

BNU-HKBU
UNITED INTERNATIONAL COLLEGE

School of Culture and Creativity
Minor Programme in Arts and Design

2024-2025

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1. General Information

1.1. Programme Title

Minor Programme in Arts and Design
 艺术与设计副修

1.2. Academic Unit Involved in the Delivery of the Programme

The Programme is under the Media Arts and Design (MAD) and administered by the School of Culture and Creativity.

1.3. Programme Aims, Objectives and Intended Learning Outcomes

The Minor Programme in Arts and Design aimed at those talented individuals who would like to enhance their skills in drawing, imaging, and implementing design projects in different mediums. The Programme provides opportunity for students to pursue their interest in arts and design, and emphasizes the arts of social engagement, broadly conceived. The curriculum supports both studio-based learning and critical engagement. Foundational theoretical courses and hands-on engagement equip students to think critically and practice creatively. Graduates are prepared to forge their own paths as publicly engaged artists working independently, or in arts organisations, social entrepreneurship ventures, the non-profit sector, and as faculty in academic institutions related to their major fields of study or their personal lives.

Table 1: Programme Intended Learning Outcomes (PILOs)

Upon successful completion of the Minor Programme in Arts and Design, students should be able to:	
PILO 1	Describe and explain the design process, design fundamentals and the concept in the history of art and design.
PILO 2	Express ideas, communicate effectively, and conduct design projects with team or work independently.
PILO 3	Integrate knowledge and skills of design into project practices and portfolio presentation.

Table 2: Mapping of the Programme Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)

PILOs	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	No. of GAs addressed by this PILO
	Citizen-ship	Know-ledge	Learn-ing	Skills	Creati-vity	Commu-nication	Team-work	
PILO 1	×	×	×					3
PILO 2				×	×	×		3
PILO 3					×	×	×	3
No. of PILOs addressing this GA	1	1	1	1	2	2	1	---

1.4. Medium of Instruction

The medium of instruction for the Programme is English.

1.5. Target Students

The Minor Programme in Arts and Design targets non-MAD students from the 2019 Cohort and thereafter.

1.6. Year of Implementation

The Minor Programme in Arts and Design has been offered from the Academic Year of 2019-2020.

2. Programme Requirements and Structure

2.1. Programme Requirements

Students can claim the Minor Programme in Arts and Design if they can fulfil the following criteria:

- a) Complete 15 units in accordance with the stipulated Programme structure; and
- b) Attain a minimum cumulative GPA of 2.0 for all the 5 courses (i.e. 2 compulsory courses and 3 elective courses).

2.2. Programme Structure

This Minor Programme consists of 2 compulsory courses followed by 3 electives (in which at least one course should be at level 3 or above). The programme is summarized in Table 3 shown below.

Table 3: Curriculum Structure of the Minor Programme in Arts and Design

Code	English Title	Chinese Title	Units	Level	PILO(s)
Required Courses					
MAD2003	Design Fundamentals	设计基础	3	2	1,2
MAD2033	History of Media Arts and Design	媒体艺术与设计史	3	2	1,3
Elective Courses					
MAD1003	Studio Art Practices: Drawing Fundamentals	工作室艺术实践：素描基础	3	1	1,2
MAD2013	Art Media Fundamentals	艺术媒材基础	3	2	2,3
MAD2023	Appreciation of the Arts	当代艺术赏析	3	2	1,2
MAD2043	Concept Development for Time-based Media	时基媒体概念发展	3	2	2,3
MAD3003	Photography	摄影学	3	3	2,3
MAD3023	Digital Imaging and Design	数字图像与设计	3	3	2,3
MAD3053	Colour Concepts, Theory and Planning	色彩观念、理论与策划	3	3	1,2
MAD3073	Language for Audio-visual Design	音影设计语言	3	3	1,2

※ *Minor Programme in Arts and Design* ※

Code	English Title	Chinese Title	Units	Level	PILO(s)
MAD4013	Studio Art Practices: Experimental Media	工作室艺术实践：实验媒体	3	4	2,3

A student is eligible to apply for unit transfer from courses completed during his/her participation in outbound exchange Programmes to fulfil the Minor Programme in Arts and Design requirements. Such transfer is to be limited to 6 units for the whole Programme. Those who intend to do so have to initiate their applications in accordance with the stipulated procedures and regulations.