

# SCHOOL OF COMMUNICATION

*Dean: Prof Zhao Xinshu*

The School of Communication offers the undergraduate BSocSc (Hons) in Communication degree, Master of Arts, Master of Fine Arts, Master of Social Sciences, Master of Philosophy, and Doctor of Philosophy degrees. The undergraduate Communication programme is offered in five options: Cinema and Television, Digital Graphic Communication, Journalism (including three concentrations in Broadcast, Chinese and International Journalism), Organizational Communication, and Public Relations and Advertising. The Digital Graphic Communication, Organizational Communication, and Public Relations and Advertising Options are administered by the Department of Communication Studies; the Broadcast, Chinese and International Journalism concentrations by the Department of Journalism; and the Cinema and Television Option by the Academy of Film. The School offers courses for Bachelor of Arts and Bachelor of Social Sciences students selecting communication as their Supporting Course area. The Department of Communication Studies also provides courses in communication theory for students of the BA (Hons) in Translation. The Academy of Film provides courses for students of the Humanities Programme who pursue concentration in film studies.

Combining the academic rigour and breadth of vision of a modern degree programme with professional preparation, the Communication programme meets the staffing needs of the Hong Kong communication professions and media industries. Graduates of the School are known for their thorough grounding in communication history and theory, their understanding of communication processes, and their well-developed communication skills. The School maintains close links with potential employers and takes pride in the many graduates now working in the communication and media professions. All undergraduate students take Communication Core courses in order that their specific disciplines of preparation are set within an appropriate theoretical and social perspective. MPhil and PhD students pursue advanced academic research in theories and practices, which may be in any of the modes of communication from interpersonal through group and public communication to the mass media.

The School of Communication's teaching function is greatly strengthened by the active involvement of its faculty in research, scholarship, and creative work. Both faculty and students are frequently involved with consultancy initiatives on the cutting edge of the communication arts and sciences in Hong Kong.

The School of Communication is well equipped with state-of-the-art facilities for its teaching of multi-media and interactive media production, publishing, television production, film-making, photography, and graphics.

## Academy of Film

*Director: Prof Cheuk Pak Tong*

The Academy of Film is the first of its kind in Hong Kong. Since the early seventies, it has been providing Hong Kong with competent graduates to work in the audio-visual production industry.

At present, Academy of Film has eleven full-time faculty members. They are devoted cultural workers whose expertises consist of creative writing, photography, cinematography, film and video directing and editing, audio production, sound design, film theory, criticism and history, television studies and dramatic art.

Each year the CTV option admits 25 students to engage in both theoretical studies and production. The Department is well-equipped, having 2 screening rooms, 1 TV studio, 1 film studio, 1 digital photography laboratory, 3 sound-recording studios, numerous 16mm film and video cameras, darkroom facility, editing facility for film and television production, etc.

A programme rooted in Hong Kong for nearly 30 years, the Academy of Film has committed itself to research in the area of Chinese language cinema and Hong Kong television as well as to produce works of artistic creativity. As it enters the new century, the Academy of Film is also devoting to new ideas, new forms and new technology of media education and scholarship.

## PROFESSIONAL PROGRAMME IN FILM (HIGHER DIPLOMA)

In order to provide young people who are determined to develop their career in the field of film and TV creative media with an access to acquire related knowledge systematically, Hong Kong Baptist University Academy of Film has started a Professional Programme in Film in 2009. The programme, which is offered on a 3-year full-time basis, consists of the following Higher Diploma programmes:

1. Script Writing and Directing
2. Film Production Management
3. Production Techniques (Cinematography, Lighting and Art Direction)
4. Acting for Film and Television
5. Post-production (Editing and Sound Mixing)

The Professional Programme in Film aims at "Whole-Person Education" through professional practice. It emphasizes professional training in film production with nourishment in creativity, aesthetics, and cultural literacy. This is reflected in the curriculum in general, and in the Year I study in particular.

The curriculum is designed to nourish students with the following qualities:

1. A solid training in specialized film techniques, broad knowledge in the concept of film production, and essential knowledge in film producing;
2. An international perspective and awareness of the latest trends and development of the media-related industry, locally and overseas;
3. A creative mind and professional attitude;
4. Competency in interpersonal communication, management, language proficiency, and the constant exploration of culture so as to pursue leadership positions or advanced studies when needed.

## Higher Diploma in Script Writing and Directing

### *Script Writing Option*

The programme provides training to student script writers so that they know how to develop the story idea, conduct necessary creative research, and compose a full script. Graduates of the Script Writing Option may enter the film industry as scriptwriters, or participate in a vast spectrum of jobs related to copy writings, creative research, and story telling.

*Directing Option*

The programme equips directing students with the knowledge of organizing the production process to visualize any creative idea with the film media. Graduates of the Directing Option may become independent filmmakers or enter the industry and participate in jobs directly related to production.

**Requirements**

To attain the award of Higher Diploma, students are required to complete a total of 90 units. The programme consists of 66 units of core courses, 15 units of option courses and 9 units of elective courses. Students are required to take the 6 units of supervised internship during their study starting from the summer following the 4th semester through to the end of the 5th semester.

