

**Bachelor of Arts Program in Film, Series and Global Content Production and Business
(International Program)**

Degree Plan

Regular Track

Total Number of Credits

General Education	24 credits
English Languages	9 credits
Integrated Professional Skills Course	15 credits
Professional Education	93 credits
Core Courses	30 credits
Major Requirements	63 credits
Free Electives	15 credits
Total	<u>132</u> credits

List of Courses

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106	The Art of Writing	3
IEN107	Critical Reading and Writing	3
IEN108	Persuasive Presentation	3

Integrated Professional Skills Course (15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3
IGE012	Citizenship in Society and International Community	3
IGE013	Technology and Innovation for the Future	3
IGE014	Aesthetics and Well-being for Life	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3

2. Professional Education (93 credits)

Core Courses (30 credits)

IFM101	Global Creative Industry	3
IFM102	Art of Storytelling	3
IFM103	Fundamental Global Content Production Technique	3
IFM104	Design and Visualisation in Global Content Production	3
IFM105	Basic Acting	3
IFM201	Global Content Script Analysis	3

IFM202	Trends in Global and Regional Context for Global Content	3
IFM203	Art of Pitching	3
IFM301	Audience and Creative Content Analysis	3
IFM302	Fundamental of Intellectual Property Law	3

Major Requirements**(63 credits)**

GFM101	Music and Sound for Global Content	3
GFM201	World and Character Building	3
GFM202	Cinematography	3
GFM203	Fundamental Post-production	3
GFM204	Writing for Global Content I	3
GFM205	Global Content Production Studio I	3
GFM206	Art of Directing	3
GFM207	Producing for Film and Global Content	3
GFM301	Pitch Deck Development	3
GFM302	Writing for Global Content II	3
GFM303	Global Content Marketing and Distribution	3
GFM304	Global Content Production Studio II	3
GFM305	Adaptation for Global Content	3
GFM306	New Technology and Transmedia	3
GFM307	Film Curating and Exhibition	3
GFM308	Global Experience in Creative Industry	3
GFM309	Intellectual Property Management	3
GFM401	Seminar in Creative Content Industry	3
GFM402	Research and Development for Degree Project	3
GFM403	Degree Project in Film, Series and Global Content Production and Business	6

3. Free Electives**(15 credits)**

Students must select 15 credits with international courses from other majors as the following courses.

GFM501	Contemporary Art and Culture	3
GFM502	Ghost, Monster, and Mythology	3
GFM503	Science, Multiverse and Outer Space Fiction	3
GFM504	Philosophy and Modern Concepts	3
GFM505	Contemporary Issues in Creative Content	3
GFM506	History and Narrative	3
GFM507	Psychology and Character Studies	3
GFM508	Writing for Series Workshop	3
GFM509	Writing for Feature Film Workshop	3
GFM510	Genre and Content Structure Studies	3
GFM511	Advanced Cinematography	3
GFM512	Art Directing	3
GFM513	Production Design and Prop Making	3
GFM514	Editing for Storytelling	3
GFM515	Selected Topic in Creative Content Production	3
GFM516	Networking in Creative Business	3
GFM517	Business Model for Global Content	3
GFM518	Advanced Acting for Global Content	3
GFM519	Voice and Movement for the Screen Actor	3
GFM520	Casting and Audition Techniques for Global Content	3
GFM521	Graphics and Animation for Global Content	3
GFM522	Special Effects and Digital Compositing for Global Content	3
GFM523	Color Grading for Global Content	3
GFM524	Lighting for Global Content	3
GFM525	Scoring for Global Content Workshop	3
GFM526	Sound Recording for Global Content	3
GFM527	Aesthetics of the Moving Image	3
GFM528	Dream, Brain, and Storytelling	3

IGE014 Aesthetics and Well-being for Life (3 Credits)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion

IGE015 Entrepreneurial Spirit and Financial Literacy (3 Credits)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making

2. Professional Education (93 credits)**Core Courses (30 credits)****IFM101 Global Creative Industry (3 Credits)**

This course offers a comprehensive understanding of the global creative industries. It looks into the systems, structures, management practices, and key issues facing the industry, both regionally and globally. Students will explore the roles of relevant public and private sector agencies, along with the laws that control and promote creative content industry.

IFM102 Art of Storytelling (3 Credits)

This course introduces students to study the styles of storytelling in different kinds of screen media through dialogue, visual and sound as well as characteristics of good storytelling. It also focuses on story structures, storytelling techniques, using imagination and personal experience.

IFM103 Fundamental Global Content Production Technique (3 Credits)

This course studies the production process of films, TV series, and digital content. Students will learn basic skills and knowledge of equipment operation and practice the process through a workflow from script to screen at the fundamental level.

