The field of Creative Industries represents an innovative paradigm for our contemporary knowledge-based society, closely associated with recent trends in cultural activities, digital technologies, and sustainable urban development.

The University of Saint Joseph is a leading international university in China’s Special Administrative Region (SAR) of Macao, where the creative and cultural industries are acknowledged as a strategic area for the development of a vibrant and pioneering cluster of businesses and entrepreneurs.

Created in 2012, the new Faculty of Creative Industries integrates some of the most successful programs of our university, ranging from the most traditional subsectors of the Creative Industries, such as Design, Architecture, and Communication & Media, to new fields of study that increasingly converge on the creative domain, such as Information Systems and Environment & Urban Development.

Some of our programs, such as Architecture, are unique within the higher education system of Macao, but above all, the integration of each these areas within the same faculty provides a unique multidisciplinary community in which students have access to exceptional education opportunities and a work environment that allows them to extend their abilities to the utmost.

With our community of students and academic staff, sited within the exponentially growing entertainment and business environment of Macao, USJ is rapidly becoming a leading university in the field of Creative Industries in East Asia.
Communication and Media at USJ focuses on how people use messages to generate meanings, places our students at the forefront of the contemporary information society, develops knowledge and ability to communicate. Our professors, all with a good international recognition, are able to prepare students to receive a solid foundation in learning, exploring the existence, the functions of different fields and the expertise of such advanced tools.

Today, subjects are explained efficiently on a way to be used according to a real life exposure, and so, the fundamental software and hardware for digital media production and a set of methods to plan, organize and execute hypermedia are developed at USJ.

Communication and Media seeks diverse aspects of life and work, combined practice and theory, providing a platform for either employment or further study – a new master in CM is under development. The programme offers the tools to understand and to evaluate the ongoing transformation of media culture and its impact on culture, politics and everyday life. Nowadays, all social and cultural issues are shaped by a mix of different media and by the ongoing innovation of new media forms and technologies. It also takes television as a starting point to map the conceptual, social and cultural challenges that come with digital, mobile and social media. Students will have the ability to communicate effectively because the programme has a profound effect on their personally, professionally and ethical practices.
AnnuAl Exhibition of CommuniCA tion And mEdiA StudEnts
Productions include Photography & Photojournalism, Digital Photomontage, Graphic Design, Interactive Media, Animation, Video Production and Digital Audio Recording. The myriad of media formats presented in this event reflects the multidisciplinary approach followed in the Communication and Media Licentiate program, which was reinforced upon its inclusion in the recent Faculty of Creative Industries.
FULL-TIME AND PART-TIME TEACHING STAFF

ÁLVARO BARBOSA
DEAN OF THE FACULTY OF CREATIVE INDUSTRIES
PhD in Computer Science and Digital Communication
Interest Areas: Sound, Design Thinking, and Entrepreneurship

JOSÉ MANUEL SIMÕES
HEAD OF COMMUNICATION AND MEDIA
PhD in Global Studies & MS in Communication & Journalism
Interest Areas: Journalism, Ethics, Photo-journalism, Communication, and Creative Writing

FRANCISCO JOSÉ LEANDRO
ASSISTANT PROFESSOR
PhD Political Science and International Relations
Interest Areas: International Law, Global Media, Ethics, Journalism, and Communication Theory

JOÃO CORDEIRO
ASSISTANT PROFESSOR
PhD in Science and Technology of the Arts
Interest Areas: Sound Design, Music Production, Interactivity, and New Media

TOMÉ QUADROS
SENIOR LECTURER
MA in Cinema
Interest Areas: Cinema (fiction and documentary), and Photography.

