

**REGULATIONS FOR THE DEGREE OF
MASTER OF ARTS IN CREATIVE ARTIFICIAL INTELLIGENCE FILM AND MEDIA
(MACAIFM)**

These regulations apply to candidates admitted to the Master of Arts in Creative Artificial Intelligence Film and Media curriculum in the academic year 2026-27 and thereafter.

(See also General Regulations and Regulations for Taught Postgraduate Curricula)

Any publication based on work approved for a higher degree should contain a reference indicating that the work was submitted to The University of Hong Kong for the award of the degree.

Admission requirements

MAFM 1 To be eligible for admission to the degree of Master of Arts in Creative Artificial Intelligence Film and Media, candidates

- (a) shall comply with the General Regulations and the Regulations for Taught Postgraduate Curricula;
- (b) shall hold a Bachelor's degree in the discipline of media production of this University or a qualification of equivalent standard from this University or another comparable institution accepted for this purpose;
- (c) who are seeking admission on the basis of a qualification from a university or comparable institution outside Hong Kong of which the language of teaching and/or examination is not English, shall have a score of 90 or above (Internet-based test) in the Test of English as a Foreign Language (TOEFL) or a minimum overall band of 6.5 with no subtest lower than 6.0 in International English Language Testing System (IELTS);
- (d) shall provide a portfolio to demonstrate the practice of media production; and
- (e) shall satisfy the examiners in a qualifying examination, if required.

MAFM 1.1 Candidates who do not hold Bachelor's degree from this University or another qualification of equivalent standard may in exceptional circumstances be permitted to register if they possess at least two years of proven professional experience in film/television production, and submit a portfolio to prove excellence in the practice of media production. Candidates should demonstrate the proof of competence in the English language and satisfy the examiners in a qualifying examination, if appropriate. An application for exemption from the above requirements shall be considered on a case-by-case basis.

Qualifying examination

MAFM 2

- (a) A qualifying examination may be set to test the candidates' formal academic abilities or their abilities to follow the courses of study prescribed. It shall consist of one or more written papers or their equivalent.
 - (b) Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register in the curriculum until they have satisfied the examiners in the examination.
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Award of degree

MAFM 3 To be eligible for the award of the degree of Master of Arts in Creative Artificial Intelligence Film and Media, candidates shall

- (a) comply with the General Regulations and the Regulations for Taught Postgraduate Curricula;
 - (b) follow instructions on the syllabuses prescribed and complete all written and practical work which may be required; and
 - (c) satisfy the examiners in accordance with the regulations as set out below.
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Period of study

MAFM 4 The curriculum shall normally extend over one and a half academic years of full-time study. Candidates shall not be permitted to extend their studies beyond the maximum period of registration of three academic years of full-time study, unless otherwise permitted or required by the Board of Studies of the School of Future Media.

Completion of curriculum

MAFM 5 To complete the curriculum, candidates shall:

- (a) satisfy the requirements prescribed in TPG 6 of the Regulations for Taught Postgraduate Curricula;
 - (b) follow the instruction on the syllabuses prescribed and complete satisfactorily all prescribed written work and practical work;
 - (c) complete and present a satisfactory capstone project as prescribed in the syllabuses; and
 - (d) satisfy the examiners in all prescribed courses and in any prescribed form of examination.
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Exemption

MAFM 6 Candidates may be exempted, with or without special conditions attached, up to 12 credits in the requirement prescribed in the regulations and syllabuses governing the curriculum with the approval of the Board of Studies of the School of Future Media, except in the case of a capstone project. Approval for exemption of a capstone project may be granted only by the Senate with good reasons. Candidates who are so exempted must replace the number of exempted credits with courses of the same credit value.

