

Applied Learning (Senior Secondary Level)

2020-22 Cohort

Learning and Teaching

Subject Title : **Digital Comic Design and Production**
Area of Studies : **Creative Studies**
Course Provider : **School of Professional and Continuing Education,
The University of Hong Kong**

In Digital Comic Design and Production, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in the digital comic design and production industry.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on the overview of the development of Hong Kong digital comic industry) and eye-opening opportunities to experience the complexity of the context (e.g. visits to local and/or Mainland digital comic production companies, practical exercises at industry standard and sharing sessions and career talks by the digital comic industry practitioners).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. practical exercises under simulated working environment with industry grade production software and hardware to better understand the requirements, knowledge and skills required by the industry).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. case studies to explore and compare the comic culture of Hong Kong and Japan, and study the business workflow of publishing industry). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. in the project, students create the idea of comic design and make use of the knowledge acquired to present their findings in a systematic way. In the process, students apply practical skills at industry standard, demonstrate problem-solving skills through tackling digital comic design and production related issues with multi-disciplinary knowledge, and prepare reports and group presentation. Also, students demonstrate positive values and attitudes required in the industry to complete the project).

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Curriculum Pillars of Applied Learning in Context – Digital Comic Design and Production

Upon completion of the subject, students should be able to:

- describe the functions of various job positions in the comic industry;
- demonstrate creative thinking and storytelling skills through expressing ideas in innovative ways in the story development process;
- apply comic design principles and techniques to produce digital comic content;
- integrate problem-solving, analytical and communication skills to solve digital comic design and production related problems;
- appraise the work ethics and positive values required by the comic and creative industry; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. Career-related Competencies

- understand the future development trend of the local and global digital comic industry through lectures, visits, guest talks and career talks by industry practitioners;
- explain the functions of various job positions in the comic industry;
- develop basic industry competency including storyboarding techniques, comic graphic design and production skills, through practical exercises which are designed with reference to the industry standard; and
- describe the cultural differences of local and overseas comic design.

2. Foundation Skills

- strengthen communication skills both in verbal and visual forms through participation into practical works of design idea presentation, digital comic design and project report;
- understand the design process to match the complexity of design problems in digital comic production;
- apply mathematical knowledge to solve digital comic design problems such as drawing scale manipulation; and
- enhance information technology and computing skills such as research and information analysis for assignments, projects and the development of digital comic with design software.

3. Thinking Skills

- integrate knowledge in technology, design, languages and mathematics in tackling comic design and production related problems;
- apply skills in critical thinking through discussions on real life cases and practical exercises which stimulate thinking and enhance understanding of the competency required by creative industry;
- enhance creativity through participation in design exercises, comic appreciation, presentations and site visits; and
- develop skills in problem-solving and decision-making through practical and project works which require information search and filtering, results analysis and consolidation.

4. People Skills

- apply interpersonal communication and team building skills through participating in the establishment and operation of self-directed work teams;
- understand the importance of division of work through group projects and activities; and
- apply time management skills under simulated comic design working environment, following industrial practices.

5. Values and Attitudes

- develop the sense of responsibility and enhance understanding of the ethical requirements in the creativity industry; and
- appraise the concept of rights and respect intellectual property of other people through experience sharing by tutors and guest speakers from the industry.