MASTER OF ARTS (MA)

IN ARTS AND MACHINE CREATIVITY

Division of Arts and Machine Creativity, HKUST

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PROGRAM OVERVIEW

The Master of Arts (MA) is an interdisciplinary program that provides students with an understanding of the full impact of artistic and machine creativity, as well as the professional skills to develop and implement innovative solutions for current and emerging global challenges.
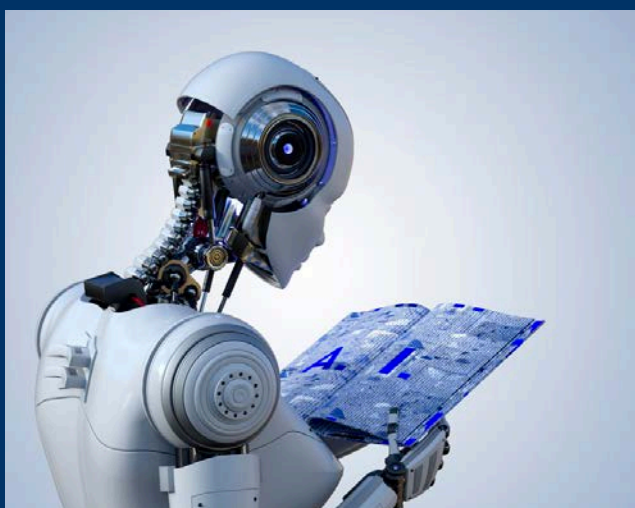
The program emphasizes critical analysis and examines legal and business issues with machine creativity from social, cultural and management perspectives, including Artificial Intelligence (AI) and Non-Fungible Tokens (NFT). Through project-based learning, the program enhances students' professional skills in developing and implementing innovative solutions, enabling them to become effective decision-makers, lead the intersection of art and technology, and promote the future development of the creative industry by combining managerial intelligence and creative thinking.

PROGRAM FEATURES

Intended Learning Outcomes

On successful completion of the program, graduates will be able to:

- Develop a general understanding of knowledge and practical skills in arts and machine creativity, focusing on art management and critical studies aspects.

- Survey economic impacts and explore new business models related to arts and machine creativity.

- Analyze significant philosophical, cultural, and social topics surrounding arts and machine creativity.

- Utilize machine creativity methods to generate creative output for media outlets and other illustrative or promotional purposes.

- Develop leadership and managerial skills for managing machine-assisted art projects, including development, production, marketing, distribution, and exhibitions.

- Understand the legal implications of machine-assisted art creations, including intellectual property rights of AI-generated art, NFT ownership, and trading.

CURRICULUM & PATHWAY

Minimum credit requirement
27 credits

The curriculum consists of Required courses and Elective (Specialization track) courses.

Required courses
9 credits

List of Required Courses		
Course Code	Course Title	Credit(s)
AMCC 5000	*Creative Convergence: Foundations of Arts and Machine Creativity*	3
AMCC 5330	*Art Administration and Art Business in the New Era*	3
AMCC 5410	*Art Theory: Past and Future*	3

Elective courses
18 credits

	List of Elective Courses		
Specialization Track	**Course Code**	**Course Title**	**Credit(s)**
a. Machine Creativity	AMCC 5110	*Programming for Art and Creativity*	3
a. Machine Creativity	AMCC 5120	*Generative Art: Algorithms and Creativity*	3
a. Machine Creativity	AMCC 5140	*AI for Visual Arts and Creativity*	3
a. Machine Creativity	AMCC 5150	*Visual Computing for Visual Arts and Creativity*	3
a. Machine Creativity	AMCC 5160	*AI-Driven Animation and Video Generation*	3
a. Machine Creativity	AMCC 5170	*Interactive Visual Art with Generative Models*	3
b. Machine-Assisted Art Practice	AMCC 5210	*Practice and Techniques for Visual Creatives*	3
b. Machine-Assisted Art Practice	AMCC 5220	*Technology in Music and Sound Art*	3

List of Elective Courses (cont'd.)

Specialization Track	Course Code	Course Title	Credit(s)
b. Machine-Assisted Art Practice	AMCC 5250	*Filmmaking with AI Innovations*	3
b. Machine-Assisted Art Practice	AMCC 5270	Art Education and Technology	3
c. Art Management	AMCC 5310	*Art ID, Blockchain and NFTs for Digital Creations*	3
c. Art Management	AMCC 5320	*Management Strategies for Art and Technology Projects*	3
c. Art Management	AMCC 5340	*Digital Art Provenance and Informatics*	3
c. Art Management	AMCC 5350	*Business Development for Art and Technology Projects*	3
c. Art Management	AMCC 5360	*Legal Issues in Art and Technology*	3
c. Art Management	AMCC 5370	*Models of New Cultural Space*	3
d. Critical Studies	AMCC 5430	*History of Motion Picture Science*	3

List of Elective Courses (cont'd.)

