

SCHOOL OF COMMUNICATION

Dean: Prof Huang Yu

The School of Communication offers the undergraduate BSocSc (Hons) in Communication degree, Master of Arts, Master of Fine Arts, Master of Social Sciences, Master of Philosophy, and Doctor of Philosophy degrees. For 4-year undergraduate Communication programme, four majors are offered in the 4-year curriculum: Film and Media Arts, Journalism (including three concentrations in Chinese Journalism under which Broadcast Journalism is offered as a stream in Year Three, Financial Journalism, and International Journalism), Organizational Communication, and Public Relations and Advertising.

Combining the academic rigour and breadth of vision of a modern degree programme with professional preparation, the Communication programme meets the staffing needs of the Hong Kong communication professions and media industries. Graduates of the School are known for their thorough grounding in communication history and theory, their understanding of communication processes, and their well-developed communication skills. The School maintains close links with potential employers and takes pride in the many graduates now working in the communication and media professions. All undergraduate students take Communication Core courses in order that their specific disciplines of preparation are set within an appropriate theoretical and social perspective. MPhil and PhD students pursue advanced academic research in theories and practices, which may be in any of the modes of communication from interpersonal through group and public communication to the mass media.

The School of Communication's teaching function is greatly strengthened by the active involvement of its faculty in research, scholarship, and creative work. Both faculty and students are frequently involved with consultancy initiatives on the cutting edge of the communication arts and sciences in Hong Kong.

The School of Communication is well equipped with state-of-the-art facilities for its teaching of multi-media and interactive media production, publishing, television production, film-making, photography, and graphics.

Academy of Film

Director: Prof Cheuk Pak Tong

The Academy of Film is the first of its kind in Hong Kong. Since the early seventies, it has been providing Hong Kong with competent graduates to work in the audio-visual production industry.

The Academy of Film has a strong teaching team comprised of more than thirty full-time and part-time faculty members. The expertise of our faculty includes the following areas: screenplay, film and video production, photography, digital media, film history and theory, television studies and graphic design. As the oldest program of film and television in Hong Kong, the Academy of Film has committed itself over the past decades to nourishing film and television professionals for the local and regional screen industry. It is one of the most reputable film and television programs in the Greater China region.

For 4-year curriculum, Film and Media Arts (FMA) Major replaces the existing Cinema-TV curriculum by incorporating new courses in relation to digital media. FMA offers two concentrations: Film and Media Arts. Both concentrations provide a comprehensive and multidisciplinary approach to media education that fosters innovative thinking and creativity. Students

of this major will learn fundamental knowledge and professional skills in film, television, animation, visual and game design.

PROFESSIONAL PROGRAMME IN FILM (HIGHER DIPLOMA)

In order to provide young people who are determined to develop their career in the field of film and TV creative media with an access to acquire related knowledge systematically, Hong Kong Baptist University Academy of Film has started a Professional Programme in Film in 2009. With the introduction of the New Academic Structure for Senior Secondary Education and Higher Education, the Academy revised the curriculum of the programme in 2012, and the duration of the programme has been shortened to 2 years. The programme, which is offered on a full-time basis, consists of the following Higher Diploma programmes:

1. Acting for Film and Television
2. Post-production (Editing and Sound Mixing)
3. Production Techniques (Cinematography, Lighting and Art Direction)
4. Script Writing and Directing

The Professional Programme in Film aims at "Whole-Person Education" through professional practice. It emphasizes professional training in film production with nourishment in creativity, aesthetics, and cultural literacy. This is reflected in the curriculum in general, and in the Year I study in particular.

Upon successful completion of the Programme, students should be able to:

1. describe and explain in an informed and broad-based manner the theory, history and practice relevant to art, literature, film, television, new media and communication;
2. apply professional knowledge, skills and standards in work situations, with social consciousness and ethical responsibility;
3. show an ability to think analytically, critically and creatively, and demonstrate management skills, moreover, cultivate the potentials of leadership skill;
4. perform one specialty in film and TV making craft with the comprehensive base of multi-skills and tasking capacity with nourishment of creativity, aesthetics, and cultural literacy; and
5. be prepared for careers and further studies in film, TV in response to industry need of Hong Kong and the Greater China Region.

Higher Diploma in Acting for Film and Television

The programme provides solid basic training in voice, speech and movement, in addition to acting for students. It is comprised of performance training for humans' concern, pursuit of life, aesthetics and arts and to cultivate professional performers for various media, though especially for film and TV, in the Greater China region. Graduates of the programme may enter the industry and act in a range of media, including stage, film, and television.

Requirements

To attain the award of Higher Diploma, students are required to complete a total of 69 units. The programme consists of 54 units of core courses and 15 units of elective courses. Students are encouraged to take the optional and non-credit bearing professional internship during their study (normally the summer break of Year I study).

