



Introduction of Creative Arts (创意艺术学系) Programmes and Courses Offered by School of Arts and Social Sciences, Hong Kong Metropolitan University (HKMU)

PROGRAMMES

- **Bachelor of Arts with Honours in Creative Writing and Film Arts (Programme code: JSSU12/ BAHCWFAJ)**
创意写作与电影艺术荣誉文学士

This programme focuses on training creative talents for Hong Kong's cultural industries, especially filmmaking, media writing, creative writing and publishing. Students learn various aspects of the creative industries and related practices. The courses offered include creative/literary writing, screenwriting, interdisciplinary theory, film production, publication, broadcasting, radio plays and drama. Dr. LIU Yichang and Dr. WONG Kar Wai are the honorary professors of this programme.

本课程以创意媒体写作为基础，横跨电影媒体艺术领域，内容包括小说与散文写作、电影剧本创作、电影历史、跨文化理论、短片拍摄与制作等知识，并涉及其他跨媒介制作与理论。本课程先后颁授「荣誉教授」予蜚声国际的王家卫导演及已故现代文学家刘以鬯先生，协力推动艺术教育，为新时代培育创意人才。

- **Bachelor of Fine Arts with Honours in Animation and Visual Effects (Programme code: JSSU14/ BFAHAVEJ)**
动画及视觉特效荣誉艺术学士

The Animation and Visual Effects (AMVE) programme is a 4-year programme offered by the School of Arts and Social Sciences. Students will receive an in-depth education and holistic training in both creative cultivation and technical mastery of the arts in animation and digital visual effects. Students will integrate theories and practices with the aesthetics, creativity and applied technology. Graduates of this programme will find employment opportunities in different media and creative industries, including 2D & 3D animation production, animation and game art design, visual effects production, motion graphics, interactive visual design, media design, post-production in advertising and film.

四年全日制的动画及视觉特效（AMVE）课程是通过全面及深入的专业培训，使学生在动画和视觉特效的艺术领域上，获得多样化的专业知识，以及在创作和制作上得到不同的实践机会。教学模式着重理论与实践并行，让学生能掌握及结合当中的美学、创意和应用技术，从实践中累积经验。学生修读课程后，可在创意工业中的不同领域上发挥所长，找到合适的专业方向，可选择的工作范畴包括二维或三维动画制作、动画或游戏美术设计、视觉特效制作、动态图像设计、互动应用程序美术设计、媒体设计、广告或电影后期制作、影像设计及制作等。

- **Bachelor of Fine Arts with Honours in Imaging Design and Digital Art (Programme code: JSSU15/ BFAHIDDAJ)**
影像设计及数码艺术荣誉艺术学士

This programme aims to provide students with an articulated ground for imaging design and digital art with visual exploration. Students will gain in-depth knowledge and skills with conceptual frameworks in professional practices. The programme will be divided into 3 main topics Imaging Design, Visual Design Studies and Digital Arts. Subjects of study include Visual Communication, Photography, Video, Computational

Art, Typography & Information Design, Exhibition & Curatorial Studies, Experience Design, Installation Art, Expanded Images, and Immersive Digital Art, etc. They will be nurtured in an environment that opens to new ideas and creative possibilities. These provide graduates with competency in shaping the fast-changing nature of digital art within the contemporary context of imaging design. Graduates are well suited for a wide range of careers in the creative industries, such as imaging design and production, art and design studio, exhibition and curatorship, photography studio, etc.

本课程旨在通过对视觉的探索,引领学生进入影像设计及数码艺术的领域。通过专业实践,学生能深入学习相关知识和技能,与及当中的概念和框架。课程涵盖影像设计、视觉研究及数码艺术三大范畴,内容包括视觉传意、摄影、录像、电脑艺术、文字排版设计学、展览与策展、体验设计、装置艺术、扩展影像、沉浸式数码艺术等。毕业生将来可在快速变化的社会和创意工业选择合适的职业,例如影象设计及制作、艺术及设计工作室、展览与策展、摄影工作室等。

- **Bachelor of Arts with Honours in Creative Advertising and Media Design (Programme code: JS9016/ BAHCAMDJ)**
创意广告及媒体设计荣誉文学士

The rapid growth of digital and interactive technologies has brought new opportunities to the advertising and media industries. Playing a vital role in the development of corporations and the society, communication professionals with relevant knowledge are well sought by business enterprises and public organizations. The Creative Advertising and Media Design (CAMD) programme is a four-year full-time curriculum with theoretical and practical training in strategic communications, creative development, digital advertising, media design, production techniques, copywriting and campaign planning. Taught by scholars and experts of the media and advertising field, the programme will equip students with academic foundation and the latest practical knowledge to get a head start in their creative careers.

