SM4711: INDUSTRY INTERNSHIP

Effective Term
Semester A 2025/26

Part I Course Overview

Course Title
Industry Internship

Subject Code
SM - School of Creative Media

Course Number
4711

Academic Unit
School of Creative Media (SM)

College/School
School of Creative Media (SM)

Course Duration
Non-standard Duration

Other Course Duration
Minimum 1.5 Months
(6 weeks Full-time / 240 work hours Part-time)

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
Other Languages

Other Languages for Medium of Instruction
English and other languages appropriate to the internship setting

Medium of Assessment
Other Languages

Other Languages for Medium of Assessment
English and other languages appropriate to the internship setting

Prerequisites
Attendance at either SCM Pre-Internship Workshop or CLC Pre-Internship Workshop. (The pre-requisite could be waived for students attending the second internship course within their study period.)

Precursors
Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims at providing a position to students to experience a real life situation and have hands-on practice involvement in the industry (company). It offers students an opportunity to learn and develop tangible knowledge, practical working experience, and know better about their career and market. At the same time, it is a proper place for students to use and apply their many different abilities and knowledge. Students will have the chance to show how reliable they are as a person. Furthermore, it is an opportunity to form friendship and network for future work and career.

Types of Opportunities & Job Assignment:

(Job will need to be approved by internship coordinator before starting the internship.)

· **Game Designer/Programmer**: to design new game or introduce new elements to the existing game in the market. Development of game such as assist in programming, user experience design, game play design, and character development, etc.

· **Animation**: being as Animator, Visual Effects Artist, Mocap Technician, Story Developer, Modelling Artist, Surfacing Artist, Staging and Cinematic Artist, Lighting & Composition Artist, Character Designer, Rigging Artist, Storyboard Artist, Simulation & Effects Artist, Pre-visualization Artist, etc.

· **Internet Application Design/Development**: designing web site, structure of the web site, networked database/system development.

· **On-Line and Off-Line Entertainment Application Design/Development/Production**: to design and develop both online and offline entertainment media, like mobile apps design, user experience design, user interface design, Virtual Reality (VR)/Augmented Reality (AR)/Mixed Reality (MR) design, kiosk, e.g. photo taking console and other information display kiosks.

· **Exhibition Technical Support/New Media Venue Design**: technical support on some new media involve in exhibition. Designing new media elements for exhibition.

· **Shows/Event Live New Media Support**: technical support on some new media involve in shows/events. Designing new media element for shows/events.

· **Interactive Environment/Entertainment Design**: designing and producing the interactive environment for a space with interior designer or architecture.

· **Film Video Production**: including commercial feature-length projects, documentary projects, government public announcements production, corporate videos, TVC, MV, in various capacities such as script assistant, continuity, production assistant, art direction, casting assistant, location sculpting, lighting, cinematography, editing and so on.

· **Audio Production**: Sound design for visual media and installation, film scoring, game audio, sound effects editing, mixing, field recording, foley, on-set production sound.

· **Photography**: studio photography, field photography, digital effect and touch-up artists, lighting, documentation etc.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Work in an industry (company) setting to examine their level of media literacy		x	x	x
2	Learn to deliver works which meet the professional standards of the media industry		x	x	x
3	Understanding the flow of a production with the industrial standard			x	

4	Learning to work under pressure with responsibility and commitment		x	x	
5	Improve their skills with hands-on experience			x	x
6	Self-exploration and self-reflection of the industry experience and career in form of log book and report writing, and post-internship presentation.		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 accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture, Discussion and Practices	Pre-internship workshop and job hunting	1, 2, 3, 6	
2	Self-exploration, Practices and Self-reflection	Full time daily work in the industry (company) and log writing	1, 2, 3, 4, 5, 6	
3	Critique and Discussion	Midterm visit and reporting with workplace supervisor and tutor	1, 2, 3, 4, 5	
4	Self-reflection, Critique and Discussion	Post-internship presentation and report writing	1, 2, 3, 6	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Presentation session and written report	1, 2, 3, 4, 5, 6	10	-	No
2	Company Visit	1, 2, 3, 4, 5	10	If company visit cannot be conducted, then Interim Host Evaluation and Self-reflection Report will be used to used instead.	No

3	Feedback from the supervisor of the internship partner	1, 2, 3, 4, 5	80	-	No

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)

Assessment Task

1. Pre-Internship Preparation

Criterion

This assessment will grade on the writing on the application form, which including the student’s career goal, expectation to achieve from the internship, research outcomes on their favourite industry/ company/ organization.

