

**Alignment between University TPg Educational Aims (UEAs) and Programme Learning Outcomes (PLOs)
for Master of Arts in the Field of Creative Communications**

(a) Summary chart:

<p align="center">University Educational Aims</p>	<p>1. Critical intellectual inquiry and acquiring up-to-date knowledge and research skills in a discipline/profession</p>	<p>2. Application of knowledge and research skills to practice or theoretical exploration, demonstrating originality and creativity</p>	<p>3. Tackling novel situations and ill-defined problems</p>	<p>4. Collaboration and communication of disciplinary knowledge to specialists and the general public</p>	<p>5. Awareness of and adherence to personal and professional ethics</p>	<p>6. Enhancement of leadership and advocacy skills in a profession</p>
<p align="center">Programme Learning Outcomes</p>	<p>1. Demonstrate knowledge of history and contemporary practices in the field of creativity and creative communications in English, with a focus in the field for the multilingual and global creative professional.</p>	<p>2. Analyze with critical and creative skills the practices of creativity and creative communications internationally, across contemporary and fluid developments of genre and multimedia platforms.</p>	<p>3. Analyze the problems and productive junctures of period, expectation and craft in acts of creative staging and communications, along with the identifying major and pivotal movements in making creative decisions for both development and impact of a growing project.</p>	<p>4. Identify and practice critical and creative strategies of macro and micro revisions through collaborative workshops and studios, developing expertise in creative construction and impact.</p>	<p>5. Preparations and stagings of original creative signature in multilingual contexts eligible for presentations, projects, artistic works, and professional development.</p>	<p>6. Prepare for creative participation in a professional field or personal project through guided work in the ‘built environments’ of contemporary creative media and communications for greater distinction, impact and leadership.</p>