

Four-Year Study Plan of Media Arts and Design Programme (2024 cohort)

Rev 20240724

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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				
UCHL1XX3	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 (2024 cohort)

Rev 20250626

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