communication, students will receive both theoretical and practical training to develop multidisciplinary knowledge for using sequential media in digital video and computerized media production. Students will learn how to create and develop ideas with video and sound through the production of two shorts.

FILM 2007 Principles of Photo-imaging (3,2,2)
This course introduces students the basic visual grammar of photographic language. They will experience and appreciate contemporary photo imaging forms and concepts through a practical, analytical and critical approach. Students will learn photographic seeing from the practical knowledge of analog/film, digital manipulation and control of professional quality output.

FILM 2008-9 Practicum I (0,*,*)
This course aims to engage students in projects operated by The Young Director (TYD) and MEDIARTIST. The TYD and MEDIARTIST are student organizations, which are jointly run by second and third year of Film and Television, and Animation and Media Arts Concentration students.

FILM 2015 Script Writing (3,3,0) (C)
This course is designed on the principle that creativity can be cultivated through the deliberate and dynamic use of creative thinking and the creative process. Students will be encouraged to engage in critical and creative thinking in all aspects of learning and to gain hands-on experience of the creative process.

FILM 2017 Introduction to Moving Image and (3,3,0)
Sound
This course introduces students to the fundamentals of moving image and sound as interdisciplinary fields with distinct histories and practices. First, the course explains basic film and television concepts through a variety of mainstream, experimental and non-fiction moving image texts. Second, the course provides a comprehensive survey of animation by covering its historical development from early experimentations to contemporary practices in the digital age. Students are expected to learn the fundamental theories and principles of animation as a medium of creative expression. Third, the course emphasizes the institutions of cinema, television, and animation, and how they make sense to audiences, practitioners and theorists. It asks students to critically examine moving image and sound, and consider the ways in which moving image and sound can be studied with scholarly rigor.

FILM 2025 Visual Communication (3,3,0)
This course attempts to introduce students the basic knowledge of visual principles and its cultural and originative contexts. Students will identify visual communication as a form of non-verbal communications. The functions of visual design and its cognitive usage and context will be expressed and analysed. Examples of art and design will be employed to illustrate the different ideas and design approaches.
In addition, students need to study and identify the functions and development of visual practices and technological movement and its applications. This course will also facilitate students to express their own findings through visual studies.
Eventually students will be able to appreciate good visual practices and understand the aesthetics of visual communication in our everyday lives.

FILM 2026 Developing Creativity (3,3,0)
The course aims at laying out a foundation for the students to develop their habits for thinking that will enable them to operate at the highest levels of creativity in their chosen field. Students will learn different creative thinking techniques through step-by step exercises, illustrated strategies, and inspiring real-world examples. The course will also introduce students to the levels of creativity, styles and creative obstacles and the process of creative problem solving. Students will recognize the above creative dimensions through critical self-evaluation of their own creativity. Exercises, assignments and projects aim to stimulate students'

creative potential, expand their imaginations and idea generation fluency.

FILM 2035 Fundamentals in Computer Graphics (3,3,0)
This course is designed to introduce the fundamentals of computer graphics as they apply to arts and design, from both an academic and studio perspective. Both technical and aesthetic issues will be addressed. Aesthetic issues will encompass concepts, composition, appreciation and historical context. Technical topics will include raster and vector imaging, scanning, retouching, printing, animated graphics, and other related topics. The course is based on lectures, demonstration, and a series of workshops which will involve the creation of computer generated images.
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 are run, attendance and active participation in the weekly classes is considered very important and is considered in grade calculations.

FILM 2037 Fundamentals of Media Arts (3,3,0)
Art, science and technology are incorporated as an integral body of media arts in contemporary interdisciplinary education and exhibition environments with new possibilities of dynamic interactions. This course will introduce the meaning of media arts 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. Students will gain broader understandings 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 for different media arts and applications ranging from conceptual to virtual art, computer graphics to digital animation, and performance to interactive installation.

