**Course Title** : Media Creativity  
**Course Code** : CUS3411  
**Recommended Study Year** : Year 3 / 4  
**No. of Credits/Term** : 3  
**Mode of Tuition** : Lecture-Tutorial  
**Class Contact Hours** : 3  
**Category in Major Prog.** : Required for Area of Concentration / Programme Elective  
**Prerequisite(s)** : Nil  
**Co-requisite(s)** : Nil  
**Course description** : This course explores and expands students’ creative potential in media production, including but not limited to photography, video, audio and interactive media, in order to deepen their understanding of media culture. Students will be able to experience first-hand how meanings and values are constructed in different forms of media representation and reception. The creative processes of media production aim to enhance students’ media literacy, develop their media languages for personal, cultural, and socio-political expression and communication, and deepen their understanding of the politics, possibilities and limitations of media formations in the world around us.  
**Aims** : 1. To equip students with skills that are applicable in media and cultural industries;  
2. To enable students to explore their creative capabilities through media;  
3. To demystify media technology, enhance students’ media literacy and familiarize themselves with media languages for expression, communication and cultural research;  
4. To demystify creativity through understanding the values and qualities that enhance creativity: self-discipline, honesty and sensitivity to oneself and to others, playfulness, self-confidence, team-spirit and respect for differences, curiosity, freedom of thought, critical thinking and problem-solving skills.  
**Learning Outcomes** : On completion of this course, students should be able to:  
1. demonstrate basic skills of creative media applicable to media and cultural industries;  
2. reflect critically on their creative capabilities;
3. articulate various aspects of media literacy;
4. demonstrate an understanding of the values and qualities that enhance creativity in media production

**Indicative content:**
- Understanding and execution of media pre-production processes: scripting, storyboarding, location scouting, pre-interviews, casting, building sets, props and costumes;
- Understanding and execution of media production processes: directing, lighting, sound recording and cinematography;
- Understanding and execution of post-production processes: logging, editing, titling, subtitling and distribution;
- Developing cultural research skills and strategies through media production;
- Organizing and comparing production structures for different media formations;
- Transforming limits of creation into possibilities for creativity: problem-solving techniques in creative media

**Teaching Mode:**
The course will be taught in lectures and tutorials. The lectures facilitate students’ learning media creativity through equipment demos, listening exercises and sharing media examples. Discussion of readings and media projects takes place in tutorials.

**Measurement of Learning Outcomes:**

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<thead>
<tr>
<th>Learning Outcome</th>
<th>Assessment Method</th>
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<tbody>
<tr>
<td></td>
<td>Media Projects</td>
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<tr>
<td>1. Students demonstrate their skills in conceiving, developing and completing their media projects (40%)</td>
<td>X</td>
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<td>2. Students demonstrate their abilities for self-reflection of their creative potential in log journals (20%)</td>
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<td>3. Students demonstrate their understanding of readings and media examples and abilities to express informed opinion through classroom participation and discussion (20%)</td>
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</table>
4. Students display their original and critical understanding of the values and qualities required for creative media production through presentations of project progress (20%) X

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<tr>
<td>Progress Presentations</td>
<td>20%</td>
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</tbody>
</table>

**Required Readings:**


**Supplement Readings:**


Dyson, Frances (2009), *Sounding New Media: Immersion and Embodiment in the Arts and Culture*, Berkeley: University of California Press.


Jana, Reena and Mark Tribe (2009), *New Media Art*, Köln and New York: Taschen.


