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## Youth Inno-Action Keep Rolling! HKBU Academy of Film Seeds Project 2013

### Organisers

Hong Kong Baptist University Academy of Film  
The Government Youth Portal, Youth.gov.hk

Free of Charge!

Enrol **NOW** for Stage 1!

### Programmes of the Seeds Project

Stage 1	Creative Seminar (1) & Elementary Level Technical Workshop	Dec 2012 to Feb 2013
Stage 2	Creative Seminar (2) & Advanced Level Creative Workshop	Feb 2013 to Mar 2013
Stage 3	Practice & Exchange—Digital Short Video Competition and Tertiary & Industry Experience	Dec 2012 to Jul 2013

### Participants

Secondary students who are interested in digital video production  
(Suitable for Form 3 students or above. Please refer to **Annex 2** for enrolment details.)

### Objectives

- Enhance students' aesthetic appreciation and enrich their artistic knowledge
- Nurture students' creativity and talents
- Provide an opportunity for teacher to grasp the role as producer
- Develop talents for professional digital video production
- Provide a platform for students to tap into the experiences and insights of the veteran film-makers

### Uniqueness of the Seeds Project

- Provide participants with a clear and systematic overview on the key professions in digital video production through a series of structured workshops. The workshops cover the five key professions, viz., directing, cinematography and lighting, sound design, post-production and idea generation in script writing. These workshops would enable students to identify specific professions that suit their interests.
- Putting theories into practice:
  - Students will be given a valuable chance to practice video-making in the professional and industry-standard studios at the Academy of Film.
  - The short video competition will serve as an exchange platform for the workshop and seminar participants as well as the rest of the secondary students. The award presentation ceremony will showcase these budding talents to the professionals in the creative industry.
- The workshops and seminars also place emphasis on the importance of team work as the key success factor. Teachers will be given guidance in facilitating the organisation of an effective and efficient student production team.

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## Stage 1—Creative Seminar (1) & Elementary Level Technical Workshop Enrolment Starts Now

Topic	Grab it, Hold it!	Cinematography and Lighting	Sound Recording	Editing	Sound Mixing and Design
Format	Seminar	Workshop	Workshop	Workshop	Workshop
Speaker	Ko Tin Lung Artistic Director, Chung Ying Theatre  Kenneth Bi Sunny Luk Leung Lok Man Film Director	Henry Chung Cinematographer	Dominic Yip Film Sound Recordist	Poon Hung Yiu Chairman, Society of Film Editors (Hong Kong)	Mak Chun Hung Film and Media Musician
Duration	2.5 hours	2 hours	2 hours	2 hours	2 hours
Date & Time	5/12/2012 (Wed) 17:30 – 20:00 with light refreshment	8/12/2012 (Sat) 9:30 / 13:15 / 16:00*	5/1/2013 (Sat) 9:30 / 13:15 / 16:00*	19/1, 2/2/2013 (Sat) 9:30 / 13:15 / 16:00*	26/1, 23/2/2013 (Sat) 9:30 / 13:15 / 16:00*
Venue	Hong Kong Baptist University, Kowloon Tong				
Objectives	To serve as a platform for the renowned film producers, directors and scriptwriters to share their experience and techniques in film and video creation and production.	To provide participants with the basics of video shooting and lighting. They will learn the basic techniques of videography. Technical staff of the Academy of Film (AF) will demonstrate and participants will have the chance to practice.	To provide participants with basic techniques of sound recording. Technical staff of AF will demonstrate and participants will have the chance to practice.	To introduce the fundamental techniques of video editing and the applications of editing software.	To provide participants with the basics techniques of sound mixing. Veteran sound designer, technical staff and students of AF will demonstrate and participants will have chances to practise.
Contents	Developing an idea from various sources and researching on plot and character development	Basic concepts of cinematography, lighting and operation of digital cameras	Sound wave/ sound level and properties/use of shotgun, wireless mics, sound mixer and recorder	Basic knowledge of video capture/ editing interface/ basic editing techniques/ transition effects/ asic sound output level/ video outputs	Sound mixing system/ balancing of the dialogue, music, atmosphere sound, foley / sound effect, new technology in sound mixing and sound design
Learning outcomes	Participants will learn how to search for and develop ideas from various sources into some form of works and cultivate video-making skills in search of self, personal character, potential and society.	Participants will learn the basic knowledge of the camera and the fundamental shooting techniques. They will also obtain comprehensive knowledge in video-making.	Participants will obtain basic knowledge of different kinds of microphones and choice of using proper microphones for different shooting situations.	Participants will be able to capture the concept of shot breakdown and the flow, and will be able to combine shots and scenes together into a complete short film.	Participants will obtain the basic knowledge of the different types of sound mixing system and the use of proper music/sound in inducing emotion in film production.
Note	Owing to limited capacity, seats will be allocated on a first-come-first-served basis. If number of application exceeds seating capacity, each school will be allocated a maximum of 20 seats for the seminar and 3 seats for each workshop.				