Assessment and re-examination

MAFM 7

- (a) Candidates shall be assessed for each of the courses for which they have registered, and assessment may be conducted in any combination of continuous assessment of coursework, written examinations and/or any other assessable activities. Only passed courses will earn credits.
 - (b) Candidates shall not be permitted to repeat a course for which they have received a passing grade for the purpose of upgrading.
 - (c) Candidates who have failed to satisfy the examiners at their first attempt in not more than half of the number of credits, not including the capstone project, taken in an academic year may be permitted to make up for the failed credits in the following manner:
 - i. undergoing re-assessment in the failed course within a specified period; or
 - ii. repeating the failed course by undergoing instruction and satisfying the assessments; or
 - iii. re-submitting failed coursework, without having to repeat the same course of instruction; or
 - iv. for elective courses, taking another course of the same number of credits in lieu and satisfying the assessment requirements.
 - (d) Candidates who have failed to present a satisfactory capstone project may be permitted to submit a revised capstone project within a specified period.
 - (e) There shall be no appeal against the results of examinations and all other forms of assessment.
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Discontinuation of studies

MAFM 8 Candidates who

- (a) have failed more than half of the number of credits taken in an academic year; or
- (b) are not permitted to present themselves for re-assessment in any failed course(s) or to repeat the failed course(s); or

- (c) have failed to satisfy the examiners in any course(s) at a second attempt; or in any new course taken in lieu of a failed course under MAFM 7(c) (iv); or
- (d) are not permitted to submit a revised capstone project under MAFM 7(d); or
- (e) have failed to submit a satisfactory revised capstone project under MAFM 7(d); or
- (f) have exceeded the maximum period of registration as specified in MAFM 4

may be recommended for discontinuation of studies under the provisions of General Regulation G12.

Consequences of plagiarism

MAFM 9 The curriculum shall follow the University's "Policy on Student Plagiarism in Undergraduate and Taught Postgraduate Curricula". Candidates who have committed plagiarism in any written paper, examination, or other course assignment may be subject to the consequences stipulated in the University's "Policy on Student Plagiarism in Undergraduate and Taught Postgraduate Curricula".

Grading system

MAFM 10 Individual courses shall be graded according to the following grading systems:

Letter grades, their standards and the grade points for assessment are as follows:

<i>Grade</i>		<i>Standard</i>	<i>Grade Point</i>
A+	}	Excellent	4.3
A			4.0
A-			3.7
B+	}	Good	3.3
B			3.0
B-			2.7
C+	}	Satisfactory	2.3
C			2.0
C-			1.7
D+	}	Pass	1.3
D			1.0
F		Fail	0

Classification of awards

MAFM 11 On successful completion of the curriculum, candidates who have shown exceptional merit may be awarded a mark of distinction, and this mark shall be recorded in the candidates' degree diploma.

SYLLABUS FOR THE DEGREE OF MASTER OF ARTS IN CREATIVE ARTIFICIAL INTELLIGENCE FILM AND MEDIA (MACAIFM)

PURPOSE

The Master of Arts in Creative Artificial Intelligence Film and Media (MACAIFM) is a professional programme designed for graduates seeking careers in the rapidly evolving global media and creative industries, with advanced practice in both English and Chinese. The curriculum emphasises the practical craft of cinematic storytelling—directing, cinematography, editing, and sound—alongside deep integration of artificial intelligence technologies, such as generative models and custom production environments. Particular attention is given to the impact and opportunities of artificial intelligence (AI) in the Greater China and Asia Pacific region.

Candidates are trained to critically and innovatively leverage AI across all stages of filmmaking, from script development to post-production, merging artistic vision with technical mastery. The programme instils a strong foundation in media ethics, legal implications, and the historical evolution of cinema and AI, equipping graduates to navigate the challenges of contemporary storytelling, creative technology, and societal change. Beyond competence in traditional and AI filmmaking, students will pioneer new forms of hybrid media and experimental practice, raising standards and shaping the future of filmmaking across diverse platforms. Graduates will be able to apply their training in creative problem solving, communication, and AI-driven workflows to a broad range of roles in film, media production, and related industries.

CURRICULUM

The programme shall extend over not less than one and a half and not more than three academic years of full-time study. To receive the award of Master of Arts in Creative Artificial Intelligence Film and Media, candidates shall complete 60 credits, including:

- i) 6 compulsory courses (36 credits)
- ii) 1 compulsory capstone experience course (12 credits)
- iii) 2 of any elective courses listed (12 credits)

as prescribed in the syllabuses below as partial requirement for the fulfilment of the degree.

