

Course Features

Course Aims

This course aims to develop students' interest in the profession of media and communication, and to communicate and convey messages with fundamental knowledge of the media and film industry through moving images. Students will not only learn the theories and skills of film and video production, but also develop communication skills and team spirit, and cultivate positive values and attitudes in an interactive learning environment.

Simulated Learning Environment

Equipped with industry-standard facilities and equipment, e.g. HDTV Studio, Digital Color Grading Studio, Special Effects Shooting Studio, etc.

Learning Modules

1. Overview of the Film and Video Industry (9 hours)

- Film and video industry and trend
- Roles and responsibilities
- Copyright and intellectual property right issues

2. Exploring Film Language (45 hours)

- Fundamental cinematography
- Editing theory and application
- Sound design and application
- Scene design and realisation
- New media communication and distribution

3. Film Narrative (63 hours)

- Film genre
- Essential elements of storytelling
- Scriptwriting and storyboarding
- Implementation of visual storytelling
- Video announcements of the public interests
- Fiction or non-fiction

4. Integrated Project: Short Film Production (33 hours)

- Film production pipeline
- Pre-production planning
- Short film production
- Post-production

Diversified Learning and Teaching Activities

There will be lectures with demonstrations, simulation games, seminars by or interviews with professionals, role plays, visit to a TV station or film and video production house, practical training, project learning, annual screening, etc.

Professional Recognition

This course has been registered in the Qualifications Register as a certificate programme at Qualifications Framework (QF) Level 3. Students will also obtain a QF Level 3 certificate in addition to HKDSE qualification upon successful completion of the course. Moreover, students of this course are eligible to join the Society of Motion Picture and Television Engineers (SMPTE) as student members.

5. Film Studies (30 hours)

- Contextual study in cinema
- Developments in 21st century cinema and film
- Global and local film appreciation



Mr. Ho Hong, Director for Advertisement, Music Video and Short Film Making

"Apart from knowledge on film and video production, skills in arrangement and organisation as well as creativity are particularly important in the industry. This ApL course facilitates students' development of the aforesaid knowledge and skills by providing a context in an authentic environment – through teamwork in film and video making, communication and interpersonal skills can be enhanced; through producing film and video on social issues, students learn to communicate their ideas and express their creativity in related topics."

Articulation Pathways

Further Studies

Courses related to film and television, film studies, film and media, cinema studies, digital media and creative media, etc. For example, there are some related courses offered by Hong Kong Design Institute (HKDI) / the Technological and Higher Education Institute of Hong Kong (THEi):

- Higher Diploma in Film and Television
- Higher Diploma in Creative Media
- Higher Diploma in Transmedia
- Bachelor of Arts (Honours) in Advertising

Employment

Careers in film and television production, TV commercial production, video production and new media, etc.



Class Arrangement

Mode 1 (Lessons will also be scheduled during summer vacation)

Every Saturday 9:30 - 12:30 OR

Every Saturday 14:00 - 17:00

Venue:

Hong Kong Design Institute (HKDI)
3 King Ling Road, Tseung Kwan O, N.T.

(Remark: Final arrangement may be subject to change with respect to the confirmed number of enrolment.)

Mode 2

Subject to mutual agreement between the school and the VTC.

Selection Arrangement

Students are required to attend a group interview and a written test. Selection is based on student's interest in the industry, attitude and willingness to learn, communication and language skills, creativity and overall contents of the story, etc.

Course Fee

\$13,200 (Course fee is fully subsidised by the EDB and secondary schools.)