数码媒体与互动科技不断创新,为广告及传媒行业带来新的机遇。掌握相关知识的传讯专才,在企业及社会发展中担当重要角色,

更是商业及公共机构积极罗致的对象。四年全日制的创意广告及媒体设计(CAMD) 课程，理论与实践并重，内容涵盖传播策略、创意构思、数码广告、媒体设计、制作技巧、文案写作及宣传活动策划，由传播学者及广告媒体专业人士任教，让同学既建立学术基础，亦具备业界最新知识，为开展创意事业掌握先机。

- **Bachelor of Arts with Honours in Computing and Interactive Entertainment (Programme code: BAHCIEF)**
电脑及互动娱乐荣誉文学士

The 2-year full-time Bachelor of Arts with Honours in Computing and Interactive Entertainment (BAHCIEF) programme is jointly offered by the Computing Programme Team of the School of Science and Technology and the Creative Arts Team of the School of Arts and Social Sciences.

It aims to nurture graduates to be computing professionals with training in interactive entertainment and user experience design. The graduates should be competent software developers with expertise in user experience enhancement through artistic creation, animation/ media production, and computational intelligence. They should have artistic creativity and problem solving skills to apply their competencies in various domains.

计算机及互动娱乐荣誉文学士 (BAHCIEF) 为两年全日制课程，由香港公开大学人文社会科学院创意艺术学系和科技学院计算机科学系合办。本课程通过提供创意内容、动画、媒体制作和计算机人工智能训练，旨在培养毕业生成为有创意和解决问题能力的软件开发人。

For details, please visit <https://interactive.hkmu.edu.hk/>

For further details about the above-mentioned programmes, please visit the website of the Department of Creative Arts at <https://ca.hkmu.edu.hk/>.

Please also feel free to visit the programme videos at the following links:

JSSU12/ BAHCWFAJ: https://youtu.be/g7rwH9_sHAs

JSSU14/ BFAHAVEJ:

i. https://animation.hkmu.edu.hk/zh/home_chi/;

ii. <https://vimeo.com/hkmuamve>;

iii. https://www.youtube.com/channel/UCeYw6jR_p2qm0b5Jin8tbQg

iv. <https://youtu.be/Qmp9H4ioWaQ>

JSSU15/ BFAHIDDAJ: i. <https://youtu.be/Mql3mDQ8oBA>; ii. <https://youtu.be/OFIzMWBzEG4>

JS9016/ BAHCAMDJ: <https://youtu.be/6jXpxmfDIQs>

BAHCIEF: https://youtu.be/-9MZUeGI2_w

JSSU15/ BFAHIDDAJ Photos:

[https://docs.google.com/presentation/d/1vRD6fLJganzERCakIJds9vWo-nAANFWL8e5jPTAj-_8/edit?usp=sharing]

BAHCIEF: https://youtu.be/-9MZUeGI2_w

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Autumn	CCA A207CF	Art and Culture of Chinese-language Cinemas 华语电影艺术与文化	粤语 Cantonese	5	* #	本课程以认识华语电影艺术为基础，透过对华语电影的分析，让学生展开对当代华人社群深广的文化省思。课程内容主要讲授中国、香港以及台湾电影的历史、文化与艺术特色，及兼谈其他非华语地区之华语电影作品。修毕课程后，同学可深入了解各地华语电影的文化特色与优势，有助将来往返两岸三地发展电影编导、策划以及电影研究等工作。
Autumn	CCA A352CF	Writing Radio Play 广播剧创作	粤语 Cantonese	5	#	本学科通过讲授广播剧作品，教导学生通过声音与想象制作电台和网络广播剧，并透过与文学名著、影视经典和动漫作品的比较，训练学生掌握用声音写作故事的方法和技巧。学科内容涵盖语言、音乐和音效这三种广播剧要素，让学生运用文字想象、听觉思维和音乐音效等创作和演绎故事。同时，本学科亦会讲授本地广播剧的历史、发展和转变，让学生了解电台和网络媒体的历史背景与运作过程。