Course exemptions of up to 12 credits may be granted for core courses to students with extensive professional experience, subject to the approval of the Programme Director. Students must replace the number of exempted credits with courses of the same credit value.

Candidates may take one elective course (6 credits) offered under approved graduate-level degree curricula in the School of Future Media, Faculties of Arts, Social Sciences and other divisions of teaching. A list of such elective courses will be published by the Programme Director from year to year. Students may seek approval from the Programme Director for permission to take courses outside the published list.

Compulsory courses

Candidates shall complete all courses from the following list:

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| SOFM7001. | Generative AI in filmmaking (6 credits) |
| SOFM7002. | Filmmaking in fiction and documentary foundations (6 credits) |
| SOFM7003. | The digital human – AI and avatars (6 credits) |
| SOFM7004. | Advanced generative AI in filmmaking (6 credits) |
| SOFM7005. | Hybrid storytelling studio: documentary, animation and AI (6 credits) |
| SOFM7006. | Writing for film, media and AI storytelling (6 credits) |

Capstone experience course (Compulsory)

Candidates shall complete the following course:

SOFM7010. Capstone: AI-driven film / media work (12 credits)

Elective courses

Candidates shall complete two of the following elective courses to fulfil the 60-credit programme requirement.

- SOFM7011. Film style and technology (6 credits)
- SOFM7012. AI and commercials (6 credits)
- SOFM7013. Creative producing and entrepreneurship (6 credits)
- SOFM7014. Aesthetics, agency and authorship of generative AI art (6 credits)
- SOFM7015. Film theory and criticism (6 credits)

The elective courses listed above may not be offered each year, depending on the exigencies of staffing and student demands, additional courses may be offered and the courses listed may be offered in different years of study. Candidates should consult the Programme Office for the courses offered in any one year.

COURSE DESCRIPTIONS

Compulsory courses

SOFM7001. Generative AI in filmmaking (6 credits)

This course provides a comprehensive, practice-driven exploration of Generative AI in the contemporary film production pipeline. Students engage with industry-leading cloud-based tools — including Sora, Kling AI, Google Veo3, Seedance, Midjourney, ElevenLabs and Suno — to develop scripts, generate storyboards and previsualization, create video, design sound, and explore AI-assisted editing and VFX. Alongside technical skills, the course critically examines questions of authorship, ethics, data provenance, and the evolving role of filmmakers in AI-augmented creative environments. By the end of the semester, students produce an original short film using AI and document their process in a detailed workflow portfolio.

Assessment: 100% coursework

SOFM7002. Filmmaking in fiction and documentary foundations (6 credits)

An intensive, hands-on introduction to fundamental filmmaking techniques and creative collaboration. Students gain experience in writing, directing, cinematography, sound recording, and editing. Working in small production teams, they produce a short AI film that demonstrates control of visual language and narrative construction. The course emphasises story development, teamwork, and craft discipline, establishing a foundation that students will extend through AI-integrated methods in later courses.

Assessment: 100% coursework

SOFM7003. The digital human – AI and avatars (6 credits)

This course examines the emergence of digital humans, avatars, and virtual identities in cinema, advertising, and interactive media. Students explore the aesthetics, psychology, and ethics of digital embodiment—covering deepfakes, synthetic influencers, and motion-capture-driven avatars. Through hands-on exercises, they design and animate AI-based personas while critically reflecting on authenticity, trust, and audience engagement in digital culture.

Assessment: 100% coursework

SOFM7004. Advanced generative AI in filmmaking (6 credits)

A technically intensive course focusing on model training, dataset creation (Collect faculty's own dataset and train our own server with stable diffusion), fine-tuning, and custom workflow design using environments such as Stable Diffusion, ComfyUI, and Dreambooth. Students build and manage GPU-based environments, curate original datasets, and develop multi-step pipelines for generating movement, dialogue, and consistent characters. Integration with 3D modelling (Blender) and AI-based animation tools enables students to design advanced visual systems and understand the computational infrastructure behind AI filmmaking.

