SM4712B: GRADUATION THESIS/PROJECT

Effective Term
Summer Term 2025

Part I Course Overview

Course Title
Graduation Thesis/Project

Subject Code
SM - School of Creative Media
Course Number
4712B

Academic Unit
School of Creative Media (SM)

College/School
School of Creative Media (SM)

Course Duration
Two Semesters

Credit Units
0-6

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

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Student must have completed at least 18 credit units of the major core courses

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract
This is a research-based, process-oriented and production-based course. It is a self-initiated and self-managed final year graduation project (FYP) of the student’s study in SCM BScCM programme. The objective and scope of the course include:

- Develop student’s capability to apply knowledge and skills learnt through preceding coursework, experience and other concurrent courses, and to synthesize and communicate ideas in the form of substantial pre-production, prototyping and production of a creative media project, either individually or as a member of a team, in a chosen area of creative media or digital entertainment.
- Enable the students to exercise good management methods in the planning, researching, designing, feasibility studying, developing, prototyping, production, documentation and monitoring of progress.
- Provide the students with a platform to demonstrate their ability to integrate computing and creative knowledge they have acquired in other preceding and concurrent courses of study and the application of good team building, management, communication, and presentation skills.
- Train the students to prepare proposals, analyse needs, perform research, design, perform experiment and feasibility study, implement feasible solutions, and deliver their projects on time and on target.
- Make the students better understand the creative process, and the needs and means to balance creative flexibilities and developmental disciplines.
- Train the students to be proficient and effective in communicating their works to others including potential clients.

The students are required to attend the regular workshops and to work under the supervision of their advisor in this course. The students are required to declare their proposal & project plan; present their research & development outcomes; report their process to advisors during regular tutorials; conduct pre‐production, prototyping, production and post-production of the project; Writing interim and final reports; Besides, the students will also be asked to attend the mandatory “Industry Nights” seminars, where they meet guest speakers from games, animation, interactivity, installation, new media and e-Marketing industries, attend talks on industrial practices and job opportunities, receive the advice on teaching and learning from guest speakers.

Implementation:

BScCM has separated the final year graduation project (FYP) into two phases - **Phase I (semester A): Pre-Production & Prototype** and **Phase II (semester B): Production**.The student can choose their FYP supervisor from either the SCM or CS department. Before the summer term, students are required to select and consult with their desired FYP supervisor, and start performing their ideation, research, analyse, development, proposal writing and project planning throughout the summer. Those outcomes will need to be injected into the Phase I: Pre-Production and Prototype and Phase II: Production;

- **Phase I (semester A): Pre-Production and Prototype:**

This phase focuses on insight & idea generation, concept & design development, research & analyse, feasibility studies, usability studies, prototyping, mock up making, experiment, problem solving, pre-production, pre-visualization, assets preparation & management, team building, interpersonal communication, documentation, demonstration and presentation & critique.

- **Phase II (semester B): Production:**

This phase is the production phase based on the outcomes from the phase I. It focuses on project management, interpersonal communication, workflow management, production, assets preparation & management, testing, de-bug, problem solving, optimisation & fine-tuning, post-production, documentation, demonstration, infographics, presentation & critique.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Research and analyse existing design framework of digital / interactive entertainment or media		x	x	
2	Generate and develop creative and feasible ideas for digital / interactive entertainment or media applications		x	x	

3	Phase I: Pre-Production & Prototype - Acquire the competence to produce a project proposal, a project plan & schedule, a research, analyse & development report, a feasibility study report, a project development log/blog, a set of pre-production deliverables, a workable prototype, the associated demonstration, presentation in form of written, illustration, and oral ways, a Phase I final report			x	x
4	Acquire up-to-date industrial development, practices, workflow and information by attending the mandatory "Industry Nights" seminars organized by the School, and from tutors, professionals and self-exploration.		x		
5	Experience the process to manage the project within the resource constraints, perform problem-solving, documentation, develop interpersonal communication skill, and build up teamwork & sprite		x	x	x
6	Phase II: Production - Produce and complete the deliverables, the associated demonstration and presentation in form of written, illustration, infographics, video, and oral ways, a project development log/blog, a Phase II final report and documentation			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 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	Regular workshop and supervisor consultation		1, 2, 3, 4	
2	Regular progress logging in form of blog writing and review with supervisor		1, 2, 3, 4, 5, 6	
3	Idea generation & development, project proposal writing, planning, schedule and team building		2, 3, 5	

