THE UNIVERSITY OF HONG KONG

Template for Mapping of Programme Learning Outcomes to University Educational Aims – Taught Postgraduate Programmes

School of Future Media
Programme title: Master of Arts in Creative Artificial Intelligence Film and Media
Applicable student cohort(s): 2026-27 and thereafter

The purpose of mapping is to illustrate the coherence of the programme in achieving the University Educational Aims (UEAs). The mapping should be an evaluative and reflective process, and the Faculty / School must ensure that the programme as a whole offers students sufficient opportunities to develop the attributes articulated in each of the UEAs and the corresponding Institutional Learning Outcomes. *Please put a tick (√) in the boxes under the UEA columns below to indicate the alignment, as applicable.*

Programme Learning Outcomes (PLOs)	**Alignment with University Educational Aims (UEAs)*** Benchmarked against the highest international standards, the taught postgraduate programmes at HKU are designed to enable students to develop capabilities in:					
	UEA1 Critical intellectual enquiry and acquiring up-to-date knowledge and research skills in a discipline/ profession	**UEA2** Application of knowledge and research skills to practice or theoretical exploration, demonstrating originality and creativity	**UEA3** Tackling novel situations and ill-defined problems	**UEA4** Collaboration and communication of disciplinary knowledge to specialists and the general public	**UEA5** Awareness of and adherence to personal and professional ethics	**UEA6** Enhancement of leadership and advocacy skills in a profession *(for professional programmes only)*
PLO1: Demonstrate advanced skills in directing, cinematography, editing, and sound	√	√		√		
PLO2: Apply AI creatively across all stages of filmmaking, from script to post-production	√	√	√			
PLO3: Train, fine-tune, and deploy custom AI models for artistic and professional use	√	√	√			
PLO4: Critically analyse the ethical, cultural and societal implication of AI in cinema and media, demonstrate ethical judgement in creative practice	√	√			√	
PLO5: Produce both experimental and commercial film/media works using AI		√	√	√		

PLO6: Engage professionally and ethically with clients, festivals, and industry stakeholders, demonstrating transparency and responsible practice in AI-enabled media				√	√	√

*The Institutional Learning Outcomes for each UEA can be found at tl.hku.hk/tl/.

March 2022

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