

## Programme Requirements for Bachelor of Arts with Honours in Creative Advertising and Media Design

This 3-credit-unit system programme requirements document is applicable to the following student cohorts:

| <i>Year of Entry</i> | <i>Admission cohort</i>       |
|----------------------|-------------------------------|
| <i>Year 1</i>        | <i>2023/24 and thereafter</i> |
| <i>Year 2</i>        | <i>2024/25 and thereafter</i> |
| <i>Year 3</i>        | <i>2025/26 and thereafter</i> |

### 1. Programme Requirement – Year 1 Entry

1.1 To be eligible for the award of the degree of Bachelor of Arts with Honours in Creative Advertising and Media Design through Year 1 Entry, a student shall:

1.1.1 obtain 120 credit-units as prescribed below, of which no more than 30 credit-units shall be at 1000-level, at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

1.1.1.1 81 credit-units of core courses applicable to Year 1 entry as listed in Table 1;

1.1.1.2 18 credit-units of elective courses in specific area from Table 2;

1.1.1.3 9 credit-units of University Core courses in Table 3;

1.1.1.4 6 credit-units of University English courses in Table 4; and

1.1.1.5 6 credit-units of General Education (GE) courses (see [www.hkmu.edu.hk/FT\\_GE](http://www.hkmu.edu.hk/FT_GE) for the updated list of GE courses)

and

1.1.2 attain the CGPA for graduation as prescribed in the Regulations for the award of undergraduate degrees.

### 2. Programme Requirement – Year 2 Entry

2.1 To be eligible for the award of the degree of Bachelor of Arts with Honours in Creative Advertising and Media Design through Year 2 Entry, a student shall:

2.1.1 obtain 90 credit-units as prescribed below, of which at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

2.1.1.1 66 credit-units of core courses applicable to Year 2 entry as listed in Table 1;

2.1.1.2 15 credit-units of elective courses in specific area from Table 2;

2.1.1.3 9 credit-units of University Core courses in Table 3; and

and

2.1.2 attain the CGPA for graduation as prescribed in the Regulations for the award of undergraduate degrees.

### 3. Programme Requirement – Year 3 Entry

3.1 To be eligible for the award of the degree of Bachelor of Arts with Honours in Creative Advertising and Media Design through Year 3 Entry, a student shall:

3.1.1 obtain 63 credit-units as prescribed below, of which at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

3.1.1.1 51 credit-units of core courses applicable to Year 3 entry as listed in Table 1;

3.1.1.2 3 credit-units of elective courses in specific area from Table 2; and

3.1.1.3 9 credit-units of University Core courses in Table 3;

and

3.1.2 attain the CGPA for graduation as prescribed in the Regulations for the award of undergraduate degrees.

**Table 1: Core Courses**

| Course code  | Course title                                     | Credit-unit | Year Entry |   |   |
|--------------|--|-------------|------------|---|---|
|              |  |             | 1          | 2 | 3 |
| AMVE 1001AEF | Studio Art I: Drawing and Life Drawing           | 3           | ✓          |   |   |
| CAMD 1000AEF | Introduction to Advertising Media                | 3           | ✓          |   |   |
| CAMD 1001AEF | Principles and Practices of the Media            | 3           | ✓          |   |   |
| CAMD 1002ABF | Introduction to Copywriting<br>文案創作導論            | 3           | ✓          |   |   |
| CCA 1005ABF  | Media Production Skills<br>媒體製作技巧                | 3           | ✓          |   |   |
| CAMD 2000AEF | Branding and Visual Identity                     | 3           | ✓          | ✓ |   |
| CAMD 2001ABF | Visual Design and Practices<br>視覺設計與實踐           | 3           | ✓          | ✓ |   |
| CAMD 2002ABF | Advertising and Publication Design<br>廣告製作與出版    | 3           | ✓          | ✓ |   |
| CAMD 2003AEF | Advertising Audience Behaviour                   | 3           | ✓          | ✓ |   |
| CCA 2011ACF  | 美術指導視野   | 3           | ✓          | ✓ |   |
| AMVE 3003ABF | Cinematic Sound Design<br>電影聲效設計                 | 3           | ✓          | ✓ | ✓ |
| CAMD 3000AEF | Advertising for Digital Media                    | 3           | ✓          | ✓ | ✓ |
| CAMD 3001ABF | Creativity and Advanced Copywriting<br>創意與高階文案寫作 | 3           | ✓          | ✓ | ✓ |

