

exercises and projects will be used to enable student to learn the concepts, skills and techniques of audio equipment and systems involved in the entire film and/or video production processes.

**FILM 3007 Film and Media Arts Research Methods (3,3,0)**

This course introduces students to the basic research methodologies used in film and digital media. We will identify the disciplinary elements of film and digital media studies and the cross-disciplinary aspects of film and digital media in contemporary contexts. The course is structured by a set of issues connected to art history, literary criticism, social and critical theory and philosophy. It draws on many conceptual, historical and methodological issues, challenging students to evaluate moving images critically and creatively. It also aims to explore contemporary screen theory as an interdisciplinary hybrid of formal, aesthetic, ideological, institutional and technological approaches.

**FILM 3008-9 Film and Media Arts Practicum II (0,\*,\*)**

(1) *Film Concentration*: This course aims to engage students in projects operated by The Young Director (TYD). The TYD is a student organization, which is jointly run by second and third year of Film Concentration students.

(2) *Media Arts Concentration*: Students gain practical experience in managing Media Arts projects by operating under the Digiforce (DF). Digiforce is a student organization which is jointly run by second and third year Media Arts Concentration students. Through a series of external and internal creative projects, students learn how to plan, organize, decide, visualize and work as a team and individually.

**FILM 3015 Digital Animation (3,3,0)**

This course introduces the history, language, principles, aesthetics and digital tools used in the creation of animation within the context of art and design. Focus is on understanding the development of animation, the mechanism of animation, and the techniques of animation sufficient to produce projects of merit.

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 3016 Non-fiction Video Production (3,3,0) (C)**

The course introduces the variety and possibility of non-fiction video productions. It aims to illustrate how the non-fiction video responded to personal, social, political, and economic realities and to changes in technology and systems of distribution. Students will broaden and widen the perspective in the video creation. It will introduce all essential stages of producing a non-fiction from generate idea, pre-production, production, and post-production.

**FILM 3017 Studies in Television (3,1,2) (E)**

This course is designed to acquaint students with knowledge of television history, institutions and cultures and methodologies of television studies. The first part of the course is an overview of television, with a focus on institutions and structures of television. The second part focuses on television as a manifold cultural form and how contemporary literary, media, and cultural theories have redefined studies of television. The impact of television's new trends and orders, including transnational expansionism, de-regulation, and new technology will also be discussed.

**FILM 3025 Digital Aesthetics and Practices (3,3,0)**

This course provides a further study and understanding of digital design principles and practices through the creative process. The learning goal will focus on the aesthetic as well as cognitive theory and applications of visual ideas and industrial standard by different creative media. The major learning activities will be hands-on practices in digital media and design experience of communication and transformation such as graphic arts, multimedia design and interactive publication. Exploration of content creations and media solutions in contemporary creative business are expecting to be realized and delivered by students.

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)**

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) (C)**

Prerequisite: FILM 2016 Film and Video Cinematography

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) (C)**

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) (C)**

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)**

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)**

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)**

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)**

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)**

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)**

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)**

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)**

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)**

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 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