

BNU-HKBU
UNITED INTERNATIONAL COLLEGE
UNDERGRADUATE HANDBOOK
2020-2021
Division of Culture and Creativity
Media Arts and Design Programme

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1. Introduction

This student handbook provides general information about the **Media Arts and Design Programme** in the Division of Culture and Creativity, BNU-HKBU United International College. Students can also find specific information about the programme curriculum, structure, degree requirements, etc. in this handbook. Students should read this handbook carefully and talk to their Programme Director or the Division Dean if they have any queries. The contents of this handbook are for reference only, and are subject to change without notice.

2. The Division of Culture and Creativity

The primary academic objective of the Division is to provide students with a number of four-year Honours Degree Programmes. Four major programmes are currently offered:

Programme	Degree ⁱ	Years of Study
Cinema and Television 影视学	BA (Hons) ⁽ⁱ⁾ 文学士（荣誉）	4
Culture, Creativity and Management 文化创意与管理	BBA (Hons) ⁽ⁱⁱ⁾ 商学士（荣誉）	4
Media Arts and Design 媒体艺术与设计	BC (Hons) ⁽ⁱⁱⁱ⁾ 传播学士（荣誉）	4
Musical Arts 音乐艺术	BA (Hons) ^(iv) 文学士（荣誉）	4

3. The Media Arts and Design Programme

The Media Arts and Design (MAD) Programme of UIC aims to foster a new generation of graduates with global vision, professional knowledge, creativity and research skills required for the robust development of media arts and creative industries in China and abroad. Its programme curriculum offers a theoretical and production-intensive education for students who are committed to pursuing the visual arts, audio-visual and/or interactive arts and design as a career path.

While the curriculum of the MAD Programme requires students to take foundation level courses of an interdisciplinary nature amongst the art and design disciplines, specialized and more advanced courses are offered as elective courses. From initial core and fundamental course requirements, the curriculum branches into three separate but linked course streams: Digital Audio-Visual, Interactive Design and Visual Arts.

3.1. Teaching Methods and Medium of Instruction

In general, there are three main teaching methods: (1) formal lectures and research exercises; (2) viewings,

ⁱ The following degrees will be awarded by the Hong Kong Baptist University: (i) Bachelor of Arts (Honours) in Cinema and Television 影视学文学士（荣誉）；(ii) Bachelor of Business Administration (Honours) (Culture, Creativity and Management) 文化创意与管理商学士（荣誉）；(iii) Bachelor of Communication (Honours) in Media Arts and Design 媒体艺术与设计传播学士（荣誉）；(iv) Bachelor of Arts (Honours) in Musical Arts 音乐艺术文学士（荣誉）。

screenings and analysis of representative artworks, in-classroom discussions as well as written exercises; (3) media arts and design practical exercises, workshops, and experiential learning with various media and other equipment in the laboratories or studios. Tutorial and screening sessions will be organised to complement more formal lectures. The most up-to-date art and design equipment to aid teaching and learning will be used. English is the medium of instruction for lectures and tutorials, and video screened in class will have English sub-titles where necessary. The UIC English Learning Centre (ELC) will help students strengthen their English proficiency.

3.2. Programme Aims, Objectives, and Learning Outcomes

The MAD Programme aims at preparing students to pursue creative excellence in a rich variety of professions, including, but not limited to, visual artists, digital artists, interactive designers, web designers, etc. Through rigorous visual arts, media and design training coupled with interdisciplinary collaborations, trans-media experimentations, and exchange activities, the MAD Programme will give students a strong motive to develop beyond their comfort zones and explore the boundaries of their knowledge and abilities.

The ultimate goal of the MAD Programme is to train its graduates to be the “conveyer” or “communicator” of messages to fulfil the need of national policy in regards to innovation. The objectives of the Programme are:

- (1) To provide students with the fundamental knowledge and skills required for creating work of media arts and design.
- (2) To nurture future professional visual artists, digital artists and designers.
- (3) To educate future art historians and museum specialists with a global perspective on the media arts.

