

**FILM 3036 Hong Kong and Taiwan Cinema (3,3,0)**

This course is designed to investigate histories, aesthetics, genres, directors and modes of production of Hong Kong and Taiwan cinema. Students need to have a basic understanding of cinema as an artistic medium as well as a cultural product subject to market economy and cultural policy of nation-states. Lectures focus on the idea of cinema as a never-ending process of struggles among filmmakers, film languages, the film industry, official cultural agendas, the audiences, and film culture. Each class meeting consists of screening and lectures.

**FILM 3037 Interactive Arts I: Visual Programming (3,3,0) (E)**

This course aims to extend students' visual literacy and application of creative ideas from static medium to dynamic interactive media with the introduction of programming skills and the relationship between codes and visual elements. In order to harness the full potentials of the emerging dynamic media, a thorough understanding of the general programming principles and interactivity design is indispensable. However, this course is not going to train students as programmers but prepare them with sufficient knowledge to develop and exploit the dynamic media for their creative endeavors. Students will learn the underlying mechanisms of manipulating, creating and transforming visual elements using programming codes. Moreover, students will explore the domain of generative visuals and arts through the evolutionary computing concepts of iterations, recursion, random function and L-system. After finishing this course, students will be able to develop dynamic and generative visual applications for various domains of creative and media productions.

**FILM 3045 Creative Arts and Visual Strategy (3,3,0) (E)**

This course introduces the art and science of persuasion: creative concepts. It outlines the criteria of effective creative communication, the techniques and creative process involved and how to generate ideas from brief to creative strategy. It gives students an overview of the creative department in creative bureaus. Students will also analyse the creative strategies of awarded campaigns to uncover the secrets of effective communication. Learning will be emphasized through participating in real world competition, practical class exercises and group projects. Students will judge the aspect of good visual strategies and come up with better solutions of their own.

**FILM 3046 Radio Production (3,3,0)**

The goal of this course is to introduce radio terminology and the operation and production aspects of radio studio work. Topics include sound recording, editing and mixing technique, music and sound effects for radio, voice delivery, programme design and radio scriptwriting. Student will get practical experience in audio labs and broadcast control rooms and further their skills by creating both short-form and long-form radio programme formats such as radio drama, features, music programmes, talk shows, phone-in programmes, interviews as well as radio jingles and commercials.

**FILM 3047 Studies in Hollywood Cinema (3,3,0) (E)**

The objective of the course will be to introduce students to the history of Hollywood film production, and to a number of key issues relevant to a study of the subject. Topics covered will include the development of the studio system, relationship to society, the star system, and key films and directors. The second part of the course will focus on the films of one major film director.

**FILM 3055 3D Modelling, Texture and Rendering (3,3,0) (E)**

3D computer graphics and digital animation have been incorporated into many different forms of digital media and design production among disparate sectors of creative industries. This course is an extension of the foundational knowledge of computer graphics and aims to prepare the students with histories, theories, principles, genres, and practical skills of 3D modelling, texturing

and rendering from preproduction, production to postproduction. The students will learn both technically and artistically (1) different methods of geometric modelling—NURBS, polygon and subdivision surfaces; (2) shading and texturing—from surface shading to procedural texturing; and (3) lighting and rendering—lighting and shadows, raytracing and radiosity. Simple animation and camera techniques from keyframing to path animation will be introduced. Eventually, the students should be able to create innovative 3D design from concepts, sketches and storyboards to 3D models and renderings for different kinds of 3D digital visualization and simple animation applicable to film, TV, game, environmental and industrial design, as well as other multimedia productions.

**FILM 3056 Apps Design and Programming (3,3,0) (E)**

Smartphones and tablet computing have offered traditional software applications an outreach from general desktop computers to an unprecedented mobile and networked platform. This new landscape has spawned a new breed of software applications called Apps which revolutionize how people entertain, socialise and communicate. This course aims to introduce the frameworks and principles behind the Apps design from both platform dependent and independent perspectives.

Starting from general principles of Apps design to specific platform programming, students will learn both theories and practical skills to exploit the creative potentials of mobile interactions for different types of applications ranging from entertainment to social networking. The latest open standard Web technologies such as HTML, JavaScript and CSS will be introduced as the backbone for platform-independent Apps design while contemporary platforms such as iOS and Android will be covered in specific implementations.

**FILM 3057 Character Animation (3,3,0) (E)**

This course builds on the knowledge foundation from the courses “Computer Graphics” and “3D Modelling, Texture and Rendering” and focuses on the principles and techniques in developing character animations for narrative purposes.

Unlike motion graphics and effects animations, character animation demands the capability of relating the characters with the audience for effective communication of messages. This can only be achieved with fluid animations and vivid characters' personalities. This course will start with the classical Disney animation principles and demonstrate how to apply these in various scenarios to deliver the sense of weight and convincing physical movements. Students will then learn and master the art of timing and spacing in order to express emotions in the form of animation. This course will also cover some basic principles in acting, posing and body languages so that students can develop characters for performance and storytelling applications in film, TV and games.

**FILM 3065 Creative Media and Art Direction (3,3,0) (E)/(C)**

This course provides an overview of creative media and art direction. Student will learn art direction through the study of different creative media applications ranging from traditional film and multimedia design to digital animation and interactive installation. The course will establish an understanding of thinking conceptually and visually, current art direction standards, skills necessary for entry level work, behaviours and attitudes towards professional design and production processes. After finishing this course, students will have better attention to details, improved craft skills, sharpened critical instincts and a deeper understanding of art direction in different creative media and disciplines.

**FILM 3066 Television Programming and Concepts (3,3,0) (E)**

This course explores TV programming strategies, practice, sources, and services at local (Hong Kong), national (China) and international levels; network, public, and independent broadcast and cable operations; audience research; schedule development.

