

- **BA (Hons) Media Arts with specialisation in Advertising & Graphic Design**
- **BA (Hons) Media Arts with specialisation in Animation**
- **BA (Hons) Media Arts with specialisation in Game Design**
- **BA (Hons) Media Arts with specialisation in Digital Video Production**
- **BA (Hons) Media Arts with specialisation in Web and Multimedia**

**(Full Time) – G1352**

## **1. CONTEXT AND OBJECTIVES**

Over the last two decades there has been a convergence of previously distinct fields of design-related activity (traditional cel-animation, video production for television, game design for gaming consoles, graphic design for advertising, multimedia-design for the internet, etc) through the widespread computer-based digital technologies. It is fair to say that these technologies have created a revolution in how we consume media, and that the speed at which these changes are occurring would only continue accelerating in the foreseeable future. In this fast changing media scenario, a new programme has been conceived to address recent changes in the wider field, especially the new focus on interactivity and digital content production. A major decision was to respond to the market demand for a three-year course (instead of a four-year course).

The objectives of the programme are to enable students to develop a sound mastery of the necessary tools for new media content production, an understanding of the responsibilities of media producers as professionals particularly in terms of ethics and as contributors to sustainable development; a critical mind, good communication skills, collaborativeness, management and leadership skills essential in the media arts sector and skills in analyzing communication design problems so as to conceptualize creative solutions that include the production and manipulation of images, sound and interactivity.

### **Competencies and Career Opportunities**

The purpose of the programme is to provide students with the practical, analytical and design problem-solving aptitudes and core competencies that are relevant to the creative industry: solid design skills, creativity and innovation, which will enable them to pursue careers in the new media edutainment and content production industry as character animators, video specialists, special effects artists, game and graphic designers, advertising and communication specialists. A student completing this programme of study, can eventually join the new Master degree programme in Media Arts (by Research) if he or she wants to proceed for further studies at postgraduate level. Mature students will be encouraged to develop an entrepreneurial spirit, and launch their own media-related businesses.

Competencies development after completion of Level 1 are basic knowledge of software for print medium knowledge of animation technique, cinematography techniques and editing, understanding of User Interface Design and Interactivity and basic application of HTML and CSS. After level 2, students will acquire intermediate technical skills, such as: responding to market demands and develop effective pitches/ design case studies; intermediate skills in CG animation, understanding of Game Level Design and techniques in real-time content creation; and intermediate critical and analytical interpretation skills of different video genres, as well as intermediate level of editing and conceptualization skills. After completion of the third level, depending on specialisation, the students will have a good knowledge of the current demands and challenges in the industry; they will have developed advanced skills in CG animation, skill sets and software knowledge to build a functional real-time level in game design; and will have acquired advanced skill in cinematography techniques and become proficient in development of apps and multimedia content.

## 2. LEARNING OUTCOMES

At the end of the programme, **students** must be able to:

- Apply the use of digital technology to create various types of digital content, with competencies in the appropriate software(s).
- Analyze the needs of clients' communication design requirements, and formulate creative solutions in the appropriate communication media.
- Recognize and demonstrate an understanding of the value of collaborating in a team in a studio environment, under the supervision of an art director. The ability to work in a team is a key competency, fundamental to the needs of the media industry.
- Demonstrate the ability to work as an independent entrepreneur/ freelance media designer with measurable competencies acquired during the course such as time management, ethical behaviour, small-studio management and communication skills with various stakeholders, as well as an understanding of client's budgets.
- Show competencies in both academic and practical research.

## 3. TEACHING AND LEARNING METHODS AND STRATEGIES

The teaching and learning methods will consist of a blended mode for both practical and theory modules through various online platforms and face-to-face.

The main focus is on stimulating the creative output of students, both individually and in group-works, keeping in mind the various relevant factors in media production (costs, deadlines, ethics, etc).

## 4. ENTRY REQUIREMENTS

### • General Requirements

In accordance with General Entry Requirements for admission for Undergraduate Degrees.

### • Programme (Specific) Requirements

At least Grade C in Art & Design *or* Design and Communication *or* Design and Technology at 'A' Level or equivalent qualifications acceptable to the UoM/MGI.

## 5. PROGRAMME DURATION

|         | Minimum (Years) | Maximum (Years) |
|---------|-----------------|-----------------|
| Degree: | 3               | 5               |

## 6. MINIMUM LCCS CREDITS REQUIRED FOR DEGREE AWARD:

### - For each academic year:-

Year 1 – 66 LCCS credits

Year 2 – 60 LCCS credits

Year 3 – 66 LCCS credits

### - For Degree Award: 192 LCCS credits

|             | Core Modules | Dissertation/Project | Electives | Total LCCS credits |
|-------------|--------------|----------------------|-----------|--------------------|
| Degree      | 180          | 12                   | -         | 192                |
| Diploma     | 126          | -                    | -         | 126                |
| Certificate | 60           | -                    | -         | 60                 |

### - Exit points: (optional)

The student can exit the programme with a Diploma or Certificate, as follows:

- Students may exit with a Diploma in Media Arts after having earned 126 LCCS credits.
- Students may exit with a Certificate in Media Arts after having earned 60 LCCS credits.

## 7. ASSESSMENT AND DEADLINES

All modules will be assessed over 100 marks.

All projects should go through the Turnitin and practical artworks could use image verification platforms, such as Truepic to check for plagiarism before final submission as per UoM.

### 7.1 Examinations: 50% - 60%

Examinations will count for 50% to 60% of the total marks.

### 7.2 Continuous Assessment: 40% – 50%

- Continuous assessment will count for a range of 40% to 50% of total marks.
- For a student to pass a module, an overall total of 40% must be obtained.