Specialization Track	Course Code	Course Title	Credit(s)
e. note1	AMCC 6100	*Professional Practice and Research (Projects)*	3
e. note1	AMCC 6110	*Professional Practice and Research (Internships)*	3
e. note1	AMCC 6950	*Special Projects in Arts and Machine Creativity*	1-4
Other note2	AMCC 6500	*Special Topics in Arts and Machine Creativity*	1-4

Note 1.
Real-world projects in collaboration with industry partners, art institutions, and tech companies. This is optional for MA students and contingent upon Program Director's approval. The Program Director will also decide the nature of the project, whether it will be an individual or group endeavor.

Note 2.
Students may take AMCC 6500 in the above areas to fulfill the elective requirement.

Subject to the approval of the Program Director, a maximum of two postgraduate courses outside the above lists may be taken as electives to foster interdisciplinary inspiration and collaboration.
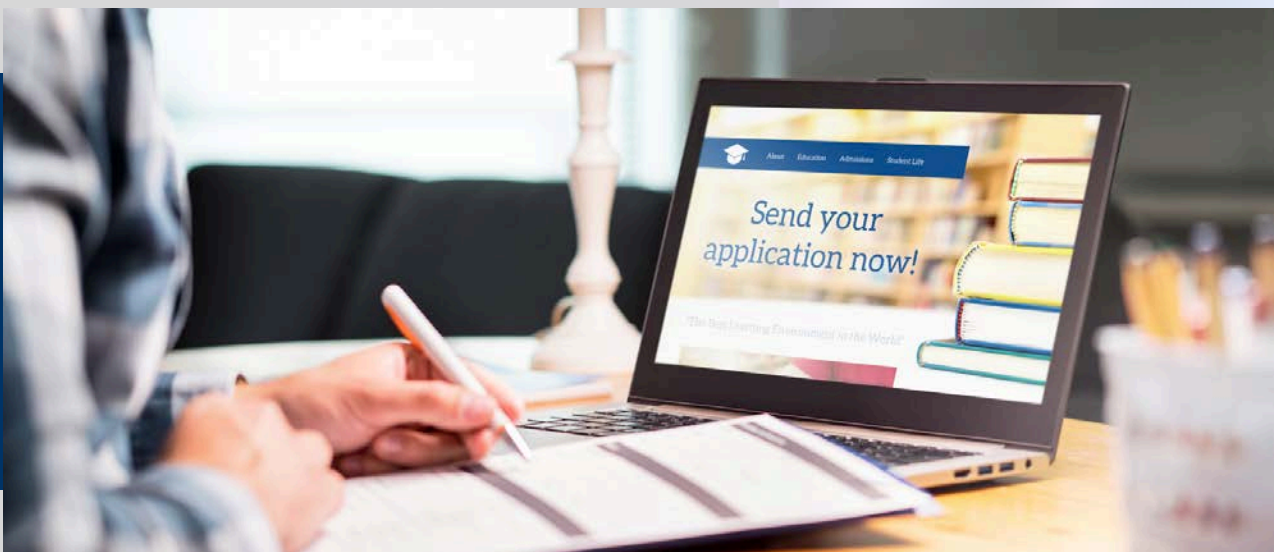
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

ACADEMY OF INTERDISCIPLINARY STUDIES 跨學科學院

AMC DIVISION OF ARTS AND MACHINE CREATIVITY

Proposed study pattern

Proposed Curriculum of MA in Arts and Machine Creativity

Term	Course	Category	Credit(s)
1st Term Fall Term	AMCC 5000 Creative Convergence: Foundations of Arts and Machine Creativity	Required	3
	AMCC 5330 Art Administration and Art Business in the New Era	Required	3
	AMCC 5410 Art Theory: Past and Future	Required	3
	Elective 1	Elective	3
	Elective 2	Elective	3
2nd Term Spring Term	Elective 3	Elective	3
	Elective 4	Elective	3
	Elective 5	Elective	3
	Elective 6	Elective	3

APPLICATION & ADMISSION REQUIREMENTS

Application procedures and deadlines

All applicants should submit their application documents through https://fytgs.hkust.edu.hk/applynow to Fok Ying Tung Graduate School of HKUST on or before June 1, 2025. Early applications are recommended as admission offers will be made on a rolling basis.

Application deadlines for 2024/25 application

- For applicants from outside Hong Kong: 1 June 2025

- For applicants from Hong Kong: 1 June 2025

Admission requirements

General admission requirements of the University:

- A Bachelor's degree with second class honors or above from a recognized institution, or an approved equivalent qualification
- English Language admission requirements set out by the University

Please refer to the following website for details:
https://fytgs.hkust.edu.hk/admissions/Admission-to-Hong-Kong-Campus/submitting-an-application/admission-requirements

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