The unique nature of inter disciplinarily requires adopting a constructivist model in nurturing MAD students. In this model, the acquisition of theoretical training and the accumulation of experiential learning should be an active process which eventually leads to the development of professional skills and knowledge.

Upon satisfactory completion of the Programme, students should be able to:

- PILO 1:** Describe and Explain thoroughly and critically the theory, history, and practice relevant to the field (GA2, GA3, GA6);
- PILO 2:** Integrate and Apply knowledge, skill, and technical proficiency within professional and academic contexts in accord with a well-developed sense of social consciousness and professional/ethical responsibility (GA1, GA4, GA5);
- PILO 3:** Demonstrate an advanced level of communication and problem-solving skills as a team player/leader (GA4, GA6, GA7);
- PILO 4:** Apply the knowledge and skills required with aesthetic sensibility and cultural literacy to create, develop or fabricate artifacts of various kinds relevant to the field to a high technical and creative standard (GA2, GA5, GA7);
- PILO 5:** Develop a lifelong self-development plan in response to the social needs locally and internationally (GA1, GA3, GA5).

The above PILOs are in line with the whole person education at UIC, which aims to foster the following Graduate Attributes (GAs):

- GA 1: Citizenship:** Be responsible citizens with an international outlook and a sense of ethics and civility;
- GA 2: Knowledge:** Have up-to-date, in-depth knowledge of an academic specialty, as well as a broad range of cultural and general knowledge;
- GA 3: Learning:** Be independent, lifelong learners with an open mind and an inquiring spirit;
- GA 4: Skills:** Have the necessary information literacy and IT skills, as well as numerical and problem-solving skills, to function effectively in work and everyday life;
- GA 5: Creativity:** Be able to think critically and creatively;
- GA 6: Communication:** Have trilingual and biliterate competence in English and Chinese, and the ability to articulate ideas clearly and coherently;
- GA 7: Teamwork:** Be ready to serve, lead and work in a team, and to pursue a healthy lifestyle.

Table 1. The OBTL GAs – PILOs Mapping Matrix

PILOs \ GAs	Citizen-ship	Know-ledge	Learn-ing	Skills	Creati-vity	Communi-cation	Team-work	No. of GAs addressed by this PILO
PILO 1		X	X			X		3
PILO 2	X			X	X			3
PILO 3				X		X	X	3
PILO 4		X			X		X	3
PILO 5	X		X		X			3
No. of PILOs addressing this GA	2	2	2	2	3	2	2	---

While the provision of the MAD programme is a new development in UIC, majority of graduates of similar programmes in other institutions have secured employment in design companies, film companies, web companies, animation companies, production houses, museums, galleries, art houses, and other employment areas directly related to the creative industries. As aforementioned, the MAD programme aims at preparing students to develop their careers in a rich array of professions as:

- Artists (painter, sculptor, digital artists, sound artists, etc.)
- Designers (product designer, web designer, commercial designer, etc.)
- Art administrator (museum, gallery staff)
- Art agent

Moreover, graduates of the MAD programme can also pursue postgraduate studies in different areas, for example:

- Digital production
- Animation and motion design
- Interdisciplinary projects & performance
- Interactive arts
- Audio-visual design
- Product design

4. Teaching Staff

Full-time faculty members of the MAD Programme are recruited from all over the world. They must possess a Ph.D. degree, or have copious practical visual arts, digital arts, interactive design or new media production experience with an M.F.A. degree, or outstanding research achievements in the related areas. Part-time faculty members are also recruited with strong academic and teaching experiences or industrial backgrounds.