### 7.3 Submission Deadline for Final Year Project:

- Students are required to submit an e-copy of their dissertation to their Project/Dissertation Supervisors through Google class at latest by 5.00 p.m on date specified in the Calendar of Activities.
- The Google class will be created by the Project/Dissertation Supervisor.
- The e-copy of the project/dissertation (main body i.e. Introduction up to the Conclusion or last chapter) should be uploaded on the Turnitin Platform, as a single PDF file in the appropriate class/assignment (final dissertation) provided by the Project/Dissertation Supervisor.
- Artworks, videos, photos should be authenticated through image verification platforms such as Truepic Google Image and others.
- Module BMA 3000Y(5) will be assessed by presentation of project and viva voce.

### 8. LIST OF MODULES

| Module Code                               | Module Name                                          | <sup>1</sup> L/T/P (Contact Hours)* | <sup>2</sup> Self Study | <sup>3</sup> Other Learning | LCCS Credits |
|-------------------------------------------|------------------------------------------------------|-------------------------------------|-------------------------|-----------------------------|--------------|
| <b>CORE MODULES (YEARLY AND SEMESTER)</b> |                                                      |                                     |                         |                             |              |
| BMA 1010Y(1)                              | Introduction to basic techniques of image production | 100                                 | 120                     | 140                         | 12           |
| BMA 1011Y(1)                              | Print-related media                                  | 100                                 | 120                     | 140                         | 12           |
| BMA 1012Y(1)                              | Time-based media                                     | 100                                 | 120                     | 140                         | 12           |
| BMA 1013Y(1)                              | Interactive media                                    | 100                                 | 120                     | 140                         | 12           |
| BMA 1017Y(1)                              | Media Theory I: History of Visual Culture and Media  | 60                                  | 120                     | 180                         | 12           |
| BMA 1119(3)                               | Digital Photography                                  | 50                                  | 60                      | 70                          | 6            |
| BMA 2017Y(3)                              | Media Theory II: Aesthetics and Semiotics            | 60                                  | 120                     | 180                         | 12           |
| BMA 2111(3)                               | Graphic Design & Concepts                            | 50                                  | 60                      | 70                          | 6            |
| BMA 2112(3)                               | Introduction to 3D CGI for animation                 | 50                                  | 60                      | 70                          | 6            |
| BMA 2113(3)                               | Intro to Game Art                                    | 50                                  | 60                      | 70                          | 6            |
| BMA 2214(3)                               | Video Production                                     | 50                                  | 60                      | 70                          | 6            |
| BMA 2215(3)                               | Web & Multimedia                                     | 50                                  | 60                      | 70                          | 6            |

|              |                                                     |     |     |     |    |
|--------------|-----------------------------------------------------|-----|-----|-----|----|
| BMA 2110(3)  | Drawing & Illustration                              | 50  | 60  | 70  | 6  |
| BMA 2216(3)  | Professional Practice and Portfolio                 | 50  | 60  | 70  | 6  |
| BMA 2218(3)  | Applied Creative Practice                           | 50  | 60  | 70  | 6  |
| BMA 3010Y(5) | Drawing and Illustration Portfolio                  | 100 | 120 | 140 | 12 |
| BMA 3011Y(5) | Art Direction, Branding and Promotion               | 100 | 120 | 140 | 12 |
| BMA 3012Y(5) | Advanced Character Animation                        | 100 | 120 | 140 | 12 |
| BMA 3013Y(5) | Advanced Interactive Game Design                    | 100 | 120 | 140 | 12 |
| BMA3014Y(5)  | Video Post-Production & Special Effects (SFX)       | 100 | 120 | 140 | 12 |
| BMA3015Y(5)  | Advanced Web and Multimedia                         | 100 | 120 | 140 | 12 |
| BMA 3017Y(5) | Media Theory III: Contemporary Issues               | 60  | 120 | 180 | 12 |
| BMA 3116(5)  | Leadership, Entrepreneurship and Project Management | 60  | 120 | 180 | 6  |
| BMA 3118(5)  | Advertising and Communication                       | 50  | 60  | 70  | 6  |
| BMA 3119(5)  | 3D Animation                                        | 50  | 60  | 70  | 6  |
| BMA 3120(5)  | Game Asset Creation                                 | 50  | 60  | 70  | 6  |
| BMA 3121(5)  | Digital Video Production                            | 50  | 60  | 70  | 6  |
| BMA 3122(5)  | Mobile App Creation                                 | 50  | 60  | 70  | 6  |
| BMA 3000Y(5) | Final year project                                  |     |     |     | 12 |
| BMA 3202(5)  | Internship                                          |     |     |     | 6  |

## 9. PROGRAMME PLAN

### YEAR 1

| Module Code      | Module Name                                          | Hrs<br>L /T/P | Total Self-<br>Study/Hrs | Other<br>Learning<br>Activities | LCCS<br>credits |
|------------------|------------------------------------------------------|---------------|--------------------------|---------------------------------|-----------------|
| BMA 1010Y(1)     | Introduction to basic techniques of image production | 50            | 60                       | 70                              | 12              |
| BMA 1011Y(1)     | Print-related media                                  | 100           | 120                      | 140                             | 12              |
| BMA 1012Y(1)     | Time-based media                                     | 100           | 120                      | 140                             | 12              |
| BMA 1013Y(1)     | Interactive media                                    | 100           | 120                      | 140                             | 12              |
| BMA 1017Y(1)     | Media Theory I: History of Visual Culture and Media  | 100           | 120                      | 140                             | 12              |
| BMA 1119 (3)     | Digital Photography <sup>1</sup>                     | 50            | 60                       | 70                              | 6               |
| <b>Sub Total</b> |                                                      |               |                          | <b>700</b>                      | <b>66</b>       |

