

## **COURSE DESCRIPTIONS 科目簡介**

### **COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES**

#### **CMI3001 Creative Media Industries: Theory and Practice (3 credits)**

This course begins with an introduction of key concepts to help the students understand different aspects and frameworks used in creative media industries studies. Qualitative and quantitative methodologies will be taught to cultivate the students' analytical skills of creative media texts, production, and audience. Then, students will be guided to look in greater detail at particular creative media industries, such as journalism and publishing, film and television, music, and interactive media. A discussion of creative media industries in Hong Kong and China will enable the students to have a contextualized understanding of the local and national creative media industries. A site visit to a media institution (e.g., RTHK or Phoenix Television), will be organized for the mid-term, and two guest speakers will be invited to share their perspectives in journalism and game industries.

#### **CMI3002 Creative Media Industries in Hong Kong (3 credits)**

This course offers an overview of creative media industries in Hong Kong. As a key producer and distributor of film, television and popular music in the Asian region from the 1970s, Hong Kong media industries, however, have encountered severe challenges, both internally and externally, since the 1990s. With its media industries undergoing restructuring and various government-engineered projects and initiatives gradually in place since the 2000s, Hong Kong is re-emerging as a creative media city, in pursuit for its self-positioning as Asia's Global City. While mapping out the historical contour of Hong Kong's creative media industries, this course lays great emphasis on their latest developments, as well as the impact of various government-mobilized initiatives and projects, ranging from CEPA (Closer Economic Partnership Agreement) to the Greater Bay Area initiative, and to the West Kowloon Cultural District project. Comparative analyses between Hong Kong and other competing cities in Asia will further provide reference points in diagnosing Hong Kong's creative media industries and projecting their future in the region.

#### **CMI3003 Producing Digital Media (3 credits)**

This course teaches students the theoretical, practical, and experiential dimensions in digital media production with the context of the creative media industry. Students will learn how to analyze and produce digital media campaign for events in the industry. The course covers principles and techniques in producing both graphic and time-based media. Through successful cases' studies, students will be accustomed to high level industry standards in digital media production. Students will also be exposed to the latest development in both artistic and commercial applications in the field. This enables students' readiness in exploring their creative expression through innovative channels.

#### **CMI3004 Film Festival: History, Theory and Industry (3 credits)**

This survey-type undergraduate course will examine the ways in which the politics, ideology, international relations, and nationalism have shaped the film festivals around the globe, and in what extent film festivals have influenced global film cultures throughout the past seven decades. As many film historians have argued, the beginning of the annual international film festival was the specific European political situation in the period preceding World War II and the immediate post-war era that brought together the necessary incentives to initiate their development, which would later expand to a global phenomenon. Throughout the course, each student will learn how international film festivals affected the cinematic aesthetics, movements, and history (and vice versa)

through screenings, readings, and discussions of such vital film festivals as Cannes, Venice, Berlin, Moscow, Sundance, Singapore, and Busan, focusing primarily on the politics of cultural market and industry, print journalism, alternative distributions, and global circulation of cinema in the age of digital media.

#### **CMI4001 Technology, Platforms, and Creative Media Industries (3 credits)**

The course first provides a general introduction of the new business models, consumer behaviors, and aesthetic characteristics brought about by the technological innovation of creative media platforms. Each week, different sectors in the digital media industries will be discussed, including journalism, social media, film and television, gaming, podcasts, and music. Analysis of individual industries are accompanied by case studies of digital media giants, including Facebook, Google, Netflix, and Disney. In addition to discussing US-based companies, Chinese domestic platforms (e.g., Alibaba and Tencent) will be examined, with a focus on similarities and differences between the Chinese and Western context. The course concludes with an examination of blockchain and its potential implications for the media industries.

#### **CMI4002 Capstone Project (6 credits)**

Year 4 students of Creative Media Industries major will work individually to undertake a research dissertation, or create a business plan about a small-scale organization or company in creative media industries. For research dissertation, students need to conduct independent research centered on a critical issue regarding contemporary creative media industrial environment. For business plan, students need to complete a proposal for a new business/organization/brand utilizing the concepts learned from other courses under CMI.

#### **CMI4003 Internship (3 credits)**

(Restriction(s): This course is only for BA Creative Media Industries students.)

This course is an internship programme involving collaboration with local creative media industries and cultural organizations. The course is structured with strong emphases on both practice and research. Throughout the course of placement, students will acquire administrative and practical experiences in coordinating, curating, and media-related projects and events, and this will in turn provide an opportunity to think critically about and to apply different theoretical approaches to various issues related to cultural management, such as art and public space, creative industries and audiences as well as media and globalization. Each student is required to conduct a research project related to a local creative media or cultural organisation.

The course provides solid training in various skills associated with cultural and arts management, such as co-ordinating an exhibition, performance, concert, panel, screening, filming, and press writing.

This work will focus on a local filmmaker, curator, artist, or an art-related figure or issue in the local Hong Kong context. Progress and findings of the project will be documented and presented as a written paper at the end of the course.

#### **CMI4004 Media and Digital Management (3 credits)**

The course begins with an introduction of the development of media and digital management in contemporary society. Then, students will be guided to study a variety of topics regarding media and digital industries, including regulation and law, business economics, product design, and human resource management. Lectures and interactive application of managerial knowledge will equip the students with administrative, marketing, and communication skills for management of media firms. In addition, the students will be introduced to the organic function of non-for-profit organizations and

emerging smart cities worldwide, as well as an in-depth examination of local and national digital media entrepreneurship. A site visit to Hong Kong Cyberport Management Company will be organized and two guest speakers will also visit to share their managerial experiences in the creative media industries.

**CMI4005 Streaming Video Industries in East Asia (3 credits)**

This course introduces students to the creative and critical uses of streaming video in the East Asian media industries. It examines the formation and transformation of online streaming in the new media sector. It provides students with an in-depth study of the industrial and cultural phenomenon of the streaming industries from mainland China, Japan, Korea, Taiwan and Hong Kong.