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Spring	CCA A353BF	Film, Music and Lyrics 电影、音乐与歌词	英文及粤语 English and Cantonese	5	#	本学科主要教授学员欣赏电影音乐的方法，解读有关音乐与影像的艺术展现与互动关系，并了解背后的创作与实践。学员将从中以了解音乐如何在电影里担当重要的听觉元素，两者之间有着怎样的微妙关系。本课程亦论及有关影像、音乐、歌曲与歌词的叙事运用与文化意义。
Spring	CCA A201CF	New Waves of Cinema 电影新浪潮	英文及粤语 English and Cantonese	5	* #	这是认识电影艺术历史的进阶课程，认识、欣赏与分析世界各地电影的历史和流派，例如意大利新写实主义、法国新浪潮电影、德国新电影、美国前卫电影及日本武士电影等。修毕课程后，学员可以了解世界各地电影艺术流派的特色，提升欣赏电影的鉴赏力，有助电影创作与评论的发展。
Spring	CCA A200CF	Visual Culture: Transmedia Writing Workshop	粤语 Cantonese	5	* #	文学艺术与视觉影像的关系，在近代越趋密切，更出现同时横跨不同媒介的泛媒体作品。本课为跨界别学科，以视觉文化理论为基础，通过认识涉及多媒体

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		视觉文化：泛媒体写作坊				的文字作品，学习泛媒体写作概念，以批判的方式阅读此类作品，并透过创作响应相关的文化议题。课程内容包括视觉文化理论、符号学、各类文字与视觉艺术作品、泛媒体写作的实例与理论、相关艺术流派的发展等。
Spring	CCA A357BF	Digital Video Production Workshop: Short Film 录像摄制工作坊：剧情 短片	英文及粤语 English and Cantonese	5	*	Short films are an exciting and ever-evolving form of storytelling in the digital age. This course explores the strong tradition of short films in our culture, as well as the new and innovative techniques filmmakers, are currently using to tell and distribute their stories. In this course, students devote the entire term to the creation and completion of one short film with the intent of pitching it to a panel of distributors and/or big studio heads for purchase. Students may work individually or partner in a collaborative team. Either way, the class serves as a support system

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						for each student, offering advice, critiques, and resources so that each member of the class is an integral part of a fully realized short.
Autumn	AMVE A100F	History of Animation and Visual Effects 动画与视觉特技史	英文 English	5	* #	This course introduces students to the world of animation arts through learning the history and global development of animation and visual effects. From Eastern animation traditions to Western animation, the course will examine major technical advancements and breakthroughs in animation at different periods with students.
Spring	AMVE A203F	Character and Set Design 角色及环境设计	英文 English	5	* #	This is a design course focus on two areas that support storytelling animation in major roles: character and Set. Students will learn how to create characters in different methods and perspectives. Meanwhile, students will learn using set design to visualize the scene and mood in

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						the story. These two design skills can help students to enrich their stories and create better animation by designing proper characters, props, scenes, and aesthetic elements.
Spring	AMVE A209F	Art Direction for Animation and Visual Effects 动画及视觉特效美术指导	英文 English	5	* #	The course introduces students to the fundamental concepts of art direction in animation and visual effects production. Through creative treatment and execution of visual elements such as color, space, texture, light, and composition, art direction helps set a consistent tone and style of the story, establishes the right mood or atmosphere, and conveys the right feelings accurately to the audience.
Autumn	IDDA A100F	Introduction to Imaging Design影像设计导论	英文 English	5	#	<i>IDDA A100F Introduction to Imaging Design</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. The course offers an

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						<p>introduction to equipment, concepts and skills on basic imaging design.</p> <p>This course aims at providing students with a solid foundation in understanding the science behind the art of (still and motion picture) imaging design. Students will re-examine the whole process of technological evolution from film and chemical based photography to digital art. The course is concerned with the composition of images and will provide students with the knowledge in handling images with substantial technical and artistic standards. On top of technical operations, concepts of composition, creativity and aesthetic development will be introduced.</p>
Spring	IDDA A101F	Introduction to Digital Art 数码艺术导论	英文 English	5	#	<i>IDDA A101F Introduction to Digital Art</i> is a 5-credit foundation course of the BFA (Hons) in Imaging Design and Digital Art

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						<p>programme. This course aims to introduce students to the contemporary concepts and practices in the field of digital art. The course will also equip students with fundamental skills in artist-oriented Data-Flow programming.</p> <p>This course aims to provide students with an understanding of the history, principles and practices of digital art and to develop their ability to use digital technology in creating artwork.</p>
Spring	IDDA A310F	Photography and Visual Studies 摄影与视觉研究	英文 English	5	# The 1 st presentation of this course will be offered in 2024 Spring Term 此课程将于2024年春季第一次开课	<i>IDDA A310F Photography & Visual Studies</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course introduces students with key issues, debates, and historical developments in the context of contemporary photographic art, as well as in the context of popular culture.