### YEAR 2

| Module Code      | Module Name                                       | Hrs<br>L /T/P | Total Self-<br>Study/Hrs | Other<br>Learning<br>Activities | LCCS<br>credits |
|------------------|---------------------------------------------------|---------------|--------------------------|---------------------------------|-----------------|
| BMA 2017 Y(3)    | Media Theory II: Aesthetics and Semiotics         | 60            | 120                      | 180                             | 12              |
| BMA 2111(3)      | Graphic Design & Concepts <sup>1</sup>            | 50            | 60                       | 70                              | 6               |
| BMA 2112(3)      | Introduction to 3D CGI for animation <sup>1</sup> | 50            | 60                       | 70                              | 6               |
| BMA 2113(3)      | Intro to Game Art <sup>1</sup>                    | 50            | 60                       | 70                              | 6               |
| BMA 2214(3)      | Video Production <sup>2</sup>                     | 50            | 60                       | 70                              | 6               |
| BMA 2215(3)      | Web & Multimedia <sup>2</sup>                     | 50            | 60                       | 70                              | 6               |
| BMA 2110(3)      | Drawing & Illustration <sup>1</sup>               | 50            | 60                       | 70                              | 6               |
| BMA 2216(3)      | Professional Practice and Portfolio <sup>2</sup>  | 50            | 60                       | 70                              | 6               |
| BMA 2218(3)      | Applied Creative Practice <sup>2</sup>            | 50            | 60                       | 70                              | 6               |
| <b>Sub Total</b> |                                                   |               |                          | <b>740</b>                      | <b>60</b>       |

**Note:**

<sup>1</sup> Modules taught and examined in Semester 1;

<sup>2</sup> Modules taught and examined in Semester 2;

<sup>3</sup> Module normally run in Year 2 Semester 1, subject to availability of resources;

<sup>4</sup> Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

## Specialisation Advertising & Graphic Design Core

### YEAR 3

| Module Code      | Module Name                                                      | Hrs<br>L /T/P | Total Self-<br>Study/Hrs | Other<br>Learning<br>Activities | LCCS<br>credits |
|------------------|------------------------------------------------------------------|---------------|--------------------------|---------------------------------|-----------------|
| BMA 3010Y(5)     | Drawing and Illustration Portfolio                               | 100           | 120                      | 140                             | 12              |
| BMA 3011Y(5)     | Art Direction, Branding and Promotion                            | 100           | 120                      | 140                             | 12              |
| BMA 3116(5)      | Leadership, Entrepreneurship and Project Management <sup>1</sup> | 30            | 60                       | 90                              | 6               |
| BMA 3017Y(5)     | Media Theory III: Contemporary Issues                            | 60            | 120                      | 180                             | 12              |
| BMA 3118(3)      | Advertising and Communication <sup>1</sup>                       | 50            | 60                       | 70                              | 6               |
| BMA 3000Y(5)     | Final year project                                               |               |                          |                                 | 12              |
| BMA 3202(5)      | Internship <sup>2</sup>                                          |               |                          |                                 | 6               |
| <b>Sub Total</b> |                                                                  |               |                          | <b>620</b>                      | <b>66</b>       |
| <b>TOTAL</b>     |                                                                  |               |                          |                                 | <b>192</b>      |

**Note:**

<sup>1</sup> Modules taught and examined in Semester 1;

<sup>2</sup> Modules taught and examined in Semester 2;

<sup>3</sup> Module normally run in Year 2 Semester 1, subject to availability of resources;

<sup>4</sup> Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

**Specialisation: Animation Core****YEAR 3**

| <b>Module Code</b> | <b>Module Name</b>                                               | <b>Hrs<br/>L /T/P</b> | <b>Total Self-<br/>Study/Hrs</b> | <b>Other<br/>Learning<br/>Activities</b> | <b>LCCS<br/>credits</b> |
|--------------------|------------------------------------------------------------------|-----------------------|----------------------------------|------------------------------------------|-------------------------|
| BMA 3010Y(5)       | Drawing and Illustration Portfolio                               | 100                   | 120                              | 140                                      | 12                      |
| BMA 3012Y(5)       | Advanced Character Animation                                     | 100                   | 120                              | 140                                      | 12                      |
| BMA 3116(5)        | Leadership, Entrepreneurship and Project Management <sup>1</sup> | 30                    | 60                               | 90                                       | 6                       |
| BMA 3017Y(5)       | Media Theory III: Contemporary Issues                            | 60                    | 120                              | 180                                      | 12                      |
| BMA 3119(5)        | 3D Animation <sup>1</sup>                                        | 50                    | 60                               | 70                                       | 6                       |
| BMA 3000Y(5)       | Final year project                                               |                       |                                  |                                          | 12                      |
| BMA 3202(5)        | Internship <sup>2</sup>                                          |                       |                                  |                                          | 6                       |
| <b>Sub Total</b>   |                                                                  |                       |                                  | <b>620</b>                               | <b>66</b>               |
| <b>TOTAL</b>       |                                                                  |                       |                                  |                                          | <b>192</b>              |

**Note:**

<sup>1</sup> Modules taught and examined in Semester 1;

<sup>2</sup> Modules taught and examined in Semester 2;

<sup>3</sup> Module normally run in Year 2 Semester 1, subject to availability of resources;

