

Cross-media narrative skill and visualization techniques will be required to achieve the creative expression and idea. In addition, exploiting different visual skill sets together with demonstrations on professional techniques will be provided to students. After completing this course, students will be able to understand the discourse of design solutions and cultural changes in digital media aesthetics and practices.

FILM 3026 Documentary Photography (3,2,2) (tbc)

This course introduces the documentary vocabulary and theory through examination of a series of thematic visual works, i.e. photography, video, film, and new media from historical and sociological perspective. Students will be encouraged to form their holistic perception and apply their formulation of visual interpretation to their surrounding reality using photography as a medium.

FILM 3027 Television Studio Production (3,3,0) (tbc)

The course aims to introduce all essential aspects of TV studio production for incipient students. Students will learn techniques of multi-camera shooting in television studio. The equipment, personnel and crew will be explained. Fundamental aesthetics of shot composition, shot variation, shot arrangement, light, use of sound and music, etc. will be instructed. Students will work as group to explore their own strengths and produce project to acquire various knowledge and techniques in television studio.

FILM 3035 History and Aesthetics of Chinese Cinema (3,3,0) (tbc)

Students learn the general development of Chinese Cinema, the major concepts of film aesthetics and the key idea of Chinese film aesthetics. They will be able to appreciate the Chineseness in Chinese films and write about the achievements of major films aesthetically.

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

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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.