

Assessment Scheme

2024

Subject: 702 - Film and Transmedia

Area of Studies: Media and Communication

Course Provider: Vocational Training Council

Task No.	Task Name	Assessment Method	Brief Task Description	Assessment/ Submission Date	Contribution to Final Score (%)
1	Integrated Test on Film and Transmedia Industry	Written Test	Students are required to complete a written test on the overview and the development of the film and transmedia industry. Question types include multiple choice questions, fill-in-the-blanks questions and short questions.	October Year 1	10%
2	Cinematography	Practical Assessment	Students are required to design and produce a sequence of moving images to demonstrate their basic visual storytelling skills and understanding of basic cinematography including composition, depth of focus, exposure, white balance and shot size.	December Year 1	10%
3	Editing a Dialog Scene	Practical Assessment	Students are required to produce a dialog scene with ready-made movie clips by utilising the non-linear video editing system to demonstrate their understanding on editing theory and audio design.	March Year 1	15%
4	Transmedia Storytelling	Written Test	Students are required to apply transmedia storytelling skills to create a story with platform-specific content for an assigned media platform, and visualise the story in the form of script and creative board of designated format.	May Year 1	20%
5	Film Aesthetics	Production Project	Students are required to, in accordance with their elective module, design a cinematographic / editing style for the script developed in Assessment Task 4 and demonstrate the style in the form of video, with written descriptions illustrating the design concept.	September Year 2	15%
6	Integrated Project on Short Film Production	Production Project and Written Report	(a) Group work: Students in groups initiate a production project and produce a short film, with the application of the basic knowledge of film and transmedia including script creating, shooting and post-production. (b) Individual work: Each student is required to (i) edit own version of short film with the one produced in group; and (ii) submit the whole production report, including a reflection report.	November Year 2	30%