

THE CHINESE UNIVERSITY OF HONG KONG

Micro-Module Courseware Development Grant

Scheme 1: Basic Scheme

Interim Report (2017-18)

Report due 31 May 2018.

Please return by email to mmcd@cuhk.edu.hk

PART I

Project title: Training video for Digital Video Production Workflow in Creative Media

Principal supervisor: Prof. Eric Poon Tat Pui

Department / Unit: School of Journalism & Communication

Project duration: From December 2017 to October 2018

Date report submitted: 30/5/2018

1. Project objectives

The project's objectives are remained the same principally: We intend to demonstrate the professional technical skills and its implementation on location. Originally, three micro-modules on video will be created as visual manuals for students to learn online. "Learning by doing" is the main learning experience for students, but the video instruction serves as a visual manual, which can be standing by for reference during the practice. Students are allowed to view the visual instruction either on a mobile device or on computer whenever they need to. It will be embedded in the core course of introduction, COMM2922/Introduction to Creative Media.

However, after discussing with senior students who have obtained production skills through different projects during their study, we have some amendments on the composition of the 3 videos, which originally has a total duration of 30 minutes. Students pointed out that their concern is mostly on practical experience sharing, rather than hard knowledge of technical terms.

The project therefore is adjusted to make 14 short clips, which is around 5 minutes each, to demonstrate the practical experience by the professionals. The total duration of the videos will be around one hour.

2. Progress on process, outcomes or deliverables

14 themes concerning filming, lighting, sound recordings and editing has been finalised. It is now in the middle of visualizing the themes. The first draft of the video will be ready in July and finalize in August.

The whole set of video will be ready for the year one students in September. The video will be deliver to students at the class of Introduction to Creative Media (COMM2922).

3. Evaluation Plan

Focus group interviews and a simple survey will be conducted at the end of September for students' feedback.

4. Dissemination Activities (reports, websites, video links, products, etc.)

The video links will be ready for students in the class of Introduction to Creative Media (COMM2922) in September.