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 Course Details

Host Institution Campus
Chinese U. H.K.

Host Institution Faculty

Host Institution Degree

Host Institution Department
COMMUNICATION

Course Last Reviewed
2022-2023

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