FILM 2045 Art History (3,3,0)
This course is primarily aimed at art appreciation and introducing the academic discipline of art history and its development and application in media arts. Visual arts assimilated ideas from philosophy, religion, politics, and society in every aspect of our everyday life. Students will need to realize and understand these ideas into new forms of expression, eventually students will acquire the knowledge and influence of the art sources from which they came and every other conceivable aspect of the cultural context around them. Identifying the visual aesthetics and analysis in human history is imperative to this course.

FILM 2047 Storytelling (3,3,0)
The course is designed to cultivate creativity in storytelling through dynamic thinking and a variety of creative exercises. The course will introduce fundamentals of storytelling and explore the process of idea formation and story development, grounded within the features of film and television genres. Students will engage in critical, creative thinking and problem solving in all aspects of learning. Via hands-on practices of the idea pitching, story synopsis, development, characterization, peer review and rewriting, students will learn the creative process of producing movies and television programs. By the end of the course, students will demonstrate their learning outcomes by presenting a short script with a complete dossier.

FILM 2055 Production Workshop I (3,3,0)
This course adopts a holistic approach to teach students the basic knowledge and skills of narrative filmmaking through lectures and technical workshops. The lectures cover film production theories

and film aesthetics. The workshops teach students the technical skills to develop story ideas based on their daily life experience, and to then translate their scripts into moving images and sound to tell a coherent story. Students are guided through the stages of story development, pre-production, principal shooting and post-production. Along the way, they learn basic film techniques, including cinematography, lighting, editing, sound recording, directing and producing. Case studies are presented to illustrate key concepts and techniques. By the end of the course, having made three short films, students are expected to have competence in basic film production.

FILM   2056   Drawing   (3,3,0)
This is a fundamental drawing subject in which students will explore various arts and media, learn to use a variety of drawing tools, draw objects in perspective, and generate drawings that demonstrate correct proportions of models. Emphasis is placed on drawing from observation; the application of line/value; understanding of composition principles; the development of a body of original work; recognition of the history and its role in the development of a visual idea.
The course is organized to maximize hands-on experience and will include many in-class exercises, and therefore participation in the weekly classes is very important and will be considered in grading calculations.

FILM   3006   Sound Recording and Mixing   (3,3,0)
The goal of the Sound Recording and Mixing course is to train the students in all the stages of audio production as they relate to film/video production. During this course, demonstrations, equipment tutorials, hands-on workshops, in-class exercises and projects will be used to enable students to learn the concepts, skills and techniques of audio equipment and system involved in the entire film and/or video production processes.

FILM   3008-9   Practicum II   (0,*,*)
This course aims to engage students in projects operated by The Young Director (TYD) and MEDIARTIST. The TYD and MEDIARTIST are student organizations, which are jointly run by second and third year of Film and Television, and Animation and Media Arts Concentration students.

FILM   3016   Non-fiction Video Production   (3,3,0)
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   3025   Digital Aesthetics and Practices   (3,3,0)
This intensive studio course focuses on developing innovative media arts projects for understanding and applying a variety of open source software package and hardware and mechanical device tools among the context of up to date experimental media arts. The course covers basic techniques on computer programming and digital/analog electronics and suggests the usage of these skills within a wider aesthetic framework. The language built will also investigate relationships among media arts theories, cultural theories and media arts performances and installations. Students are encouraged to implement new tools, new systems and new presentational scenarios for performance, art installations, and other digital arts applications.

FILM   3026   Documentary Photography   (3,3,0)
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)
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   (3,3,0)
**   Cinema**
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   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 projects. Upon completion, students will be able to identify good creative ideas and devise visual strategies and creative concept to solve problems in the marketplace.

FILM   3047   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, major genres, as well as key films and key directors. While the first part of the course will focus on the classical Hollywood, the second part will address aspects of the post-classical Hollywood, ranging from the influence of the counterculture to the adoption of new marketing strategies, to the rise of the Indiewood, and to the digitization of cinema.

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   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