

# 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

## PROGRAMME FEATURES

This programme aims to nurture creative writers for film, television and new media industries, and develop students' creativity and originality in the era of globalisation and media convergence.

- Emphasises creative writing and professional scriptwriting for feature film, television/web serial drama, variety show and new media, such as content for mobile devices, video games and podcasts;
- Offers a wide array of professional guidance and supervision through the Academy's network of top veteran screenwriters, directors, television companies and production companies.



## CAREER PROSPECTS

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

## ALUMNI SHARING



This internet world tells me 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



MR. PIERRE LAM  
PROGRAMME DIRECTOR

The professional creative writing training of our programme enables students to develop their talent and skills for careers in the creative industries, including film, television, advertisement and new media.

## PROGRAMME STRUCTURE

### MAJOR CORE COURSES (48 UNITS)

- Creative Writing for New Media I
- Introduction to Film and New Media
- Scripting a Television Show
- Scripting a Television Drama
- The Art of Screenwriting I: Essentials and Alternatives
- The Art of Screenwriting II: Narratology, Dialogue and Genre
- Cinematic Storytelling
- World Literature and the Art of Storytelling
- Adaptation Seminar: Literature, Drama, and Cinema
- The Languages of New Media
- Creative Writing for New Media II
- Graduation Project I
- Graduation Project II
- New Media Studies in Greater China (Hong Kong, Taiwan and Mainland China)
- Studies in Screenplays
- Studies in Non-Fiction Films

### MAJOR ELECTIVE COURSES (15 UNITS)

- Mobile Communication
- Studies in Film and Television Classics
- Storytelling 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
- Toy, Game and Children's Culture
- Film Genres
- Script to Film: Making Short Film
- Film Theory and Criticism
- Film and Philosophy
- Chinese Film Directing
- Advanced Writing Workshop for the Chinese-language TV Industries
- Supervision of Internship
- Media Business Environment<sup>^</sup>
- Television and Hong Kong Society<sup>^</sup>
- Financial Literacy<sup>^</sup>
- Strategic Public Relations Management<sup>^</sup>
- Communication and Sustainable Development<sup>^</sup>
- Gender and Communication<sup>^</sup>
- Negotiation and Lobbying<sup>^</sup>
- Analytical and Opinion Writing for Chinese Media<sup>^</sup>

<sup>^</sup> The courses are offered by Bachelor of Social Sciences (Honours) in Integrated Communication Management or Bachelor of Social Sciences (Honours) in Media and Social Communication.

### GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Creative Thinking and Community Arts\*

\* This GE capstone course will be open to all self-funded undergraduate students. Students may select a GE capstone course offered by different self-funded undergraduate programmes.

Remarks:

1. Individual courses may use Chinese due to particular course requirements. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy.
2. The College reserves the right to make changes to these courses without prior notice.



## TUITION FEE

For local applicants:  
**HK\$43,643** per semester

Students are required to complete 66 units in two years at HK\$2,645 per unit.

For non-local applicants:  
HK\$49,913 per semester;  
at HK\$3,025 per unit.



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