

# SM1702B: CREATIVE MEDIA STUDIO IB

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## Effective Term

Semester A 2026/27

## Part I Course Overview

### Course Title

Creative Media Studio IB

### Subject Code

SM - School of Creative Media

### Course Number

1702B

### Academic Unit

School of Creative Media (SM)

### College/School

School of Creative Media (SM)

### Course Duration

One Semester

### Credit Units

3

### Level

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

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

SM1702A Creative Media Studio IA

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

SM1702 Creative Media Studio I

### Additional Information

Nil

## Part II Course Details

### Abstract

This is Part II (3 credit units) of the course CREATIVE MEDIA STUDIO. The Creative Media Studio course is aimed at ensuring basic competence with a range of traditional and new media tools for artistic creation. Part II of the course covers trainings in photography, video, and installation, which, together with Part I, amount to the arts of seeing and hearing in the age of technological convergence. Students are expected to operate, with proficiency, tools of various media, and then gradually generate their own artistic vocabulary. In the process, students are also encouraged to create works with humanitarian sensibilities and concerns, especially via keen observation of the world around them.

The Creative Media Studio course is comprised of a series of technique-focused studios. The ultimate purpose of regular exercises within each "toolbox studio" module is to allow the students to befriend a broad range of tools to use and think with them playfully with competence.

### STUDIO MODULES

#### 1. Objects and Installation

In this series of hands-on intensive studios, students explore the fundamental concepts of objects in space, through the creation of three-dimensional art objects and installation. Students are encouraged to investigate both the structural and metaphorical potential of a range of materials.

#### 2. Video and Digital Imaging

This module will focus on the art of digital imaging (photography and video), with an emphasis on developing a level of mastery of these tools as means of artistic expression. The ultimate goal of this module is to empower students to creatively engage two-dimensional imaging. This module is also designed to assist students in developing their own personal visual language through keen observation of the principles of space, shape, colour and movement. Artistic projects range from field photography, digital collage, stop-motion animation to modes of videography.

#### 3. Interactive Media

This module aims at introducing the basic theories and principles of user interface design, interactive installation and physical computing. Students are going to learn a visual programming tool in class.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)		
1	Acquire basic competence with a range of traditional and new media tools.		x	x
2	Advance to higher-level artistic creation confidently and independently.	x		x
3	Demonstrate cross-media thinking and multiple media skills through independent projects.	x	x	x
4	Transform basic technical competence into a unique style or personal signature.	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 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	lectures, installation assignments, projects, in-class discussion	Studio Module: Object and Installation  Students will acquire knowledge through lectures and participate in discussions about the lecture content. They will also apply what they've learned through installation exercises.	1, 2, 3, 4
2	lectures, video assignments, projects, in-class discussion	Studio Module: Video and Digital Imaging  Students will acquire knowledge through lectures and participate in discussions about the lecture content. They will also apply what they've learned through video and digital imaging exercises.	1, 2, 3, 4
3	lectures, interactive media assignments, projects, in-class discussion	Studio Module: Interactive Media Workshop  Students will acquire knowledge through lectures and participate in discussions about the lecture content. They will also apply what they've learned through interactive media exercises.	2, 3, 4

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?	
1	Studio Module Instructor Evaluation: Object and Installation	1, 2, 3, 4	34	-	No
2	Studio Module Instructor Evaluation: Video and Digital Imaging	1, 2, 3, 4	33	-	No

3	Interactive Media Workshop	1, 2, 3, 4	33	-	Yes
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**Continuous Assessment (%)**

100

**Additional Information for ATs**

Minimum passing requirement: Students must have achieved a passing grade in at least 2 out of the following 3 Studio Modules -

1. Object and Installation
2. Video and Digital Imaging
3. Interactive Media Workshop

**Assessment Rubrics (AR)****Assessment Task**

Creative Project(s)/ Exercise(s) within a module:

**Criterion**

The threshold of “discovery” lies in a student’s proactively turning principles into self-purposed creation, and to transform course material into self-owned authorship.

**Excellent (A+, A, A-)**

- Work has strong affective quality and the articulation of personal styles and signature;
- Excellent appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium;
- Work raises questions and instill insights about the process of conception, creative strategization and production;
- Innovative exploration by combining knowledge from different disciplines (e.g. mathematics, psychology, physics, anthropology, etc.) to create an inter-disciplinary project;
- Efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment.

**Good (B+, B, B-)**

- Strong appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium;
- Ability to create project/ work that demonstrate the processes of thinking and creative exploration ;
- Proper adjustment of plans and strategies in response to resources (time, space, equipment, etc) available and constructive feedback/ suggestions.

**Fair (C+, C, C-)**

- Basic appreciation and/or application of the aesthetic and expressive qualities of the medium;
- Limited ability to create project/ work that demonstrate the processes of thinking and creative exploration;
- Adjustment of plans and strategies in response to resources (time, space, equipment, etc) available.

**Marginal (D)**

- Marginal appreciation of the aesthetic and expressive qualities of the medium;
- Marginal ability to create project/ work that demonstrate the processes of thinking and creative exploration;
- Limited adjustment of plans and strategies in response to resources (time, space, equipment, etc) available.

**Failure (F)**

- No appreciation of the aesthetics and expressive qualities of the medium ;
- Fail to create project/ work that demonstrate the processes of thinking and creative exploration;
- Minimal adjustment of plans and strategies in response to resources (time, space, equipment, etc) available.

**Assessment Task**

Class participation, in-class exercise and in-class group critique

**Criterion**

This assessment task reviews students' participation and performance in discussions, debates and peer critique during the presentation sessions of individual narratives of creative path. The evidence of "negotiation", the sign of discovery, lies in students' pre-class preparation and interpersonal sensitivity to his/her peer members.

**Excellent (A+, A, A-)**

- Active participation in in-class critique, positive listening, strong ability to stimulate class discussion.
- In-class exercises demonstrate excellent appreciation, exploration and/or application of the aesthetic and expressive.
- Complete assigned task with efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment.

**Good (B+, B, B-)**

- Active participation in in-class critique, positive listening;
- In-class exercises demonstrate strong appreciation, exploration and/or application of the aesthetic and expressive;
- Complete assigned task with proper adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment.

**Fair (C+, C, C-)**

- Attentive participation in in-class critique, listening with comprehension, but only infrequently contributing.
- In-class exercises demonstrate basic appreciation, exploration and/or application of the aesthetic and expressive qualities.

**Marginal (D)**

- Unmotivated to participate in in-class critique;
- In-class exercises demonstrate marginal appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium.

**Failure (F)**

- Unwilling to participate in in-class critique, even when requested by the instructor.
- In-class exercises demonstrate no appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium.

**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**

Photography, video; the arts of seeing and hearing in the age of technological convergence; cross-media thinking

**Reading List****Compulsory Readings**

Title	
1	Nil

**Additional Readings**

Title	
1	Arnheim, R. Visual Thinking, University of California Press, 1969.
2	De Oliveira, Nicolas. Installation art, Thames and Hudson, 1994.
3	Paul, Christiane. Digital art, Thames & Hudson, 2015.

4	Hussain, Kameron; Hussain, Frahaan. Mastering UI/UX Design: Theoretical Foundations and Practical Applications, Sonar Publishing, 2024.
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