

**HONOURS PROJECT HANDBOOK  
(MEDIA ARTS CONCENTRATION)  
(2018-2019)**

**ACADEMY OF FILM**

**SCHOOL OF COMMUNICATION**

**HONG KONG BAPTIST UNIVERSITY**

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## **INTRODUCTION**

The Honours Project is proposed and designed by students, with the approval of a supervising faculty member, in an area related to students' selected final major electives. The Honours Project involves an individual student in a creative pursuit and represents student's creative achievement in the course. Students receive regular reviews of their progress from assigned supervisor. The final project must be presented in a production format or a written format and will be assessed by the Departmental Honours Project Panel.

The proposed project categories may come from the following fields: media arts/critical theories research, narrative and experimental animation, interactive and installation arts and creative visual design. Prior to the approval of the project, students must submit a written proposal. Assessment criteria include judgments on communication and artistic quality, and creative use of electronic and digital media techniques. Workshops and seminars serve as an informal platform to discuss work under progress.

Students are encouraged to define their projects under the suggested four electives which are Creative Visual Design Elective, Interactive and Installation Arts Elective, Narrative and Experimental Animation Elective and Thesis Elective (Special areas of interests can also be suggested but only upon the Advisor's approval.)

## **QUALIFICATIONS\***

To embark upon your chosen track, you must qualify in different ways.

- *Creative Visual Design*
- *Interactive and Installation Arts*
- *Narrative and Experimental Animation*
- *Thesis*

\*All required course(s) need to be taken at the home institution, those who waived the required course(s) are not qualified to select the related HP track.

## GENERAL GUIDELINES AND REGULATIONS

### I. Timeline (tentative)

September	<b>Early September</b>	HP Meeting
	<b>Late September</b>	HP Proposal and Supervisors Nomination DUE Students may nominate up to 2 supervisors in their proposals.
October	<b>Mid October</b>	Release the list of supervisors
	<b>Mid October</b>	Approval of Proposals (all students will receive emails from the supervisors)
	<b>Late October</b>	Research begins (Thesis Track), Research and Preproduction Planning (Production Track)
December	<b>Early Dec after teaching semester</b>	Honors Project Proposal Presentation and Submission
		Production Begins (students are not allowed to borrow any equipment from the technical office without an approval signature from their supervisors and their projects won't be graded even though they use their own equipment to finish)
<b>January-April</b>		<b>Production and Post-Production</b>
Feb	<b>Mid Feb</b>	Mid-term Progress Presentation of all Productions
March	<b>First Week</b>	First Draft Due (Thesis)
April	<b>First week</b>	Feedback to Students (Thesis)
May	<b>Early May after teaching semester</b>	Presentation and Report Submission Due Day (All Projects)

The exact dates of the schedule will be announced on the FILM4888 HKBU Moodle course page. Please check regularly.

### II. Proposal

You are required to submit a formal written proposal. The 1000-words proposal will serve as a blueprint for your creative development and production reference.

Below is the suggested content of your written proposal,

1. Choice of Track:
  - Creative Visual Design
  - Interactive and Installation Arts
  - Narrative and Experimental Animation
  - Thesis
2. Background Research and Inspirations
3. Messages/ Objectives
4. Presentation Format and Target Audience

## 5. Design strategy and Approach

### **Creative Visual Design**

1. Identify a problem and propose an appropriate solution with corresponding messages;
2. Define the design brief and develop various visual approaches;
3. Fully employ the grammar of visual language and exploit the applications on various production mediums such as web, poster, book and brochure.

### **Interactive and Installation Arts**

1. Experiment with new types of multimedia interaction;
2. Integrate a variety of multimedia elements in developing an unified application;
3. Apply interaction design principles to engage user interactions.

You may include storyboard, state diagrams, installation floor plan and production phase, testing phase and final production.

### **Narrative and Experimental Animation**

1. Write a creative brief and develop a tagline;
2. Identify your idea and concept and create a storyline;
3. Think about your project's look and feel through influence and experimenting with design directions:
4. Create various medium types such as computer generated imagery, hand drawn, stop motion and live shooting for narrative purposes;

### **Thesis**

Develop a research question related to animation and media arts. Conduct a research on that question and prepare the research prospectus.

#### 1. Cover Page

#### 2. One page abstract

- Briefly summarize the nature of your study, what is the research about, its objective(s) and the methodology employed

#### 3. Research problem

- What is the problem, issue, or critical focus to be researched?
- Any important terms to be defined?
- What is the significance of the problem?

