## Applied Learning (Senior Secondary Level)

### 2021-23 Cohort

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
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<tbody>
<tr>
<td>1. Subject Title</td>
<td>Digital Media and Radio Production</td>
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<td>2. Course Provider</td>
<td>School of Professional and Continuing Education, The University of Hong Kong</td>
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<td>3. Area of Studies/ Course Cluster</td>
<td>Media and Communication/Films, TV and Broadcasting Studies</td>
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<td>4. Medium of Instruction</td>
<td>Chinese or English</td>
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| 5. Learning Outcomes | Upon completion of the subject, students should be able to:  
  
  (1) explain the roles, responsibilities and professional conduct of digital media and radio broadcasting industry;  
  
  (2) apply basic knowledge and skills of digital media and radio production;  
  
  (3) communicate effectively with target audiences through radio programme production;  
  
  (4) develop team spirit and time management skills in the digital media and radio programme production;  
  
  (5) integrate problem-solving, analytical and communication skills in producing radio programmes with contingency plan; and  
  
  (6) develop self-understanding for further studies and career development in the related field. |
Overview of Digital Media and Radio Broadcasting Industry (30 hours)
- Introduction to digital media and radio production
- Global and local development trend of online media channels
- Posts in broadcast programmes
- Types of broadcast programmes
- Development of traditional media and digital media

Digital Media Technology Applications (60 hours)
- Radio Programme Production
  - Principle of audio recording
  - Audio editing and mixing
  - Outdoor sound recording, collection of the ambient sound and sound effect
  - Studio equipment setup
- Online Short Video Production (Vlog/VDO)
  - Camera shots, moves and manipulation
  - Effects and color correction
  - Video export methods
  - Transition, Video and audio filters

Radio Programme Production and Editing (54 hours)
- News Writing and Reporting Skills
  - Pronunciation, tone and manner
  - Public speaking skills
  - Target audience of the programme
- Radio Programme Creation
  - Broadcast script creation
  - Programme time management
  - Contingency planning
  - Background information search
  - Interview question preparation
  - Storyboard development

Professional Ethics (12 hours)
- Importance of media-neutrality
- Importance of copyright
- Introduction to the relevant Broadcasting Ordinance
- Social obligations and responsibilities of media industry
- Case studies of global and local media ethical issues

Media Programme Production Project (24 hours)
- Pre-production
- Programme Production
- Post-production

6. Curriculum Map – Organisation and Structure

Experiential learning
- Practical exercises at studio
- Case studies
- Trade visits
- Industry talks
- Media programme production projects
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.: Journalism and Communication, Culture and Media Studies, Public Relations, Advertising, Film and Television

#### Career development
- e.g.: radio host, radio programme director and production, TV host, TV writer and Production Assistant, studio assistant, voice actor, TV and film sound production, public relations assistant, newspaper and magazine reporter, online media work

### Relations with core subjects and other elective subjects

#### Enhancing and enriching
- enhancing students' verbal and written communication skills in Chinese and English Languages through script writing and radio broadcasting
- enriching students' IT skills in Information and Communication Technology through software applications

#### Cross-fertilisation
- storyboard development and script writing for digital media and radio programme production requires students to think and analyse social issues from different perspectives that enables them to apply the knowledge learnt in the Liberal Studies

#### Expanding horizons
- students taking Humanities and Sciences subjects may widen their horizons through studying the global development trend of online media channels

#### Consolidating and synergising students’ studies
- through the participation in the planning and production of digital media and radio programmes, students could discuss in-depth communication issues, integrate relevant knowledge and skills acquired

### Cluster of professions/trades/industries related to the course
- e.g. Journalism and Communication, Culture and Media Studies, Public Relations, Advertising, Film and Television

#### Future global and local outlook
- with the rising trend of digital social media, new form of online broadcasting channels is growing more popular. The evolving broadcasting sector has created a variety of broadcasting related job opportunities that require competencies of information searching and consolidation, verbal and written communication, media programme design and media technology production
- the demand for quality technology workforce in the Greater Bay Area (GBA) is particularly acute in some fast-growing industries including the digital media industry. The blooming digital media industry in the GBA provides another opportunity for students to develop their career in the field

#### Beginners’ skill set to facilitate entry to further studies and/or work
- plan the production workflow of the digital media and radio broadcasting industry
- apply professional language used in the digital media and radio broadcasting industry
- plan and produce simple digital media and radio broadcasting programmes
- understand the responsibilities of digital media industry, the Broadcasting Ordinance, copyright and intellectual property rights

### Relations with other areas of studies/ courses of Applied Learning

#### Creative Studies
- aesthetic sense and creative thinking enriches the design and production of digital media contents

#### Business, Management and Law
- concept of business management and legal requirements could be applied to the media programme planning and ordinance compliance

### 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 – verbal and written communication skills
- Mathematics Education – basic calculations
- Technology Education – data handling, information searching and software application