IFM104 Design and Visualisation in Global Content Production (3 Credits)

This course studies basic art theories for design in film: line, color, light, shadow, components, layout, and unity in art. It also features film masterpieces in mise-en-scène and a workshop on writing storyboard and design for posters.

IFM105 Basic Acting (3 Credits)

This course studies modern acting theories and techniques in order to understand the nature of acting. It also trains students in basic acting to understand raw materials of humans such as body, voice, mind and movement.

IFM201 Global Content Script Analysis (3 Credits)

This course examines the art of script writing and practices in analyzing and interpreting scripts of successful global films, TV series, and TV shows. Students will explore forms, genres, elements, and structures related to social and geographical contexts, media industry trends and production process limitations.

IFM202 Trends in Global and Regional Context for Global Content (3 Credits)

The course explores cultural, socio-political, and economic contexts in each part of the world to understand and identify the differences and common traits of global and regional markets which affect the trend and direction of content, genre and narrative style in creative content production and marketing.

IFM203 Art of Pitching (3 Credits)

This course examines the principles of project proposal writing, including research, conceptualisation, and preparation. Students will learn presentation techniques, as well as using technology and digital media. Students will practice pitching for different purposes, so they can apply the skills to daily life and career efficiently.

IFM301 Audience and Creative Content Analysis (3 Credits)

The course examines global and regional audience behavior and surrounding aspects affecting understanding, interpretation, and viewing aesthetics. Students will practice analysing similarities and differences in theme, narrative structure and cinematic techniques used to create appealing global contents.

IFM302 Fundamental of Intellectual Property Law (3 Credits)

This course aims to study the fundamental principles of intellectual property law as applied in the content industry at both national and international levels. Define and examine the benefits of various types of intellectual property. Understand the difference between copyright, patents, and trademarks. Analyze the relationship between intellectual property law and the growth of media businesses. Discuss the debates and roles of intellectual property law concerning different types of media within a global context

Major Requirements (63 credits)**GFM101 Music and Sound for Global Content (3 Credits)**

This course features aesthetics, content and music styles in different genres, letting students gain aesthetic experience and appreciation of music. The course will also examine the wide range of sound as a basis of creative storytelling and communication in global content.

GFM201 World and Character Building (3 Credits)

The course studies the fundamental of setting up a solid world, both in terms of physical and philosophical aspects, as well as creating coherent characters. Students will practice how to conduct research through documents, observation and interviews to understand the sociopolitical and psychological context of people and the world they are living in and create convincing worlds and characters for the series.

GFM202 Cinematography (3 Credits)

This course examines theories and practices in cinematography with different types of cameras, basic lighting, and composition. It also trains students to use relevant tools for movie cameras and in basic shooting.

GFM203 Fundamental Post-production (3 Credits)

This course covers post-production workflow and techniques for picture and audio editing using editing software. A workshop provides students in the following areas: picture editing, sound editing, sound mixing, music and color correction. Emphasis is on the overall post-production process, and the importance of knowing post-production direction before filming takes place.

GFM204 Writing for Global Content I (3 Credits)

The fundamentals of script writing for a film, TV series, and a wide range of creative content will be covered in this course. Students will practice systematic team-style script writing under briefs, conditions and limitations of the production.

GFM205 Global Content Production Studio I (3 Credits)

Study the process of producing film, TV series, and creative content starting from conceptualization, pre-production, production, and post-production stages. Practice shooting and editing, focusing on helping students understand the steps involved in creating film, television series work according to industry standards. This includes being able to successfully produce media and become a professional.

GFM206 Art of Directing (3 Credits)

In this course, Students will learn basic components of being a director for screen. It also covers directing for screen principles and art of directing for various screen medias. This course also provides students opportunities to hone their directing skills among their projects in the course.

GFM207 Producing for Film and Global Content 3 Credits)

This course studies principles and planning procedures for film and international content production. It focuses on position management and administration within the filming set, as well as coordination, business, and planning for the filming process. Budget management techniques Designing work schedules in various parts for budget management and controlling film production time effectively.

GFM301 Pitch Deck Development (3 Credits)

This course examines the principles and styles of pitching film, television series and global content to international platforms. This includes researching, pitching varieties of shows, as well as using technology and digital media. Students will get to practice writing story treatment, creating a bible for their own series, honing pitching skills and presentation.

GFM302 Writing for Global Content II (3 Credits)

This course focuses on the art of script writing. The principles and techniques of feature film and TV series script writing. The aim is to understand script structures and function of story elements. Students will practice step by step of how to write a full script and create suspense and dramatic situations to grasp audience's attention in long-formed content.