<sup>4</sup> Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

## Specialisation: Game Design Core

### YEAR 3

| Module Code      | Module Name                                                      | Hrs<br>L /T/P | Total Self-<br>Study/Hrs | Other<br>Learning<br>Activities | LCCS<br>credits |
|------------------|------------------------------------------------------------------|---------------|--------------------------|---------------------------------|-----------------|
| BMA 3010Y(5)     | Drawing and Illustration Portfolio                               | 100           | 120                      | 140                             | 12              |
| BMA 3013Y(5)     | Advanced Interactive Game Design                                 | 100           | 120                      | 140                             | 12              |
| BMA 3116(5)      | Leadership, Entrepreneurship and Project Management <sup>1</sup> | 30            | 60                       | 90                              | 6               |
| BMA 3017Y(5)     | Media Theory III: Contemporary Issues                            | 60            | 120                      | 180                             | 12              |
| BMA 3120(5)      | Game Asset Creation <sup>1</sup>                                 | 50            | 60                       | 70                              | 6               |
| BMA 3000Y(5)     | Final year project                                               |               |                          |                                 | 12              |
| BMA 3202(5)      | Internship <sup>2</sup>                                          |               |                          |                                 | 6               |
| <b>Sub Total</b> |                                                                  |               |                          | <b>620</b>                      | <b>66</b>       |
| <b>TOTAL</b>     |                                                                  |               |                          |                                 | <b>192</b>      |

**Note:**

<sup>1</sup> Modules taught and examined in Semester 1;

<sup>2</sup> Modules taught and examined in Semester 2;

<sup>3</sup> Module normally run in Year 2 Semester 1, subject to availability of resources;

<sup>4</sup> Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

## Specialisation: Digital Video Production Core

### YEAR 3

| Module Code      | Module Name                                                      | Hrs<br>L /T/P | Total Self-<br>Study/Hrs | Other<br>Learning<br>Activities | LCCS credits |
|------------------|------------------------------------------------------------------|---------------|--------------------------|---------------------------------|--------------|
| BMA 3010Y(5)     | Drawing and Illustration Portfolio                               | 100           | 120                      | 140                             | 12           |
| BMA 3014Y(5)     | Video Post-Production & Special Effects (SFX)                    | 100           | 120                      | 140                             | 12           |
| BMA 3116(5)      | Leadership, Entrepreneurship and Project Management <sup>1</sup> | 30            | 60                       | 90                              | 6            |
| BMA 3017Y(5)     | Media Theory III: Contemporary Issues                            | 60            | 120                      | 180                             | 12           |
| BMA 3121(5)      | Digital Video Production <sup>1</sup>                            | 50            | 60                       | 70                              | 6            |
| BMA 3000Y(5)     | Final year project                                               |               |                          |                                 | 12           |
| BMA 3202(5)      | Internship <sup>2</sup>                                          |               |                          |                                 | 6            |
| <b>Sub Total</b> |                                                                  |               |                          | <b>620</b>                      | <b>66</b>    |
| <b>TOTAL</b>     |                                                                  |               |                          |                                 | <b>192</b>   |

**Note:**

<sup>1</sup> Modules taught and examined in Semester 1;

<sup>2</sup> Modules taught and examined in Semester 2;

<sup>3</sup> Module normally run in Year 2 Semester 1, subject to availability of resources;

<sup>4</sup> Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits *will be examined at the end of respective semesters they are run.*

## Specialisation: Web & Multimedia Core

### YEAR 3

| Module Code      | Module Name                                                      | Hrs<br>L /T/P | Total Self-<br>Study/Hrs | Other<br>Learning<br>Activities | LCCS<br>credits |
|------------------|------------------------------------------------------------------|---------------|--------------------------|---------------------------------|-----------------|
| BMA 3010Y(5)     | Drawing and Illustration Portfolio                               | 100           | 120                      | 140                             | 12              |
| BMA 3015Y(5)     | Advanced Web and Multimedia                                      | 100           | 120                      | 140                             | 12              |
| BMA 3116(5)      | Leadership, Entrepreneurship and Project Management <sup>1</sup> | 30            | 60                       | 90                              | 6               |
| BMA 3017Y(5)     | Media Theory III: Contemporary Issues                            | 60            | 120                      | 180                             | 12              |
| BMA 3122(5)      | Mobile App Creation                                              | 50            | 60                       | 70                              | 6               |
| BMA 3000Y(5)     | Final year project                                               |               |                          |                                 | 12              |
| BMA 3202(5)      | Internship <sup>2</sup>                                          |               |                          |                                 | 6               |
| <b>Sub Total</b> |                                                                  |               |                          | <b>620</b>                      | <b>66</b>       |
| <b>TOTAL</b>     |                                                                  |               |                          |                                 | <b>192</b>      |

**Note:**

<sup>1</sup> Modules taught and examined in Semester 1;

<sup>2</sup> Modules taught and examined in Semester 2;

<sup>3</sup> Module normally run in Year 2 Semester 1, subject to availability of resources;

<sup>4</sup> Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

## 10. MODULE OUTLINE

### YEAR 1

#### BMA 1010Y(1) INTRODUCTION TO BASIC TECHNIQUES OF IMAGE PRODUCTION

Students are introduced to the basics of mark-making with drawing mediums: representational, expressive and communicative drawing as the basis for the communication of hand-drawn visual information from paper to the screen, putting emphasis on various types of figures and characters in diverse movements and dynamic poses.