4	Research & analyse, feasibility study, pre-production, and prototyping		3, 5, 6	
5	Attend the mandatory “Industry Nights” seminars organized by the School, and self-explore the up-to-date industrial development		1, 2, 4	
6	Project management, documentation and supervisor consultation		5	
7	Interim and final outcome demonstration, presentation, critique and report writing		3, 6	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	"Project proposal, Project plan & schedule, Questionnaire for “Industry Nights” seminars"	1, 2, 3, 4	10	-	No
2	Project log (blog) submission at scheduled time and project documentation assessment by supervisor.	1, 2, 3, 5, 6	10	-	No

3	Phase I: Pre-Production & Prototype - Research, analyse & development report (including feasibility study report) submission, Pre-production deliverables and a workable prototype submission, Phase I final presentation, Phase I final report submission, Phase I assessment of the project deliverables, report and presentation by supervisor.	3, 5	40	-	No
4	Phase II: Production - Phase II midterm presentation and deliverables submission, Private presentation and demonstration, Fast track presentation and submission, Phase II final presentation, Phase II final report and documentation submission, Complete collection of FYP deliverables submission, Phase II final assessment of the project deliverables, report and presentation by supervisor.	5, 6	40	-	No
5	Attendance of the mandatory "Industry Nights" seminars	4	0	-	No

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Phase I assignment will be assessed by SCM or CS advisor in Semester A, and an interim grade will be released in the end of Semester A at CANVAS. Students who fail in Phase I assignment will receive an “F” grade in SM4712B automatically.

Assessment Rubrics (AR)

Assessment Task

General Description

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.

Assessment Task

1. Independent Learning

Criterion

Ability to understand and demonstrate critical awareness of the concept, workflow, application, and tool set.

Excellent (A+, A, A-)

Furthering knowledge through analyse and interpretation of issues discussed using information from a range of source.

Good (B+, B, B-)

Compare and contrasted information from various sources with own interpretation relating to issues discussed.

Fair (C+, C, C-)

Some discussion of issue raised in class, drawing on few sources of information

Marginal (D)

Only little discussion of issues raised in class, drawing on few sources of information.

Failure (F)

No or little discussion of issues raised in class

Assessment Task

2. Experiments

Criterion

Learning by doing. Reflection of Tool Proficiency / Tool Manipulation / Application of technology / Technological Theory

Excellent (A+, A, A-)

Exhibited courage to leave comfort zones and test existing boundaries, conventions and rules for unknown possibilities.

Good (B+, B, B-)

Demonstrated openness to experiment with new approaches and challenge conventions (comfort zone).

Fair (C+, C, C-)

Experimented with a number of different approaches, techniques & materials to solve problems but did not go beyond conventions (comfort zone).

Marginal (D)

Some attempts to experiment, but the approaches, techniques & materials used are limited and lacked diversity.

Failure (F)

No or little evidence of attempted experiment

Assessment Task

3. Critical Reflection

Criterion

Ability to plan, execute and evaluate a project. Reflection of Innovation / Originality / Imagination / Lateral Thinking / Production Management / Team Spirit / Learning Attitude / Ethics / Presentation Skills

Excellent (A+, A, A-)

Project was highly original, involved significant logistical challenges and required frequent problem-solving and re-assessment of project methods and goals throughout the duration of the project; student demonstrated exceptional and frequent initiative and self-direction in identifying and overcoming problems as they arouse.

Good (B+, B, B-)

Project was original, challenging and require consistent problem-solving and re-assessment of project methods and goals throughout the duration of the project; student demonstrated consistent initiative and self-direction in identifying and overcoming problems as they arose.

Fair (C+, C, C-)

Project was challenging, require minor problem-solving and re-assessment of project methods and goals throughout the duration of the project; student demonstrated some initiative and self-direction in identifying and overcoming problems as they arose.

Marginal (D)

Project was simplistic and required little problem-solving; student demonstrate little initiative and self-direction in identifying and overcoming problems as they arose.

Failure (F)

Project was simplistic and required no problem-solving; student failed to demonstrate initiative and self-direction in identifying and overcoming problems as they arose.

Additional Information for AR

All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III Other Information

Keyword Syllabus

Final Year, Graduation Project, Proposal, Project Management, Workflow Management, Interpersonal Communication, Blog Writing, Team Building, Supervisor Consultation, Insight & Idea Generation, Concept & Design Development, Application, Industry Practice and Workflow, Self-Exploration, Research & Analyse, Feasibility Studies, Usability Studies, Problem Solving, Prototyping, Mock Up Making, Experiment, Pre-Production, Pre-Visualization, Assets Preparation, Assets Management, Production, Testing, De-bug, Optimisation, Post-production, Documentation, Demonstration, Infographics, Presentation & Critique.

Reading List

Compulsory Readings

	Title
1	Nil

Additional Readings

	Title
1	Nil