

CTV 7290 Critique of Contemporary Arts (3,3,0)

This team-taught course will introduce students the critical issues and works of contemporary art and their impact on Western and world culture. Students will be required to analyse works produced during the recent movements of futurism, constructivism, modernism, and postmodernism and explore the relationships among form, process, perception and intention through the artists' works. Students will make two oral reports on pre-assigned topics and submit a term paper in relation to the art movement they study.

CTV 7300 Great Works and Human Condition Seminar (3,3,0)

This seminar is designed so that the student artists share their reading, watching, listening experiences of and reflections on selected great works of humanity. The first few weeks are for lectures. The nature of great works and their insights on the human condition will be discussed. The remaining weeks are presentations conducted by the students themselves. Epics, dramas, novels, poetry, non-fictions, paintings, calligraphies, music, architectures, gardens, cites, cultural artifacts, and other significant human creations may all be included. Issues of life's mystery, its origin, meaning, and finality as well as cruelty of the plain fact of humanity and reality will be discussed.

CTV 7310 Independent Study (3,3,0)

Students may enrol in an independent project to experiment on the creative use of visuals and sound, special way of telling a story, or any project that is not covered by an existing course (e.g. acting and directing, MTV) in the programme. Working with a faculty member, students develop a plan of study that outlines the project, the schedule, and the number of contact hours with the faculty (at least one meeting every two weeks is required).

CTV 7330 Internship (3,3,0)

The internship is normally of at least two months' full-time employment, and students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Academy of Film after the internship. Based on the reports, the student's journal and an oral presentation, the internship is graded.

CTV 7340 Motion Graphics (3,3,0)

Prerequisite: CTV 7030 2-D Computer Graphics Workshop

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 footage and audio sound track, we will examine the relationships of motion, pacing, textures, transparency, transitions, design and composition in space and time. Projects include study of current motion graphics works as well as the development of individual projects.

CTV 7350 Computer Game Design (3,3,0)

Prerequisite: CTV 7030 2-D Computer Graphics Workshop

This course is designed to explore the history, concepts, issues and techniques of computer game design. General topics to be explored include the history of computer games, character development, goal and topic, gender and violence in computer games. Students will analyse the game design process, develop their own ideas and construct their own final projects, which incorporates the principles and the techniques explored during the semester.

CTV 7360 Idea, Story, Script (3,3,0)

The course juxtaposes the creative process of script writing with the discussions of the film texts of significant films from various genres and cultures. The creative process from idea generation to script writing will be introduced. The students will discuss how the film expresses issues concerning humanity with its story, plot, characters, and audio-visual elements. The fundamentals of filmic narrative and elements of drama will be thoroughly reviewed.

DGC 1180 Communication Design: History and Theory (3,2,1)

This course provides a grounding in fundamental visual communication theory, understanding of graphic style from design history, and creative thinking methodology. It serves as an introduction for the students to experience and appreciate contemporary visual communication forms and creative concepts through an analytical and critical approach. It aims at paving the way for developing the student's own concepts in digital graphic communication. Alternative teaching methods will be used to provide more in-depth instructions.

DGC 1190 Communication Design Fundamentals: (3,2,1) Form, Composition and Meaning

This course will introduce students to a comprehensive understanding of the effective usage of digital typography and incorporating typography into print communications through desktop publishing and e-book. The structure is a combination of fundamental typography, alignments and grid systems as well as understanding of visual hierarchy arrangement of both text and visual images.

DGC 1200 Visualization Skills for Creative Design Processes (3,2,1)

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning

As part of the conceptual design process, the learning goal of this programme focuses on the cognitive theory and applications of rendering visual ideas and observations by hand with different media. The major learning activities will be hands-on practice in studio drawing format together with demonstrations on techniques by the respective experts in the field.

DGC 1210 Creative Digital Imaging (3,1,2)

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning (waived for Computer Science majors)

This course provides the fundamental principles and hands-on study in two dimensional and three dimensional image-processing graphics systems. Emphasis is put on developing the students' capabilities of digital imaging manipulation in both 2D and 3D environments. Topics include applications of digital graphics, input and output devices, file formats, basic building techniques of 3D graphics, visual timing curves, and motion paths and storyline flow charts.

DGC 1330 Interactive Computing for Visual Communication (3,3,0)

This introductory course aims to prepare students with solid and comprehensive understanding of the associated elementary theories and principles in the field of computer science and visual communication in order to appreciate, embrace and exploit the new medium. This is not a programming nor a visual design course but a course focusing on the interdisciplinary knowledge applicable in understanding the implications and potentials of the new medium in our daily life applications. Through both lecturing and hands-on practising, students will learn how the new medium operates and express their own creativity through developing their own new media applications.

DGC 2130 Communication Design Management I: (3,2,1) Enterprise and Innovation

This aim of this course is to introduce students to the business which sits at the foundation of communication and design entities and to the management concepts which are specific to the process of communication and design. Students will come away from this programme with an understanding of the business behind communication design. Students will be able to identify their personal philosophy and preferred style of management. They will be able to apply economics to creative endeavors. Students will be able to compare and contrast management in the design context with management in general. They will develop an understanding of people as resources and individuals and learn

the idiosyncracies of dealing with visual thinkers. Students will be able to identify and apply the appropriate financial measure of success to the communication design enterprise. Students will be able to estimate the value of brand and separate from the conceptual basis of value in goods and services. And, students will develop a basic understanding of leveraging the work of others through strategic alliances, acquisitions and mergers.

