Innovative Media Production

Academic Year 2023

(June, 2023 - May, 2024)

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Curriculum

Bachelor of Communication Arts Program in Innovative Media Production

(International Program)

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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.

<div align="center">

List of Courses for

Bachelor of Communication Arts Program in Innovative Media Production

</div>

English Foundation Courses (Non Credit)

IEN 001 Preparatory English Course   0 credit

1. **General Education: 30 credits**

Code	Course	Credits	Grade	Prerequisite
Language (9 credits)				
IEN 106	The Art of Writing	3		-
IEN 107	Critical Reading and Writing	3		-
IEN 108	Persuasive Presentation	3		-
Required (21 credits)				
IGE 101	Thinking Skills for Lifelong Learning	3		-
IGE 102	Citizenship and Social Transformation	3		-
IGE 103	Technology and Innovation	3		-
IGE 104	Aesthetics and Well-being for Life	3		-
IGE 105	Global Alliance and Emerging Issues	3		-
IGE 106	Financial Literacy and Sustainable Development	3		-
IGE 107	Entrepreneurial Spirit and Leadership Skills	3		-
		30		

2. Professional Education (96 Credits)

2.1 Core Courses: 36 Credits

Code	Course	Credits	Grade	Prerequisite
CAI 101	Communication: Theories and Practices	3		-
CAI 102	Media Law and Ethics	3		-
CAI 103	Art of Speaking	3		-
CAI 104	Digital Photography	3		-
CAI 105	Art of Storytelling	3		-
CAI 106	Marketing Communications in Digital Age	3		-
CAI 107	Data Analytics and Research Design for Insightful Communication	3		-
CAI 108	Trends in Communication Technology	3		-
CAI 109	Media and Entertainment Business	3		-
CAI 110	Digital Content Creation	3		-
CAI 111	Creative Design Workshop	3		Passed CAI104
CAI 112	Channel Planning	3		-
	Total	36	Credits	

2.2 Major Requirements: 30 Credits

Code	Course	Credits	Grade	Prerequisite
IMI 100	Understanding International Media Industry	3		-
IMI 202	Production Design and Visualization Workshop	3		-
IMI 203	Digital Media Foundation Techniques	3		-
IMI 204	Innovation and Technology for Digital Media Production	3		-
IMI 205	Scriptwriting	3		-
IMI 311	Digital Television Production	3		Passed IMI 203
IMI 312	Digital Cinematography	3		-
IMI 314	Editing	3		-
IMI 403	Degree Project	6		4th year a student only and passed at least 27 credits of major required courses
Total		30	Credits	

2.3 Major Electives: 15 Credits

Choose 15 credits

Code	Course	Credits	Grade	Prerequisite
IMI 201	Broadcast Performance	3		-
IMI 313	Audio Production	3		-
IMI 315	Directing	3		-
IMI 316	Color Grading and Visual Effect	3		-
IMI 331	Short-form and New Media Production	3		Passed IMI 203
IMI 332	Infotainment Production	3		Passed IMI 203
IMI 334	Documentary and News Production	3		Passed IMI 203
IMI 335	Streaming Series Production	3		Passed IMI 203
IMI 336	Live Streaming Production	3		
IMI 400	Entrepreneurship in Media and Entertainment Business	3		-
IMI 402	Regional and International Innovative Media Issues	3		4th year students only and passed at least 99 accumulative credits
Total		15	Credits	

2.4 Minor: 15 Credits

Code	Course	Credits	Grade	Prerequisite
CSI 201	Critical and Creative Thinking	3		-
CSI 202	Digital Consumer for Marketing Communication	3		-
CSI 203	Multi-platform Narrative	3		-
CSI 311	Creativity in Digital Communication	3		-
CSI 313	Brand Channels and Experiences	3		-
Total		15	Credits	

