

# Bachelor of Arts (Honours) Creative Media Industries

## Programme Structure for 2022-23 Intake (Senior Year Entry)

		Number of Credits			
		1 <sup>st</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	2 <sup>nd</sup>	Total
		<u>Term</u>	<u>Term</u>	<u>Term</u>	<u>Term</u>
<b>THIRD YEAR</b>					
CCC8013	The Process of Science (R)	3			3
CCC8014	China in World History (R)			3	3
LCC2010	Chinese Communication II (R)		3		3
LUE1002	University English II (R) <sup>#</sup>		3		3
CMI3001	Creative Media Industries: Theory and Practice (R)	3			3
CMI3002	Creative Media Industries in Hong Kong (R)	3			3
CMI3003	Producing Digital Media (R)			3	3
VIS3005	Visual Studies Research (R)	3			3
	ELE Elective <sup>#</sup>		3		3
	1 Programme Elective		3		3
					30
<b>FOURTH YEAR</b>					
LUE4001	Professional Communication in English for Arts and Humanities (R) <sup>#</sup>		3		3
CMI4001	Technology, Platforms, and Creative Media Industries (R)	3			3
CMI4002	Capstone Project (R)	3		3	6
	6 Programme Electives		18		18
					30
Minimum credits for Honours Degree:					60

(R) denotes required course(s).

<sup>#</sup> Students are encouraged to take their first required ELE course in their first term. The ELE elective may be taken from the term during which LUE1002 is taken. For details, please refer to <https://www.ln.edu.hk/reg/undergraduate-programmes/english-language-enhancement-ele-curriculum>.

## **REQUIREMENTS IN CREATIVE MEDIA INDUSTRIES**

### **Required Courses (Total 6 courses, 21 credits)**

Students must take all the following required courses:

- CMI3001 Creative Media Industries: Theory and Practice
- CMI3002 Creative Media Industries in Hong Kong
- CMI3003 Producing Digital Media
- CMI4001 Technology, Platforms, and Creative Media Industries
- CMI4002 Capstone Project (6 credits)
- VIS3005 Visual Studies Research

### **Programme Electives**

**(Total 7 courses, 21 credits, 5 of the 7 courses must be CMI or VIS electives)**

- ADA4002 Digital Art Installation
- ADA4003 Game Design
- ADA4005 Virtual Reality (VR) /Augmented Reality (AR) Workshop
- BUS2205 Marketing Management
- CMI3004 Film Festival: History, Theory, and Industry
- CMI4003 Internship
- CMI4004 Media and Digital Management
- CMI4005 Streaming Video Industries in East Asia
- MKT3001 Social Media Marketing
- VIS3011 Hong Kong Art and Visual Culture
- VIS3351 Film Genre and Hollywood
- VIS4002 Hong Kong Cinema in Local and Global Frames
- VIS4005 Curating Film Festivals for Alternative Cinemas
- VIS4006 Curating Art Exhibitions
- VIS4007 Independent Cinema
- VIS4009 Global Contemporary Art: Theories and Practices