City University of Hong Kong

Curriculum Information Record for a Taught Postgraduate Programme

School of Creative Media
Effective from Semester A 2025/26
For Students Admitted to the Programme with Catalogue Term
Semester A 2021/22 to 2023/24
(2021 to 2023 Cohort)

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(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

	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

No.	PILOs	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
		A1	*A2*	*A3*
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 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.	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 (12 credit units)

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
SM5303	Technofutures: Critical Approaches to the Metaverse, AI, and Blockchain	P5	3	
SM5325	Introduction to Media and Cultural Studies	P5	3	
SM6325	Philosophy of Technology and New Media	P6	3	
SM6333	World Making: Artistic Strategies for Contingent Systems	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	

Course Code	Course Title	Level	Credit Units	Remarks (e.g. College Accreditation, or Exemption Requirements, etc.)
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	
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	Collaborative Topics in Media Art	P6	3	Enrolment for SM6343 depends on School's permission.
SM6348	Under the Skin of Fashion	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.
SM5331	Topics in Media History and Theory III	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	
SM5356	Art, Technology, and Queering	P5	3	
SM5357	Media and Human Experiences: Anxiety, Nostalgia, and Transcendence	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	Navigating Social Media: Culture, Aesthetics, and Technology	P5	3	
SM5339	Art and Activist Games Workshop	P5	3	
SM5343	Law, Policies and Global Media Platforms	P5	3	
SM5355	Korean Cinema	P5	3	
SM6319	Privacy and Surveillance in Art and Culture	P6	3	
SM6324	Sensory 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.)

Code	Title	Credit	P1	P2	P3	P4	P5	P6	A1	A2	A3
	Course					**PILOs**				**DEC**	
Core Courses											
SM5303	Technofutures: Critical Approaches to the Metaverse, AI, and Blockchain	3	x	x	x			x	x	x	x
SM5325	Introduction to Media and Cultural Studies	3	x		x			x	x	x	x
SM6325	Philosophy of Technology and New Media	3	x				x	x	x	x	x
SM6333	World Making: Artistic Strategies for Contingent Systems	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	x
SM5316	Topics in Media Art I	3	x					x	x	x	x
SM5318	Topics in Media History and Theory I	3	x		x		x	x	x	x	x
SM5323	Topics in Media History and Theory II	3	x		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	
SM5331	Topics in Media History and Theory III	3	x		x		x	x	x	x	x
SM5333	Prototyping New Cinema: The Future Moving Image	3				x	x	x			x
SM5334	Navigating Social Media: Culture, Aesthetics, and Technology	3	x				x	x	x	x	x
SM5335	Archaeology of New Media Art	3	x				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	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	x
SM5344	Abstract and Experimental Animation	3	x			x	x	x	x	x	x
SM5355	Korean Cinema	3			x		x	x	x	x	x
SM5356	Art, Technology, and Queering	3	x	x	x	x	x	x	x	x	x

.

Course		Credit	PILOs						DEC		
Code	**Title**		**P1**	**P2**	**P3**	**P4**	**P5**	**P6**	**A1**	**A2**	**A3**
SM5357	Media and Human Experiences: Anxiety, Nostalgia, and Transcendence	3	x	x		x	x	x	x	x	x
SM6305	Media Art: Theory and Practice I	3	x		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	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	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	x
SM6324	Sensory 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	Collaborative Topics in Media Art	3	x				x	x	x	x	x
SM6344	Technology and Aesthetics	3	x				x	x	x	x	x
SM6345	Media Cultures Theory ✕ Practice Summer Seminar	3	x	x	x	x	x	x	x	x	x
SM6348	Under the Skin of Fashion	3		x	x		x		x	x	

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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 <u>ALL</u> 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