

**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF ARTS**

**Master of Arts in the field of Creative Communications**

**CREDIT UNIT STATEMENT**

*(Applicable to students admitted in the academic year 2024-25 and thereafter)*

The Master of Arts in the field of Creative Communications programme is offered full-time over one year. Rooted in prestigious research and practice, the MACC welcomes all members of the community, recent graduates or professionals, to explore and expand their own creative foundations: whether in a creative project, such as a film or memoir; or in a professional context, such as app development or architecture. Participants in the programme will discover and expand their creative inspirations and muscles in practice and theory, transforming their own professional and personal lives. Courses in the programme feature macro and micro vision and creativity, experimental studio courses in creative collaboration, and a capstone project in creativity and happiness, developing each student's ability to identify, communicate and put into new practice unique creative paths on a professional course or lifelong path.

The programme consists of five compulsory 9-credit courses, one compulsory 12-credit course, a 12-credit Capstone Experience. The programme has a total study load of 1,380 hours, of which 394 are contact hours.

1. Compulsory Courses (five 9-credit courses and one 12-credit course)

The compulsory courses focus on the intercultural histories and practices of creative design and discourse, structure and impact. Students will explore the macro fluid histories and structures of creativity, creative writing, and communications in genre, research and production. Included will be the urgent history and contemporary architecture and structure for creativity in evolving and international frames and contexts. Students will study, and frame with increasing accuracy, their own creative signatures of history, practice, and voice within their chosen fields. In lectures, seminars and workshops, students will study the discipline of creative impact in telling and constructing a developing project in interdisciplinary and multilingual contexts of creative perspective and communications. Topics may include: object narratives, life stories, social engagement, eco-criticism and context, AI/communications strategies, and special topics in contemporary multimedia streaming and platforms.

A total of 180 hours of student learning activity (including 60 contact hours and all other forms of student learning activity) is the norm for a 9-credit course. Students must complete 240 hours of student learning activity (including 60 contact hours and all other forms of student learning activity) for a 12-credit course.

Assessment for Compulsory Courses is by 100% coursework that may take the form of reading, response papers to assigned text, images, video and/or drafts; written submissions and craft practices in designated medium; written/audio/and/or visual responses to artistic/research/media prompts, portfolio submissions, and group work/presentations with a total output including the following:

For text portfolios, approximately 20 pages of written-text submission; for multi-media portfolios, approximately 12 pages of written text and at least 10-15 minutes of polished presentation, for example video, documentary, decks, film, intellectual history, art tech, for 9-

credit courses. For text portfolios, approximately 30 pages of written-text submission; for multi-media 1 portfolio, approximately 18 pages of written text and at least 20-25 minutes of polished presentation, for example video, documentary, decks, film, intellectual history, art tech, for 12-credit courses.

“ENGL7514.The History of Practice” (9 credits) is graded on a distinction/pass/fail basis.

2. Capstone Experience: The Happiness Project (one 12-credit course)

The capstone course will take students’ ongoing projects developing from first semester and culminate in the production of a powerful and creative perspective: communicating a creative narrative and life story of a student’s own writing, project or design. This capstone course, therefore, will bring a student’s ongoing project new frames of creative communications and development, exploring questions of ideals, rituals, and play with regard to human relationships and societies. In the capstone process, students are invited to explore their personal vulnerability or resistance to certain “master plots” and conventions of their field, to challenge familiar and often unchallenged ideologies, and to become powerful players in their own acts of building and constructing creative communication that lasts through time.

Students must complete 240 hours of student learning activity (including 60 contact hours and all other forms of student learning activity) for the 12-credit course.

Assessment is by 100% coursework with a total output of: for text portfolios, approximately 30 pages of written-text submission; for multi-media portfolios, approximately 18 pages of written text and at least 20-25 minutes of polished presentation such as video, documentary, film, which may build on work completed in Semester 1.

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