

Film and Transmedia

QF Level: 3 QR Registration No.: 18/000561/L3 Registration Validity Period: 01/01/2019 To 31/08/2021

Course Features

Course Aims

This course provides students with authentic learning experiences to acquire the fundamental theories and concepts of film and transmedia, and helps students develop their creative mind, work ethics and various soft skills in communication, team work, problem-solving and critical thinking through hands-on practice and interactive learning and teaching activities.

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 Transmedia Industry (12 hours)

- Film and transmedia industry profile and trend in global context
- Film and transmedia industry in Hong Kong and the Mainland
- Roles and responsibilities
- Copyright and intellectual property right issues

2. Fundamentals of Film Production (45 hours)

- Fundamental cinematography
- Editing theory and application
- Sound design and application
- Scene design and realisation

3. Transmedia Storytelling (45 hours)

- Transmedia application in film narrative
- Principles and elements of transmedia storytelling
- Scriptwriting and storyboarding
- Implementation of visual storytelling
- Content creation in relation to different media platforms (such as video-sharing websites, social media and interactive media)

Diversified Learning and Teaching Activities

There will be lectures with demonstrations, practical training, film appreciation, visits to TV studios or post-production companies, professional talks and sharing, project learning, annual screening, etc.

Professional Recognition

Students will obtain a Qualifications Framework (QF) Level 3 certificate in addition to HKDSE qualification upon successful completion of the course. The School has established cohesive links with the related industries and professional bodies including Hong Kong Association of Interactive Marketing (HKAIM), International Federation of Creativity and Technology (IFOCAT), Society of Motion Picture and Television Engineers (SMPTE) and Hong Kong Digital Entertainment Association (HKDEA).

4. Exploring Film Aesthetics (36 hours)

- Global and local film appreciation
- Electives - "Cinematographic art" / "Art of post-production"

5. Integrated Project: Short Film Production (42 hours)

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

6. Annual Screening



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 Pathway

Further Studies

Courses related to transmedia, film studies, film making, creative arts, digital media, television production, production management, film scripting and television writing, digital content development, 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 Transmedia
- Higher Diploma in Film, Television and Photography
- Higher Diploma in Visual Communication
- Higher Diploma in Creative Media
- Higher Diploma in Advertising Design
- Higher Diploma in Digital Music and Media
- Bachelor of Arts (Honours) in Advertising

Employment

Careers in the fields of transmedia, film making, creative arts, digital media, television production, film scripting and television writing, social media content development, etc.



Class Arrangement

Mode 1

(Lessons will also be scheduled during summer vacation)

Every Saturday 9:00 – 12:00 OR
Every Saturday 13:00 – 16:00

Venue:

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

Remark: Final class venue / time may be subject to change with respect to the confirmed number of enrolment and other special circumstances.

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, attitude and willingness to learn, communication and language skills as well as creativity competence.

Course Fee

\$14,110 (Course fee is fully subsidised by the EDB.)