

Four-Year Study Plan of Media Arts and Design Programme (2023 cohort)

Rev 20230407

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Course Code	Course Title	Year One		Year Two		Year Three		Year Four	
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. Major Required Courses (48 Units)									
COMM1023	Fundamentals of Communication	3							
CTV1003	Introduction to Electronic Media		3						
MAD1003	Studio Art Practices: Drawing Fundamentals		3						
CTV1013	Introduction to Media Aesthetics			3					
MAD2003	Design Fundamentals			3					
MAD2013	Art Media Fundamentals			3					
MAD2023	Appreciation of the Arts			3					
MAD2033	History of Media Arts and Design				3				
MAD3003	Photography				3				
CTV2073	Introduction to Communication Theory					3			
MAD3013	Interactive Arts and Design					3			
MAD3023	Digital Imaging and Design					3			
CTV2033	Communication Research Methods						3		
MAD3033	3D Design Fundamentals						3		
MAD4123	Final Year Project (MAD)								6
II. Major Elective Courses (24 Units)									
ME01 ME02 ME03 ME04 ME05 ME06 ME07 ME08			3		3 ^④	6	6 ^⑤	6	
III. University Core Courses (37 Units)									
UCLC1003	University Chinese	3							
UCLC1013	English for Academic Purposes I	3							
UCLC1023	English for Academic Purposes II		3						
UCLC1033	English for Academic Purposes III			3					
CHII103	Introduction to Modern Social Theories	3							
CHII203	Morality and Foundations of Law			3					
CHII063	Chinese Culture and Modern China				3				
CHII073	Contemporary Chinese Society and Thought I		3						
CHII253	Contemporary Chinese Society and Thought II		3						
CHII193	Contemporary World and China ^⑤				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence		1						
WPEX2013	Experiential Arts ^⑤			1					
WPEX2023/ WPEX2033	Voluntary Service ^⑤ , or Environmental Awareness ^⑤				1				
UCLH1XX3	Healthy Lifestyle ^⑤	1	1	1					
IV. General Education Courses (18 Units)									
Level 1	History and Civilization ^⑤				3				
Foundational Courses	Quantitative Reasoning ^⑤	3							
	Values and the Meaning of Life ^⑤		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑤ , or Science, Technology and Society ^⑤ , or Sustainable Communities ^⑤				3	3			
Level 3 GE Capstone Courses	Service-Learning Course ^⑤ , or Service Leadership Education Course ^⑤ , or Experiential Learning Course ^⑤ , or Interdisciplinary Independent Study ^⑤							3	
V. Free Elective Courses (24 Units)									
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3					6	9	6
Total Units: 151		21	23	20	21	18	18	18	12

^① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

^② 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 Students are required to take GFVM1013 Applied Ethics in Culture and Creativity under this category.

^④ Students are required to take MAD2043 Concept Development for Time-based Media which is a pre-requisite course of some high-level major courses.

^⑤ Students should take MAD3073 Language for Audio-Visual Design as a pre-requisite course if they determined to select "media arts project" direction of their Final Year Project (MAD) to be conducted in Year 4.

ME Course List of MAD (2023 cohort)

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Course Code	Course Title	Units
MAD2043	Concept Development for Time-based Media	3
MAD3043	Digital Drawing and Painting	3
MAD3053	Colour Concepts, Theory and Planning	3
MAD3063	Animation	3
MAD3073	Language for Audio-visual Design	3
MAD3083	Studio Art Practices: Painting Fundamentals	3
MAD3093	Web Design and Hypermedia	3
MAD3103	Computer Game Design	3
MAD3113	Video Arts	3
MAD3123	Graphic Storytelling	3
MAD3133	Digital Sound Production	3
MAD3143	Media Arts and Design Internship	3
MAD3163	Design with Users: User Experience and Human Factors	3
MAD4013	Studio Art Practices: Experimental Media	3
MAD4023	Computer Programming for Design	3
MAD4033	Narrative and Interactivity in Media Arts	3
MAD4053	Digital Image Manipulation	3
MAD4063	Visual Arts Since 1900	3
MAD4073	Social Design	3
MAD4083	Special Topics in Media Arts and Design Subject	3
MAD4093	Physical Computing Advanced Interactive Media	3
MAD4103	Game Art and 3D Animation	3
MAD4113	Principles of Product Design and Exhibition	3