| Course code  | Course title   | Credit-unit | Year Entry |   |   |
|--------------|--|-------------|------------|---|---|
|              |  |             | 1          | 2 | 3 |
| CAMD 3002ABF | Multi Camera Studio Production Workshop<br>多攝影機攝製工作坊     | 3           | ✓          | ✓ | ✓ |
| CAMD 3003AEF | New Media Culture  | 3           | ✓          | ✓ | ✓ |
| CAMD 3004AEF | Web Design and Interactive Media                         | 3           | ✓          | ✓ | ✓ |
| CAMD 3005ABF | Cultural Identities and Advertising<br>文化身份與廣告           | 3           | ✓          | ✓ | ✓ |
| CAMD 3006AEF | Research Methods for Advertising and Design              | 3           | ✓          | ✓ | ✓ |
| CAMD 4000ABF | Advertising Media Project<br>廣告媒體專題研習                    | 6           | ✓          | ✓ | ✓ |
| CAMD 4001ABF | Exhibition Design and Event Planning<br>展覽設計及活動策劃        | 3           | ✓          | ✓ | ✓ |
| CAMD 4002ABF | Media Law, Policy and Ethics<br>媒體法律、政策與道德               | 3           | ✓          | ✓ | ✓ |
| CAMD 4003ABF | Video Production Workshop: E-Advertising<br>錄像攝製工作坊:電子廣告 | 3           | ✓          | ✓ | ✓ |
| CAMD 4004ABF | Museum Studies<br>博物館學                                   | 3           | ✓          | ✓ | ✓ |
| CAMD 4005AEF | Photography for Advertising                              | 3           | ✓          | ✓ | ✓ |
| CAMD 4006AEF | Strategic Media Planning                                 | 3           | ✓          | ✓ | ✓ |
| CAMD 4007AEF | Social Media Communications and Strategies               | 3           | ✓          | ✓ | ✓ |

**Table 2: Elective courses in specific area**

| Course code  | Course title  | Credit- unit |
|--------------|---|--------------|
| AMVE 1000AEF | History of Animation and Visual Effects             | 3            |
| AMVE 1002ABF | Animation Appreciation and Practice<br>動畫欣賞與實踐      | 3            |
| AMVE 1003AEF | Animation Principles Workshop                       | 3            |
| AMVE 1004AEF | Studio Art II: Painting                             | 3            |
| AMVE 2000AEF | Alternative Animation                               | 3            |
| AMVE 2001AEF | Animation Production                                | 6            |
| AMVE 2002AEF | Art Direction for Animation and Visual Effects      | 3            |
| AMVE 2003AEF | Character and Set Design                            | 3            |
| AMVE 2004AEF | Programming Fundamentals for Animation              | 3            |
| AMVE 2005ABF | Storytelling and Pre- visualization<br>故事創作及視覺預覽    | 3            |
| AMVE 3001ABF | Digital Visual Effects and Compositing<br>數碼視覺特效及合成 | 6            |
| AMVE 3007ABF | Visual Communication and Storytelling<br>視覺傳意及故事創作  | 3            |
| AMVE 3008ABF | Media and Animation Production<br>媒體及動畫製作           | 6            |

