

Module Code	AX-1202		
Module Title	Introduction to Screen Studies		
Degree/Diploma	Bachelor of Arts (Design and Creative Industries)		
Type of Module	Major core		
Modular Credits	4	Total Student Workload	8 hours/week
		Contact Hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims To introduce a variety of screen-based media formats such as film, television, photography, computer, advertisement display board, pad, mobile-phone and OTT (over the top) digital platform, with a focus on basic theoretical framework and research method on the critical and creative aspects of such screen formats.			
Learning Outcomes <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	-Describe multiple formats of screen media and the concept of theoretical framework and research principles of these screen media -Identify relationships among multiple screen formats and the evolutionary connection among them in relation to technological innovation and development	
Middle order :	50%	-Develop innovative, creative and problem solving notions through research and implementation of group projects -Develop personal and interpersonal skills through practical and tutorial sessions	
Higher order:	20%	-Evaluate technical and aesthetic values through researching and critical thinking on a certain screen media format -Practice and study independently, organising and managing time and tasks in orderly manner	
Module Contents - definition of screen media - a variety of forms of screen media and the history, development trajectory and theoretical analysis of screen media - Film, history, major theory and movement -Television history and major theories -multimedia screen format and evolution -Pad and mobile phone screen -3D filed screen -Screen media production and aesthetics			
Assessment	Formative Assessment	Biweekly assessment and feedback	
	Summative Assessment	Examination: 40%	
		Coursework: 60% - short essay 30% - practical project 30%	