This module may include various painting techniques, basic sculpture techniques and basics of storyboard drawing.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

### **BMA 1011Y(1) PRINT-RELATED MEDIA**

This module enables the student to acquire a solid grounding of design principles through an exploration of key concepts, mediums and creativity. This notion is reinforced with the application of typography, layout and image-making, principles of color theory for web and print. Relevant softwares appropriate for print, vector design, image editing in relation to industrial standards are emphasized.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

### **BMA 1012Y(1) TIME-BASED MEDIA**

Articulating a story or a sequence of visual events over time is at the core of a number of artforms: animation, video, and sound art, are all manipulated through the timeline on a computer. This module introduces animation, video and sound editing techniques. Camera manipulation for digital photography (for both still and moving images) is a core component. Sound manipulation basics is also equally important for the creation of time-based narratives.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

### **BMA 1013Y(1) INTERACTIVE MEDIA**

The basic production concepts and techniques to design and develop graphical user interfaces (GUIs) for web applications across multiple devices. The focus is on web design standards, and how to add navigation and other design elements and to critically evaluate website quality. This module also covers the theoretical and practical foundation of Game Design. Students will learn the tools and practice of Game Design and Development.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

### **BMA 1017Y(1) MEDIA THEORY I: HISTORY OF VISUAL CULTURE AND MEDIA**

Overview of the use of different visual media for various purposes from prehistory to the 21<sup>st</sup> century. Understanding the continuum between crafts, art as it developed across various geographical locations, modern high art, popular arts, the development of print media, cinema and television, up to the internet and forms of interactive media.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 40% |
|             | 2. Theory examination:    | 60% |

### **BMA 1119 (3) DIGITAL PHOTOGRAPHY**

This module allows the student to pursue his or her interest in digital photography through an exposure to the range of possibilities afforded by digital technologies including an introduction to aerial photography; HDRI imagery; use of software for image editing.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project:               | 50% |

### **BMA 2017 Y(3) MEDIA THEORY II: AESTHETICS AND SEMIOTICS**

This theoretical module builds on the first year's introductory module and provides an entry into a range of theoretical discussions from Walter Benjamin's critique of the work of art in modern times, through semiotics as a means of decoding media. Various relevant theorists are introduced to give the student an idea of the range of discussions about art, media and mediums of expression.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 40% |
|             | 2. Theory examinations:   | 60% |

### **BMA 2111 (3) GRAPHIC DESIGN AND CONCEPTS**

The module begins by analyzing the needs of a client and problem-solving through the process of customizing a communication package as per the budget of client. Developing ideas to solve specific design problems, hence communicating visual information effectively. The emphasis will be on the ideation process, concept development and principles of marketing.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 2112 (3) INTRODUCTION TO 3D CGI FOR ANIMATION**

This module introduces the underlying concepts of 3D Computer Generated Imagery to students. Students learn how to manipulate virtual vertices, edges and faces to create objects in a virtual 3D environment. There will be a focus in character creation, and on the 3D CGI pipeline: modeling and texturing as the basis on which all CG rests.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 2113 (3) INTRODUCTION TO GAME ART**

An introduction to prop and set design pipeline for games. The pipeline will include the initial research process, 3D block in, and asset creation phase before presenting their models in a lit environment. These assets can be integrated in a real time environment or game engines. Students will learn an industry-standard tool-set, required to undertake the art of game creation.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 2214 (3) VIDEO PRODUCTION**

Introduction to shooting video both in studio and in live sets. Students should be able to produce visual content for digital platforms and create a range of ready-for-broadcast content. The students will learn about shooting (camera-movement, blocking, lensing and sequencing) and lighting for indoor / outdoor scenes and studio.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 2215 (3) WEB & MULTIMEDIA**

This module emphasizes interactivity and the factoring of user-responses in the design and implementation of multimedia projects. These can be websites, but also apps for android or iOS. There is a focus on coding and the creation of responsive interfaces.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 2110(3) DRAWING AND ILLUSTRATION**

Drawing practice with an emphasis on the acquisition of fundamental strengths: structural integrity, proportion, balance, etc. Drawing of appealing characters; drawing of efficient storyboards with competency in representational images. Development of unique individual approaches to given themes or projects with an ability to sample a range of illustrational techniques.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

### **BMA 2216(3) PROFESSIONAL PRACTICE AND PORTFOLIO**

This module serves to build upon the learners' skills and knowledge to prepare them for their future career in their specialist area. Learners are expected to understand the dynamism of an agency, the different career paths available to them, and to prepare a creative portfolio as per industry demands.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 2218(3) APPLIED CREATIVE PRACTICE**

In year II the learner is expected to carry out a project-driven study in his/ her field of specialisation. Of a duration of one Semester the student is expected to give equal importance to *pre-production* (brainstorming, conception, storylines, wireframes, etc), *production* (product photography, shooting actual footage, animating, creating an interactive piece, etc), and *post-production* (edit, composite, render, print, etc).

Class participation and proactive individual input is a key requirement for this module and will form part of the assessment.

|             |                          |     |
|-------------|--------------------------|-----|
| Assessment: | 1. Portfolio:            | 50% |
|             | 2. Project Presentation: | 50% |

### **SPECIALISATION: ADVERTISING & GRAPHIC DESIGN CORE**

#### **YEAR 3**

### **BMA 3010Y(5) DRAWING AND ILLUSTRATION PORTFOLIO**

This module is common to all specialisations and emphasizes the importance of solid drawing skills as the basis of all visual communication, including the development of early pre-viz (pre-visualisation), storyboards, character design, etc. A substantial portfolio of drawings, based on regular drawing practice during the academic year will be assessed at the end of the year as part of the final evaluation.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 60% |
|             | 2. Examination:           | 40% |

## **BMA 3011Y (5) ART DIRECTION, BRANDING AND PROMOTION**

Art Direction is the process of bringing in different strands of creativity to feed into the creation of memorable communication in line with the brand personality of a given product or service. Thus the student must be able to bring in good copy writing concepts, matching graphic design elements, including typography, to create a campaign or project. Video production skills, radio advert creation.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

## **BMA 3116(5) LEADERSHIP, ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Leadership skills and team-work are essential in the field of media arts: Core leadership concepts are emphasized as well as the role of freelancers and digital entrepreneurs for local creative economies in a time of globalisation; practical know-how such as business plan writing, registration for copyright & trademark. Calculating the cost of a design service. Managing a project from start to finish, and dealing with multiple interlocutors (clients, media, etc).

|             |                           |      |
|-------------|---------------------------|------|
| Assessment: | 1. Continuous Assessment: | 50 % |
|             | 2. Project Presentation:  | 50%  |

## **BMA 3017Y(5) MEDIA THEORY III: CONTEMPORARY ISSUES**

Understanding the theoretical underpinnings of a fast-changing field is essential for a better grasp of how media theory has moved beyond semiotics to understand complex media phenomena. Situating the rise and fall of a range of media, including social media fads and their various implications (privacy, security, etc).

