

# SCHOOL OF COMMUNICATION

*Acting 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. The 3-year undergraduate Communication programme is offered in five options: Cinema and Television, Digital Graphic Communication, Journalism (including three concentrations in Broadcast Journalism, Chinese Journalism and International Journalism), Organizational Communication, and Public Relations and Advertising. 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.

At present, Academy of Film has eleven full-time faculty members. They are devoted cultural workers whose expertises consist of creative writing, photography, cinematography, film and video directing and editing, audio production, sound design, film theory, criticism and history, television studies and dramatic art.

Each year the CTV option admits 24 students to engage in both theoretical studies and production. The Department is well-equipped, having two screening rooms, one TV studio, one film studio, one digital photography laboratory, three sound-recording studios, numerous 16mm film and video cameras, darkroom facility, editing facility for film and television production, etc.

A programme rooted in Hong Kong for nearly 30 years, the Academy of Film has committed itself to research in the area of Chinese language cinema and Hong Kong television as well as to produce works of artistic creativity. As it enters the new century, the Academy of Film is also devoting to new ideas, new forms and new technology of media education and scholarship.

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. Film Production Management
3. Post-production (Editing and Sound Mixing)
4. Production Techniques (Cinematography, Lighting and Art Direction)
5. 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).

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

Elective Courses	15 units
	69 units

### Higher Diploma in Film Production Management

The programme provides training to students so that they know the basic knowledge of film production, and the essential knowledge of production management. Graduates of the programme can handle small-scale production projects independently, and may enter the industry as assistant producers, participate in administration and marketing.

### 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).

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.	2180	Budget & Risk Management..... 3 units
A.F.	2230	Graduation Project ..... 3 units
A.F.	2360	Introduction to Editing..... 3 units
A.F.	2390	Management Workshop ..... 6 units
A.F.	2430	Production & Media Management..... 3 units
A.F.	2480	Seminar on Producing..... 3 units
A.F.	3000	Supervision of Internship (Optional) ..... 0 unit
A.F.	3130	HK TV Marketing & Management..... 3 units

Elective Courses	15 units
	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).

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

Elective Courses	15 units
	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