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) (tbc)
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   (3,3,0) (tbc)
                   Concepts
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) (tbc)
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   4005   Advanced Animation and Special (3,3,0) (tbc)
                   Effects Workshop
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   (3,2,2) (tbc)
                   Processing
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) (tbc)
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) (tbc)
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) (tbc)
(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) (tbc)
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 (3,3,0) (tbc)
Game Design
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.

FILM 4026 East Asian Cinemas: History and (3,3,0) (tbc)
Current Issues
The course centres on various Asian cinemas and is designed to introduce students to a basic understanding of this unique cluster of cinemas, particularly their respective industrial, directorial and stylistic features. Focus is on Orientalism, modernism, colonialism and post-colonialism of Asian Cinema (and culture and society), also on the relation between cinemas in Asia and cinemas of the West. The areas covered in this course range from major film production centres of Japan, South Korea, India to marginal cinemas such as Singapore and the Philippines; feminist, diasporic and independent filmmaking will also be included in our topics.

FILM 4027 Special Topics in Film and (3,3,0) (tbc)
Media Arts
This course allows new topics to be taught, enabling a degree of flexibility within the curriculum, for emergent ideas to appear and be realized within the teaching and learning environment, and to reflect the changing interests and expertise of staff members. There are, therefore, no subject-specific aims and objectives here, but rather general aims and objectives, within which subject-content will be articulated. The course aims to study a particular subject in a comprehensive manner. Students will attend lectures on the subject, read on the subject, view relevant films, and carry out required modes of assessment. At the end of the course students will have a good understanding of the subject, and will be able to demonstrate that understanding in specified forms of assessment.

FILM 4035 Production Management (3,2,1) (tbc)
The course aims to introduce the entire structure of film production nowadays. It explains all duties and importance of main posts, "above-the-line and "below-the-line", in the film production system including script writer, producer, director, cinematographer editor, grip, gaffer, etc.
The course will introduce the updated management of media organisations and the development of latest media in video and film production. It will be conducted in seminar form. Guests will be invited to share their dynamic experiences of media management. Students will broaden and widen the perspective in production and media management and development.

FILM 4037 Studies in French Cinema (3,3,0) (tbc)
The course will introduce students to some of the important movements within French cinema history, and to important French films and film-makers. The central themes and characteristics of films, film-makers and film movements will be considered, as will historical context. The course will also cover selected areas and issues of European film theory where relevant.

FILM 4045 Studies in German Cinema (3,3,0) (tbc)
The course will introduce students to some of the important movements within German cinema history, and to important German films and film-makers. The central themes and characteristics of film-makers, films and film movement will be considered, as will historical context. The course will also cover selected areas and issues of European film theory where relevant.

FILM 4898-9 Honours Project in Film and (6,*,*) (tbc)
Media Arts
An Honours Project is proposed and designed by the student, with the approval of a supervising faculty member, in an area related to the student's selected final major electives. The Honours Project involves the individual student in a creative pursuit and represents the peak of the student's creative achievements in the course. Students receive regular reviews of their progress from supervisors. The final project must be presented in production or written format and will be assessed by a panel of teaching staff.
The proposed project categories may come from the following fields: film and video production, animation, scriptwriting, research, publishing/web design, creative strategy and multimedia installation. Prior to the approval of the project, the student must submit a written proposal. Assessment criteria include judgments on communication and artistic quality, and the creative use of electronic and digital media techniques. Workshops and seminars provide an informal forum to discuss progress in the work.

FIN 1610 Financial Planning and Investment (3,3,0) (E)
Analysis
This course provides students with an understanding of basic investment products and financial planning techniques commonly used today. Various investment products will be introduced in this course, such as common stocks, fixed income securities, unit trusts, derivatives, etc. Particular attention is given to forming a sound and executable financial plan. This course is offered to non-BBA students only.

FIN 2210 Banking and Credit (3,3,0) (E)
Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business
This course offers students a basic understanding of banking and the importance of an efficient banking industry to the working of a market economy. It examines the structure of the banking industry, the role of the central bank, and the basic functions of commercial banks. Emphasis is placed on the general environment of banking in Hong Kong, financial instruments being offered by the banks and analysing the performance of a commercial bank and also the credit analysis of bank customers.

FIN 2230 Financial Management (3,3,0) (E)
Prerequisite: ACCT 1210 Principles of Accounting I, or ACCT 1220 Principles of Accounting II, or ACCT 1710 Introduction to Financial Accounting, or BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business
This course is designed to provide business students with solid foundation on finance concepts and essential basic knowledge of financial instruments, markets and institutions. It also aims to equip students with the techniques for evaluating financial assets, assessing capital investment opportunities and making long-term and short-term financial decisions.

FIN 2250 Investment Management (3,3,0) (E)
Prerequisite: FIN 2230 Financial Management, or FIN 2260 Financial Management or FIN 2280 Principles of Financial Management
This course examines the investment environment in Hong Kong, the basic principles of valuation of financial assets, and the development of portfolio and capital market theories. The purpose is to offer students guidance in the management of financial investments.