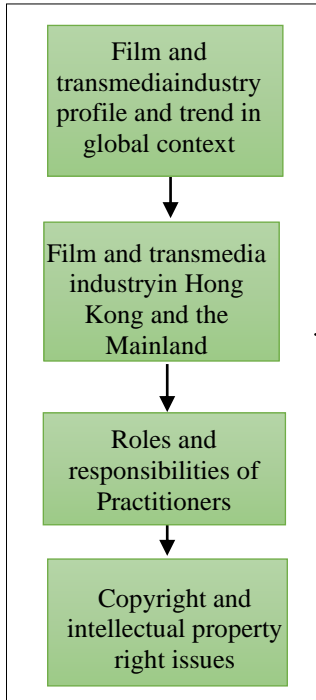


Applied Learning (Senior Secondary Level)
2021-23 Cohort

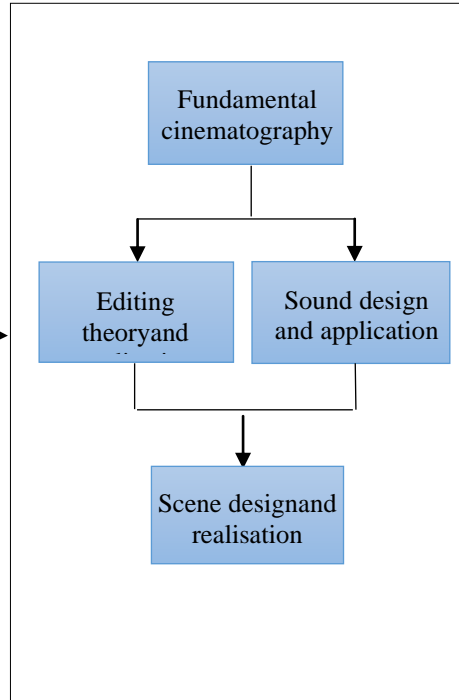
Item	Description
1. Subject Title	Film and Transmedia
2. Course Provider	Vocational Training Council
3. Area of Studies/ Course Cluster	Media and Communication/ Films, TV and Broadcasting Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ul style="list-style-type: none"> (1) recognise the importance of roles, responsibilities and professional ethics of a practitioner in the film and transmedia industry; (2) apply basic theories and skills in film language including cinematography, editing, sound and scene design; (3) express visual ideas through storyboarding and transmedia storytelling principles; (4) develop a critical and appreciative mindset through an understanding of film and transmedia industry, different cultural characteristics and styles of moving images; (5) integrate teamwork and problem-solving skills in film production projects; and (6) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure

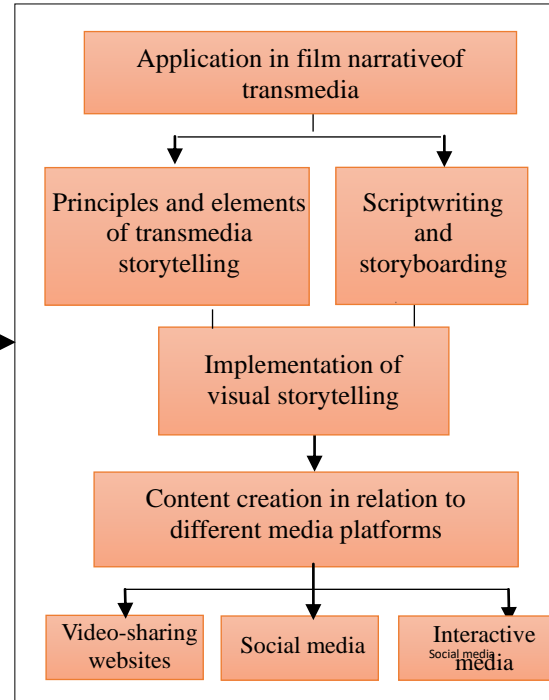
Overview of Film and Transmedia Industry (12 hours)



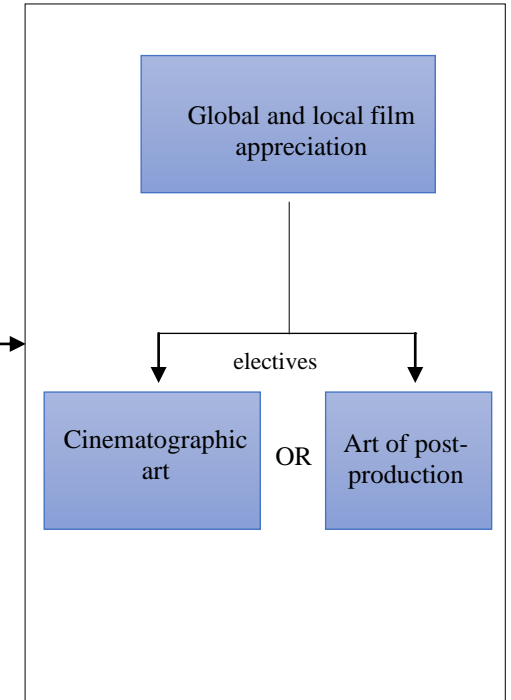
Fundamentals of Film Production (45 hours)