5. Programme Structure

Students are normally expected to complete 132 units within the curriculum structure below:

Courses Category	Units
Major Required Courses (专业必修课)	42
Major Elective Courses (专业选修课)	18
General Education Core Courses (通识教育核心课)	32
General Education Distribution Courses (通识教育分类选修课)	12
Whole Person Education Experiential Learning Modules (全人教育体验学习课程)	4
Free Elective Courses (自由选修课)	24
Total	132

5.1. Major Required Courses

Code	English Title	Chinese Title	Units
CTV1003	Introduction to Electronic Media	电子媒介导论	3
CTV1013	Introduction to Media Aesthetics	传媒美学概论	3
CTV2033	Communication Research Methods	传播研究方法	3
CTV2073	Introduction to Communication Theory	传播学理论	3
MAD1003	Studio Art Practices: Drawing Fundamentals	工作室艺术实践：素描基础	3
MAD2003	Design Fundamentals	设计基础	3
MAD2013	Art Media Fundamentals	艺术媒材基础	3
MAD2023	Appreciation of the Arts	当代艺术赏析	3
MAD2033	History of Media Arts and Design	媒体艺术与设计史	3
MAD3003	Photography	摄影学	3
MAD3013	Interactive Arts and Design	互动艺术与设计	3
MAD3023	Digital Imaging and Design	数字图像与设计	3
MAD3033	3D Design Fundamentals	三维设计基础	3

Code	English Title	Chinese Title	Units
MAD4003	Final Year Project (MAD)	毕业论文	3
---	Total	合计	42

5.2. Major Elective Courses

Students are required to take 6 courses (18 units) from the following course list (the availability of major elective courses offered each semester is subject to faculty availability and minor adjustment):

Code	English Title	Chinese Title	Units
MAD2043	Concept Development for Time-based Media	时基媒体概念发展	3
MAD3043	Digital Drawing and Painting	数字素描与绘画	3
MAD3053	Colour Concepts, Theory and Planning	色彩观念、理论与策划	3
MAD3063	Animation	动画	3
MAD3073	Language for Audio-visual Design	音影设计语言	3
MAD3083	Studio Art Practices: Painting Fundamentals	工作室艺术实践：绘画基础	3
MAD3093	Web Design and Hypermedia	网络与超媒体设计	3
MAD3103	Computer Game Design	电脑游戏设计	3
MAD3113	Video Arts	录像艺术	3
MAD3123	Graphic Storytelling	图像叙事	3
MAD3133	Digital Sound Production	数字音响制作	3
MAD3143	Media Arts and Design Internship	媒体艺术与设计实习	3
MAD4013	Studio Art Practices: Experimental Media	工作室艺术实践：实验媒体	3
MAD4023	Computer Programming for Design	电脑程序设计	3
MAD4033	Narrative and Interactivity in Media Arts	媒体艺术的叙事与互动性	3
MAD4043	Principles of Product Design	产品设计原理	3
MAD4053	Digital Image Manipulation	数字影像制作	3
MAD4063	Visual Arts Since 1900	二十世纪以来的视觉艺术	3
MAD4073	Social Design	社会设计	3
MAD4083	Special Topics in Media Arts and Design Subject	媒体艺术与设计专题	3
MAD4093	Physical Computing Advanced Interactive Media	高级计算与互动媒体	3
MAD4103	Game Art and 3D Animation	游戏美术与三维动画	3
MAD4113	Principles of Product Design and Exhibition	产品设计与展览原理	3

5.3. General Education Programme

All students should complete 48 units of General Education (GE) Courses to fulfil the graduation requirements. The GE Programme consists of (a) 32 units of GE Core (GEC) Courses, (b) 12 units of GE Distribution (GED) Courses, and (c) 4 units of Whole Person Education Experiential Learning Modules (WPEx). Please see Appendix I for detailed information about the GE Programme.

5.4. Free Elective Courses

The 24 units of Free Electives could be used by students to (a) spend a semester abroad; (b) take a minor or (c) take more courses offered by the teaching units.

5.5. The PILOs – Major Courses Mapping Matrix

Each course offered by the Media Arts and Design Programme, either required or elective course, is designed to meet certain Programme Intended Learning Outcomes (PILOs) as listed in Table 2 and Table 3.

