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:

Learning Outcome	Assessment Method			
	Media Projects	Log Journals	Class Participation & Discussion	Progress Presentations
1. Students demonstrate their skills in conceiving, developing and completing their media projects (40%)	**X**			
2. Students demonstrate their abilities for self-reflection of their creative potential in log journals (20%)		**X**		
3. Students demonstrate their understanding of readings and media examples and abilities to express informed opinion through classroom participation and discussion (20%)			**X**	

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**

Assessment : Media Projects 40%
Log Journals 20%
Class Participation and Discussion 20%
Progress Presentations 20%

Required Readings:

Buckingham, David and Rebekah Willett (2009), *Video Cultures: Media Technology and Everyday Creativity,* Hampshire, UK: Palgrave Macmillan.

Hall, Doug (2005), *Illuminating Video: An Essential Guide To Video Art,* San Francisco: Aperture/Bay Area Video Coalition.

Negus, Keith and Michael Pickering (2004), *Creativity, Communication and Cultural Value*, London: Sage.

Supplement Readings:

Barthes, Roland (1982), *Camera Lucida: Reflections on Photography*, New York and London: Hill and Wang.

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

Heller, Steven and Karen Pomeroy (1997), *Design Literacy: Understanding Graphic Design*, London and New York: Allworth Press.

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

Malkiewicz, Kris and M. David Mullen (2005), *Cinematography,* New York: Fireside.

Pincus, Edward and Steven Ascher (2007), *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age*, New York: Plume.

Renov, Michael and Erika Suderburg (1996), *Resolutions: Contemporary Video Practices*, MN, US: University Of Minnesota Press.

Sontag, Susan (2001), *On Photography*, New York: Picador.

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or evenfootnotes/citations, whether protected by copyright or not, as the student's own work".Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.