Pass (P)

- Attend all pre-internship workshop conducted by CLC and SCM
- Prepare, complete and submit all required SCM Internship Application form, CV, Internship Contract, Internship Student Agreement and other associated document as set in the SCM internship pack
- Approach to potential host companies/organization in a polite and professional tone and manner in form of written and verbal communication
- Get signed approval from internship coordinator

Failure (F)

- Fail to attend all pre-internship workshop conducted by CLC and SCM
- Fail to prepare, complete and submit all required SCM Internship Application form, CV, Internship Contract, Internship Student Agreement and other associated document as set in the SCM internship pack
- Fail to approach to potential host companies/organization in a polite and professional tone and manner in form of written and verbal communication
- Do not get any signed approval from internship coordinator

Assessment Task

2. Midterm Company Visit, Meeting and Student’s Self-Evaluation

Criterion

This assessment will grade on the comments from the workplace supervisor and the rationality, clarity and fluency of argument and comment on the self-evaluation during the midterm company visit. The most intense form of ‘negotiation’ should be indicated by the students’ commitment to self-directed learning and the ability to move beyond practical evaluation to comment on their own general aptitude and broader issues of the field.

Pass (P)

- Positive comment from the workplace supervisor
- Good understanding of work contents
- Establish effective communication and cooperation with other co-workers

- Satisfactory time management
- Ability to respond to other statements and engage in company visit and meeting

Failure (F)

- Negative comment and complaint from the workplace supervisor
- Lack of understanding of work contents
- Fail to establish effective communication and cooperation with other co-workers
- Unsatisfactory time management
- Fail to respond to other comments during company visit and meeting

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Assessment Task

3. Post-Internship Presentation

Criterion

This assessment will grade on content and fluency of presentation. Students should show their readiness to conduct a well-organized presentation with their own argument and evidence from daily log writings, readings and notes. The threshold of discovery lies in their ability to negotiate a constructive analysis of their field experience that can be turned into new objectives in future experiences.

Pass (P)

- Adequate content with comprehensive grasp of the material demonstrating basic knowledge of the subject matter
- Adequate organization, weak structure and composition
- Adequate presentation skills: acceptable pronunciation, expression and diction, fair time-management

Failure (F)

- Inadequate content, fail to identify the general ideas with knowledge of the subject matter
- No organization, structure or/and composition
- Poor presentation skills: marginal pronunciation, expression and diction, minimal time-management

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Assessment Task

4. Workplace Supervisor Report and Post-Internship Written Report

Criterion

This assessment will grade on the report from the workplace supervisor and the post-internship written report by student. Student should demonstrate ability to utilize primary and secondary sources, build up argument and analysis. The evidence of discovery-enriched negotiation lies in the students' ability to turn a single internship experience into the projection of a long-term career and learning objectives with action plans in the immediate future.

Pass (P)

- Successfully complete minimum 1.5 Month (6 weeks) full time internship during the summer semester
- Positive comment from the workplace supervisor report
- Comprehensive grasp of materials, able to explain key concepts
- Adequate organization, weak structure, adequate content, fair ability to integrate various resources based on demand
- Relevant points to the subject matter, fair ability to interpret opinions
- Adequate bibliography which can be utilized in accordance with the topic

Failure (F)

- Fail to complete minimum 1.5 Month (6 weeks) full time internship during the summer semester
- Negative comment and complaint from the workplace supervisor report
- Poor grasp of materials
- No organization and structure, inadequate content, no/ irrelevant use of resources
- Irrelevant points to the subject matter, minimal ability to interpret opinions

- Irrelevant bibliography

Part III Other Information

Keyword Syllabus

Internship, Game industry, Animation industry, Visual Effects Industry, Entertainment Industry, Internet Application, Interactive Advertising, Technical support, New Media Design and Development, Research and Development, Programmer, User Experience Design, Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), Shows and Event, Film Industry, Audio and Music Industry, Photography.

Reading List

Compulsory Readings

	Title
1	Berger, Lauren. (Jan 3, 2012). All Work, No Pay: Finding an Internship, Building Your Resume, Making Connections, and Gaining Job Experience. Danvers, MA. USA. Ten Speed Press. Crown Publishing Group.

Additional Readings

	Title
1	Nil