

Introduction of Creative Arts () Programmes and Courses Offered by School of Arts and Social Sciences, Hong Kong Metropolitan University (HKMU)

PROGRAMMES

- **Bachelor of Arts with Honours in Creative Writing and Film Arts (Programme code: JSSU12/ BAHCWFAJ)**

This programme focuses on training creative talents for Hong Kong's cultural industries, especially filmmaking, media writing, creative writing and publishing. Students learn various aspects of the creative industries and related practices. The courses offered include creative/literary writing, screenwriting, interdisciplinary theory, film production, publication, broadcasting, radio plays and drama. Dr. LIU Yichang and Dr. WONG Kar Wai are the honorary professors of this programme.

- **Bachelor of Fine Arts with Honours in Animation and Visual Effects (Programme code: JSSU14/ BFAHAVEJ)**

The Animation and Visual Effects (AMVE) programme is a 4-year programme offered by the School of Arts and Social Sciences. Students will receive an in-depth education and holistic training in both creative cultivation and technical mastery of the arts in animation and digital visual effects. Students will integrate theories and practices with the aesthetics, creativity and applied technology. Graduates of this programme will find employment opportunities in different media and creative industries, including 2D & 3D animation production, animation and game art design, visual effects production, motion graphics, interactive visual design, media design, post-production in advertising and film.

- **Bachelor of Fine Arts with Honours in Imaging Design and Digital Art (Programme code: JSSU15/ BFAHIDDAJ)**

This programme aims to provide students with an articulated ground for imaging design and digital art with visual exploration. Students will gain in-depth knowledge and skills with conceptual frameworks in professional practices. The programme will be divided into 3 main topics Imaging Design, Visual Design Studies and Digital Arts. Subjects of study include Visual Communication, Photography, Video, Computational

Art, Typography & Information Design, Exhibition & Curatorial Studies, Experience Design, Installation Art, Expanded Images, and Immersive Digital Art, etc. They will be nurtured in an environment that opens to new ideas and creative possibilities. These provide graduates with competency in shaping the fast-changing nature of digital art within the contemporary context of imaging design. Graduates are well suited for a wide range of careers in the creative industries, such as imaging design and production, art and design studio, exhibition and curatorship, photography studio, etc.

- **Bachelor of Arts with Honours in Creative Advertising and Media Design (Programme code: JS9016/ BAHCAMDJ)**

The rapid growth of digital and interactive technologies has brought new opportunities to the advertising and media industries. Playing a vital role in the development of corporations and the society, communication professionals with relevant knowledge are well sought by business enterprises and public organizations. The Creative Advertising and Media Design (CAMD) programme is a four-year full-time curriculum with theoretical and practical training in strategic communications, creative development, digital advertising, media design, production techniques, copywriting and campaign planning. Taught by scholars and experts of the media and advertising field, the programme will equip students with academic foundation and the latest practical knowledge to get a head start in their creative careers.

- **Bachelor of Arts with Honours in Computing and Interactive Entertainment (Programme code: BAHCIEF)**

The 2-year full-time Bachelor of Arts with Honours in Computing and Interactive Entertainment (BAHCIEF) programme is jointly offered by the Computing Programme Team of the School of Science and Technology and the Creative Arts Team of the School of Arts and Social Sciences.

It aims to nurture graduates to be computing professionals with training in interactive entertainment and user experience design. The graduates should be competent software developers with expertise in user experience enhancement through artistic creation, animation/ media production, and computational intelligence. They should have artistic creativity and problem solving skills to apply their competencies in various domains.

For details, please visit <https://interactive.hkmu.edu.hk/>

For further details about the above-mentioned programmes, please visit the website of the Department of Creative Arts at <https://ca.hkmu.edu.hk/>.

Please also feel free to visit the programme videos at the following links:

JSSU12/ BAHCWFAJ: https://youtu.be/g7rwH9_sHAs

JSSU14/ BFAHAVEJ:

- i. https://animation.hkmu.edu.hk/zh/home_chi/;
- ii. <https://vimeo.com/hkmuamve>;
- iii. https://www.youtube.com/channel/UCeYw6jR_p2qm0b5Jin8tbQg
- iv. <https://youtu.be/Qmp9H4ioWaQ>

JSSU15/ BFAHIDDAJ: i. <https://youtu.be/Mql3mDQ8oBA>; ii. <https://youtu.be/OFIzMWBzEG4>

JS9016/ BAHCAMDJ: <https://youtu.be/6jXpxmfDIQs>

BAHCIEF: https://youtu.be/-9MZUeGI2_w

JSSU15/ BFAHIDDAJ Photos:

[<https://docs.google.com/presentation/d/1vRD6fLJganzERCakIJds9vWo-nAANFWL8e5jPTAj-8/edit?usp=sharing>]

BAHCIEF: https://youtu.be/-9MZUeGI2_w

Term	Course Code	Course Title	Medium of Instruction	Credits	Mode / Remarks	Brief Description
Autumn	CCA A207CF	Art and Culture of Chinese-language Cinemas	Cantonese	5	* #	

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Spring	CCA A353BF	Film, Music and Lyrics	English and Cantonese	5	#	
Spring	CCA A201CF	New Waves of Cinema	English and Cantonese	5	* #	
Spring	CCA A200CF	Visual Culture: Transmedia Writing Workshop	Cantonese	5	* #	

Term	Course Code	Course Title	Medium of Instruction	Credits	Mode / Remarks	Brief Description
Spring	CCA A357BF	Digital Video Production Workshop: Short Film :	English and Cantonese	5	*	Short films are an exciting and ever-evolving form of storytelling in the digital age. This course explores the strong tradition of short films in our culture, as well as the new and innovative techniques filmmakers, are currently using to tell and distribute their stories. In this course, students devote the entire term to the creation and completion of one short film with the intent of pitching it to a panel of distributors and/or big studio heads for purchase. Students may work individually or partner in a collaborative team. Either way, the class serves as a support system

