

Professional Diploma in Visual Effects for TV Commercials (240hrs)

65016D

This course develops students' knowledge of the television advertising industry and learn how to apply professional visual effects production techniques to create their own production. Learning scope includes creative ideas and script development, storyboard design, professional shooting and post production workflow. At the end of the course, students will be equipped with visual effects production techniques from professional shooting, digital compositing to 3D animation visual effects production.

Course Outline

1. Concept Development and Storyboard Drawing (30 hrs) Module Code DDP4007X
 - Introduction of TVC creation workflow
 - Elements of a TVC: theme, point of view, plot, conflict, character, structure
 - Storyboard Drawing and Animatic Creation

2. Cinematography for Visual Effects (45 hrs) Module Code DDP4010X
 - Understanding the technology of professional camera
 - Develop artistic sense of composition, light and color
 - Professional camera, lighting and visual effects production technique

3. Video Editing and Sound Effects Mixing (30 hrs) Module Code DDP4037X
 - Concept and principles of editing
 - Analysis of expert editing work in different film genres
 - Non-linear editing techniques
 - Color correction

4. Digital Compositing and Visual Effects (30 hrs) Module Code DDP4011X
 - Review of major pioneering digital visual effects and latest digital effects techniques
 - Application of visual effects production techniques
 - Design and production management

5. 3D Animation Production (30 hrs) Module Code DDP4001X
 - 3D Modeling and animation techniques
 - 3D Rendering techniques
 - Design and production management

6. 3D Modeling for TVC (30 hrs) Module Code DDP4012X
 - Analysis and evaluation of the applications of 3D animation in TVC production
 - Production techniques used to produce 3D modeling for TVC Production
 - Production project follow-up

7. Advanced 3D Particles and Dynamics (45 hrs) Module Code DDP4002X
 - Analysis and evaluation of the applications of 3D particle and dynamic effects in TVC production
 - Production techniques used to produce 3D visual effects for TVC Production
 - Production project follow-up

Duration: 240 hrs

Fees

Full course: \$32,550 (240hrs)

Single Module: \$4,500 (30hrs)

\$6,700 (45hrs)

(payment in full or by single module is available)

Payment, Timetable & Venue: see TIMETABLE & FEES in www.hkdi.edu.hk/peec

Minimum Entry Requirements

5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.

Enquiry

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