

Applied Learning (Senior Secondary Level)

2021-23 Cohort

Learning and Teaching

Subject Title : **Film and Transmedia**
Area of Studies : **Media and Communication**
Course Provider : **Vocational Training Council**

In Film and Transmedia, 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 film and transmedia 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 film and transmedia industry in Hong Kong, and difference between media platforms and their characteristics) and eye-opening opportunities to experience the complexity of the context (e.g. industry visits to film shooting locations, TV stations, news TV channels, post-production companies, and experience-sharing by professionals from the film and transmedia industry to widen students' horizons and to develop appreciation of the film and transmedia industry).

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. film appreciation and critique on given film and multimedia video clips to discuss and analyse the narrative format and the application of knowledge and skills in film language and transmedia storytelling, and hands-on activities in shooting and editing to build up students' fundamental knowledge and skills in moving images).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. film appreciation and critique activities to evaluate the relationship between film, culture and society, and cultivate students' values and attitudes through emphasising on the importance of media ethics to facilitate the creation and production of a short film in the film and transmedia production project). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. in the film production projects, students integrate and apply the knowledge and skills of film-making and transmedia content creation process, such as transmedia scriptwriting and storytelling to express interesting ideas, project organisation to develop management and communication skills, shooting and editing to produce a short film with appreciation value, self- and peer-evaluation to demonstrate analytical skills and critical thinking skills, and the annual screening and presentation to learn from peers and demonstrate creativity and achievements).

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Curriculum Pillars of Applied Learning in Context – Film and Transmedia

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

- recognise the importance of roles, responsibilities and professional ethics of a practitioner in the film and transmedia industry;
- apply basic theories and skills in film language including cinematography, editing, sound and scene design;
- express visual ideas through storyboarding and transmedia storytelling principles;
- develop a critical and appreciative mindset through an understanding of film and transmedia industry, different cultural characteristics and styles of moving images;
- integrate teamwork and problem-solving skills in film production projects; 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

- 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; and
- 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.

2. Foundation Skills

- demonstrate communication skills in verbal, audio and visual forms during group discussion, written and verbal presentation, film critique, production and presentation project in film and transmedia content; and
- apply related information technology skills to the subject (e.g. video editing software, motion graphic software).

3. Thinking Skills

- apply problem-solving skills, decision making skills, creative thinking skills in a short film production project (including organising and planning, creating, choosing, illustrating and producing); and
- upon appreciating and criticising film and transmedia contents of different genres and platforms, develop an understanding of cultural differences, interdependency and relationships among different societies and civilisations; analyse the impact of social, economic and technological changes from regional and global perspectives.

4. People Skills

- illustrate self-reflection skills after receiving feedback from tutors and classmates during various learning activities, such as group discussion, to improve the performance in short film production and film critique;
- demonstrate self-management skills in project presentation, pre-production planning and preparation for assessments; and
- apply interpersonal, collaborative and team building skills through active interaction with tutors and classmates during lectures, brainstorming, group discussion, presentation and project work in a production team.

5. Values and Attitudes

- recognise the need for honesty and integrity, as well as respect for others, society and law by considering the importance of originality, copyright and intellectual property rights issues especially in the planning, design and production of the project work;
- nurture the necessary work attitude in becoming a media personnel after participating in individual and group assignments and experiencing the whole film production process, including idea generation, pre-production planning (e.g. scriptwriting, storyboarding, scheduling, location survey), shooting and editing; and
- demonstrate positive attitudes (e.g. enthusiasm and willingness to learn) through experiencing the evolvement from ideas to finished work in the hands-on applications and various learning activities.