

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