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						<p>This course aims at providing students with an understanding of concepts and principles. Students will engage in theoretical dialogues among various genres of photographic art since its birth. The course also examines how key photographers contributed to the development of various conventions and genres, both in terms of form and content.</p>
Autumn	IDDA A200F	Foundation of Visual Communication 视觉传意基础	英文 English	5	#	<p><i>IDDA A200F Foundation of Visual Communication</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course aims to take a critical and creative approach in exploring the communication and visual design theories interacting with the support of materials and technology, contribute to the formulation and realisation of visual communication design. The course focuses</p>

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						<p>on exploring the role and development of visual communication design as a discipline; students can learn visual theories and communication models; visual literacy, and explore the emerging visual communication design issues; design research, with the solutions of creation of sustainable visual communication design.</p> <p>This course aims to consider the visual communication system in both traditional and nowadays as well as the expanding natures of its possibilities, to organise and visualise visual communication in a user-friendly and understandable approach for the intended audience.</p>
Autumn	IDDA A201F	Studio Photography 工作室摄影	英文 English	5	#	<i>IDDA A201F Studio Photography</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course aims at providing students with an

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						<p>understanding of photography in a studio environment. Lighting techniques with various modifiers are used to control and shape light to emphasise different photographic aspects.</p> <p>The course introduces students to the theories and professional practices of studio photography as a means of communication. Students are exposed to the workflow of applied or commercial photography projects. It provides students with insights into photography as a profession.</p>
Spring	IDDA A204F	Imaging Technology 影像技术	英文 English	5	#	<i>IDDA A204F Imaging Technology</i> is a 5-credit course of the BFA (Hons) in Imaging Design and Digital Art programme. This course aims to introduce students to contemporary concepts and practices in the field of imaging technology. Students will

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						<p>learn various theories in historical and cultural contexts and supplemented by various practical workshops.</p> <p>This course aims at providing students with key concepts in the history of imaging technologies. Students will study topics from camera obscura to the recent technological practices of photography, moving images as well as expanded images. This course will familiarise the students with the key social and cultural events, technological developments, artists and the art movements of various periods.</p>
Spring	CAMD A306BF	Museum Studies 博物馆学	英文及粤语 English and Cantonese	5	#	<p>The course introduces students to the history of museums and to debates on the philosophical nature of museums. Organisational conventions, collection management policies, documentation systems, interpretation and communication</p>

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						<p>mechanisms, and education and outreach programmes will be examined to consider how museums can shape a new public form around diverse cultural resources. The course explores museums' missions and their roles in society through case studies and exhibitions in a variety of museums including art, history, and ethnographic museums.</p> <p>此课程向学生介绍博物馆的历史和有关博物馆哲学性等级。围绕以博物馆如何透过多种文化资源塑造一种新的公共模式，内容涵盖博物馆研究组织公约，馆藏管理政策，文献系统，诠释与沟通形式，以及教育和宣传计划等。此课程通过案例研究和不同种类的博物馆展览，包括艺术，历史和民族志等来探讨博物馆的使命及其在社会中的功能和角色。</p>

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Autumn	AMVE A307BF	Visual Communication and Storytelling 视觉传意及故事创作	英文及粤语 English and Cantonese	5	* #	Being able to communicate visually and effectively is important in this age of digital information. From broad to specific, this course begins with visual elements for visual aesthetics, then move onto story elements for creative storytelling and eventually to elements of game that integrate them all. It explores different visual styles and covers design principles that put these elements in context and in applications using images and graphics as creative and effective Visual Communication and Visual Storytelling.
Autumn	AMVE A309BF	Media Management for Interactive Entertainment 互动媒体制作管理	英文及粤语 English and Cantonese	5	* #	This course will cover both common and unique characteristics of management in both conventional and interactive media. Like all form of media work, interactive entertainment also involves creative vision and above-the-line industry practice from proposal writing, fundraising and team-

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						<p>building. Media management involves important daily operations in managing a creative team with different skillsets and capacities. Both require knowledge and leadership skills at different levels. This final semester course is intended for students to be equipped with these industry-related knowledge and know-how in their final year before entering the professional world.</p>

*For one-semester exchange

#For short-term auditing (usually less than two weeks)