

their responsibility as a team member and communicate with other people in a real working situation.

A.F. 7510 Fundamental of Media Arts (3,3,0) (P)

This course will introduce the meanings of media arts related to Film, TV, and New Media through the study of media history and archaeology from traditional film and video art to multimedia design, net art, digital art, computer animation, computer graphics, interactive installation, robotic art, biotechnology, and so forth. Different media arts and their applications of different media technologies and interface design will be studied to explore their relationship to transforming culture and society. The students will gain broader understanding and critical awareness of different concepts and developments of media arts and mediated interaction from early experiments by futurists and constructivists to most recent practices like interactive games and virtual reality experiments with wearable and portable media. Eventually the students will be able to identify creative ideas of design solutions related to Film, TV and New Media for different applications ranging from conceptual to virtual art computer graphics to digital animation, and performance to interactive installation.

A.F. 7520 Interactive Media Design (3,3,0)

This course provides a comprehensive study and understanding of the art and practice of digital media. The learning goal will focus on the aesthetic as well as cognitive theory and applications of visual ideas and industrial standard by different creative digital 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 visualisation 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 student. After completing this course, student will be able to understand the discourse of design solutions and cultural changes in digital media aesthetics and practices.

A.F. 7530 Principles and Applications of Computer Graphics (3,3,0)

This course is designed to introduce the fundamental principles of computer graphics and its applications in Film, TV and New Media. The course will approach the landscape of computer graphics from the aesthetic and technical perspectives. On one hand, aesthetic issues will encompass concept, composition, appreciation and historical context. On the other hand, technical topics will include raster and vector imaging, scanning, retouching, printing, animated graphics, and other related topics. The course is based on lectures, demonstrations, and a series of workshops which will involve the creation of computer generated images.

A.F. 7540 The Art and Practice of Digital Media (3,3,0)

This course aims to extend students' visual literacy and application of creative ideas from medium to dynamic interactive media with the introduction of programming skills and the relationship between codes and visual elements. In order the 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 programmes but prepare them with sufficient knowledge to develop and exploit the dynamic media for their creative endeavours. 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.

APPY 3005 Basic Learning Processes (3,3,0)

This course aims to introduce students to the basic psychological approaches to the understanding of the learning processes. Students will learn how behaviours are acquired, shaped and controlled by biological and environmental factors. Emphasis will also be placed on applying the theories learned to everyday life situations.

APPY 3007 Research Methods and Design in Psychology (3,3,0)

Prerequisite: GEGR 1302 Understanding Statistical Data or equivalent

This course aims to help students in developing an understanding of the research methods used in psychology. Upon completion of this course, students should be able to explore multivariate techniques and to develop critical awareness of the problems in methodology in relation to psychometric methods, the usage and purposes of the different statistical procedures, and to be proficient in interpreting statistical data.

APPY 3015 Biological Psychology (3,3,0)

This course aims to provide students with an overview of the biological basis of behaviour. The following topics shall be explored: structure of the brain and the nervous system, psychopharmacology, wakefulness and sleep, reproductive behaviours, biology of learning, memory, language as well as mental disorders.

APPY 3017 Personality Psychology (3,3,0)

This course provides an introduction to the major theoretical perspectives and research in the study of personality. In addition, this course seeks to examine the Chinese personality and its related research. This course aims to provide a solid foundation for advanced studies in psychology.

APPY 3025 History and Systems of Psychology (3,3,0)

The course aims to introduce students to the basic ideas and issues concerning the history and traditions of psychology. Emphasis will be given to the contemporary and major psychological systems.

APPY 3027 Abnormal Psychology (3,3,0)

This course introduces students to an overview of abnormal behaviours in terms of the emotional, psychological, and cultural constellation of the person. It also aims to develop students' understanding of the patterns, syndromes and classifications of various disorders, methods of psychological and pharmacological therapies, the analysis of the emotional, physical, medical, and legal implications of psychological disorders, and the formulation of health-coping and problem-solving strategies.

APPY 3035 Experimental Psychology (3,3,0)

This course aims to introduce students to the philosophy and methods of scientific research in psychology. The fundamental assumptions and principles of scientific observation as well as the different research designs will be explored. Students will learn the techniques and related issues in conducting psychological research.

APPY 3037 Social Psychology (3,3,0)

This course is designed to introduce students to the understanding of human interactions, how one's behaviour, feelings, and thoughts are influenced by others and in turn affect others. The course aims to heighten awareness of the relationship between the social environment and behaviour. Students will examine and analyse current personal and societal issues in the local as well as global contexts.

APPY 3045 Lifespan Developmental Psychology (3,3,0)

This course aims to foster students' understanding of different aspects of human development from a lifespan perspective. It introduces the factors and processes in human development and

psychological adjustment, critical concepts, theories and studies that provide a broad understanding of the nature and needs of individuals at different developmental stages.

APPY 3055 Sensation and Perception (3,3,0)

This course aims to introduce students to the major aspects of perceptual processes in vision, hearing, touch, smell, and taste. The course will examine the basic concepts of neuro-psychology which are related to perception and perceptual development.

