

French films and film-makers. The central themes and characteristics of films, film-makers and film movements will be considered, as will historical context. The course will also cover selected areas and issues of European film theory where relevant.

**FILM 4045 Studies in German Cinema (3,3,0)**

The course will introduce students to some of the important movements within German cinema history, and to important German films and film-makers. The central themes and characteristics of film-makers, films and film movement will be considered, as will historical context. The course will also cover selected areas and issues of European film theory where relevant.

**FILM 4046 Advanced Cinematography (3,3,0) (C)**

Prerequisite: FILM 3096 Production Workshop II

This course intends to develop students' ability to be a Director of Photography (DP) in film production. Students with basic skills in cinematography and lighting will further learn how to translate original ideas into the visual register through the use of camera and lighting design. Through various exercises and workshops, students will learn the technical and aesthetic aspects of cinematography. By the end of the course, students will have a in-depth understanding of the role and specific practices of a DP.

**FILM 4047 Theory and Criticism (3,3,0)**

This course introduces students to the basic research methodologies used in film and media arts. We will identify the disciplinary elements of film and media arts studies and the interdisciplinary aspects of film and media arts in contemporary contexts. The course is structured by a set of issues connected to art history, literacy 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 4055 Television and New Media (3,3,0)**

This course introduces the major theories in television and new media studies. Television and new media are understood as a set of institutions, technologies and texts shaped by historical, cultural, political and economic forces. This course examines television and new media's historical evolution; their relationships to other media; their preferred genres; their models of spectatorship and consumption; their politics of representation in regard to class, ethnicity, gender, and sexuality; and their economic modes of operation. Upon completion of this subject, students are expected to understand the content and form of television and new media as well as its industrial, social, cultural, and technological ramifications.

**FILM 4056 Character Design and Storyboarding (3,3,0)**

This course aims at equipping students with the principles and skills to develop engaging characters to drive animation story with dramatic and emotional impacts. The course will focus on the biped character creation process and the application of storyboarding principles in the form of animatic to reflect the complexity of characters' personalities in animation. Students will learn the visual aspects of character design covering facial features, body proportion, anatomical structure, posing, and custom styles and evolve the creative decisions based on the research and development of the characters' profiles and personalities. In addition to the conceptual and visual development, students will model, rig and texture the characters to produce an animatic with the applications of storyboarding principles. By the end of the course, students will be able to develop original characters and present their stories vividly in the form of animated storyboard.

**FILM 4057 Interactive Graphics (3,3,0)**

This course aims at extending 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 4065 Art Direction and Production Design (3,3,0)**

This course emphasizes the importance of the production designer as one of the key production team creators in materializing fantasies and illusions into screen reality. Students are encouraged to incorporate concepts from this course into their projects for production courses.

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 4066 Visual Effects Workshop (3,3,0)**

This course focuses on the overall workflow of digital visual effects productions, explores different particle and dynamics systems, and introduces the basic principles behind each process among the spectrum of digital visual effects that are being practiced in the current film and animation industry. Hands-on experience is provided in the workshops in order to assist students in expanding their visual vocabularies. An industrial standard 3D software package will be used to illustrate the principles and techniques dealt with.

The course is organized to maximize hands-on experience and will include numerous in-class exercises. Because of this, participation in the weekly classes is extremely important and is considered in grading calculations.

**FILM 4067 Game and Design (3,3,0)**

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.

**FILM 4868-9 Honours Project in Animation and Media Arts (6,\*,\*)**

Prerequisite: FILM 2008-9/3008-9 Practicum I & II

The 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 achievements in the course. Students receive regular reviews of their progress from advisors. The final project must be presented in production or written format and will be assessed by a panel of teaching staff. Prior to the approval of the project, the student must submit a written proposal. Assessment criteria include judgments on

communication and artistic quality, and the creative use of electronic and digital media techniques. Workshops and seminars provide an informal forum to discuss progress in the work.

**FILM 4878-9 Honours Project in Film and Television (6,\*,\*)**

Prerequisite: FILM 2008-9/3008-9 Practicum I & II, OR FILM 4007 Advanced Script Writing (for scriptwriting project)

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

The proposed project categories may come from the following fields: video production, animation production, script, and research. Prior to the approval of the project, the student must submit a written proposal. Assessment criteria include judgments on communication and artistic quality, and the creative use of electronic and digital media techniques. Workshops and seminars provide an informal forum to discuss progress in the work.

