

**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 2025-26 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 Master of Arts in the field of Creative Communications programme 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.

The programme consists of 60 credits, including two compulsory 9-credit courses, five 6-credit elective courses that cover different areas of creative practice, and a compulsory 12-credit Capstone Experience. The programme has a total study load of 1,200 hours, of which 420 are contact hours.

**1. Compulsory Courses (two 9-credit courses)**

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.

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 of approximately 5,000 words.

**2. Elective Courses (five 6-credit courses)**

The elective courses will cover a range of different areas of creative practice and students will choose from among a range of disciplines to develop a set of specific skills and disciplinary lexicons that are compatible with their own areas of interest and future aspirations. The disciplines covered include digital gaming, roleplaying games, filmmaking, music design, art

exhibition, theatre production. Elective courses on the more theoretical understandings of creative practice will also be available, and will include topics on the ethics of representation, theories of mimesis, concepts of adaptation, as well as the relationship between creativity and community building.

“ENGL7514. Internship: The History of Practice” (6 credits) is graded on a distinction/pass/fail basis and will involve an internship with an industry partner where students will acquire work experience and be required to reflect on the broader history of the profession and their place within it.

A total of 120 hours (including a minimum of 40-48 contact hours and all other forms of student learning activity) is the norm for a 6-credit course.

Assessment for Elective 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 of approximately 3,000 words.

### 3. 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 (approximately 12,000 words); for multi-media portfolios, approximately 18 pages of written text (approximately 9,000 words) 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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July 2025