



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

CW

Bachelor of Arts (Honours) in
**Creative Writing for Film,
Television and New Media**



2020-21
Full-time Undergraduate Programme
for Associate Degree & Higher Diploma Graduates

Admissions 2020

(Year 3 Entry)



傳理學院
School of Communication



浸大電影學院
academy of film hkbu

Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media

新媒體及影視創意寫作文學士 (榮譽) 學位課程

This programme is offered by the Academy of Film, School of Communication, Hong Kong Baptist University for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in Creative Writing for Film, Television and New Media.



Programme Features

- A non-government-funded honours undergraduate programme.
- A full-time programme which is normally completed in two years.
- Cultivates creativity and originality in media convergence in an era of globalisation.
- Emphasis on creative writing and professional scripts for feature film, television/web serial drama, variety show and new media, such as television/film content for mobile devices, video games, 3D-animation and podcasts.
- Students will benefit from a wide array of professional guidance and supervision through the Academy's network of top veteran screenwriters, directors, television companies, production companies and studios.
- Provides students with the training and knowledge of scriptwriting formats and techniques, with a focus on the visual tools of interactive languages of new media and cinematic storytelling.



Award

Bachelor of Arts (Honours) in
Creative Writing for Film, Television and New Media
awarded by Hong Kong Baptist University



“ The professional creative writing training of our programme enables students to make contribution to the media industries. ”

Dr. Enoch Yee-lok Tam, Programme Director

Career Prospects

Graduates will be well equipped with professional scriptwriting skills and knowledge, and will be able to contribute to development in new media (television/film for mobile devices, 3D-animation, video games, podcasts) as well as expansion in the film and TV industry of not only Hong Kong, but also the Greater China Region.

Programme Structure

The four-year undergraduate programme requires students to complete a total of 128 units, including 66 units of Major Courses (with a 3-unit General Education Capstone course listed under the Category of Major Required Courses), 13 units of University Core Courses, 15 units of General Education Courses and 34 units of Free Elective Courses.

Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years, and they are required to complete 51 units of Major Required Courses and 15 units of Major Elective Courses.

Year 1 & Year 2

UNIVERSITY CORE (13 UNITS)

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to developing the Graduate Attributes among students.

- University English[♦]
- University Chinese[♦]
- Healthy Lifestyle[♦]
- The Art of Persuasion[♦]

GENERAL EDUCATION (15 UNITS)

The General Education (GE) Programme provides the foundation of a well-rounded university education. The goal of the programme is to promote Whole Person Education (WPE) through exposure to a range of transferable skills, guiding principles, and attitudes that all students will need in their future professional and personal lives.

- Level 1 Foundational Courses[#]
- Level 2 Interdisciplinary Thematic Courses

[♦] For Associate Degree or Higher Diploma applicants, a block transfer of University Core Courses will be granted.

[#] For Associate Degree applicants, block transfers of 3 out of 9 units will be granted, and such applicants need to take two 3-unit courses in two different categories.

FREE ELECTIVE COURSES (34 UNITS)

Free Elective Courses are normally exempted for Associate Degree or Higher Diploma graduates seeking for year 3 entry.

Remarks:

1. The number of courses/units the students are required to complete will depend on the number of courses/units for which exemption and/or unit transfer will be granted. All unit transfer or course exemption shall be considered on a case-by-case basis upon admission. Students are required to complete all programme prerequisites, University Core and GE courses to meet the graduation requirement.
2. Unit transfer equivalent to 28 units of University Core and GE courses will be considered by the Programme management on a case-by-case basis.
3. Make-up courses may be required on admission.
4. Students are required to complete a non-credit bearing University Life programme.

CW

Year 3 & Year 4

MAJOR REQUIRED COURSES (51 UNITS)

- Creative Writing for New Media I
- Creative Writing for New Media II
- Television Writing Workshop I
- Television Writing Workshop II
- Screenwriting Workshop I
- Screenwriting Workshop II
- Cinematic Storytelling
- Creative Thinking and Community Art (GE Capstone course)*
- Introduction to Film and New Media
- Selected Readings in World Literature
- Adaptation Seminar: Literature, Drama, and Cinema
- Mobile Communication
- The Languages of New Media
- Graduation Project I
- Graduation Project II
- Studies in Screenplays
- New Media Studies in Greater China (Hong Kong, Taiwan and Mainland China)

* Subject to approval

MAJOR ELECTIVE COURSES (15 UNITS)

