

COURSE DETAIL

INTRODUCTION TO CREATIVE AND NEW MEDIA

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

122

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO CREATIVE AND NEW MEDIA

UCEAP Transcript Title

CREATIVE& NEW MEDIA

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The course is an introductory course on the creative aspects of the mass media, media art, new media and popular culture. The course aims to enhance creative, aesthetic as well as intellectual ability of evaluating different media art forms and expression. The course covers art theory, aesthetics, theories on creativity, technical and commercial aspects of various forms of production and popular culture. The course is a combination of lecture, plays, productions, workshops and discussions. Assessment: radio production, photo essay, video production, in-class discussion, work and presentation.

Language(s) of Instruction

English

Host Institution Course Number

COMM2922

Host Institution Course Title

INTRODUCTION TO CREATIVE AND NEW MEDIA

Host Institution Campus

Chinese U. H.K.

Host Institution Faculty

Host Institution Degree

Host Institution Department

COMMUNICATION

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