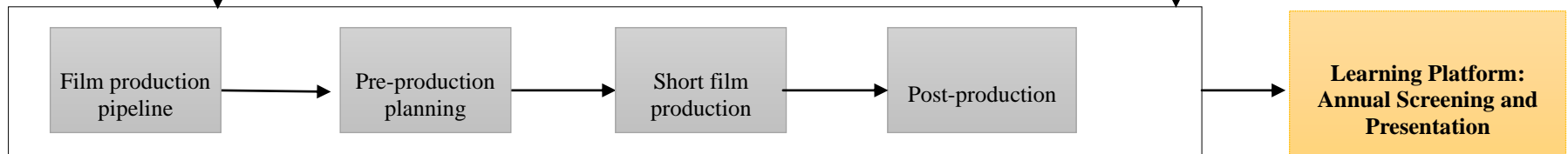
Transmedia Storytelling (45 hours)



Exploring Film Aesthetics (36 hours)



Integrated Project: Short Film Production (42 hours)



7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

Possible further study and career pathways

Further studies

- e.g. transmedia, film studies, film making, creative arts, digital media, radio and television production, production management, film scripting and television writing and digital content development

Career development

- e.g. **positions at entry level** (e.g. assistants to directors, production assistants, continuity clerks, video editor trainees, camera operators, scriptwriter trainees, assistant digital content writers, junior multimedia producers, and research writer trainees) and **positions at managerial level** (e.g. directors, producers, production managers, script supervisors, directors of photography and digital content specialists)



Relations with core subjects and other elective subjects

Enhancing and enriching, e.g.

- enhancing the writing skills of **Chinese Language** through scriptwriting practice
- enhancing the breadth and depth of **Visual Arts** by applying the design concepts such as forms, shapes, patterns and colours through hands-on video production activities

Cross-fertilisation, e.g.

- applying the common concepts of this subject and **Mathematics** such as applying trigonometry, locus, two-dimensional and three-dimensional measurements in the Measures, Shapes and Space Strand consolidates and reinforces the learning of both subjects
- applying the common knowledge of this subject and **Physics** such as studying the structure of camera lens and the wave nature of light consolidates and reinforces the learning of both subjects
- applying the common knowledge of this subject and **Information and Communication Technology** such as applying computer literacy in editing software consolidates and reinforces the learning of both subjects
- applying the common concepts of this subject and **Business, Accounting and Financial Studies** such as management and budgeting consolidates and reinforces the learning of both subjects

Expanding horizons, e.g.

- students taking **Business/Science** subjects may broaden their views and enhance their all-round development through studying this subject

Consolidating and synergising students' studies, e.g.

- students can apply the media concepts to the **Liberal Studies** projects of related areas
- students undertake an in-depth study of film and transmedia production project and participate in the annual screening and presentation to integrate the related knowledge and skills acquired in their prior learning



Cluster of professions/trades/industries related to the course

- e.g. transmedia, film making, creative arts, digital media, radio and television production, film scripting and television writing

Future global and local outlook

- with the increasing popularity and importance of Asian films, the local film and transmedia industry explores the global markets which brings overseas opportunities to practitioners of the film and transmedia industry
- the macro and micro environment sustains Hong Kong's position as a competitive market (e.g. quota free access to the media entertainment market of the Mainland due to the Closer Economic Partnership Arrangement) and boosts the demand for local film and transmedia production personnel
- with the financial support of the Government of the Hong Kong Special Administrative Region in creative industry, the Film Development Fund aims at capitalising on the opportunities arising from the Belt and Road Initiative as well as the Guangdong-Hong Kong-Macao Bay Area to reinforce local film and transmedia development
- the rapid migration of the film and media industry from traditional platforms to digital/new media platforms changes the ways film audiences receive, experience and interact with the entertainment content, which in turn draws demand for the roles within the new creative medium

Beginners' skill set to facilitate entry to further studies and/or work

- apply basic film language and transmedia storytelling techniques (e.g. directing, cinematography, sound and scene design, and editing) in the production of film and transmedia work
- apply transmedia storytelling knowledge, such as scriptwriting and storyboarding, to convey messages that address the needs of target clients and to maximise the power of various media platforms
- master the requirements of technical and creative roles involved in the film and transmedia production process
- be aware of major local and global developments in film context and social culture
- integrate and apply the film and transmedia production techniques and generic skills, including professional ethics, to produce a short film related to cultural and social issues to convey a message with positive values and attitudes
- explore the aptitudes and abilities required in the related career clusters in the film and transmedia industry, and develop a personal learning profile for further study and career development



Relations with other areas of studies/ courses of Applied Learning

Creative Studies

- creative thinking cultivated in **Creative Studies** can enhance students' innovation which will be useful in the film and transmedia production project

Services

- the customer-focus concepts from the area of studies of **Services** can contribute and be transferred to the customer service requirement in film and transmedia production project



Foundation knowledge developed in junior secondary education and Secondary 4

The subject is built upon the foundation knowledge students acquired in, e.g.

- Chinese Language Education** and **English Language Education** – communication skills, oral presentation skills and writing skills.
- Mathematics Education** – measurements and scale
- Arts Education** – appreciation and critiques in arts
- Science Education** – fundamental scientific concepts and inquiry skills
- Technology Education** – computer knowledge and skills