GFM303 Global Content Marketing and Distribution (3 Credits)

In this course, students will learn how to find domestic and overseas distribution for theatrical, streaming platforms, and alternative markets by gaining knowledge on how to craft a distribution strategy from the earliest stages of project development. It also covers the role of sale agent and the selling technique. Students will practice designing effective marketing campaigns and strategies for their contents.

GFM304 Global Content Production Studio II (3 Credits)

This course offers students hands-on experience in professional level projects, from creative process, pitching, financial planning, marketing, production within the dynamic landscape of the entertainment industry. Students will explore the journey of bringing creative concepts to life, from initial ideation to developing polished pitches and production-ready content.

GFM402 Research and Development for Degree Project (3 Credits)

This course proposes students with topics of interest to pursue for their degree projects. This will enable students to acquire skills in analysis, research and development, planning, and budgeting to complete degree projects, which must be approved by the Department Committee.

GFM403 Degree Project in Film, Series, and Global Content Production and Business (6 Credits)**Pre-requisite : Students must register GFM402**

Students are required to produce degree projects that have been approved by the committee, through the degree project procedures and must exhibit their work publicly.

3. Free Electives (15 credits)

Students must select 15 credits with international courses from other majors as the following courses.

GFM501 Contemporary Art and Culture (3 Credits)

In this course, the students will survey contemporary Art and Culture landscape. Then synthesize, develop and create their own contemporary art exhibition and event project in their own aesthetic style.

GFM502 Ghost, Monster and Mythology (3 Credits)

This course explores the origins and evolution of ghosts, monsters, myths, and mythological tales that have captivated cultures throughout history. It examines how these stories reflect the values, beliefs, and fears of different cultures and societies. By understanding these core themes, students will gain the knowledge to create unique and meaningful creative content.

GFM503 Science, Multiverse and Outer Space Fiction (3 Credits)

In this course, the students will examine a series of great science fiction and fantasy narratives in various medias, such as novels, short stories, movies, series and TV shows, that inspired by knowledge and information in various fields of sciences such as biology, physics, astronomy, and new scientific discoveries. Students will practice creating their own versions of science fiction and fantasy stories, using facts, information and imagination

GFM504 Philosophy and Modern Concepts (3 Credits)

This course studies the fundamental in philosophy and contemporary concepts in media, social movements, changes in theories and concepts influencing creativity, popular phenomena, as well as responses to the ongoing film genres such as Woke Movement, #MeToo Movement, violence, and Diversity & Inclusion.

GFM505 Contemporary Issues in Creative Content (3 Credits)

In this course, the students will analyze and study contemporary issues in creative content such as gender diversity, ethnicity, post-colonialism, globalization through theories of anthropology, sociology, political history. Then they are synthesized to present contemporary issues that can be developed in the production of creative work.

GFM506 History and Narrative (3 Credits)

This course examines history as a narrative form of humanity, society, race, politics, and other issues. It also examines significant past events regionally and globally. The course can inspire students, or provide a resource for them to create interesting and more in-depth creative content

GFM507 Psychology and Character Studies (3 Credits)

This course studies the fundamental theories of psychology, and the relation between psychology and characterization. Students will learn how to design character in different genres of film: forming a background, attitudes, and personalities of characters; giving physically, mentally, and socially contextual details of characters; character development; relationships among characters; and importance of needs and wants of characters.

GFM508 Writing for Series Workshop (3 Credits)

Students will practice script writing for TV Series from finding the right story to determine structures, characters, story elements and dramatizing techniques of screenplay for TV series. It provides a workshop on writing and developing the original and unique screenplay.

GFM509 Writing for Feature Film Workshop (3 Credits)

This course gives an overview of principles and techniques for advanced screenwriting, provides a workshop on feature film screenwriting in style, structure, and other elements, and then focuses on creating an identity with a perfect blend of content, style, and pattern: starting from constructing a draft outline, adding details to the outline and creating a character's personality to story development to complete a final draft screenplay.

GFM510 Genre and Content Structure Studies (3 Credits)

This course examines the wide range of genres and structures in film, TV series, and creative content. Students will practice creating chapter structure, both in the overall nature of the work and the sub-structures in each episode that are complete on their own and connected to the overall picture, to create an interesting and engaging story for the work.

GFM511 Advanced Cinematography (3 Credits)

This course studies lighting theories, lighting psychology, and how to choose light tools. At a workshop on lighting for storytelling and communication, students can practice lighting with special techniques to create the desired light and atmosphere.

GFM512 Art Directing (3 Credits)

This course studies the theories and principles of art direction, including the duties of art department crews. It also provides a workshop on design, choice of materials, scene setting, prop making, makeup and hair design, costume design, special effects and scene decoration to fit stories.