This course explores the management of television within the new information environment. Emphasis is focused on the evolution of the various programme types, the planning of programme formats, and the creation of programme ideas. It is designed to give students an understanding of the contextual factors that affect the structures, policies, programming, and management practices of various telecommunications industries.

The convergence of broadcasting, cable television, computing, and telephony will be examined. The function of telecommunications in providing new communications products and information services will be covered. Programming strategies, schedule development, and audience research will be discussed.

**FILM 3067 Creative Media Management (3,3,0) (E)**

This course is designed for student to learn and acquire the knowledge of operational strategies and business communication in relation with Hong Kong creative industry. This course is to introduce the basic understanding of the business world and the foundation of communication design entities and to the management concepts, which are specific to the process of communication design. Students will be able to identify and apply economics to creative endeavours. They will develop an understanding of people as resources and individuals in different commercial sectors and learn the strategic skills of project management and problem solving. In reality, student will need to learn and understand the genuine practices of creative industry. Study of departmental works and role-play of operating a creative company will be introduced. Students will eventually distinguish business strategies and opportunities in the real world as distinct from the need for better creative media management.

**FILM 3075 Expanded Cinema (3,3,0) (E)**

This course investigates how artists perceive latest technologies such as mobile devices, GPS technologies and AR Drones, and their technological, cultural discourses and implications. This intensive studio course, which focuses upon developing innovative processes through working on 3 group projects that are related to sound editing/processing, location-based (GPS) cinema and drones for filmmaking. No computer programming knowledge is required.

**FILM 4005 Advanced Animation and Special Effects Workshop (3,3,0)**

Prerequisite: FILM 3015 Digital Animation

This course focuses on the overall workflow of an animation production, explores advanced issues of 3D Animation, and introduces the basic principles behind each process among the spectrum of special effects that are being practised in the current film and video industry. Hands-on experience is provided in the workshops in order to assist students in expanding their visual vocabularies.

The course is organized to maximize hands-on experience and will include numerous in-class exercises. Because of this, attendance at and participation in the weekly classes is extremely important and is considered in grading calculations.

**FILM 4006 Advanced Experimental Image Processing (3,3,0) (C)**

This course will advance students' fluencies in photographic expression by introducing them the analogue/film experiment to advanced manipulation of digital capture. Students will learn pin hole imaging technique, view camera capture and advanced photographic lighting and design technique to create high quality digital output, of which utilizing the industry standard for photography exhibition. The technique and photo design proficiency will be developed within a context of historical, critical and conceptual photography conventions.

**FILM 4007 Advanced Script Writing (3,3,0) (C)**

Prerequisite: FILM 2015 Script Writing

This course explores the principles of different dramatic forms. Issues in comparative drama, media aesthetics and adaptation will also be discussed. Advanced techniques for creating full length original or adapted script will be introduced.

**FILM 4015 Film and Television Directing (3,3,0) (C)**

This course covers the fundamental, practical elements for directing dramatic film and television productions in the studio and on location. The director's role and the working relationships among actors, producer, art designer, cameraman, editors and music director, etc. are explored. Opportunity to experiment with the creative use of camera movement as well as mise-en-scene is provided.

**FILM 4016 Film and Media Arts Internship (0,0,0)**

Prerequisite: Year III standing

(1) *Film Concentration*: Cinema and Television students are encouraged to undertake a non-graded and zero-credit professional internship during their study. The aim is to help them find out their strength and weakness, learn and apply working experience in real-world industry setting, realize their responsibility as a team member and communicate with other people in a real working situation.

(2) *Media Arts Concentration*: Digital Graphic Communication students are encouraged to undertake a non-graded and zero-credit professional internship during their study. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Department of Communication Studies after the internship.

**FILM 4017 Motion Graphic Design (3,3,0) (C)**

This course will explore the design requirements for professional quality broadcast graphics and title design for feature films and multimedia projects. Using combinations of still images, graphics, video footages and audio sound tracks, we will examine the relationships of motion, pacing, textures, transitions, design and composition in space and time. Emphasis will be placed on compositing techniques, design concepts, art direction, aesthetics and the overall style of professional motion graphics productions. Asset management, aspect ratios, resolutions, interpolation algorithms, colour depth and image stabilization techniques are also addressed. Students will learn to work with lighting, grain matching, perspective control and camera moves to create the final composite. The Adobe Photoshop, Adobe Illustrator, Adobe After Effects and Apple Final Cut Pro software packages will be used to illustrate the principles and techniques and to produce the projects.

The course is organized to maximize hands-on experience and will include in-class critiques, exercises, and work sessions. The critiques will be run as seminar-style discussions, with everyone participating in the critiques and discussions of each student's work. Because of the way the classes run, attendance and the active participation in the weekly classes is considered very important and is considered in grade calculations.

**FILM 4025 Interactive Arts II: Interface and Game Design (3,3,0) (E)**

This course aims to equip students with the thorough understanding of the computational concepts behind the responsive interfaces and intelligent games so that they can apply the techniques in developing new interfaces and games on different media platforms. Interactive and intelligent visual interfaces are the windows and faces of various contemporary media such as games, smartphones, tablets and interactive TV. Those engaging visual interface and novel interaction experience are driven by sophisticated computational concepts and meticulous implementations. Going beyond buttons and point-and-click interface, this course will cover physical-based interfaces built with particles, springs, elasticity, forces and collisions, and explore various input modalities using webcam and microphone for gesture and voice recognition. Special topics on Path-finding, Cellular Automata and Genetic Algorithm will also be introduced to expand student's arsenal of tools in interactive art and design development.