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						for each student, offering advice, critiques, and resources so that each member of the class is an integral part of a fully realized short.
Autumn	AMVE A100F	History of Animation and Visual Effects	English	5	* #	This course introduces students to the world of animation arts through learning the history and global development of animation and visual effects. From Eastern animation traditions to Western animation, the course will examine major technical advancements and breakthroughs in animation at different periods with students.
Spring	AMVE A203F	Character and Set Design	English	5	* #	This is a design course focus on two areas that support storytelling animation in major roles: character and Set. Students will learn how to create characters in different methods and perspectives. Meanwhile, students will learn using set design to visualize the scene and mood in

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						the story. These two design skills can help students to enrich their stories and create better animation by designing proper characters, props, scenes, and aesthetic elements.
Spring	AMVE A209F	Art Direction for Animation and Visual Effects	English	5	* #	The course introduces students to the fundamental concepts of art direction in animation and visual effects production. Through creative treatment and execution of visual elements such as color, space, texture, light, and composition, art direction helps set a consistent tone and style of the story, establishes the right mood or atmosphere, and conveys the right feelings accurately to the audience.
Autumn	IDDA A100F	Introduction to Imaging Design	English	5	#	<i>IDDA A100F Introduction to Imaging Design</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. The course offers an

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						<p>programme. This course aims to introduce students to the contemporary concepts and practices in the field of digital art. The course will also equip students with fundamental skills in artist-oriented Data-Flow programming.</p> <p>This course aims to provide students with an understanding of the history, principles and practices of digital art and to develop their ability to use digital technology in creating artwork.</p>
Spring	IDDA A310F	Photography and Visual Studies	English	5	<p>#</p> <p>The 1st presentation of this course will be offered in 2024 Spring Term</p>	<p><i>IDDA A310F Photography & Visual Studies</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course introduces students with key issues, debates, and historical developments in the context of contemporary photographic art, as well as in the context of popular culture.</p>

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						<p>This course aims at providing students with an understanding of concepts and principles. Students will engage in theoretical dialogues among various genres of photographic art since its birth. The course also examines how key photographers contributed to the development of various conventions and genres, both in terms of form and content.</p>
Autumn	IDDA A200F	Foundation of Visual Communication	English	5	#	<p><i>IDDA A200F Foundation of Visual Communication</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course aims to take a critical and creative approach in exploring the communication and visual design theories interacting with the support of materials and technology, contribute to the formulation and realisation of visual communication design. The course focuses</p>

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						<p>on exploring the role and development of visual communication design as a discipline; students can learn visual theories and communication models; visual literacy, and explore the emerging visual communication design issues; design research, with the solutions of creation of sustainable visual communication design.</p> <p>This course aims to consider the visual communication system in both traditional and nowadays as well as the expanding natures of its possibilities, to organise and visualise visual communication in a user-friendly and understandable approach for the intended audience.</p>
Autumn	IDDA A201F	Studio Photography	English	5	#	<p><i>IDDA A201F Studio Photography</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course aims at providing students with an</p>

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						<p>understanding of photography in a studio environment. Lighting techniques with various modifiers are used to control and shape light to emphasise different photographic aspects.</p> <p>The course introduces students to the theories and professional practices of studio photography as a means of communication. Students are exposed to the workflow of applied or commercial photography projects. It provides students with insights into photography as a profession.</p>
Spring	IDDA A204F	Imaging Technology	English	5	#	<p><i>IDDA A204F Imaging Technology</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course aims to introduce students to contemporary concepts and practices in the field of imaging technology. Students will</p>

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						<p>learn various theories in historical and cultural contexts and supplemented by various practical workshops.</p> <p>This course aims at providing students with key concepts in the history of imaging technologies. Students will study topics from camera obscura to the recent technological practices of photography, moving images as well as expanded images. This course will familiarise the students with the key social and cultural events, technological developments, artists and the art movements of various periods.</p>
Spring	CAMD A306BF	Museum Studies	English and Cantonese	5	#	<p>The course introduces students to the history of museums and to debates on the philosophical nature of museums. Organisational conventions, collection management policies, documentation systems, interpretation and communication</p>

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						<p>mechanisms, and education and outreach programmes will be examined to consider how museums can shape a new public form around diverse cultural resources. The course explores museums' missions and their roles in society through case studies and exhibitions in a variety of museums including art, history, and ethnographic museums.</p>

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Autumn	AMVE A307BF	Visual Communication and Storytelling	English and Cantonese	5	* #	Being able to communicate visually and effectively is important in this age of digital information. From broad to specific, this course begins with visual elements for visual aesthetics, then move onto story elements for creative storytelling and eventually to elements of game that integrate them all. It explores different visual styles and covers design principles that put these elements in context and in applications using images and graphics as creative and effective Visual Communication and Visual Storytelling.
Autumn	AMVE A309BF	Media Management for Interactive Entertainment	English and Cantonese	5	* #	This course will cover both common and unique characteristics of management in (nd -6 (m5 (t)-2(on)-a)-6 (m)(m)3 (un)-4.9 (t1 nd i)-2 (n))(n

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						building. Media management involves important daily operations in managing a creative team with different skillsets and capacities. Both require knowledge and leadership skills at different levels. This final semester course is intended for students to be equipped with these industry-related knowledge and know-how in their final year before entering the professional world.

*For one-semester exchange

#For short-term auditing (usually less than two weeks)