x	x				x	x	
SM6319	Privacy and Surveillance in Art and Culture	3			x	x					x	x	
SM6323	Critical Ludology: Games, Playability and New Media Art	3			x	x					x	x	
SM6324	Sensory Ethnography: Critical and Creative Practices	3			x	x					x	x	
SM6325	Philosophy of Technology and New Media	3			x	x					x	x	
SM6328	Analysis and Criticism of Computer Games	3			x	x					x	x	
SM6332	Computer Games and Society	3			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	Collaborative Topics in Media Art	3	x	x	x		x	x		x		x	x
SM6344	Technology and Aesthetics	3	x	x			x	x		x		x	x
SM6348	Under the Skin of Fashion	3			x	x					x	x	

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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

SM6317 (Research Project in Media Studies) 6 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.
SM6300	Thesis Project-Studio I	P6	3	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*