AMC6500C – Creative & Critical AI-Powered Media Production (3 credits) (Winter 2025/26)

Full description of the course and rationale of introducing this course

This document outlines a proposed teaching residency between the Hong Kong University of Science and Technology (HKUST) and Auckland University of Technology (AUT), centred on the delivery of a short-format, high-impact course titled Creative & Critical AI-Powered Media Production. This initiative forms part of a growing collaborative relationship between the two institutions, fostering international dialogue in emerging media education.

The residency is designed to introduce HKUST students to hands-on, critically engaged creative practices using generative AI tools, supported by academic staff with expertise in speculative media, digital production, and technological ethics. The proposal aims to demonstrate a scalable and flexible teaching model — one that supports curriculum innovation, builds research synergies, and fosters globally relevant creative capability.

Through this initiative, both institutions have an opportunity to explore new models of creative media education that integrate practice-based learning, rapid prototyping, and reflective critique — preparing students for an evolving industry shaped by generative media and automated production pipelines.

Course Intended Learning Outcomes

On successful completion of the course, **students will be able to**:

CILO-1	Analyse the affordances and ethical implications of text, image, video and voice based generative AI tools in media practice
CILO-2	Prototype a multi-modal promotional campaign (poster, teaser trailer, narrated voice-over) by orchestrating at least three classes of AI tool
CILO-3	Critique their own and peers' AI-assisted workflows with reference to authorship, copyright, bias and creative labour debates
CILO-4	Reflect on future professional roles in an AI-augmented creative industry

Planned teaching activities and assessment weightings

Assessment	%
Assignment 1-C1: Synthetic Reproduction Challenge	30
Assignment 1-C2: Individual Critical Reflection	10
Assignment 2-C1: Pre-Production Synthetic Media	20
Assignment 2-C2: Original Synthetic Production	40

Instructor(s) and contact of the instructor(s)

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Course Outline*

Week	Topics	Briefly outline what this topic will cover	Indicate which course ILOs this topic is related to

1	Introduction to AI x Production	Text, image, and audio generation; copyright & authorship debates; bias in training data.	CILO-1, CILO-2
2	Visual & Narrative Synthesis	Image refinement, dialogue scripting, voice generation; ethics of reuse, plagiarism, and consent.	CILO-1, CILO-2, CILO-3
3	Motion & Pipelines	AI animation and teaser production; attribution in toolchains; sustainability in workflows.	CILO-1, CILO-2, CILO-3
4	Remix & Masterclasses	Poster, teaser, and audio finalisation; reflective alignment of narrative, ethics, and industry futures.	CILO-2, CILO-3, CILO-4

* See Complete Curriculum Plan – Creative & Critical AI-Powered Media Production in CCAMP-HKUST-Curriculum Plan Document

Student learning resources:
Google Gemini, OpenAI ChatGPT, Artlist AI Studio