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) (E)

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 3075 Expanded Cinema (3,3,0) (E)

This course investigates how artists perceive latest technologies such as mobile devices, GPS technologies and AR Drones, and their technological, cultural discourses and implications. This intensive studio course, which focuses upon developing innovative processes through working on 3 group projects that are related to sound editing/processing, location-based (GPS) cinema and drones for filmmaking. No computer programming knowledge is required.

FILM 4005 Advanced Animation and Special (3,3,0) Effects Workshop

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 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 (3,3,0) (C) 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) (C)

Prerequisite: FILM 2015 Script Writing

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) (C)

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)

Prerequisite: Year III standing

(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) (C)

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) (E) 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.