



CW

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

2022-23 Full-time Undergraduate Programme
for Associate Degree & Higher Diploma Graduates

Admissions

2022

(Year 3 Entry)

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



Award

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



This programme is offered by the College of International Education, 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

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Cultivates creativity and originality in media convergence in an era of globalisation.
- Emphasises 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 and podcasts;
- Offers a wide array of professional guidance and supervision through the Academy's network of top veteran screenwriters, directors, television companies, production companies and studios;
- Offers the training and knowledge of script-writing formats and techniques, focusing on the visual tools of interactive languages of new media and cinematic storytelling.



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

Mr. Pierre Chun-yue Lam | Programme Director

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 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 63 units of Major Courses, 13 units of University Core Courses, 18 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 48 units of Major Required Courses, 15 units of Major Elective Courses and 3 units of General Education Capstone Course.

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 develop 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, a block transfer of 9 units will be granted.

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.

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. Our students participated in the Paris study tour and visited the film festivals held in Tallinn and Berlin.



Year 3 & Year 4

MAJOR REQUIRED COURSES (48 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
- Introduction to Film and New Media
- Selected Readings in World Literature
- Adaptation Seminar: Literature, Drama, and Cinema
- The Languages of New Media
- Graduation Project I
- Graduation Project II
- Studies in Screenplays
- Studies in Non-Fiction Films
- New Media Studies in Greater China (Hong Kong, Taiwan and Mainland China)

MAJOR ELECTIVE COURSES (15 UNITS)

- Chinese Film Directing
- 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
- Mobile Communication
- Toy, Game and Children Culture
- Advanced Screenwriting Workshop
- Advanced Writing Workshop for the Chinese-language TV Industries
- Film Genres
- Film Theory and Criticism
- Film and Philosophy
- Supervision of Internship
- 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[^]

[^] 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*

* Pending for approval

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 University reserves the right to make changes to these courses without prior notice.



128 UNITS



Alumni Sharing



Wong Ka Fu
(Graduate of 2016)

Co-founder of Pomato Production

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



Kong Kwan Yau, Dave
(Graduate of 2015)

Co-founder of Playback Creative Co.

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

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 Tuen Ma 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 and child assessment centre are also set up to provide students with practical experiences in their areas of study.

Tuition Fee

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

Non-local students: HKD98,340 per year. Non-local students are required to complete 66 units in two years at HKD2,980 per unit (Total HKD196,680).

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 HKD1,790 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.

A 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!



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 for EACH applied programme will be charged at HKD450.



Enquiries

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

☎ 3411 3044

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✉ 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 the programme team.

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