Table 2. Major Required (MR) Courses in Relation to the PILOs

PILOs Major Required Courses	PILO 1	PILO 2	PILO 3	PILO 4	PILO 5
CTV1003 Introduction to Electronic Media	X	X			
CTV1013 Introduction to Media Aesthetics	X		X		
CTV2033 Communication Research Methods	X		X		X
CTV2073 Introduction to Communication Theory	X		X		X
MAD1003 Studio Art Practices: Drawing Fundamentals		X	X	X	
MAD2003 Design Fundamentals		X		X	
MAD2013 Art Media Fundamentals	X				X
MAD2023 Appreciation of the Arts	X		X		X
MAD2033 History of Media Arts and Design	X		X		
MAD3003 Photography	X	X		X	
MAD3013 Interactive Arts and Design		X		X	X
MAD3023 Digital Imaging and Design	X	X		X	
MAD3033 3D Design Fundamentals	X		X	X	
MAD4003 Final Year Project (MAD)			X	X	X
No. of MR courses addressing this PILO	10	6	8	7	6

Table 3. Major Elective (ME) Courses in Relation to the PILOs

PILOs Major Elective Courses	PILO 1	PILO 2	PILO 3	PILO 4	PILO 5
MAD2043 Concept Development for Time-based Media	X		X	X	
MAD3043 Digital Drawing and Painting		X		X	X
MAD3053 Colour Concepts, Theory and Planning		X	X	X	
MAD3063 Animation		X		X	X
MAD3073 Language for Audio-visual Design	X		X		X
MAD3083 Studio Art Practices: Painting Fundamentals		X	X		

Major Elective Courses	PILOs	PILO 1	PILO 2	PILO 3	PILO 4	PILO 5
MAD3093 Web Design and Hypermedia				X	X	X
MAD3103 Computer Game Design				X	X	X
MAD3113 Video Arts	X			X		
MAD3123 Graphic Storytelling	X	X	X			
MAD3133 Digital Sound Production				X	X	X
MAD3143 Media Arts and Design Internship	X	X			X	
MAD4013 Studio Art Practices: Experimental Media				X	X	X
MAD4023 Computer Programming for Design			X		X	X
MAD4033 Narrative and Interactivity in Media Arts					X	X
MAD4043 Principles of Product Design				X	X	X
MAD4053 Digital Image Manipulation	X	X			X	
MAD4063 Visual Arts Since 1900	X	X				
MAD4073 Social Design				X	X	X
MAD4083 Special Topics in Media Arts and Design Subject			X		X	X
MAD4093 Physical Computing Advanced Interactive Media			X		X	X
MAD4103 Game Art and 3D Animation			X		X	X
MAD4113 Principles of Product Design and Exhibition				X	X	X
No. of ME courses addressing this PILO	7	10	12	15	12	

6. Four-Year Study Plan

6.1. Year One

Semester 1	Unit(s)	Semester 2	Unit(s)
GCLA1903 English I 大学英语 I	3	GCLA1913 English II 大学英语 II	3
CHI1053 University Chinese (Morality and Foundations of Law) 大学国文（思想道德修养与法律基础）	3	CHI1073 Contemporary Chinese Society and Thoughts (Theories) 毛泽东思想和中国特色社会主义理论体系概论（理论部分）	3
		CHI1083 Contemporary Chinese Society and Thoughts (Social Practice) 毛泽东思想和中国特色社会主义理论体系概论（实践部分）	0

Semester 1	Unit(s)	Semester 2	Unit(s)
Foundation Course in Science and Technology ^① 理工科技基础课	3	Foundation Course in Business and Management ^① 工商管理基础课 OR Foundation Course in Humanities and Social Sciences ^① 人文与社会科学基础课	3
Free Electives ^② 自由选修课	3	CTV1003 Introduction to Electronic Media 电子媒介导论	3
Information Management Technology ^① 信息管理技术	3	MAD1003 Studio Art Practices: Drawing Fundamentals 工作室艺术实践：素描基础	3
Physical Education ^① 体育	1	Numeracy ^① 数理思维	3
WPEX Module I 全人教育体验学习模块 I	1	Physical Education ^① 体育	1
CHI1093 Contemporary World and China ^③ 形势与政策	0	WPEX Module II 全人教育体验学习模块 II	1
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Total	17	Total	20

^① This denotes a course category in which a list of courses may be made available for students' selection. Students will be asked to refer to the Online Course Selection System for courses available under each category.

