

DGC 3130 Communication Design (3,2,1) (E)
Management II: Practice and Entrepreneurship

Prerequisite: DGC 2130 Communication and Design Management I: Enterprise and Innovation

The main goal of this course is to prepare the students to assume a leadership role in a complex and expanding profession. Design is an essential marketing aspect in the business economy. Students learn how to use design effectively as a promotional tool, the structure of a design company and the various responsibilities in design management. Guest speakers and industry visits are arranged and students are expected to participate in class discussions and group projects.

DGC 3170 Interactive Media II: Interaction, (3,1,2) (E)
Programming and Simulation

Prerequisite: DGC 2170 Interactive Media I: Convergence, Information and Interface

This course is an extension to the DGC 2170 Interactive Media I: Convergence, Information and Interface. Equipped with the fundamental theories and practice learnt, this course will take a step forward beyond the basic of multimedia production and implementation to interactivity design addressing the entire interaction between the user and the computer. As human depends more and more heavily in using the computer to accomplish daily tasks, an understanding of both the human user and the computer is necessary in order to make the interaction between the two easier and more satisfying. A successful interactive multimedia design should therefore process both aesthetical and functional components. In this course, the principles of human-computer interaction will be introduced. The application of usability principles in user interface design will be emphasized. Advanced techniques in Director and Flash will be taught in order to realize the theories learnt.

DGC 3330 3-Dimensional Modelling and (3,1,2) (E)
Animation II: Movement, Sequence and Story

Prerequisite: DGC 2310 3-Dimensional Modelling and Animation I: Object, Character and Environment

This course is a continuation of DGC 2310 3-Dimensional Modelling and Animation I: Object, Character and Environment. Advanced techniques of modelling and animation will be introduced to help students to improve and enhance their computer animation skills.

DGC 3530 Digital Graphic Communication (0,0,0)
Internship

Prerequisite: Completion of Year II

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.

DGC 3591-2 Digital Graphic Communication (3,*,*)
Honours Project

Prerequisite: Year III standing

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 achievement in the programme. Students receive regular reviews of their progress from supervisors. The final project must be presented in production format and will be assessed by a panel of teaching staff of the Option.

DGC 3620 Interactive Media III: Network, (3,1,2)
Community and Mobility

Prerequisite: DGC 2170 Interactive Media I: Convergence, Information and Interface and DGC 3170 Interactive Media II: Interaction, Programming and Simulation

With the fundamental principles and techniques learnt from Interactive Multimedia I and II, this course will take a step forward in the advanced topics of programming techniques applicable in both multimedia authoring and Internet applications. As the line between design and programming is getting more and more blurry, only with the sufficient proficiency in programming could the creativity and design idea be fully realized.

DGC 3710 Special Topics in Digital Graphic (3,2,1) (E)
Communication

This course provides an exploration of special topics of significance in digital graphic communication. It guides students in formulating their own perspective and preparing themselves for the real world. They will be encouraged to develop their positions for their future work placements.

ECON 1005 Principles of Economics I (3,3,0) (E)

This course provides a comprehensive introduction to the nature and functioning of a market economy. Concentrating on both private and public economics, the course attempts to equip students with fundamental microeconomic principles for the analysis of business and economic problems. Wherever appropriate the course relates economics to business in Hong Kong.

ECON 1006 Principles of Economics II (2,2,0) (E)

This course provides a comprehensive introduction to the nature and functioning of a market economy from a macro perspective. Problems and issues on transitional economy will also be introduced. The course attempts to equip students with fundamental macroeconomic knowledge for the analysis of business and economic problems. Wherever appropriate the course relates economic and business problems in Hong Kong and Mainland China.

ECON 1007 Basic Economic Principles (3,3,0)

This course is designed to introduce the principles that are essential in understanding the basic economic problems to non-business students in a straight-forward and logical fashion. This one-semester survey course will cover both macroeconomics and microeconomics. It helps students to comprehend the principles essential for understanding specific economic issues and the policy alternatives.

ECON 1010 Introductory Economic Analysis (3,3,0)
for China Studies

This course introduces economic concepts and theories in a way which is understandable to students with no prior training in economics. Teaching will involve basically intuition and graphical illustrations. While general economic topics are included, those that are particularly relevant for analysing the Chinese economy will be given greater attention; and the real problems of China's economic development will be used as examples. Upon completion of the course, students should be able to appreciate how simple analytical tools in economics can help explain various economic phenomena around them, as well as the major events and trends in the Chinese economy.

ECON 1015 Economics of Daily Issues (3,3,0)

To provide students basic understanding of general issues from an economics perspective. Through the introduction of micro and macro economic concepts, students are equipped with good economic reasoning in analysing social issues. At the micro level, the discussion of price strategies and the behavior of monopoly firms are presented. At the macro level, unemployment, inflation,