

City University of Hong Kong
Curriculum Information Sheet for a Major/Degree

School of Creative Media

Effective from Semester A in 201 2 / 201 3

Part I

Major (in English) : Creative Media
 (in Chinese) : 創意媒體

Degree (in English) : Bachelor of Arts
 (in Chinese) : 榮譽文學士

Award Title (in English) : Bachelor of Arts (Honours) Creative Media
 (in Chinese) : 創意媒體榮譽文學士

Maximum Period of Study: **8 years (for normative 4-year degree)**
6 years (for Advanced Standing I (Note 1) and Advanced Standing II (Note 2) during the transitional years 2010/11 and 2011/12)

Minimum Number of Credit Units Required for the Award

| Normative 4-year degree <i>(Minimum credit units for graduation: 120; Maximum credit units permitted for students: 144)</i> | Advanced Standing I (Note 1) <i>(Minimum credit units for graduation: 90; Maximum credit units permitted for students: 114)</i> | Advanced Standing II (Senior-year Entry) (Note 2) <i>(Minimum credit units for graduation: 60; Maximum credit units permitted for students: 84)</i> |
|---|---|---|
| Minimum : 120 Credit Units (GE: 30; SF: 21; MC: 18; ME:33; FE/Minor: 18) | Minimum : 93 credit units (GE: 21; SF: 21; MC: 18; ME:33) | Minimum : 75 credit units (GE: 12; SF: 15; MC: 18; ME:30) |

Note 1: For students with recognised Advanced Level Examinations or equivalent qualifications.

Note 2: For Associate Degree/Higher Diploma graduates admitted to the senior year.

Aims of Major

Graduates of the Bachelor of Arts (Hons) 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.

Intended Learning Outcomes of Major (MILOs)

(Please state what the student is expected to be able to do at the completion of the Major according to a given standard of performance.)

- A. At the completion of the School Foundation courses (first two semesters), students should be able to:
- (1) identify & describe key principles in visual thinking and visualization, sound and audio arts, computation, the dynamics of creative media practices and society, and relating artistic practice to the sciences;
 - (2) apply the fundamental principles in (1) to interpret and solve problems in their creative projects;
 - (3) produce creative works that use digital technology as a medium of artistic creation and expression;
 - (4) explain and describe the artistic and technological characteristics of their works;
 - (5) identify and describe their own personal artistic styles and preferences that would lead to sound decisions in possible concentration;
 - (6) manage independently their own learning process through a mixture of artistic creation and critical analysis.
 - (7) identify and describe basic computing and programming concepts and techniques for digital media, human computer interactions, and Internet content creation.
- B. At the completion of BACM degree, students should be able to:
- (1) Formulate their focus for artistic/professional development within a range of spelt out expertise;
 - (2) Act as a culturally-sensitive and socially responsible media art professional;
 - (3) Command a rich language in describing and theorizing the type of creative work they

are doing;

- (4) Define the variety and diversity of media art, with their own creative projects as illustration;
- (5) Work competently in a multiple-task and collaborative environment; and
- (6) Use a research-oriented approach that values experimentation, innovation, and cross-disciplinary work;
- (7) Demonstrate (1) to (6) with a polished, sound and well reasoned Graduation Thesis Project.

Part II Degree Requirement

1. General Education

| | Normative 4-year Degree | Advanced Standing I (Note 1) | Advanced Standing II (Senior-year Entry) (Note 2) |
|---|--|---|--|
| English | 6 credit units | 6 credit units | 3 credit units |
| Chinese Civilisation – History and Philosophy | 3 credit units | 3 credit units | Not compulsory requirement |
| Area requirements: <i>A minimum of 3 credit units from each of the three areas below:</i> Area 1: Arts and Humanities Area 2: Study of Societies, Social and Business Organisations Area 3: Science and Technology | 21 credit units | 12 credit units | 9 credit units |

2. English Attainment Requirement (To be determined)

3. Chinese Language Requirement

From 2012 cohort onwards, SCM students are required to satisfy the Chinese Language Requirement as follows:

| | | |
|-----|--|-------------------------------|
| (i) | Students with an HKDSE score below 4 in Chinese, or an HKALE AS Chinese Language and Culture score below D | 3-credit unit Chinese course* |
|-----|--|-------------------------------|

| | | |
|-------|---|----------------|
| (ii) | Students with an HKDSE score of 4 or above in Chinese or an HKALE AS Chinese Language and Culture score D or above, or those who have successfully completed the 3-credit unit Chinese course | No requirement |
| (iii) | Students whose qualifications do not fall within (i) and (ii) above | No requirement |

*The 3 credit units of *the Chinese course* will NOT be counted towards the minimum credit units required for graduation and will NOT be included in the calculation of CGPA.

4. College/School Requirement, if any

| Course Code | Course Title | Level | Credit Units | Remarks |
|--|--|-------|--------------|--|
| Normative 4-year Degree (21 credit units) | | | | |
| SM2702* | Interdisciplinary Practices in Art, Science and the Humanities | B2 | 3 | |
| SM1701* | Contemporary & New Media Art | B1 | 3 | |
| SM1702 | Creative Media Studio I | B1 | 6 | |
| SM4701* | Graduation Thesis / Project | B4 | 3 | Joint course between CS and SCM for BScCM Major Students |
| SM2703* | Creative Media Colloquium | B2 | 0 | Assessed on a Pass/Fail Basis |
| CS1103* | Introduction to Media Computing | B1 | 3 | |
| CS1303* | Introduction to Internet and Programming | B1 | 3 | |
| Advanced Standing I (Note 1) | | | | |
| The School Requirement is the same as the Normative 4-year degree as indicated above. | | | | |
| Advanced Standing II (Senior-year Entry) (Note 2) | | | | |
| The School Requirement for Senior-year Entry is 15 credit units including four SM courses and one CS course with “*” as indicated above. | | | | |

Part III Major Requirement (51 credit units)

1. Core Courses (18 credit units)

| Course Code | Course Title | Level | Credit Units | Remarks |
|-------------|---|-------|--------------|---------|
| SM2704 | Creative Media Studio 2: Imaging | B2 | 6 | |
| SM2705 | Creative Media Studio 3: Technology, Space & Tangible Media | B2 | 6 | |
| SM2105 | Narrative Strategies & Aesthetics of Time-based Media | B2 | 3 | |
| SM2706 | Critical Theory & Socially Engaged Practices | B2 | 3 | |

2. Electives (33 credit units)

(The Major Electives requirement for students with Advanced Standing II is 30 credit units)

| Course Code | Course Title | Level | Credit Units | Remarks |
|-------------|--|-------|--------------|---------|
| | 33 credits to be taken from the pool of SCM Electives. | B | 33 | |
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