GFM513 Production Design and Prop Making (3 Credits)

This course studies principles of production design, the structure of the art department, and preparation and procedures for production design through theories and practice. Students will learn how to work with directors and art directors and convey meaning and emotions through such components as scenes, props, locations, clothing and costumes.

GFM514 Editing for Storytelling (3 Credits)

This course investigates arts and aesthetics of editing. Students will explore outstanding editing in various genres, studies the works of influenced editors as well as utilizes editing techniques as a re-writing tool for screenplay and value-added solutions.

GFM515 Selected Topic in Creative Content Production (3 Credits)

Students will learn and practice the selected topic in production procedures: pre-production, production and post-production. The course emphasizes specific knowledge and skills for professional work.

GFM 516 Networking in Creative Business (3 Credits)

Student will learn and practice the essential skills and strategies required to build meaningful professional relationships and thrive in the dynamic landscape of the creative industry. This course provides students with comprehensive insights into networking principles, emphasizing its significance in establishing and nurturing connections within the creative business ecosystem. The course includes a blend of theoretical study, real-world case studies, and practical experience in the global creative industry. Students will develop the confidence, communication prowess, and networking acumen necessary to navigate professional environments with finesse.

GFM517 Business Model for Global Content (3 Credits)

The course provides students with the core concepts of business models and how they apply to the creative industries, focusing on business organizations, start-ups, and entrepreneurship. It will explore the innovative distribution platforms shaping today's media landscape. Students will learn how to turn creative content into a sustainable business and explore the possibilities of generating revenue from it, including subscriptions, advertising, product sales and branding.

GFM518 Advanced Acting for Global Content (3 Credits)

The study and practical training of acting for various media forms, including film, music videos, television, series, and commercials. Students will work with scripts from each medium to develop their craft, learning advanced acting techniques, voice work, and movement. The course emphasizes the mastery of advanced performance skills and their application across different types of screen acting.

GFM519 Voice and Movement for the Screen Actor (3 Credits)

Body movement and the correct pronunciation of words, including theories of pronunciation and how to use verbal versus nonverbal languages for acting. It also provides a workshop on how to improve voice projection and body movement for screen acting, how to prepare voice and body for film shooting, and how to communicate with directors.

GFM520 Casting and Audition Techniques for Global Content (3 Credits)

Techniques and selection process of actors to fit their roles as well as demonstrating their acting performance through roles in film, TV commercials, and media with image storytelling.

GFM521 Graphics and Animation for Global Content (3 Credits)

The principles of designing and creating graphics and animation for film, techniques, and how to use tools. The course also offers a workshop on this area.

GFM522 Special Effects and Digital Compositing for Global Content (3 Credits)

Techniques and workshops for digital compositing between computer-generated imagery and images of video and film. It also features the shooting of blue screen and green screen, color correction, analysis, and work flow in film industry.

GFM523 Color Grading for Global Content (3 Credits)

An overview and workshop on advanced color grading techniques, color design in digital post production to control mood, tone, continuity and unity in film. Students will practice on visual and sound with latest technology in post production workflow.

GFM524 Lighting for Global Content (3 Credits)

Light theories, lighting psychology as well as how to choose light tools. Students can practice lighting with special techniques to create the desired light and atmosphere at a workshop on lighting for storytelling and communication.

GFM525 Scoring for Global Content Workshop (3 Credits)

The art and practice of composing and designing music for film, television, and digital media across diverse cultural contexts. Students learn how musical styles, instrumentation, and sound design shape storytelling and emotional tone for global audiences. Through hands-on projects, analysis, and collaboration, the course emphasizes creative strategies for scoring that respond to different genres, traditions, and production environments.

GFM526 Sound Recording for Global Content (3 Credits)

The principles and practices of sound recording for film, television, and digital media in a global production context. Students learn the fundamentals of capturing clean, expressive sound on location and in studio settings, with attention to diverse cultural and industrial standards. Through practical exercises and critical listening, the course emphasizes how sound shapes storytelling, authenticity, and audience engagement across different media environments.

GFM527 Aesthetics of the Moving Image (3 Credits)

The foundational ideas that shape how we understand cinema as an art form. Focusing on key concepts from early and classical film theory such as realism, montage, authorship, and spectatorship. It explores how visual style, movement, and sound create meaning and emotion. Through screenings, readings, and discussion, students develop the tools to analyze how film form expresses ideas and engages audiences, linking theory to the experience of watching films.

GFM528 Dream, Brain, and Storytelling**(3 Credits)**

The of use images and sound to represent dreams, memory, and imagination. Examines how storytelling connects with the ways our brains think, feel and remember, drawing on ideas from psychology and film theory. Through screenings, discussions, and creative workshops, they record dreams, develop story ideas, and transform dream imagery into short cinematic narratives.