**DGC 2161-2 Digital Graphic Communication (0,*,*)
Practicum I & II**

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning

Students gain practical experience in managing design projects by operating under the Digiforce (DF). Digiforce is a student organization which is jointly run by second and third year DGC students. Through a series of projects, students learn how to plan, organize, visualize, design and work as a team.

**DGC 2170 Interactive Media I: Convergence, (3,1,2)
Information and Interface**

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning and DGC 2220 Digital Audio and Video Production (for DGC majors); or DGC 1210 Creative Digital Imaging (for Computer Science majors)

Co-requisite: I.T. 2510 Multimedia Applications Development (for Computer Science majors)

Multimedia is commonly described as a woven combination of text, graphic, sound, animation and video elements. In addition, the interactivity offered by the computer platform in allowing the user to control when and what elements are delivered has been its advantage over other traditional medium. In order to harness the power of this new medium, a thorough study of its operational principles is inevitable. In this course, the student will be first introduced the elements of the multimedia building blocks (text, graphics, animation and video). After grasping the basic knowledge, students will be guided through the multimedia production and management process together with the examination of constraints in different genres of new media (CD-ROM, DVD and WWW). Multimedia authoring techniques and interactivity design are illustrated using the tools of the trade such as Director and Flash. After completing this course, students will be equipped with solid know-how in handling interactive multimedia project.

Lectures, workshops, and seminars are conducted with the aid of software, CD-ROMs, Web sites and videos on the course.

DGC 2220 Digital Audio and Video Production (3,1,2)

Prerequisite: DGC 1210 Creative Digital Imaging

This course covers the study of a variety of audio and video formats and their recording characteristics and explores the tools and techniques for bringing motion video and audio together using computer-assisted devices. It also offers basic study of the acoustics and physics of sound and develops students' hands-on skills and creative ability to apply this knowledge to a variety of sound recording and processing devices. Basic skills of linear and non-linear audio/video editing are developed and applied to motion picture and multimedia productions.

**DGC 2310 3-Dimensional Modelling and (3,1,2)
Animation I: Object, Character and Environment**

Prerequisite: DGC 1210 Creative Digital Imaging

This course deals with the fundamental principles of building models and computer animation techniques in the 3-dimensional environments. Students are taught the basic concepts of model construction, surface attributes, lighting and rendering. They are expected to develop personal concepts, characters and storyboards. Visual timing curves, geometry parameter curves, motion paths and storyline flow charts are some of the techniques covered.

DGC 2610 Communication Design on the Internet (3,2,1)

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning or DGC 1200 Visualization Skills for Creative Design Processes

With the rapid pace of penetration and fast growing popularity of the WWW, more and more people are increasingly relying on the Web to do business and other forms of activities such as research and collaboration. Thus, the Web interface is no longer simply a decoration with eye-catching graphics but a functional and communication medium from which people can accomplish their task easily and effectively. In this course, students will be taught not only how to utilize their graphic design skills in weaving a Web page out of the design elements but also introduced to the principles of Web usability.

**DGC 3130 Communication Design (3,2,1)
Management II: Practice and Entrepreneurship**

Prerequisite: DGC 2130 Communication and Design Management I: Enterprise and Innovation

The main goal of this course is to prepare the students to assume a leadership role in a complex and expanding profession. Design is an essential marketing aspect in the business economy. Students learn how to use design effectively as a promotional tool, the structure of a design company and the various responsibilities in design management. Guest speakers and industry visits are arranged and students are expected to participate in class discussions and group projects.

**DGC 3170 Interactive Media II: Interaction, (3,1,2)
Programming and Simulation**

Prerequisite: DGC 2170 Interactive Media I: Convergence, Information and Interface

This course is an extension to the DGC 2170 Interactive Media I: Convergence, Information and Interface. Equipped with the fundamental theories and practice learnt, this course will take a step forward beyond the basic of multimedia production and implementation to interactivity design addressing the entire interaction between the user and the computer. As human depends more and more heavily in using the computer to accomplish daily tasks, an understanding of both the human user and the computer is necessary in order to make the interaction between the two easier and more satisfying. A successful interactive multimedia design should therefore process both aesthetical and functional components. In this course, the principles of human-computer interaction will be introduced. The application of usability principles in user interface design will be emphasized. Advanced techniques in Director and Flash will be taught in order to realize the theories learnt.

**DGC 3330 3-Dimensional Modelling and (3,1,2)
Animation II: Movement, Sequence and Story**

Prerequisite: DGC 2310 3-Dimensional Modelling and Animation I: Object, Character and Environment

This course is a continuation of DGC 2310 3-Dimensional Modelling and Animation I: Object, Character and Environment. Advanced techniques of modelling and animation will be introduced to help students to improve and enhance their computer animation skills.

**DGC 3530 Digital Graphic Communication (0,0,0)
Internship**

Prerequisite: Completion of Year II

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.