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 40% |
|             | 2. Theory examinations:   | 60% |

## **BMA 3118(3) ADVERTISING AND COMMUNICATION**

The module is aimed at developing the students' awareness in advertising agencies' practices. Image editing softwares are used to design communication materials. Image editing softwares used to design communication materials, works in 2D, 3D, signage design, outdoors, magazine, editorial design, words and images which take into account the communication channel, production method, scale, response, etc.

The module introduces both qualitative and quantitative research methods, online marketing skills, media-planning, are some of the elements of the whole mix that have to be taken into account.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

## **BMA 3000Y(5) FINAL YEAR PROJECT**

In year III the student carries out a project in his/ her field of specialisation: it can either be an individual project OR a group project, to better simulate actual practices of the various media-related industries. Of a duration of one academic year, the student is expected to undertake the whole production process relative to their specialisation. In case the students choose to carry out a group project (such as a short film or a short animation) roles and responsibilities must be clearly defined, and individual work schedules must be stringently monitored both by the members of the group and the supervising lecturer.

|             |                          |     |
|-------------|--------------------------|-----|
| Assessment: | 1. Mid-term Evaluation:  | 40% |
|             | 2. Project presentation: | 60% |

## **BMA 3202(5) INTERNSHIP**

The purpose of the internship module is to serve as a bridge between academia and the workplace. It is essential for students to apply the knowledge acquired at university in the creative industry environment. This module anticipates the problems that are often reported by students and prepares them through three phases: the pre-internship, the internship proper, and the post-internship feedback.

At the pre-internship phase, the student will be given the appropriate support and guidance to apply for and obtain internship in various companies. At the internship phase, the concerned lecturers will carry out follow-ups with the mentors/ supervisors in the workplace. At the post-internship phase, the student and lecturer discuss the various types of feedback obtained and the student produces a report.

Assessment will take into account the feedback of the employer (in the standard *Internship Feedback Questionnaire from Responsible Officer at Employing Company/Institution*) and the 1000-1500 words Internship report produced by the student after his/her internship.

Assessment: (Internship Feedback Questionnaire from Employer + Internship Report from student): 100%

## **SPECIALISATION: ANIMATION CORE**

### **YEAR 3**

## **BMA 3010Y(5) DRAWING AND ILLUSTRATION PORTFOLIO**

This module is common to all specialisations and emphasizes the importance of solid drawing skills as the basis of all visual communication, including the development of early pre-viz (pre-visualisation), storyboards, character design, etc. A substantial portfolio of drawings, based on regular drawing practice during the academic year will be assessed at the end of the year as part of the final evaluation.

Assessment:      1. Continuous Assessment:      60%  
                         2. Examination:                              40%

## **BMA 3012Y(5)ADVANCED CHARACTER ANIMATION**

Imparting a sense of individuality and uniqueness through the suggestion of personality in an animated character – through poses, and facial expressions. This is the most challenging aspect of animation, and competence at this level of animation will enable the budding animator to easily find work either in the local market or in the international animation industry.

Assessment:      1. Continuous Assessment:      50%  
                         2. Examination:                              50%

## **BMA 3116(5) LEADERSHIP, ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Leadership skills and team-work are essential in the field of media arts: Core leadership concepts are emphasized as well as the role of freelancers and digital entrepreneurs for local creative economies in a time of globalisation; practical know-how such as business plan writing, registration for copyright & trademark. Calculating the cost of a design service. Managing a project from start to finish, and dealing with multiple interlocutors (clients, media, etc).

Assessment:      1. Continuous Assessment:      50 %  
                         2. Project Presentation:                              50 %

### **BMA 3017Y(5) MEDIA THEORY III: CONTEMPORARY ISSUES**

Understanding the theoretical underpinnings of a fast-changing field is essential for a better grasp of how media theory has moved beyond semiotics to understand complex media phenomena. Situating the rise and fall of a range of media, including social media fads and their various implications (privacy, security, etc).

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 40% |
|             | 2. Theory examinations:   | 60% |

### **BMA 3119(3) 3D ANIMATION**

An understanding of body mechanics for all living creatures (bipeds, quadrupeds, etc) and mechanized objects (cars, etc), is essential for the creation of convincing movement in animation. This module focuses on this key aspect of animation in the training of future animators.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 3000Y(5) FINAL YEAR PROJECT**

In year III the student carries out a project in his/ her field of specialisation: it can either be an individual project OR a group project, to better simulate actual practices of the various media-related industries. Of a duration of one academic year, the student is expected to undertake the whole production process relative to their specialisation. In case the students choose to carry out a group project (such as a short film or a short animation) roles and responsibilities must be clearly defined, and individual work schedules must be stringently monitored both by the members of the group and the supervising lecturer.

|             |                          |     |
|-------------|--------------------------|-----|
| Assessment: | 1. Mid-term Evaluation:  | 40% |
|             | 2. Project presentation: | 60% |

### **BMA 3202(5) INTERNSHIP**

The purpose of the internship module is to serve as a bridge between academia and the workplace. It is essential for students to apply the knowledge acquired at university in the creative industry environment. This module anticipates the problems that are often reported by students and prepares them through three phases: the pre-internship, the internship proper, and the post-internship feedback.