\* Workshop sessions for selection



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## Stage 2—Creative Seminar (2) & Advanced Level Creative Workshop

Enrolment: 4<sup>th</sup> Jan – 1<sup>st</sup> Feb 2013

Format	Seminar	Advanced Film Language Workshop	Advanced Directing Skill Workshop
Duration	2 hours	2 hours	2 hours
Date & Time	22 / 2 / 2013 (Friday) 18:00 – 20:00	9 / 3 / 2013 (Sat) 9:30 / 13:15 / 16:00*	16 / 3 / 2013 (Sat) 9:30 / 13:15 / 16:00*
Speaker	Creative industry veterans, tutors and postgraduates of Academy of Film, HKBU		
Objectives	This seminar serves as a platform for the renowned film producers to share their experience and techniques in film production.	This workshop aims to provide participants with advanced techniques of film language. Veteran cinematographers and technical staff will demonstrate and participants will have the chance to practise.	This workshop aims to provide participants with advanced techniques of mise-en-scene and actor staging and blocking. Veteran directors and technical staff will demonstrate and participants will have the chance to practise.
Contents	Sources of creativity, from creativity to visual expression, from creativity to different film genres	Shot composition and breakdown, relationship between filmic time & space, concept of montage	Mise-en-scene, relationship between acting staging and space, techniques of directing actors
Learning outcomes	Participants will learn how to be creative and break traditional conventions or rules through practice in film and video creation and production.	Participants will understand the technical and aesthetic aspects of cinematography in different scenes of production.	Participants will be able to develop the creative mindset of a director. They will understand how to work with actors, and communicate with them in professional acting language.
Note	1) Priority will be given to students participated at Seminar (1) and Elementary Level Technical Workshops. 2) Owing to limited capacity, seats will be allocated on a first-come-first-served basis. 3) If number of application exceeds seating capacity, each school will be allocated a maximum of 20 seats for the seminar and 3 seats for each workshop.		
Enrolment	Please check <a href="http://www.youth.gov.hk/innoaction">www.youth.gov.hk/innoaction</a>		

\* Workshop sessions for selection

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## Stage 3—Practice & Exchange

### Digital Short Video Competition and Tertiary & Industry Experience

#### Digital Short Video Competition

<b>Entries submission</b>	5 <sup>th</sup> December 2012 to 22 <sup>nd</sup> April 2013
<b>Category</b>	Short video categories: 1) Drama 2) Documentary
<b>Subject matter</b>	No restriction
<b>Entry Qualification</b>	<ol style="list-style-type: none"> <li>1) This competition is open to students studying at secondary schools in Hong Kong in the academic year of 2012/13.</li> <li>2) The production team MUST be formed by students from the same school (except for the cast and production manager)</li> <li>3) All entries must be completed on or after 1<sup>st</sup> January 2011.</li> <li>4) We do not accept entries submitted to previous digital short video competition in the Seeds Project.</li> <li>5) All entries submitted to other festivals and/or competitions are welcome.</li> <li>6) Students not participated in Stage 1 &amp; 2 are welcome to join this competition.</li> </ol>
<b>Rules and Entry Requirements</b>	<ol style="list-style-type: none"> <li>1) Length: maximum 10 minutes.</li> <li>2) Format: Digital video not lower than 720 x 576 dpi (4:3) or 720 x 480 (16:9) submitted in DVD-ROM (mpeg2/mpeg4).</li> <li>3) Chinese or English subtitles should be provided if a language other than Cantonese, Putonghua or English is used.</li> <li>4) Chinese or English synopsis and dialogue transcript MUST be submitted along with the entry.</li> <li>5) Each school may submit a maximum of 3 videos for each category.</li> <li>6) The production team must attend activities related to the competition (including award gala).</li> </ol>
<b>Jury &amp; judging criteria</b>	The jury will comprise renowned personalities in the film-making and creative industry in Hong Kong. The judging criteria will cover creativity and subject matter, production skills and overall presentation.
<b>Types of awards</b>	<u>Drama Category</u> Jury's Award, Best Drama Award, Best Creativity Award, Best Director Award, Best Script Award, Best Cinematography Award, Best Actor Award, and Most Popular Online Video <u>Documentary Category</u> Best Documentary Award, Outstanding Documentary Award, and Most Popular Online Video
<b>Award Gala</b>	5 <sup>th</sup> July, 2013 (Fri)
<b>Enrolment</b>	Please check <a href="http://www.youth.gov.hk/innoaction">www.youth.gov.hk/innoaction</a> from 5 <sup>th</sup> Dec 2012 onwards
<b>Tertiary and Industry Experience</b>	
<b>Details</b>	Please check <a href="http://www.youth.gov.hk/innoaction">www.youth.gov.hk/innoaction</a> from Jan 2013 onwards
<b>Tentative Schedule</b>	Jan - May 2013