| Course code  | Course title   | Credit- unit |
|--------------|--|--------------|
| AMVE 4003AEF | Motion Graphics Design                                     | 3            |
| AMVE 4004AEF | Innovations in Animation and Visual Effects                | 3            |
| AMVE 4005AEF | Producing and Production Management                        | 3            |
| AMVE 4009ABF | Media Management for Interactive Entertainment<br>互動媒體製作管理 | 3            |
| AMVE 4010ABF | Sound Design and Visual Effects<br>聲效設計及視覺特效               | 6            |
| CCA 1000ACF  | 電影藝術概論   | 3            |
| CCA 1004ACF  | 成為作家：從欣賞到實踐  | 3            |
| CCA 1006ACF  | 電影新浪潮  | 3            |
| CCA 1007ACF  | 戲劇的藝術：從文字到舞台   | 3            |
| CCA 2000ACF  | 視覺文化：泛媒體寫作坊  | 3            |
| CCA 2007ACF  | 華語電影   | 3            |
| CCA 2009ACF  | 電影後期製作藝術   | 3            |
| CCA 2010ACF  | 創意寫作坊  | 3            |
| CCA 3000ACF  | 電影編劇：美學與實踐   | 3            |
| CCA 3002ACF  | 閱讀電影：理論與實踐   | 3            |
| CCA 3006ACF  | 看見真相：紀錄片的製作與探索   | 3            |
| CCA 3008ACF  | 媒體寫作與編輯  | 3            |
| CCA 3009ABF  | 電影電視聲音製作   | 3            |
| CCA 3010ACF  | 走進詩的先鋒派：從觀念到方法   | 3            |
| CCA 3011ACF  | 電影大師研究   | 3            |
| CCA 3014ACF  | 小說課：從現代主義到後現代主義  | 3            |
| CCA 3056ACF  | 文學大師課  | 3            |
| CCA 3057ABF  | Short Film Production<br>短片製作                              | 3            |
| CCA 3058ACF  | 電影攝影與燈光藝術  | 3            |
| CCA 3059ACF  | 導演與監製工作坊   | 3            |
| CCA 4001ACF  | 流動影像的跨媒體改編   | 3            |
| CCA 4002ACF  | 廣播劇創作  | 3            |
| CCA 4003ACF  | 電影、音樂與歌詞   | 3            |
| CCA 4004ACF  | 綜藝節目：從電視到網上媒體  | 3            |
| CCA 4006ACF  | 類型電影研究專題   | 3            |
| CCA 4007ACF  | 寫作及文學研究專題  | 3            |
| IDDA 1000AEF | Introduction to Imaging Design                             | 3            |
| IDDA 1003AEF | Introduction to Digital Art                                | 3            |
| IDDA 2000AEF | Studio Photography   | 3            |
| IDDA 2002AEF | Visual Narrative Workshop                                  | 3            |
| IDDA 2003AEF | Imaging Technology   | 3            |
| IDDA 3000AEF | Computational Art and Graphics                             | 3            |
| IDDA 3002AEF | Experimental Imaging and Video Art                         | 3            |
| IDDA 3003AEF | Contemporary Photography                                   | 3            |
| IDDA 3004AEF | Administration and Management in Art and Design            | 3            |
| IDDA 4004AEF | Experience Design  | 3            |

| Course code  | Course title                   | Credit- unit |
|--------------|--------------------------------|--------------|
| IDDA 4005AEF | Photography and Visual Studies | 3            |

**Table 3: University Core courses**

| Course Code                   | Course Title  | Credit-units |
|-------------------------------|---|--------------|
| UNI 1002ABW                   | University Core Values                                    | 2            |
| UNI 1012ABW                   | Social Responsibilities                                   | 1            |
| UNI 2002BEW or<br>UNI 2002BCW | Effective Communication and Teamwork                      | 3            |
| UNI 3002BEW or<br>UNI 3002BCW | Entrepreneurial Mindset and Leadership for Sustainability | 3            |

**Table 4: University English courses**

| Course Code               | Course Title                            | Credit-units |
|---------------------------|---|--------------|
| ENGL 1101AEF <sup>#</sup> | University English: Reading and Writing | 3            |
| ENGL 1102AEF <sup>#</sup> | Presentation Skills                     | 3            |

*# Students who have attained Level 5 or above in DSE (or equivalent) may opt to complete ENGL 1002AEF Classic American Films and/or ENGL 1003AEF British and American Short Stories to fulfill the programme requirements in lieu of the University English course.*

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