Core Courses		66 units
A.F.	1111 English I.....	3 units
A.F.	1112 English II.....	3 units
A.F.	1120 Art Appreciation.....	3 units
A.F.	1130 Film Appreciation I (World Film).....	3 units
A.F.	1140 Film History .....	3 units
A.F.	1150 Introduction to Film Production .....	3 units
A.F.	1160 Selected Readings in Literature .....	3 units
A.F.	1170 TV Studio Production .....	3 units
A.F.	1180 Video Production.....	3 units
A.F.	1240 Creative Writing I .....	3 units
A.F.	2130 Film Appreciation II (HK Film) .....	3 units
A.F.	2250 Directing Exercises .....	3 units
A.F.	2330 Fundamentals of Directing .....	3 units
A.F.	2350 Great Works in Drama.....	3 units
A.F.	2440 Research & Story Telling.....	3 units
A.F.	2540 Theory & Aesthetics of Film ....	3 units
A.F.	3000 Supervision of Internship .....	6 units
A.F.	3150 Novel & Adaptation.....	3 units
A.F.	3591 Graduation Project I .....	3 units
A.F.	3592 Graduation Project II.....	6 units

Option Courses	15 units
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Script Writing Option

A.F.	2240 Creative Writing II .....	3 units
A.F.	2450 Screenwriters on Screenwriting. ....	3 units
A.F.	2460 Script Analysis .....	3 units
A.F.	2470 Script Writing Workshop .....	6 units

Directing Option

A.F.	2140 Advanced Editing .....	3 units
A.F.	2270 Directing Workshop.....	6 units
A.F.	2280 Drawing I .....	3 units
A.F.	2360 Introduction to Editing .....	3 units

Elective Courses*	9 units
	90 units

**Higher Diploma in Film Production Management**

The programme provides training to students so that they know the basic knowledge of film production, and the essential knowledge of production management. Graduates of the programme can handle small-scale production projects independently, and may enter the industry as assistant producers, participate in administration and marketing.

**Requirements**

To attain the award of Higher Diploma, students are required to complete a total of 90 units. The programme consists of 81 units of core courses and 9 units of elective courses. Students will be required to take the 6 units of supervised internship during their study starting from the summer following the 4th semester through to the end of the 5th semester.

Core Courses		81 units
A.F.	1111 English I.....	3 units
A.F.	1112 English II.....	3 units
A.F.	1120 Art Appreciation.....	3 units
A.F.	1130 Film Appreciation I (World Film).....	3 units
A.F.	1140 Film History .....	3 units
A.F.	1150 Introduction to Film Production .....	3 units
A.F.	1160 Selected Readings in Literature .....	3 units
A.F.	1170 TV Studio Production .....	3 units
A.F.	1180 Video Production.....	3 units
A.F.	1240 Creative Writing I .....	3 units
A.F.	2130 Film Appreciation II (HK Film) .....	3 units
A.F.	2180 Budget & Risk Management ....	3 units
A.F.	2260 Directing Project .....	3 units
A.F.	2330 Fundamentals of Directing .....	3 units
A.F.	2390 Management Workshop .....	6 units
A.F.	2430 Production & Media Management .....	3 units
A.F.	2460 Script Analysis .....	3 units
A.F.	2480 Seminar on Producing .....	3 units
A.F.	2540 Theory and Aesthetics of Film .	3 units
A.F.	2550 TV Programming & Concept....	3 units
A.F.	3000 Supervision of Internship .....	6 units
A.F.	3130 HKTV Marketing & Management .....	3 units
A.F.	3591 Graduation Project I .....	3 units
A.F.	3592 Graduation Project II .....	6 units

Elective Courses*	9 units
	90 units

**Higher Diploma in Production Techniques  
(Cinematography, Lighting and Art Direction)**

The programme provides training to students so that they not only master all technical aspects of cinematography, lighting, and art direction, but also know how to apply their knowledge to realize the creative idea of any film, and tackle ongoing technical challenges. Graduates of the programme can handle small-scale post-production projects independently, and may enter the industry and participate in the respective professions.

**Requirements**

To attain the award of Higher Diploma, students are required to complete a total of 90 units. For Cinematography and Lighting Track, students are required to complete 60 units of core courses, 24 units of track courses and 6 units of elective courses. For Art Direction Track, students are required to complete 60 units of core courses, 21 units of track courses and 9 units of elective courses.

Students will be required to take the 6 units of supervised internship during their study starting from the summer following the 4th semester through to the end of the 5th semester.

Core Courses		60 units
A.F.	1111 English I.....	3 units
A.F.	1112 English II.....	3 units
A.F.	1120 Art Appreciation.....	3 units
A.F.	1130 Film Appreciation I (World Film).....	3 units
A.F.	1140 Film History .....	3 units
A.F.	1150 Introduction to Film Production .....	3 units
A.F.	1160 Selected Readings in Literature .....	3 units
A.F.	1170 TV Studio Production .....	3 units
A.F.	1180 Video Production.....	3 units
A.F.	1240 Creative Writing I .....	3 units
A.F.	2280 Drawing I .....	3 units
A.F.	2400 Photography .....	3 units
A.F.	2540 Theory & Aesthetics of Film ....	3 units