At the pre-internship phase, the student will be given the appropriate support and guidance to apply for and obtain internship in various companies. At the internship phase, the concerned lecturers will carry out follow-ups with the mentors/ supervisors in the workplace. At the post-internship phase, the student and lecturer discuss the various types of feedback obtained and the student produces a report.

Assessment will take into account the feedback of the employer (in the standard *Internship Feedback Questionnaire from Responsible Officer at Employing Company/Institution*) and the 1000-1500 words Internship report produced by the student after his/her internship.

Assessment: (Internship Feedback Questionnaire from Employer + Internship Report from student): 100%

## **SPECIALISATION: GAME DESIGN CORE**

### **YEAR 3**

#### **BMA 3010Y(5) DRAWING AND ILLUSTRATION PORTFOLIO**

This module is common to all specializations and emphasizes the importance of solid drawing skills as the basis of all visual communication, including the development of early pre-viz (pre-visualisation), storyboards, character design, etc. A substantial portfolio of drawings, based on regular drawing practice during the academic year will be assessed at the end of the year as part of the final evaluation.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 60% |
|             | 2. Examination:           | 40% |

#### **BMA 3013Y(5) ADVANCED INTERACTIVE GAME DESIGN**

This module provides the game designer the opportunity to craft a prototype or demo, with indications of further levels if the game is to be developed into a full game. The demo must be realized integrally, including a well-developed game universe, game characters appropriate to the chosen game genre, well-calculated game play experience and sound design.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

#### **BMA 3116(5) LEADERSHIP, ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Leadership skills and team-work are essential in the field of media arts: Core leadership concepts are emphasized as well as the role of freelancers and digital entrepreneurs for local creative economies in a time of globalization; practical know-how such as business plan writing, registration for copyright & trademark. Calculating the cost of a design service. Managing a project from start to finish, and dealing with multiple interlocutors (clients, media, etc).

|             |                           |      |
|-------------|---------------------------|------|
| Assessment: | 1. Continuous Assessment: | 50 % |
|             | 2.. Project Presentation: | 50%  |

#### **BMA 3017Y(5) MEDIA THEORY III: CONTEMPORARY ISSUES**

Understanding the theoretical underpinnings of a fast-changing field is essential for a better grasp of how media theory has moved beyond semiotics to understand complex media phenomena. Situating the rise and fall of a range of media, including social media fads and their various implications (privacy, security, etc).

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 40% |
|             | 2. Theory examinations:   | 60% |

#### **BMA 3120(3) GAME ASSET CREATION**

Learners undertake the creation process for high-quality assets for games. The process of baking high polygon models to game-friendly low polygon models is central to the creation of assets. The importance of modularity and re-usability of assets will be focused upon in the creation of a fully-realized environment.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

## **BMA 3000Y(5) FINAL YEAR PROJECT**

In year III the student carries out a project in his/ her field of specialisation: it can either be an individual project OR a group project, to better simulate actual practices of the various media-related industries. Of a duration of one academic year, the student is expected to undertake the whole production process relative to their specialisation. In case the students choose to carry out a group project (such as a short film or a short animation) roles and responsibilities must be clearly defined, and individual work schedules must be stringently monitored both by the members of the group and the supervising lecturer.

|             |                          |     |
|-------------|--------------------------|-----|
| Assessment: | 1. Mid-term Evaluation:  | 40% |
|             | 2. Project presentation: | 60% |

## **BMA 3202(5) INTERNSHIP**

The purpose of the internship module is to serve as a bridge between academia and the workplace. It is essential for students to apply the knowledge acquired at university in the creative industry environment. This module anticipates the problems that are often reported by students and prepares them through three phases: the pre-internship, the internship proper, and the post-internship feedback.

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Assessment will take into account the feedback of the employer (in the standard *Internship Feedback Questionnaire from Responsible Officer at Employing Company/Institution*) and the 1000-1500 words Internship report produced by the student after his/her internship.

Assessment: (Internship Feedback Questionnaire from Employer + Internship Report from student): 100%

## **SPECIALISATION: DIGITAL VIDEO PRODUCTION CORE**

### **YEAR 3**

## **BMA 3010Y(5) DRAWING AND ILLUSTRATION PORTFOLIO**

This module is common to all specializations and emphasizes the importance of solid drawing skills as the basis of all visual communication, including the development of early pre-viz (pre-visualisation), storyboards, character design, etc. A substantial portfolio of drawings, based on regular drawing practice during the academic year will be assessed at the end of the year as part of the final evaluation.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 60% |
|             | 2. Examination:           | 40% |

## **BMA 3014Y(5) VIDEO POST-PRODUCTION & SPECIAL EFFECTS (SFX)**

This module focuses on Special Effects and seamless compositing into video footage for short sequences in advertising, or similar video projects: processes relating to compositing, grading and outputting of composite elements. Use of chroma key screen, rotoscoping and tracking are elements that can be used.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

### **BMA 3116(5) LEADERSHIP, ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Leadership skills and team-work are essential in the field of media arts: Core leadership concepts are emphasized as well as the role of freelancers and digital entrepreneurs for local creative economies in a time of globalization; practical know-how such as business plan writing, registration for copyright & trademark. Calculating the cost of a design service. Managing a project from start to finish, and dealing with multiple interlocutors (clients, media, etc).

Assessment:                    1. Continuous Assessment:        50 %  
                                         2. Project Presentation: 50%

### **BMA 3017Y(5) MEDIA THEORY III: CONTEMPORARY ISSUES**

Understanding the theoretical underpinnings of a fast-changing field is essential for a better grasp of how media theory has moved beyond semiotics to understand complex media phenomena. Situating the rise and fall of a range of media, including social media fads and their various implications (privacy, security, etc).