APPY 3105 Consumer Psychology (3,3,0)

This course aims to introduce students to the application of psychological theories and concepts to the behaviours of consumers. Managerial implications of consumer behaviours as well as consumer research as an academic discipline will be considered. A case-study approach will be adopted to facilitate students' ability to apply relevant theories/research to the understanding of different marketing strategies.

APPY 3115 Educational Psychology (3,3,0)

Prerequisite: GESS 5301 Essentials of Psychology or equivalent
This course aims to introduce students to the current psychological theories and research in teaching and learning. This course will highlight the major developmental theories, research methods, classroom management, and instructional techniques. Through participation and completion of a learning project, students will gain hands-on field experience.

APPY 3125 Industrial and Organizational Psychology (3,3,0)

This course aims to introduce students to both the science and practice of I/O psychology. Emphasis will be given on the evaluation of theories and research in major topics of interest to I/O psychologists (e.g. personnel selection, performance appraisal, motivation and leadership) as well as on the application of theories and research to improve productivity and quality of work life.

APPY 3135 Ethics and Writing in Psychology (3,3,0)

This course aims to introduce students to the ethical issues in psychological research. Students will acquire an understanding of the ethics codes stipulated by professional bodies and how the principles are applied to various research settings. Moreover, students will acknowledge some controversial issues pertaining to research with human participants and non-human animals. This course also aims to enhance students' reading and writing skills, as well as their understanding of the writing conventions in psychology. Students will also engage in critiques of writings in psychology.

APPY 3145 Qualitative Research Methods (3,3,0)

Prerequisite: APPY 3007 Research Methods and Design in Psychology or equivalent
This course aims to introduce students to the methods of conducting qualitative research in psychology. The topics to be examined include qualitative research as a general research strategy, and the interrelated methods of collecting qualitative data: unstructured observations, structured observations, focus group interviews, diaries, and archives. This course will also introduce a content analysis strategy to assess written documents and the media.

APPY 4005 Cognitive Psychology (3,3,0)

This course aims to introduce students to cognitive psychology and its daily application. The course will examine the following topics: attention, perception, memory, knowledge representation and organization, language, problem-solving and decision making.

APPY 4008-9 Honours Project I & II (3,0,3)

Prerequisite: APPY 3007 Research Methods and Design in Psychology or equivalent
Students will work on a research project on an approved topic. Each individual project must include: a research question, a

review of current literature, analysis of data, reporting of results, and discussion of the findings. The total length of the report should be between 9,000 and 15,000 words. Data collected for each research project are course to inspection and review.

APPY 4015 Psychological Testing and Assessment (3,3,0)

Prerequisite: GECR 1302 Understanding Statistical Data or equivalent

This course aims to introduce students to the major aspects of psychological measurements. Types of assessment tools, specifically relating to personality, intelligence, and vocational interests will be examined. Related concepts in statistics such as reliability, validity, item analysis will also be explored.

APPY 4025 Motivation and Emotion (3,3,0)

This course aims to introduce students to the theories and research related to human motivation and emotion. By integrating a strong theoretical foundation with current research and practical application, this course will enhance students' understanding of why people do what they do and why people feel how they feel.

APPY 4035 Psychology of the Chinese People (3,3,0)

This course aims to introduce students to the challenge of developing a psychology of Chinese people. Recent research findings in cognitive psychology, developmental psychology, social psychology, abnormal psychology, and educational psychology will be examined.

APPY 4105 Counselling Psychology (3,3,0)

Prerequisite: APPY 3017 Personality Psychology or equivalent
This course aims to provide an overview of the counselling profession. Research in efficacy and assessment will be included based on the scientist-practitioner model. Students will be introduced to various professional settings to enable them to understand the mechanisms and strategies involved in counselling psychology.

APPY 4108-9 Psychology in Applied Settings (Practicum) I & II (3,0,3)

This course aims to give students an opportunity to apply the psychological theories that they have learned to the different sectors of the community, such as business, education, and social services.

APPY 4115 Advanced Research Methods (3,3,0)

Prerequisite: APPY 3007 Research Methods and Design in Psychology or equivalent

This course aims to introduce to students the design and data analytical techniques required for multivariate data analysis. The focus of the course will be on multiple regression, structural equation modelling, factor analysis, and item response analysis. The course is both theoretical and applied in nature. Students will also learn to input and analyse data using the SPSS and AMOS. This course serves to provide a foundation for future research at the Masters and PhD level.

APPY 4125 Clinical Psychology (3,3,0)

Prerequisite: GESS 5301 Essentials of Psychology or equivalent
This course aims to introduce students to the field of clinical psychology. The typical work areas of clinical psychologists, including psychological assessment and therapy will be examined. A number of theoretical approaches to therapy and specialties in the field will also be considered.

APPY 4135 Issues and Practice in Educational Settings (3,3,0)

This course aims to introduce students to the major contemporary issues and professional practice in the area of educational psychology. While students will develop an understanding of the importance of a lifespan approach in educational psychology, this course focuses specifically on the child and adolescent stages and their key contexts such as family and school.