



# IME 3-YEAR JOURNEY

All in one. Learn to design, produce, market, and sell your own brand and media content.

## STUDY PLAN | YEAR 1

### Semester 1 (19 credits)

AAD2007	Art History and Aesthetics
CA1100	Introduction to Human Communication
IME1104	Soft Power Culture
IME1129	Introduction to AI for Media Industry
IME1201	Computer Graphics Design
IME1230	Practical Digital Photography
IME1234	Introduction to Media Production
SRX1001	English for Effective Communication

### Semester 2 (20 credits)

CA1110	Art and Beauty of Living
IME1131	Entrepreneurial Inspiration for Media Industry
IME1132	Overview of Emerging Communication Technology
IME1133	Social Marketing for Sustainable Behavior
IME1135	Global Creative Business Innovation
IME1205	Design Thinking for Creative Innovation
IME1206	Design Fundamental
IME1207	Digital Typeface and Typography
SRX1002	English for Academic Purposes

## STUDY PLAN | YEAR 2

### Semester 1 (21 credits)

CA2110	Media Literacy and Ethical Concerns
DM3280	Digital Art in Data Visualization
IME2112	Imagineering Research
IME2136	Consumer Insight for Media Industry
IME2209	Digital Layout
IME2211	Creative Storytelling
<b>IME2240</b>	<b>Imagineer Creative Experiences *</b>
SRX1003	Integrated English Skills

### Semester 2 (22 credits)

ENX2222	Entrepreneurial Accounting
IME2113	Digital Workflow
IME2114	Pitching Content
IME2115	Customer Journey Experiences
IME2218	UI/UX Experiences and Narrative Space
IME2237	Sound Design and Production
IME3126	Brand Identity and Visual Communication
IME3222	Digital Editing and Effects

**\*Remark for IME2240:** This course includes an overseas learning trip for students who opt in, which may take place during the semester or at the end of either the first or second semester of the academic year. The travel period and destination may vary each year and are not fixed in advance.

## STUDY PLAN | YEAR 3

### Semester 1 (17 credits)

IME2138	Marketing Communication Campaign and Media Planning
IME3125	Optimization Methods for Entrepreneurship
IME3243	Innovative Technology in Hybrid Events Creation and Management
IME3239	AI Application and Virtual Production
IME4227	Special Topic in Media Studies 1
XXXXX1	Free Elective I

### Semester 2 (21 credits)

IME3124	Imagineering Project
IME3241	Media Management and Production in Digital Era
IME3242	Personal Branding with Professional Conduct
<b>IME4126</b>	<b>Apprenticeship (400 hours)*</b>
IME4228	Special Topic in Media Studies 2
XXXXX2	Free Elective II

**\*Remark for IME4126:** This is the internship course. It can take place during the final semester or summer, depending on individual preferences and placement opportunities.

#### Please note:

The course schedule shown in this study plan is tentative and subject to change. Some courses may not appear in the exact order listed, as scheduling depends on the availability of guest lecturers and industry experts invited to lead specific subjects. The program is designed to maintain flexibility while ensuring the quality of instruction and hands-on learning experiences remain at the highest level.