#### 4. Literature review

- What does previous research reveal about the different aspects of the problem?
- What research questions or hypotheses have emerged from the literature review? You may establish the significance of your topic by arguing that the research fills a gap in the literature or provide possibility for fruitful exploration.

\* Tips for writing good literature review

- Cohesive not choppy (Organized by topical order/chronological order/problem-cause-solution order etc)

-The reader should see how the research helps clarify a specific aspect of the problem.

#### 5. Method

- What is the theoretical or analytical framework for the investigation?
- What will be used to conduct the research?
- What are the limitations of this methodology? What sources of bias will exist? How will they be controlled?

#### 6. Chapter outline

#### 7. Working bibliography and artworks references

- Reference list of secondary source (15-20 entries of scholarly and critical relevance) and a list of primary source (e.g. films) useful for the investigation
- Use either *The MLA Handbook* or *The Chicago Manual of Style* (consult your supervisor for reference)

### III. **Final Report Submission**

1. Due: Deadline will be posted on BU Moodle course page.
2. Late Policy: Projects that are submitted after the announced deadline, will be marked down by 10% (A→A-); projects that are up to 2 days late (submission before the Monday after the due day) will be marked down by one letter grade (A→B); projects that are more than 2 days (after Monday) late will receive the F grade.
3. For all categories, you are required to submit an A4 size final report (please don't use a clear holder). It should include all of the followings:

**Standard cover title page (attached),  
Release statement (attached),  
Copyright notice (if any),  
Acknowledgement,  
Messages /Objectives,  
1,000 words of project description, explanation of the concept and design of your work,  
Tutorial records (attached),  
Project Schedule,  
Ideas development sketches/storyline, modeling/detail/texture design (for animation),  
Reduced size print out /flow diagram/storyboard of your final work,**

**A website which includes video documentation, work under progress pictures and project description or any category specific deliverables (please confirm with your supervisor).**

**It is important to make the final report convenient for the inspection of external examiners of the concentration. Failure to submit this report will result in a case of incomplete submission of final work.**

#### **IV. Grading**

This Honours Project is based on a **continuous assessment** throughout the duration of the project. The project is graded on the process of creativity and production, constituting the major weight of the final grade. The evaluation is based on time management skill, organizational ability, problem solving skill, critical thinking approach, originality, creativity, aesthetic quality, communication appropriateness, decision making skill, creative use of computer techniques, and self-initiative attitude of the student. The grading of the final grade will also base on the followings:

**Consultation — Students are required to meet with designated supervisors periodically.**

**Group Discussions — Group discussion, workshops or seminars in relation to different tracks will be held during the semester.**

**Proposal Presentation and Critiques — Before the approval of the project, students must submit a written proposal outlining the project.**

**Progress Presentation and Critiques — Students will receive comments of their project progress from supervisors.**

**Final Presentation and Critiques — Students will present their completed works and receive feedbacks from the Departmental Honours Project Panel.**

#### **Grading Criteria:**

##### **Proposal and Presentation 20%**

Students will generate a research idea, contextualize it within the literature of on-going research, find and analyze research materials, and present the work in a well-documented proposal and conduct a presentation.

##### **Progress Presentation 15%**

A mid-term progress presentation will be scheduled to serve as a checkpoint of the project progress.

##### **Final Presentation and Written Report 50%**

The project will be presented at the end of semester and students are required to submit a written report.

##### **Supervisor 15%**

Encourage constructive and fruitful discussion between the students and supervisors. Students have to meet their designated supervisors regularly to report their progress.

V. **Remarks on Thesis Track**

1. Posing and developing a problem needing a solution (thesis) or an idea to be expressed in either an artistic, conceptual or critical form.
2. Choose and narrow your topic, concept and subject matter.
3. Reviewing past research/writings (scholarly articles, books and reviews) about that problem and works about that subject or concept.
4. It helps you to clarify the current state of knowledge about the topic before formulating new research questions or artistic investigation to guide the whole project.
5. Identifying worthy questions, concepts and subject matter that previous investigators, artists and theorists have not answered and explored, such as, suspect the validity of the previous investigations or is there any new diversity of knowledge to the problems and concepts addressed or is there any new information, methods or styles that may alter previous findings, depictions or storytelling?
6. Devising the best method, form or style to seek answers to these questions.
7. Gathering the necessary information to answer the research questions.
8. Analyzing the gathered information and decide whether they are useful to the project.
9. Considering the meaning and implications of the completed project to further knowledge of the field of media arts and/ or cultural theories.