COURSE OVERVIEW

Course Code	DD1101 *(Applicable to ADM students admitted from AY2026 onwards only)*
Course Title	Ethics and Integrity for Creative Practices
Pre-requisites	NIL
Course Type	Core
Academic Units	3
Contact hours	39 hours

In this course, you will explore the ethical dimensions of a range of creative practices through a studio-based investigation of integrity across art, design, and media. Designed for students in these fields, it enables you to develop greater ethical awareness and a critical understanding of visual and creative culture, especially in relation to personal integrity and artistic influence.

By examining historical, cultural and disciplinary contexts of creativity, you will consider how concepts such as originality, authorship and appropriation are shaped by visual culture, intellectual property frameworks and emerging technologies, including generative artificial intelligence (Gen AI). Through hands-on activities, visual analysis and creative experimentation, students develop a deeper understanding of ethical image production and consumption. This course also fosters critical reflection and equips you with practical strategies to support integrity in your own creative work, both in your academic work and future professional contexts.