

Browse Program Information

[Return](#)

Academic Program: Master of Arts in Visual Culture Studies
 Academic Year: 2019
 Language:

[Learning Outcomes](#)

Study Scheme

Postgraduate Student Handbook 2019-20 (CUL-IV)

FACULTY OF ARTS

Cultural Studies

Study Scheme

M.A. Programme in Visual Culture Studies (Full-time and Part-time)

Applicable to students admitted in 2018-2019 and thereafter

1. Coursework Requirement

Students are required to complete 24 units of courses for graduation

(a) Required courses: **12 units**
 CULS5204, CULS5301, CULS5401, CULS5412

(b) Special Elective courses: **6 units**
 Any 2 courses from
 CULS5202, CULS5217, CULS5402, CULS5403, CULS5404,
 CULS5405, CULS5406, CULS5407, CULS5408, CULS5409,
 CULS5410, CULS5411, CULS5413, CULS5414, CULS5415,
 CULS5416

(c) General Elective courses: **6 units**
 Any two courses from the Divisions except:
 CULS5215, CULS5316, CULS5318, CULS5319, CULS5321 &
 CULS5322
 *or any one MA course from the Division except CULS5215, 5316,
 5318, 5319, 5321, 5322 plus one 3-unit 4000-level undergraduate

course from BA in Cultural Studies programme.

Total: 24 units

2. Other Requirements

- (a) Students must fulfill the Term Assessment Requirement of the Graduate School. For details, please refer to Clause 13.0 “Unsatisfactory Performance and Discontinuation of Studies” of the General Regulations Governing Postgraduate Studies which can be accessed from the Graduate School Homepage: <http://www.gs.cuhk.edu.hk>.
- (b) A student must achieve a cumulative grade point average (GPA) of at least 2.0 in order to fulfill the graduation requirement, unless special approval is granted by the Graduate Council.

Applicable to students admitted in 2017-2018 and before

1. Coursework Requirement

Students are required to complete 24 units of courses for graduation

- (a) Required courses: **12 units**
 CULS5204, CULS5401, CULS5410, CULS5412

- (b) Special Elective courses: **6 units**
 Any 2 courses from
 CULS5202, CULS5203, CULS5208, CULS5213, CULS5217,
 CULS5218, CULS5317, CULS5318, CULS5319, CULS5402,
 CULS5403, CULS5404, CULS5405, CULS5406, CULS5407,
 CULS5408, CULS5409, CULS5411, CULS5413, CULS5414,
 CULS5415, CULS5416

- (c) General Elective courses: **6 units**
 Any two courses from the Divisions except:
 CULS5215, CULS5301, CULS5316 & CULS5322
 *or any one MA course from the Division except CULS5215, 5301,
 5316, 5322 plus one 3-unit 4000-level undergraduate course from BA
 in Cultural Studies programme.

Total: 24 units

2. Other Requirements

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- (b) A student must achieve a cumulative grade point average (GPA) of at least 2.0 in order to fulfill the graduation requirement, unless special approval is granted by the Graduate Council.

Course List

<u>Code</u>	<u>Course Title</u>	<u>Unit</u>
<u>Required Courses:</u>		
CULS5204	Cultural Studies in Film and Video	3
CULS5301	Concepts of Contemporary Culture	3
CULS5401	Contemporary Arts & Cultural Interactivity	3
CULS5412	Visual Research Methods	3
<u>Special Elective Courses:</u>		
CULS5202	Modern Urbanscape and Asian Culture	3
CULS5217	Digital Culture and Society	3
CULS5402	New Media Research Project	3
CULS5403	Comparative Studies of Asian Cinemas	3
CULS5404	Fashion and Visuality	3
CULS5405	Immersive Media	3
CULS5406	Photomedia	3
CULS5407	Visual Spectacles	3
CULS5408	Mass Media and the Transformation of Modern Society	3
CULS5409	Special Topics in Visual Culture Studies	3
CULS5410	Visual Culture Theory	3
CULS5411	Documentary Media: From Pre-cinema to Multi-Media Web Communities	3
CULS5413	User-Generated Content & Digital Culture	3
CULS5414	Meaning in Motion: Visual Culture in Dance	3
CULS5415	City Imaginaries and Cinema Poetics	3
CULS5416	Twentieth Century Chinese Visual Arts	3

Study Scheme

Learning Outcomes

MA in Visual Culture Studies

Through classroom lecturing and practicum experiences, the Programme intends to equip students with critical, creative, technical, and managerial skills so that they could be engaged in professional practices in various creative industries in Hong Kong and elsewhere. Students are expected to acquire the following skills and knowledge upon the completion of the Programme:

Knowledge Outcomes

- Knowledge of critical perspectives on visual cultural expressions, including older and contemporary art forms, and with a focus on digital technologies and networks.
- Knowledge of global aspects of visual culture in terms of their unique aesthetics, as well as political and social contexts.
- Knowledge of major theoretical scholarship about the fields of art and technology.
- Knowledge of critical of traditional and experimental, fictional and non-fictional forms of visual culture.

Skills/Technical and managerial know-how

- Ability to analyze visual culture expressions by means of creative interpretation and presentation.
- Ability to introduce creative audio-visual elements in the analysis and presentation of ideas about visual culture.
- Ability to design and implement basic audio-visual and multi-media art works that comment on aspects of the course materials.
- Management of cultural institutions and cultural industries focused on art forms and multi-media production, such as art galleries, cultural museums, online art forms, online commerce and multi-media businesses.
- Managing the production and presentation of promotional materials and documentation for exhibitions and film/video/digital arts presentations.
- Providing technical services for cultural programmes, including marketing, education and community outreach activities.

Attitude Outcomes

- A critical respect for culturally diversified practices of art and technology.
- Confidence and imagination in expressing one's ideas about visual culture.
- Confidence in artistic/creative traditional academic thought, without privileging one over the other.
- Active participation in group discussions and artistic/creative collaboration.