Innovative Media Production

Academic Year 2020

(June, 2020 – May, 2021)

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Curriculum

Bachelor of Communication Arts Program in Innovative Media Production

(International Program)

Degree Plan

English Foundation Courses		Non Credit
1. General Education		30 credits
English Courses	9 credits	
Core Courses	15 credits	
Elective Courses	6 credits	
2. Professional Education		96 credits
Professional Core Courses	36 credits	
Major Requirements Courses	60 credits	
3. Free Electives		6 credits
Total		<u>132 credits</u>

Prerequisite

There are 2 kinds of prerequisite courses:

    a.   A student has enrolled in that prerequisite course and passed it with a grade

Of at least D; or of "F"

    b.   A student has enrolled in that course and obtained at least a grade

("W" is

unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course

Without fulfilling prerequisite requirement first will cause a registration cancellation.

List of Courses for Bachelor of Communication Arts Program in Innovative Media Production

1. General Education: 30 credits

Code	Course	Credits	Grade	Prerequisite
English Courses (9 credits)				
EN001	English for Everyday Communication	3		
EN002	English for Social Communication	3		
EN003	English for Global Communication	3		
General Education (15 Credits)				
IGE001	Thinking Skills for Learning	3		
IGE002	Citizenship and Social Dynamics	3		
IGE003	Cultivating Entrepreneurial Mindset	3		
IGE004	Technology and Innovation in the Future World	3		
IGE005	Creative Leadership Skills	3		
General Education Elective (6 Credits)				
IGE006	Asia and the Global Community	3		
IGE007	Art of Life	3		
IGE008	Health and Wellness for Life	3		
	Total	30	Credits	

2. Professional Education (96 Credits)
   2.1 Core Courses: 36 Credits

Code	Course	Credits	Grade	Prerequisite
CAI101	Communication: Theories and Practices	3		
CAI102	Media Law and Ethics	3		
CAI103	Art of Speaking	3		
CAI104	Digital Photography	3		
CAI105	Art of Storytelling	3		
CAI106	Marketing Communications in Digital Age	3		
CAI108	Trends in Communication Technology	3		
CAI109	Media and Entertainment Business	3		
CAI110	Digital Content Creation	3		
CAI111	Creative Design Workshop	3		Passed CAI104
CAI112	Channel Planning	3		
CAI113	Data Analysis and Communication Research Design	3		
	Total	36	Credits	

2.2 Major Requirements: 60 Credits

Code	Course	Credits	Grade	Prerequisite
IMI200	Understanding International Broadcasting	3		
IMI201	Broadcast Performance	3		
IMI202	Production Design and Visualization Workshop	3		
IMI203	Digital Media Foundation Techniques	3		
IMI204	Innovation and Technology for Digital Media Production	3		
IMI205	Scriptwriting	3		
IMI311	Digital Television Production	3		Passed IMI203
IMI312	Digital Cinematography	3		
IMI313	Audio Production	3		
IMI314	Editing	3		
IMI315	Directing	3		
IMI316	Color Grading and Visual Effect	3		
IMI331	Short-form and New Media Production	3		Passed IMI203
IMI332	Infotainment Production	3		Passed IMI203
IMI333	TV Drama Production	3		Passed IMI203
IMI334	Documentary and News Production	3		Passed IMI203
IMI401	Fundraising, Producing and Entrepreneurship in Media and Entertainment Business	3		
IMI402	Regional and International Innovative Media Issues	3		4th year students only and passed at least 99 accumulative credits
IMI403	Degree Project	6		4th year a student only and passed at least 27 credits of major required courses
	Total	60	Credits	

3. Free Electives: 6 Credits

Code	Course	Credits	Grade	Prerequisite
CAI551	Social Broadcasting	3		
CAI552	Sports Broadcasting	3		
CAI553	Lighting Design For Television	3		
CAI554	Voice Work in Broadcasting	3		
CAI555	Music in Contemporary Mass Media	3		
CAI556	Independent Study	3		
CAI557	Development Communication	3		
CAI558	Mass Media and Peace Studies	3		
CAI559	Genders and Popular Culture	3		
Total		6	Credits	

Regular Track
Program of Study
Bachelor of Communication Arts in Innovative Media Production
2020 Entrants

Year 1
Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
EN001	English for Everyday Communication	3			
IGE001	Thinking Skills for Learning	3			
IGE002	Citizenship and Social Dynamics	3			
IGE003	Cultivating Entrepreneurial Mindset	3			
CAI104	Digital Photography	3			
CAI108	Trends in Communication Technology	3			
		18			

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
EN002	English for Social Communication	3			
EN003	English for Global Communication	3			
IGE004	Technology and Innovation in the Future World	3		3	
IGE006	Asia and the Global Community	3			
CAI101	Communication: Theories and Practices	3		3	
CAI105	Art of Storytelling	3		3	
CAI109	Media and Entertainment Business	3		3	
EN001	English for Everyday Communication			3	
CAI104	Digital Photography			3	
CAI108	Trends in Communication Technology			3	
		21		21	

Semester 3

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IGE001	Thinking Skills for Learning			3	
IGE002	Citizenship and Social Dynamics			3	
IGE003	Cultivating Entrepreneurial Mindset			3	
				9	

Year 2

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IGE005	Creative Leadership Skills	3		3	
IGE007 or IGE008	Art of Life or Health and Wellness for Life	3		3	
CAI102	Media Law and Ethics	3		3	
CAI103	Art of Speaking	3		3	
CAI111	Creative Design Workshop	3		3	
IMI201	Broadcast Performance	3		3	
IMI203	Digital Media Foundation Techniques	3		3	
		21		21	

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
CAI106	Marketing Communications in Digital Age	3		3	
CAI110	Digital Content Creation	3		3	
CAI113	Data Analysis and Communication Research Design	3		3	
IMI200	Understanding International Broadcasting	3		3	
IMI205	Scriptwriting	3		3	
IMI312	Digital Cinematography	3		3	
EN002	English for Social Communication			3	
		18		21	

Year 3

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI202	Production Design and Visualization Workshop	3		3	
IMI311	Digital Television Production	3		3	
IMI313	Audio Production	3		3	
IMI332	Infotainment Production	3		3	
XXXXXX	Free Elective	3		3	
IGE006	Asia and the Global Community			3	
EN003	English for Global Communication			3	
		15		21	

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI204	Innovation and Technology for Digital Media Production	3		3	
IMI314	Editing	3		3	
IMI315	Directing	3		3	
IMI334	Documentary and News Production	3		3	
XXXXXX	Free Elective	3		3	
		15		15	

Year 4

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
CAI112	Channel Planning	3		3	
IMI316	Color Grading and Visual Effect	3		3	
IMI331	Short-Form and New Media Production	3		3	
IMI333	TV Drama Production	3		3	
IMI401	Fundraising, Producing and Entrepreneurship in Media and Entertainment Business	3		3	
		15		15	

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI400	Degree Project	6		6	
IMI402	Regional and International Broadcasting Issues	3		3	
		9		9	