Assessment: 100% coursework

SOFM7005. Hybrid storytelling studio: documentary, animation and AI (6 credits)

An experimental studio course that explores how AI is reshaping narrative form and representation through the fusion of documentary, animation, and fiction. Students create short hybrid films that combine live-action footage with AI-generated imagery, animation, or reenactments. The course emphasises aesthetic experimentation, conceptual clarity, and narrative innovation, allowing students to explore poetic and artistic forms of hybrid storytelling. Students will learn to visualise and reenact non-fictional content, master classic animation techniques, and integrate them into hybrid visual storytelling. Students will be encouraged to experiment with AI in an artistic context.

Assessment: 100% coursework

SOFM7006. Writing for film, media and AI storytelling (6 credits)

A creative writing course that blends classical screenwriting principles with AI-assisted storytelling. Students develop scripts across multiple genres—fiction, documentary, advertising, and commercial — and experiment with AI tools for ideation, dialogue, and character design. The course focuses on narrative versatility, structural control, and reflection on authorship, culminating in a professional writing portfolio and a critical essay on creative collaboration with AI.

Assessment: 100% coursework

Capstone experience course (Compulsory)

SOFM7010. Capstone: AI-driven film / media work (12 credits)

Students develop and produce a substantial final project, which could be a 20-minute film, a series, a hybrid film, a documentary with AI-created reenactments/visualisations, a commercial or experimental media installation, integrating AI in concept or execution. Accompanied by a 2,000-4,000-word reflection essay

focused on the challenges, affordances, and blind spots of AI and filmmaking, public screening/exhibition with Viva Vocedefence.

Assessment: 100% coursework

Elective courses

SOFM7011. Film style and technology (6 credits)

The course explores how significant technological changes, such as sound, colour, widescreen, and digital editing, have evolved in the history of film, and how. The main question is how we can deal with images of the real world in the era of image representation. Students will learn how the introduction of these technologies has influenced the aesthetic possibilities of film while opening up new pathways. As institutional filmmaking has evolved, the core practices of storytelling have remained intact. By studying film history via the intersection of film and technology, students would gain an intellectual foundation for filmmaking and production.

Assessment: 100% coursework

SOFM7012. AI and commercials (6 credits)

An applied studio course on the creative and strategic use of AI in advertising, branded content, music videos, and social media campaigns. Students learn to integrate AI tools into each stage of production—ideation, previsualization, motion graphics, editing, and distribution—while developing commercial awareness and client communication skills. Through case studies, students explore how AI enhances creativity, efficiency, and personalisation in contemporary marketing and storytelling. At the end of the course, students will have produced a short video for commercial use.

Assessment: 100% coursework

SOFM7013. Creative producing and entrepreneurship (6 credits)

A professional development course focused on producing, financing, and distributing AI-enhanced creative media projects. Students gain practical understanding of funding structures, intellectual property law, and business models in the creative industries. The course encourages an entrepreneurial mindset, guiding students to identify new opportunities for innovation, partnerships, and sustainability in the rapidly evolving AI-media ecosystem.

Assessment: 100% coursework

SOFM7014. Aesthetics, agency and authorship of generative AI art (6 credits)

This postgraduate level course critically examines generative AI art through the interconnected lenses of aesthetics, agency, and authorship. As generative AI technologies become embedded in media production and creative industries, foundational concepts such as creativity, originality, responsibility, and artistic labor are undergoing significant transformation. Through this theory-driven yet case-integrated approach, students develop conceptual tools to critically evaluate generative AI within media, cultural, and professional contexts.

Assessment: 60% coursework, 40% examination

SOFM7015. Film theory and criticism (6 credits)

This advanced elective course provides a rigorous and systematic examination of the major theoretical paradigms that have shaped the study of cinema as an art form, a cultural institution, and a technological medium. Students will engage critically with foundational and contemporary texts, tracing the evolution of film theory from classical debates on realism and montage to contemporary discourses on digital ontology, post-cinema, and the algorithmic image. The course is designed to equip students with the sophisticated analytical vocabulary and conceptual frameworks necessary for scholarly inquiry and critical reflection on their own creative practice.

Assessment: 100% coursework