

## Subject Description Form

<b>Subject Code</b>	<b>SFT301DD</b>
<b>Subject Title</b>	<b>Interactive Presentation in Fashion</b>
<b>Credit Value</b>	<b>3</b>
<b>Level</b>	<b>3</b>
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Exclusion: ITC332MC Video Production and Interactive Presentation
<b>Objectives</b>	The subject provides an introduction and application of technology in digital video production. It initiates the role of digital video become an important communication medium and use for marketing purposes. It also trains the knowledge and skills of producing digital video and the editing tools.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> <li>(a) understand the basic concept of digital movie shooting and editing techniques;</li> <li>(b) recognize the role of digital video in media communication and promotion purposes;</li> <li>(c) overview of the video production strategy, production management workflow, budgeting, and costing;</li> <li>(d) present the use of camera, technologies of lighting and sound recording; and</li> <li>(e) effectively communicates with professionals in the context of video production.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>(I)     <b>Overview of the various stages and workflow of video production</b> Development, pre-production, production, post-production, and distribution.</p> <p>(II)    <b>Basic digital video producing and editing techniques</b> Digital video production, digital video camera shooting practice, cutting, caption, and transition effect.</p> <p>(III)   <b>Scene setting</b> Sound recording, lighting techniques and camera operation.</p> <p>(IV)    <b>Application and skill of using digital video in promotion and marketing</b> Planning of promotion Promotion through various medium</p>

<b>Teaching/Learning Methodology</b>	<p>Dissemination of knowledge through lectures and practice in a studio environment will be employed. This interactive approach will offer better opportunities for students to understand digital video production and promotion skills via using digital video.</p> <p>Online learning materials and self-learning exercises with step-by-step instructions will also be incorporated via LEARN@PolyU to enhance students’ understanding of digital video production and promotion.</p>																																	
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th><th>e</th></tr><tr><td>1. Assignments</td><td>40%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>2. Project</td><td>60%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Total</td><td>100%</td><td colspan="5"></td></tr></table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Students will be expected to understand basic techniques of video production in this subject. Such techniques will be acquired through extensive hands-on practice and exercises. Therefore, the course will be assessed by in-class assignments. Students will also be expected to communicate effectively and think critically by applying video promotion to support their future careers, and such knowledge integration will be achieved through project work. In-class assignments and projects will be appropriate methods to assess students’ proficiency in achieving the intended learning outcomes.</p> <p>The materials submitted for this assessment must be the student’s own work. The submitted work may not be accepted for the purpose of assessment if its authenticity is questionable. Submitting GenAI-generated materials as students’ own work or part of their work is an act of academic dishonesty. Students who are found committing academic dishonesty will face disciplinary actions.</p> <p>Adobe products are allowed to use in the assignments and projects.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	1. Assignments	40%	✓	✓	✓	✓	✓	2. Project	60%	✓	✓	✓	✓	✓	Total	100%					
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<b>Student Study Effort Expected</b>	Class contact:	
	• Lecture	12 Hrs.
	• Studio	26 Hrs.
	Other student study effort:	
	• Self-study/Preparation	25 Hrs.
	• Project/Assignments	45 Hrs.
	Total student study effort	108 Hrs.
<b>Reading List and References</b>	<p><b><u>Books</u></b></p> <p>Chavez, C. (2014). Design with Adobe Creative Cloud: Basic Projects Using Photoshop, InDesign, Muse, and More. Pearson Education.</p> <p>Asch, D. (2014). Creative Web Design with Adobe Muse. Routledge. Dion, s. (2015), iMovie. Berkeley, California: Peachpit Press 2015.</p> <p>Fraioli, J. O. (2000). Storyboarding 101: A crash course in professional storyboarding. Michael Wiese Productions.</p> <p>Carlson, J. (2015). iPad and iPhone Video: Film, Edit, and Share the Apple Way. Peachpit Press.</p> <p>Foster, J. (2006). After effects and Photoshop: animation and production effects for DV and film. John Wiley &amp; Sons.</p> <p>Hart, J. (2013). The Art of the Storyboard: A filmmaker's introduction. Routledge.</p> <p>Pete, K. (2003). 50 fast Adobe Premiere 6.5 techniques. New York: Hungry Minds; Chichester: John Wiley c2003.</p> <p>Pogue, D., &amp; Miller, A. (2014). iMovie: The Missing Manual: 2014 Release, Covers iMovie 10.0 for Mac and 2.0 for IOS. "O'Reilly Media, Inc."</p> <p>Torta, S., &amp; Minuty, V. (2018). Storyboarding: Turning Script into Motion. Stylus Publishing, LLC.</p> <p>Wolsky, T. (2018). Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors. Routledge.</p>	

	<p><b><u>Websites</u></b></p> <p><a href="http://www.adobe.com">http://www.adobe.com</a> <a href="https://support.apple.com/imovie">https://support.apple.com/imovie</a> <a href="https://helpx.adobe.com/after-effects/tutorials.html">https://helpx.adobe.com/after-effects/tutorials.html</a> <a href="https://helpx.adobe.com/premiere-pro/tutorials.html">https://helpx.adobe.com/premiere-pro/tutorials.html</a> Youtube, <a href="http://www.youtube.com">www.youtube.com</a></p>
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