



A2JOU001C

(Token- required)

Journalism Course (Level II)

KOL Start-up Essentials

Mr LAM Hei, Sunny
Fantastic Dream Limited
Director and Executive Producer



Application Deadline

11 May 2022

12:00 noon

Intended Learning Outcomes

Upon completion of the programme, participants should be able to:

1. handle cameras, lighting and audio equipment with professional knowledge;
2. co-create their own ideas and develop into visual outcome;
3. learn from the market and improve their work through market research;
4. explore the world of digital marketing with professional knowledge, so as to manage their own channels, pages and video playlists;
5. experience how to live out authenticity and dare to express themselves before camera and just be true to themselves, building positive momentum to chase their dream and goals.



◆ Introduction

Providing integrated media training and insights in professional market of production, students will acquire knowledge and practical techniques in applied production settings. These will include camera movements, lighting sets, audio capture and processing, editing and visual effects, acting and directing, script writing and project management and other relevant skills which will be deeply illustrated in the sessions. Apart from tangible ability, attitude and team spirit will be trained through on job training producing a short movie, students will be assigned into different aspects in production and cooperated to finish the preparation, filming, as well as post-production. Students are expected to be responsible, team oriented and be respectful for their professionals.

◆ Schedule

Session	Date	Time	Venue
1	1 Jun	5:30pm – 7:30pm	Room 105 (HKAGE)
2	22 Jun	5:30pm – 8:30pm	Room 203 (HKAGE)
3	29 Jun	5:30pm – 8:30pm	Room 203 (HKAGE)
4	2 Jul	2:00pm – 5:00pm	Room 303 (HKAGE)
5	9 Jul	9:30am – 12:30pm	Room 206 (HKAGE) Room 303 (HKAGE)
6	16 Jul	9:30am – 12:30pm	Room 206 (HKAGE) Room 204 (HKAGE)
7	23 Jul	9:30am – 12:30pm	Room 206 (HKAGE) Room 303 (HKAGE)
8	30 Jul	10:00am – 1:00pm	Room 203 (HKAGE) Room 204 (HKAGE)
9	6 Aug	2:00pm -5:00pm	Room 203 (HKAGE) Room 105 (HKAGE)
10	13 Aug	2:00pm -5:00pm	Room 203 (HKAGE) Room 204 (HKAGE)
11	20 Aug	9:30am – 12:30pm	Room 203 (HKAGE)
12	27 Aug	9:30am – 12:30pm	Room 303 (HKAGE) Room 204 (HKAGE)
13	31 Aug	2:00pm – 5:00pm	Room 203 (HKAGE) Room G01 (HKAGE)



◆ Target Participants

- S1 – S6 HKAGE student members only in 2021/22 school year
 - Class size: 30
- * First-come-first-served.

◆ Medium of Instruction

Cantonese with Chinese handouts

◆ Certificate

E-Certificate will be awarded to participants who have:

- attended **AT LEAST 11 sessions**; AND
- completed all the assignments with satisfactory performance