The structure of the curriculum is as follows:

I) Core Courses	54 units
II) Elective Courses	<u>15 units</u>
	69 units

I. Core Courses	54 units
A.F. 1111 English I	3 units
A.F. 1112 English II.....	3 units
A.F. 1140 Film History	3 units
A.F. 1150 Introduction to Film Production	3 units
A.F. 1160 Selected Readings in Literature	3 units
A.F. 1170 TV Studio Production	3 units
A.F. 1180 Video Production	3 units
A.F. 1190 Fundamentals of Acting.....	6 units
A.F. 1210 Movement I	3 units
A.F. 1220 Voice & Speech I.....	3 units
A.F. 1230 Script Writing Workshop.....	3 units
A.F. 1250 Basic Cinematography & Lighting Workshop.....	3 units
A.F. 1270 Fundamentals of Film Production Management	3 units
A.F. 2230 Graduation Project.....	3 units
A.F. 2360 Introduction to Editing.....	3 units
A.F. 2570 Acting in front of the Camera I	3 units
A.F. 3000 Supervision of Internship (Optional)	0 unit
A.F. 3170 Studies on Screen Acting I.....	3 units

II. Elective Courses	<u>15 units</u>
	69 units

Higher Diploma in Post-production (Editing and Sound Mixing)

This programme provides training to students so that they not only master all technical aspects of film editing and sound mixing, but also know how to apply their knowledge to realise the creative idea of any film, and tackle ongoing technical challenges. Graduates of the programme can handle small-scale post-production projects independently, and may enter the industry and participate in a vast spectrum of jobs in the post-production process.

Requirements

To attain the award of Higher Diploma, students are required to complete a total of 69 units. The programme consists of 54 units of core courses and 15 units of elective courses. Students are encouraged to take the optional and non-credit bearing professional internship during their study (normally the summer break of Year I study).

The structure of the curriculum is as follows:

I) Core Courses	54 units
II) Elective Courses	<u>15 units</u>
	69 units

I. Core Courses	54 units
A.F. 1111 English I	3 units
A.F. 1112 English II.....	3 units
A.F. 1140 Film History	3 units
A.F. 1150 Introduction to Film Production	3 units
A.F. 1160 Selected Readings in Literature	3 units
A.F. 1170 TV Studio Production	3 units
A.F. 1180 Video Production	3 units
A.F. 1230 Script Writing Workshop.....	3 units
A.F. 1250 Basic Cinematography & Lighting Workshop.....	3 units
A.F. 1270 Fundamentals of Film Production Management	3 units

A.F. 2220 Creative Sound Dubbing	3 units
A.F. 2230 Graduation Project.....	3 units
A.F. 2320 Foundation in Computer Graphics	3 units
A.F. 2360 Introduction to Editing.....	3 units
A.F. 2380 Introduction to Film Production (Sound Recording & Mixing)	3 units
A.F. 2500 Sound Design	3 units
A.F. 2650 Post-production Workshop (Special Effect & Sound).....	6 units
A.F. 3000 Supervision of Internship (Optional)	0 unit

II. Elective Courses	<u>15 units</u>
	69 units

Higher Diploma in Production Techniques (Cinematography, Lighting and Art Direction)

The programme provides training to students so that they not only master all technical aspects of cinematography, lighting, and art direction, but also know how to apply their knowledge to realise the creative idea of any film, and tackle ongoing technical challenges. Graduates of the programme can handle small scale post-production projects independently, and may enter the industry and participate in the respective professions.

Requirements

To attain the award of Higher Diploma, students are required to complete a total of 69 units. The programme consists of 36 units of core courses, 18 units of stream courses and 15 units of elective courses. Students are encouraged to take the optional and non-credit bearing professional internship during their study (normally the summer break of Year I study).

The structure of the curriculum is as follows:

I) Core Courses	36 units
II) Stream Courses	18 units
III) Elective Courses	<u>15 units</u>
	69 units

I. Core Courses	36 units
A.F. 1111 English I	3 units
A.F. 1112 English II.....	3 units
A.F. 1140 Film History	3 units
A.F. 1150 Introduction to Film Production	3 units
A.F. 1160 Selected Readings in Literature	3 units
A.F. 1170 TV Studio Production	3 units
A.F. 1180 Video Production	3 units
A.F. 1230 Script Writing Workshop.....	3 units
A.F. 1250 Basic Cinematography & Lighting Workshop.....	3 units
A.F. 1270 Fundamentals of Film Production Management	3 units
A.F. 2230 Graduation Project.....	3 units
A.F. 2360 Introduction to Editing.....	3 units
A.F. 3000 Supervision of Internship (Optional)	0 unit

II. Stream Courses	18 units
<i>Cinematography/Lighting Stream (18 units)</i>	
A.F. 2190 Cinematography/Lighting Workshop	6 units
A.F. 2210 Creative Cinematography & Lighting	3 units
A.F. 2400 Photography	3 units
A.F. 2510 Special Effect in Cinematography & Lighting	3 units
A.F. 2560 Visual Expression.....	3 units