BERNARD TAN
SENIOR LECTURER

FILIPA MARTINS DE ABREU
SENIOR LECTURER

NUNO SOARES
SENIOR LECTURER

JOÃO GARROT
ASSOCIATE PROFESSOR

GERARD ESTADIEU
SENIOR LECTURER

VISITING LECTURERS

CARLOS CAIRES
FILIPPE CASTRO SOEIRO
FILIPA SIMÕES
GUSTAVO MARTINS
ISABEL CAPELOA GIL
JASEK MALIPAN
JOSÉ CARLOS MATIAS
JOSÉ MARIA RICHARDSON
JOÃO SEABRA
LUÍS CORDEIRO

NELSON RIBEIRO
VERÓNICA POLICARPO
VITOR TEIXEIRA

APPROXIMATELY 20 INTERNATIONAL PROFESSORS VISIT USJ EVERY YEAR TO TEACH IN THE BCM PROGRAM.

YOU WILL RECEIVE A SOLID FOUNDATION IN LEARNING... WE WILL UNLOCK YOUR POTENTIAL!
FACILITIES

Audio & Video Studio
A/V Equipment Storage | Photography Cameras | Video Cameras | Lightening | Equipment | Surround Sound | Microphones & Computers

2 X Computer Labs
Apple Computers | Specialised Media Software | Sound System | Video Projector
USJ SPEAKERS HALL
Sound System & Video Projection | Simultaneous Translation Facilities | Disklavier Piano | Seating Capacity approximately 200 individuals

FAB LAB & WORKSHOPS
3D Printers | Laser Cutter | Vinyl Cutter | Apple Computers
USJ will soon move into a new campus, which is currently under construction in the Ilha Verde district. Designed by renowned Japanese architect Koji Yagi and executed by local office MPS, the campus will be a showpiece of sustainable architecture. Based on sustainable building principles intended to minimize wastage and energy consumption, the campus technology comprises a mixture of passive systems (rainwater harvesting and recycling, ledger green strips and fins, roof gardens, low-transmission glazing) and active systems (solar panels, energy recovery in ventilation and chiller ducts, low-consumption LED lighting). It will be an inspiring location for the education of the next generation of Macau communication and media specialists.
# Study Plan

## Year 1

**14 Modules | 38 Credits**

### Languages
- English I–IV

### Core
- Knowledge and Humanity
- Thinking and Reasoning

### Major & Enrichment
- Art – Digital Photography and Video
- Art – Art Appreciation and Criticism
- Marketing for Entrepreneurs
- Comms Studio – Design/Art History and Theory
- Comms Studio – Photography and Photojournalism Practice
- Comms Lab – Digital Image Processing
- Comms Lab – Journalism and Public Relations
- General Mathematics I

## Year 2

**14 Modules | 35 Credits**

### Languages
- English V–VIII

### Core
- Life and Science
- Lifelab

### Major & Enrichment
- Art – Music and Audio Social
- Comms Studio – Radio Practice
- Comms Studio – Radio Practice
- Comms Lab – Video and New Media Theory and Criticism
- Comms Lab – Digital Audio Recording and Production Systems
- Comms Lab – Digital Video Recording and Production Systems
- Probability and Statistical Programming, an Introduction
- Programming and Media

## Year 3

**14 Modules | 36 Credits**

### Languages
- Portuguese I–IV

### Core
- Macao Studies
- Worldlab

### Major & Enrichment
- Art – Digital Multimedia
- Project Management
- Consumer Behaviour
- Comms Studio – Theories of Mass Communication
- Comms Studio – Media Programming and Scripting
- Comms Studio – Design Thinking and Systematic Creativity
- Comms Studio – Graphic/Interactive Design Practice
- Comms Lab – Advertising and Promotions

## Year 4

**18 Modules | 40 Credits**

### Languages
- Putonghua I–IV

### Core
- Building Communities
- Directed Reading

### Major & Enrichment
- Art – Literature and Creative Writing
- Art – Drama and Dance
- Entrepreneurship
- Comms Lab – Animation
- Comms Lab – Virtual Environments
- Communications and Media Management and Professional Practice
- Ethics and Public Policy
- The Media and Society
- Portfolio I
- Portfolio II
- Portfolio and Internship I
- Portfolio and Internship II

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4 Years Programme | Full-time (day) | 149 Credits

International and interdisciplinary environment
LITERATURE AND CREATIVE WRITING

This module introduces students to various important literature and poetry with a special focus on works that relate to public commentary and reporting of world events. A broad range of writing styles and approaches are canvassed and forms, strategies and techniques for effective writing are explored. A part of the module students write several short creative essays on selected themes, and for these works the critical importance of clearly defining the purpose and audience for a work and the need for revision and rewriting is emphasized. The best student works are published in the university newsletter.

