

COMMUNICATION AND MEDIA PROGRAMME



2018

FACULTY OF CREATIVE INDUSTRIES

Álvaro Barbosa, PhD))) DEAN OF THE FACULTY OF CREATIVE INDUSTRIES

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

José Manuel Simões, PhD))) HEAD OF COMMUNICATION AND MEDIA

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.

Photo by Kelly Vong

BACHELOR OF COMMUNICATION AND MEDIA

ANNUAL EXHIBITIONS OF COMMUNICATION 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 Bachelor programme, which was reinforced upon its inclusion in the recent Faculty of Creative Industries.

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14 MODULES | 38 CREDITS

ENGLISH I-IV

KNOWLEDGE AND HUMANITY
THINKING AND REASONING

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 STUDIO – DIGITAL IMAGE PROCESSING
COMMS LAB – JOURNALISM AND PUBLIC
RELATIONS
GENERAL MATHEMATICS I

14 MODULES | 35 CREDITS

ENGLISH V-VIII

LIFE AND SCIENCE
LIFELAB

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 STATISTIC
PROGRAMMING, AN INTRODUCTION
PROGRAMMEMING

14 MODULES | 36 CREDITS

PORTUGUESE I-IV

MACAO STUDIES
WORLDLAB

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

18 MODULES | 40 CREDITS

PUTONGHUA I-IV

BUILDING COMMUNITIES
DIRECTED READING

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

TEACHING STAFF))))))))

FULL-TIME AND PART-TIME TEACHING STAFF

))) DEAN OF THE FACULTY OF CREATIVE INDUSTRIES

PhD in Computer Science and Digital Communication
Interest Areas: Sound, Design Thinking, and Entrepreneurship

))) HEAD OF COMMUNICATION AND MEDIA
))) ASSOCIATE PROFESSOR

PhD in Global Studies & MS in Communication & Global Media
Interest Areas: Journalism, Ethics, Photo-journalism,
Communication, and Creative Writing

))) ASSOCIATE PROFESSOR

PhD in Aesthetics, Science and Technology of the Arts
Interest Areas: Graphic Design, Interactive Design,
Digital and Interactive Art, Illustration

))) ASSISTANT PROFESSOR

Ph.D in Global Studies
Areas of interest: Communication, Education, Graphic Design, Creativity and Teaching and Learning methods.

))) ASSISTANT PROFESSOR

PhD in Political Science and International Relations
Interest Areas: International Law, Global Media, Ethics,
Journalism, and Communication Theory

))) SENIOR LECTURER

Master of Science in Electrical and Electronic Engineering
Interest Areas: Interactivity, Creative Technology, Collaborative Hacking, Digital Fabrication, Open Source, Installation Art

))) SENIOR LECTURER

Master of Science in Multimedia and Entertainment Technology
Interest Areas: Interaction Design, Interface Design,
Game Design for Education, Game Studies, Creativity and
Teaching/Learning methods

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!

VISITING LECTURERS

ALEXANDRA BATTAGLIA

ISABEL CAPELOA GIL

CHRIS COTRELL

DANIEL FARINHA

HÉLDER FERREIRA

EDUARDO LEAL

LUÍS GUSTAVO MARTINS

JOSÉ CARLOS MATIAS

MARINA PERES

TOMÉ QUADROS

ARMANDO RAMOS

JOÃO REMA

NELSON RIBEIRO

JOÃO SEABRA

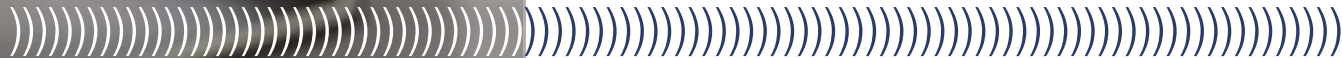
FILIPA SIMÕES

VÍTOR TEIXEIRA

GONCALO VASCONCELOS



FACILITIES



AUDIO & VIDEO STUDIO

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

Photo by Leo Mok

2 X COMPUTER LABS

Apple Computers | Specialised Media Software | Sound System |
Video Projector



Photo by Carrie

FACILITIES



USJ SPEAKERS HALL

Sound System & Video Projection | Simultaneous Translation Facilities |
Disklavier Piano | Seating Capacity approximately 200 individuals

Photo by Paola Reys

DIGITAL FABRICATION LAB AND WORKSHOP

3D Printers | Laser Cutter | Vinyl Cutter | Apple Computers





Photo by Carrie



Photo by Kelly



USJ has a new campus in the Ilha Verde district. Designed by renowned Japanese architect Koji Yagi and executed by local office MPS, the campus is 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 is an inspiring location for the education of the next generation of Macau architects.

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.



Photo by Kelly

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.



Photo by Marjolene Estrada

DIRECT READING

DESIGN/ART HISTORY AND THEORY

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.



Photo by Paola Reys

ETHICS AND PUBLIC POLICY

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.



Photo by Paola Reys

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.



Photo by Lily



Photo by John Pagisbigan

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

In the video modules students will learn all the steps of video production, from the script to the screen. Working mostly in teams, or film crews, students will produce, direct, shoot and edit their own professional looking videos for different purposes like documentary, music video, TV shows or fiction. As part of these modules, students will also critically evaluate several selected film, video and new media works from different standpoints and theoretical positions.



Photo by Zara



Photo by Sandy

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.

VIDEO PRODUCTION AND CRITICISM

ALUMNI))))))))



DANIELA NORTE

Journalist & news anchor at TDM



WINNIE WU

Journalist & news anchor at TDM



PIERRE ALMA

Visual Media Producer at The Venetian Macao



KIAN YEUNG

Camera Operator at the Chessman Entertainment
& Production Co. Ltd

JOURNALISM

))) 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

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.