^② Students are highly recommended to take COMM1023 Fundamentals of Communication (传播学基础).

^③ This course will take the form of lecture series. Students are required to attend and submit notes for at least 10 lectures within their first two years of study.

6.2. Summer/Winter Study of Year One

Summer/Winter Study	Unit(s)
Free Electives (CHI) ^④ 自由选修课	3
Total	3

^④ For Cohort 2020, CHI1103 Introduction to Modern Social Theories (马克思主义基本原理概论) will be offered under this course category.

6.3. Year Two

Semester 1	Unit(s)	Semester 2	Unit(s)
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Semester 1	Unit(s)	Semester 2	Unit(s)
GCLA1923 English III 大学英语 III	3	GCLA1933 English IV 大学英语 IV	3
GCVM1033 Applied Ethics in Culture and Creativity 应用伦理学（文化与创意类）	3	CHI1063 Chinese Culture and Modern China 中国近现代史纲要	3
MAD2003 Design Fundamentals 设计基础	3	Foundation Course in World History and Civilisation ^① 世界历史与文化基础课	3
MAD2013 Art Media Fundamentals 艺术媒材基础	3	Foundation Course in a Foreign Language ^① 外语基础课	3
MAD2023 Appreciation of the Arts 当代艺术赏析	3	Free Electives ^⑤ 自由选修课	3
CTV1013 Introduction to Media Aesthetics 传媒美学概论	3	MAD3003 Photography 摄影学	3
WPEX Module III ^① 全人教育体验学习模块 III	1	WPEX Module IV ^① 全人教育体验学习模块 IV	1
CHI1093 Contemporary World and China ^③ 形势与政策	0	CHI1093 Contemporary World and China ^③ 形势与政策	0
Total	19	Total	19

^① This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

^③ This course will take the form of lecture series. Students are required to attend and submit notes for at least 10 lectures within their first two years of study.

^⑤ Students are encouraged to take MAD2043 Concept Development for Time-based Media (时基媒体概念发展).

6.4. Year Three

Semester 1	Unit(s)	Semester 2	Unit(s)
MAD3013 Interactive Arts and Design 互动艺术与设计	3	CTV2073 Introduction to Communication Theory 传播学理论	3
MAD3023 Digital Imaging and Design 数字图像与设计	3	Major Electives 专业选修课	6
MAD3033 3D Design Fundamentals 三维设计基础	3	Free Electives 自由选修课	3
Major Electives 专业选修课	6	Free Electives (ENG) ^① 自由选修课	3

Semester 1	Unit(s)	Semester 2	Unit(s)
MAD2033 History of Media Arts and Design 媒体艺术与设计史	3	---	---
Total	18	Total	15

① This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

6.5. Year Four

Semester 1	Unit(s)	Semester 2	Unit(s)
CTV2033 Communication Research Methods 传播研究方法	3	MAD4003 Final Year Project (MAD) 毕业论文	3
Major Electives 专业选修课	3	Major Electives 专业选修课	3
Free Electives 自由选修课	9	Students may be allowed to take extra units to make up for any unit deficiencies for graduation.	---
Total	15	Total	6

Notes:

- Due to actual distribution of staff resources, the final study plan may vary slightly from the version here.
- Students are advised to consult their Programme Director for any variation of the study plan.
- In order to facilitate students' job hunting in the second semester of year 4, some courses of that semester may be taught in earlier semesters. Under such circumstances, year-4 students will have lighter study load of less than 15 units.

7. Internship, Placement and Overseas Visits

In order to provide students with practical experiences and broaden their minds and horizons, UIC will try to arrange internship, placement in industries, companies, enterprises, and overseas visits for students (for details, see the UIC website).