Students are expected to be conversant with some of the most pertinent literature of and for our times. Even though we disavow the relative merits of fixed lists of works considered classics, we do affirm the intrinsic value of communal reading and theorizing. Reading lists will be defined and evolve through proposals from faculty and students.
Reviews selected historically important and influential theories, strategies and approaches to art, design and communications. These are put into historical context to consider trends and evolution in the design and communications fields. The relationships between arts and popular culture are examined, especially focusing on the cross-fertilization and inter-penetration between them. As part of this module, students will work to create designs for selected communications campaigns that are consistent with different design movements.

Students will discuss the relationships between ethics and public policy: investigating public policy from an ethical perspective and looking at ethical theory by analyzing its applications in public policy. Students will become familiar with the basic concepts and methods of both ethical analysis and policy analysis; to introduce the theoretical and methodological problems of both ethical analysis and policy analysis; and to ensure that the student engages in sustained analysis of particular ethical and public policy issues at both an introductory and an advanced level.
MUSIC AND AUDIO

This module introduces students to music, the spoken word and other sounds as an art form. Different musical styles are discussed. Students also have their voices trained and work together in a choir to perform a work and work individually to read chosen pieces. Students also work individually with computer software to create their own audio pieces, and to record live performances. The best student works in this module are broadcast on the university Internet radio station.

DIGITAL IMAGE PROCESSING

This module introduces students to processing images using a computer. General technical issues related to image representation and manipulating images, such as filtering, coding, noise suppression, image compression, two-dimensional sampling and quantization, edge detection and feature extraction algorithms, and high-pass and bandpass spatial filters are explained, and the human visual system is reviewed. In addition, graphic and aesthetic issues related to images are discussed in depth. Students also learn to use a popular image manipulation system and use it to complete several image manipulation projects.
3D ANIMATION, MODELLING TOOLS AND DIGITAL MEDIA

This module introduces the major approaches and techniques for developing different kinds of animation for use in interactive media. As part of the module, students create their own short animated sequence.

VIDEO PRODUCTION AND CRITICISM

This module surveys theoretical and critical approaches to the analysis of film, video new interactive media with an emphasis on the historical and cultural context in which these approaches emerge, examining selections from classical, grand, contemporary, and non-western film theory and new media and criticism. As part of the module, students will critically evaluate several selected film, video and new media works from different standpoints and theoretical positions.
ALUMNI

JOURNLISM

>>) Radio | Press | Television | Web

MARKETING

>>) Advertising | Market Studies | Publicity

SOUND

>>) Sound Design | Music | Production

PUBLIC RELATIONS

>>) Gaming | Industry | Hospitality

IMAGE

>>) Photography | Video Production | Cinema

MULTIMEDIA

>>) Web Design | Graphic Design

CAREER PATH
6 WEEKS PERIOD IN PROFESSIONAL CORPORATIONS

WE ENCOURAGE OUR STUDENTS TO ENGAGE
themselves in an international experience during the BCM program.

USJ has an extensive exchange program with several universities in Asia, America and Europe.

COUNTRIES
People’s Republic of China
Indonesia
Portugal
Romania
Philippines
South Korea
Thailand
Malaya
Australia
Brazil
USA
France
Italy
Taiwan
Russian Federation
Spain
The Bachelor of Communication and Media prepares students for exciting careers in the large and rapidly expanding media and corporate communications industries in the Greater Pearl River Delta region.

The curriculum includes a range of technical and theoretical modules encompassing different communication mediums and forms of expression.