3. Free Electives: 6 Credits

Code	Course	Credits	Grade	Prerequisite
CAI 550	Online Influencer	3		-
CAI 551	Social Broadcasting	3		-
CAI 552	Sports Broadcasting	3		-
CAI 553	Lighting Design For Television	3		-
CAI 554	Voice Work in Broadcasting	3		-
CAI 555	Music in Contemporary Mass Media	3		-
CAI 556	Independent Study	3		-
CAI 557	Development Communication	3		-
CAI 558	Mass Media and Peace Studies	3		-
CAI 559	Genders and Popular Culture	3		-
Total		6	Credits	

Bachelor of Communication Arts in Innovative Media Production

2023 Entrants

Year 1

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IEN 108	Persuasive Presentation	3			
IGE 101	Thinking Skills for Lifelong Learning	3			
IGE 102	Citizenship and Social Transformation	3			
IGE 103	Technology and Innovation	3			
CAI 101	Communication: Theories and Practices	3			
CAI 104	Digital Photography	3			
		18			

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IEN 106	The Art of Writing	3			
IEN 107	Critical Reading and Writing	3			
IGE 104	Aesthetics and Well-being for Life	3		3	
IGE 106	Financial Literacy and Sustainable Development	3			
CAI 105	Art of Storytelling	3		3	
CAI 108	Trends in Communication Technology	3		3	
CAI 109	Media and Entertainment Business	3		3	
IEN 108	Persuasive Presentation			3	
CAI 101	Communication: Theories and Practices			3	
CAI 104	Digital Photography			3	
		21		21	

Semester 3

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IGE 101	Thinking Skills for Lifelong Learning			3	
IGE 102	Citizenship and Social Transformation			3	
IGE 103	Technology and Innovation			3	
				9	

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2023 Entrants

Year 2

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IGE 105	Global Alliance and Emerging Issues	3		3	
IGE 107	Entrepreneurial Spirit and Leadership Skills	3		3	
CAI 102	Media Law and Ethics	3		3	
CAI 103	Art of Speaking	3		3	
CAI 111	Creative Design Workshop	3		3	
IMI 203	Digital Media Foundation Techniques	3		3	
XXX XXX	Minor I	3		3	
		21		**21**	

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
CAI 106	Marketing Communications in Digital Age	3		3	
CAI 107	Data Analytics and Research Design for Insightful Communication	3		3	
CAI 110	Digital Content Creation	3		3	
IMI 100	Understanding International Media Industry	3		3	
IMI 205	Scriptwriting	3		3	
IMI 312	Digital Cinematography	3		3	
IGE 106	Financial Literacy and Sustainable Development			3	
		18		**21**	

Bachelor of Communication Arts in Innovative Media Production

2023 Entrants

Year 3

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI 202	Production Design and Visualization Workshop	3		3	
IMI 311	Digital Television Production	3		3	
IMI 201 or IMI 313 or IMI 332	Broadcast Performance Audio Production Infotainment Production	3		3	
XXX XXX	Minor II	3		3	
XXX XXX	Minor III	3		3	
XXX XXX	Free Elective I	3		3	
		18		**18**	

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI 204	Innovation and Technology for Digital Media Production	3		3	
IMI 314	Editing	3		3	
IMI 315	Directing	3		3	
IMI 316 or IMI 331	Color Grading and Visual Effect Short-Form and New Media Production	3		3	
XXX XXX	Minor IV	3		3	
XXX XXX	Free Elective II	3			
IEN 107	Critical Reading and Writing			3	
IEN 108	Persuasive Presentation			3	
		18		**21**	

Bachelor of Communication Arts in Innovative Media Production

2023 Entrants

Year 4

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
CAI 112	Channel Planning	3		3	
IMI 334	Documentary and News Production	3		3	
IMI 335 or IMI 400 or IMI 402	Streaming Series Production Entrepreneurship in Media and Entertainment Business Regional and International Innovative Media Issues	3		3	
XXX XXX	Minor V	3		3	
		12		21	

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI 403	Degree Project	6		6	
XXX XXX	Free Elective II			3	
		6		9	