- Studies in Film and Television Classics
- Selected Readings in Chinese Literature
- Seminar on Script Sales and Creativity Transfer
- Special Topics in Film, Television and New Media
- Special Topics in Hollywood Cinema
- Special Topics in Hong Kong Cinema
- Studies in Non-fiction Films
- Toy, Game and Children Culture
- Film Genres
- Advanced Screenwriting Workshop
- Supervision of Internship
- Film Theory and Criticism
- Film and Philosophy
- Media Business Environment*
- Television and Hong Kong Society*
- Financial Literacy*
- Strategic Public Relations*
- Communication and Sustainable Development*
- Gender and Communication*
- Negotiation and Lobbying*
- Analytical and Opinion Writing for Chinese Media*

* Subject to approval

Remarks:

1. Individual courses may be using either Cantonese or Putonghua as the course content and pedagogical strategy requires.
2. The University reserves the right to make changes to these courses without prior notice.



128 UNITS



U-Life



Subsidies for Overseas Learning Experiences

The funding allows students to gain more global exposure mainly through participation in a great variety of overseas film festivals. In 2018-2019, our students participated in the Paris study tour and visited the film festivals held in Tallinn and Berlin.

Alumni Sharing



“This internet-dominant world tells me about one thing, that is, true talents will never be discouraged, and opportunities are everywhere.”

Wong Ka Fu (Graduate of 2016)

• Co-founder of Pomato Production



“The programme inspired me to set up a media production company with my undergraduate classmates.”

**Kong Kwan Yau, Dave
(Graduate of 2015)**

• Co-founder of Playback Creative Co.

Campus

The programme is offered at the Hong Kong Baptist University's Shek Mun (Shatin) Campus, which is located next to the Shek Mun Station of MTR Ma On Shan Line. With a gross floor area of 30,000m², the campus provides full university facilities, including indoor heated swimming pool, gymnasium, fitness room, dance room, auditorium, multimedia laboratories, library and learning commons. Special learning facilities such as bioeco laboratory, creative science laboratory, food sensory laboratory, testing and analytical laboratory, food and nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory, press conference room and child assessment centre are also set up to provide students with practical experiences in their areas of study.

Tuition Fee

HKD85,140 per year. Students are required to complete 66 units in two years at HKD2,580 per unit (Total HKD170,280).

The annual tuition fee is paid in two equal instalments, normally before the start of the first and the second semesters. For newly enrolled undergraduate students, HKD15,000 of the first instalment plus some fees will have to be paid by the applicants for acceptance of their admission offers and the balance will have to be paid in late August. Students are required to pay full tuition fees per semester during the normal period of study, regardless of the number of units enrolled in the semester.

For students who are required to take make-up course(s) to fulfill the programme prerequisites, University Core and/or GE courses, additional tuition fee for the make-up course(s) will be charged at HKD1,735 per unit.

Financial Assistance

Full-time local students may apply for the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency (WFSFAA), HKSAR Government. For more information, students should contact the SFO or visit its website at www.wfsfaa.gov.hk.



Admission Requirements

To be eligible for admission, a candidate should hold

- an Associate Degree (AD) from any of the local/overseas recognised institutions; *or*
- a Higher Diploma (HD) from any recognised institutions.

Candidates who possess equivalent qualifications are to be assessed on a case-by-case basis.

Students are expected to complete all programme prerequisites and GE courses in their Associate Degree / Higher Diploma studies. Otherwise, they may have to complete additional units of study to make up for the programme prerequisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

Apply online now at



cie.hkbu.edu.hk/t/admissions-ug

The University accepts both online and paper application. Applicants may apply for more than one programme if they wish to. A non-refundable and non-transferable application fee will be charged for EACH applied programme. (Local: HKD350; Non-local: HKD450)

Enquiries

For enquiries concerning the application procedure, please contact Academic Registry Services Section.

- ☎ 3411 3044
- 📠 3411 3361
- ✉ spadmit@hkbu.edu.hk
- 🌐 cie.hkbu.edu.hk
- 🏠 Hong Kong Baptist University (Shek Mun Campus)
13/F, 8 On Muk Street, Shek Mun, Shatin,
New Territories

For further information about the programme, please contact Academy of Film.

- ☎ 3411 3267
- 📠 3411 3398
- ✉ af_bcw@hkbu.edu.hk
- 🌐 af.hkbu.edu.hk

This programme leaflet provides basic information and guidance to applicants who wish to enter Hong Kong Baptist University. While every effort has been made to ensure that information contained herein is correct at the time of printing in January 2020, applicants should note that changes may be made from time to time by the University, in which case attempts will be made to notify applicants via our website.

The University has final authority in the interpretation of information contained in this leaflet. As this leaflet is published for information only, it does not constitute part of any contract between applicants and the University.