**FIN 1610 Financial Planning and Investment Analysis (3,3,0)**

This course provides students with an understanding of basic investment products and financial planning techniques commonly used today. Various investment products will be introduced in this course, such as common stocks, fixed income securities, unit trusts, derivatives, etc. Particular attention is given to forming a sound and executable financial plan. This course is offered to non-BBA students only.

**FIN 2210 Banking and Credit (3,3,0)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

This course offers students a basic understanding of banking and the importance of an efficient banking industry to the working of a market economy. It examines the structure of the banking industry, the role of the central bank, and the basic functions of commercial banks. Emphasis is placed on the general environment of banking in Hong Kong, financial instruments being offered by the banks and analysing the performance of a commercial bank and also the credit analysis of bank customers.

**FIN 2230 Financial Management (3,3,0)**

Prerequisite: ACCT 1210 Principles of Accounting I, or ACCT 1220 Principles of Accounting II, or ACCT 1710 Introduction to Financial Accounting, or BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business or FIN 1610 Financial Planning and Investment

This course is designed to provide business students with solid foundation on finance concepts and essential basic knowledge of financial instruments, markets and institutions. It also aims to equip students with the techniques for evaluating financial assets, assessing capital investment opportunities and making long-term and short-term financial decisions.

**FIN 2250 Investment Management (3,3,0)**

Prerequisite: FIN 2230 Financial Management, or FIN 2260 Financial Management or FIN 2280 Principles of Financial Management

This course examines the investment environment in Hong Kong, the basic principles of valuation of financial assets, and the development of portfolio and capital market theories. The purpose is to offer students guidance in the management of financial investments.

**FIN 2260 Financial Management (2,2,0)**

Prerequisite: (1) ACCT 1110 Principles of Accounting I and ACCT 1120 Principles of Accounting II, or (2) ACCT 1710 Introduction to Financial Accounting, BUS 1180 Introduction to Business or BUS 1630 The World of Business

This course enables students to (1) understand the fundamental concepts in finance, (2) assess alternative investment possibilities, and (3) evaluate different sources of financing projects.

**FIN 2270 Financial Management (3,3,0)**

Prerequisite: PA 0021 Financial Accounting II (HKBU's Associate of Science in Professional Accountancy curriculum) or PA 0051 Business Enterprise (HKBU's Associate of Science in Professional Accountancy curriculum) or Equivalent

Finance is the cornerstone of a business and good financial management is vital to its success and growth. This course enables students to (1) understand the fundamental concepts in finance; (2) assess alternative investment possibilities; and (3) evaluate different sources of financing projects. On completion of this course, students should have a good understanding how to choose among the variety of investment and financing possibilities that are available in the market.

**FIN 2280 Principles of Financial Management (3,3,0)**

Prerequisite: ACCT 1710 Introduction to Financial Accounting, or BUS 1630 The World of Business or FIN 1610 Financial Planning and Investment Analysis

This course introduces the basic concepts and techniques of business valuation for non-business students. The course enables students to (1) understand the fundamental concepts in finance, (2) assess alternative investment possibilities, and (3) evaluate different sources of financing projects.

**FIN 2610 Introduction to Futures and Options Markets (3,3,0)**

Prerequisite: FIN 2250 Investment Management

This course introduces students to futures, options, and other derivative contracts. Class lectures will be focused on the theoretical aspects of these securities; however, students' understanding of the practical issues relating to these contracts for the local and foreign markets will be enhanced by their works on a term project.

**FIN 3110 Fixed Income Securities (3,3,0)**

Prerequisite: FIN 2250 Investment Management

This course explores various fixed-income securities and the methods for analysing them. Moreover, the course also discuss interest rate related derivative instruments and how to use these contracts to modify the exposures and enhance the yields of the fixed-income portfolios. Class lectures will be focused on the theoretical aspects of these securities. Formal lectures will be followed with class discussions. Students' understanding of the practical issues relating to these contracts for the local and foreign markets will be enhanced by their works on a term project.

**FIN 3120 Business Valuation Using Financial Statements (3,3,0)**

Prerequisite: FIN 2230 Financial Management or FIN 2260 Financial Management or FIN 2280 Principles of Financial Management and ACCT 1210 Principles of Accounting I or ACCT 1220 Principles of Accounting II or ACCT 1710 Introduction to Financial Accounting

This course introduces analytical tools and business valuation techniques commonly used by professional business analysts, investment bankers, and stock brokers. Students equipped with these tools will be able to evaluate the financial position and operating performance of an enterprise, and conduct basic business valuation in various industries, both domestically and internationally.