

**City University of Hong Kong**

**Information on a Taught Postgraduate Programme  
offered by the School of Creative Media  
with effect from Semester B in 2008 / 2009**

This form is for completion by the *Programme Leader*. The information provided on this form will be deemed to be the official record of the details of the Programme. It has multipurpose use: for the University's database, for publishing parts of it in various University publications including the Blackboard, and documents for students and others as necessary.

Please refer to the *Explanatory Notes* attached to this Form on the various items of information required.

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**Part I**

**Programme Title** (in English) : Master of Fine Arts in Creative Media

(in Chinese) : 創意媒體藝術碩士

**Award Title** (in English) : Master of Fine Arts in Creative Media

(in Chinese) : 創意媒體藝術碩士

**Number of Credit Units Required for the Award: 54**

**Programme Aims**

The program aims to produce future leaders in media/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 media 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.

## Programme Intended Learning Outcomes (PILOs)

(state what the student is expected to be able to do at the end of the programme according to a given standard of performance)

*Upon successful completion of this Programme, students should be able to:*

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.)
2. Apply advanced media production techniques to his or her creative project
3. Demonstrate high-level proficiency in the discourses of contemporary media art practices
4. Theorize his or her creative practices in relation with a broader social and cultural context
5. Complete a creative portfolio that document his or her own creative process
6. Adopt a trans-disciplinary and multi-cultural perspective to creative works that values diversity, experimentation and innovation
7. Work effectively as team leader of a creative project

## Part II Programme of Study

### 1. Programme Core Courses: (24 credits)

Course Code	Course Title	Level	Units Worth	Remarks (eg, Medium of Instruction other than English, Faculty Accreditation, or Exemption Requirements, etc.)
SM5301	Studio I	P5	3	
SM5302	Studio II	P5	6	
SM5303	Digital Audiovisual Culture	P5	3	
SM6301	Thesis Project - Studio I	P6	6	
SM6302	Thesis Project - Studio II	P6	6	

### 2. Programme Electives: (30 credits)

Course Code	Course Title	Level	Units Worth	Remarks (eg, Medium of Instruction other than English, Faculty Accreditation, or Exemption Requirements, etc.)
SM5304	Animation: Principles and Practice	P5	3	
SM5305	Principles of Computer Graphics	P5	3	
SM5306	Cinematic Arts Workshop	P5	3	

SM5307	Digital Media and Moving Images	P5	3	
SM5308	Art and Technology	P5	3	
SM5309	Non-Linear and Interactive Narrative	P5	3	
SM5312	Interactive Media I	P5	3	
SM5313 (Pre-requisite: SM5312)	Interactive Media II	P5	3	
SM5315	Independent Study I	P5	3	
SM5316	Topics in Media Art I	P5	3	
SM5317	Digital Sound and Computer Music	P5	3	
SM5318	Topics in Media History and Theory I	P5	3	
SM5319	Topics in Animation	P5	3	
SM5320	Procedural Animation	P5	3	
SM5321	Topics in Photography	P5	3	
SM5323	Topics in Media History and Theory II	P5	3	
SM5328	Introduction to Arts Administration	P5	3	
SM5329	Arts Management and Curatorship	P5	3	
SM5330	The Culture of Disney	P5	3	
SM5331	Topics in Media History and Theory III	P5	3	
SM6305	Media Art: Theory and Practice I	P6	3	
SM6310	Independent Study II	P6	3	
SM6311	Topics in Media Art II	P6	3	
SM6314 (Pre-requisite: SM SM5305)	Computer Animation for Interactive Content	P6	3	
SM6316	Media Art: Theory and Practice II	P6	3	
SM6318	Cultures of Copyright and Intellectual Property	P6	3	
SM6319	Privacy and Surveillance in Art and Culture	P6	3	
SM6321	College Teaching Practicum	P6	3	
SM6322	The Art Market	P6	3	

### 3. Additional Notes: Nil.

#### Returned by

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Date: 5 November 2008