Assessment:                    1. Continuous Assessment:        40%  
                                         2. Theory examinations:         60%

### **BMA 3121(3) DIGITAL VIDEO PRODUCTION**

This module focuses on the skills needed to complete professional digital video productions pertaining to location-based and studio-based shooting sites. The students will produce and edit video footage to produce any of the following: short documentaries, interviews, and studio productions such as variety shows and music videos, or any other related form of video art. In this course students will rotate through the roles of a production team.

Compositing and colour-grading are also introduced in this module.

Assessment:                    1. Continuous Assessment:        50%  
                                         2. Project Presentation:         50%

### **BMA 3000Y(5) FINAL YEAR PROJECT**

In year III the student carries out a project in his/ her field of specialisation: it can either be an individual project OR a group project, to better simulate actual practices of the various media-related industries. Of a duration of one academic year, the student is expected to undertake the whole production process relative to their specialisation. In case the students choose to carry out a group project (such as a short film or a short animation) roles and responsibilities must be clearly defined, and individual work schedules must be stringently monitored both by the members of the group and the supervising lecturer.

Assessment:                    1. Mid-term Evaluation: 40%  
                                         2. Project presentation: 60%

## **BMA 3202(5) INTERNSHIP**

The purpose of the internship module is to serve as a bridge between academia and the workplace. It is essential for students to apply the knowledge acquired at university in the creative industry environment. This module anticipates the problems that are often reported by students and prepares them through three phases: the pre-internship, the internship proper, and the post-internship feedback.

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Assessment will take into account the feedback of the employer (in the standard *Internship Feedback Questionnaire from Responsible Officer at Employing Company/Institution*) and the 1000-1500 words Internship report produced by the student after his/her internship.

Assessment: (Internship Feedback Questionnaire from Employer + Internship Report from student): 100%

## **SPECIALISATION: WEB AND MULTIMEDIA CORE**

### **YEAR 3**

## **BMA 3010Y(5) DRAWING AND ILLUSTRATION PORTFOLIO**

This module is common to all specialisations and emphasizes the importance of solid drawing skills as the basis of all visual communication, including the development of early pre-viz (pre-visualisation), storyboards, character design, etc. A substantial portfolio of drawings, based on regular drawing practice during the academic year will be assessed at the end of the year as part of the final evaluation.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 60% |
|             | 2. Examination:           | 40% |

## **BMA 3015Y(5) ADVANCED WEB AND MULTIMEDIA**

In this module students will develop competencies in creating dynamic websites. Students will learn to use databases to store and output content and change websites content and interface elements based on user interactions. The focus is on creating dynamic data and APIs to be used with responsive websites. Students will create one final major interactive project. This module is intended as the applied culmination of knowledge and skills gained during the whole programme.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Examination:           | 50% |

## **BMA 3116(5) LEADERSHIP, ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Leadership skills and team-work are essential in the field of media arts: Core leadership concepts are emphasized as well as the role of freelancers and digital entrepreneurs for local creative economies in a time of globalisation; practical know-how such as business plan writing, registration for copyright & trademark. Calculating the cost of a design service. Managing a project from start to finish, and dealing with multiple interlocutors (clients, media, etc).

|             |                           |      |
|-------------|---------------------------|------|
| Assessment: | 1. Continuous Assessment: | 50 % |
|             | 2. Project Presentation:  | 50 % |

### **BMA 3017Y(5) MEDIA THEORY III: CONTEMPORARY ISSUES**

Understanding the theoretical underpinnings of a fast-changing field is essential for a better grasp of how media theory has moved beyond semiotics to understand complex media phenomena. Situating the rise and fall of a range of media, including social media fads and their various implications (privacy, security, etc).

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 40% |
|             | 2. Theory examinations:   | 60% |

### **BMA 3122(3) MOBILE APP CREATION**

Mobile apps have become ubiquitous as more and more people use smartphones. They range from fairly simple to complex softwares. As the technology becomes affordable and accessible, mobile app creation has become democratized and clients often ask for this competency. The student learns the basic concepts and develops a simple mobile app as an exercise to familiarize himself/ herself with the underlying technology.

|             |                           |     |
|-------------|---------------------------|-----|
| Assessment: | 1. Continuous Assessment: | 50% |
|             | 2. Project Presentation:  | 50% |

### **BMA 3000Y(5) FINAL YEAR PROJECT**

In year III the student carries out a project in his/ her field of specialisation: it can either be an individual project OR a group project, to better simulate actual practices of the various media-related industries. Of a duration of one academic year, the student is expected to undertake the whole production process relative to their specialisation. In case the students choose to carry out a group project (such as a short film or a short animation) roles and responsibilities must be clearly defined, and individual work schedules must be stringently monitored both by the members of the group and the supervising lecturer.

|             |                          |     |
|-------------|--------------------------|-----|
| Assessment: | 1. Mid-term Evaluation;  | 40% |
|             | 2. Project presentation: | 60% |

### **BMA 3202(5) INTERNSHIP**

The purpose of the internship module is to serve as a bridge between academia and the workplace. It is essential for students to apply the knowledge acquired at university in the creative industry environment. This module anticipates the problems that are often reported by students and prepares them through three phases: the pre-internship, the internship proper, and the post-internship feedback.

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Assessment will take into account the feedback of the employer (in the standard *Internship Feedback Questionnaire from Responsible Officer at Employing Company/Institution*) and the 1000-1500 words Internship report produced by the student after his/her internship.

Assessment: (Internship Feedback Questionnaire from Employer + Internship Report from student): 100%

\* This Programme has been amended as follows:  
Years of Previous Revisions (2019,2020, 2021, 2022,  
2023 & 2024)