

Part B Project Summary**Project Title:** *(Please fill in the blank)*

Film General Education Programme 2009-2010

Project Number

2008/0162 (Revised)

Name of Organization: Hong Kong Film Critics Society

- (1) **Goals:** The project is aimed to help students to achieve the aims of whole-person development and enables them to develop the life-long learning capabilities that are needed in our ever-changing society by studies on specific film topics.

Objectives: (i) various aspects/ topics on film studies with flexible learning platforms

(ii) instil concept of "Hong Kong Spirit" as well as self-reflection on the relationship between individuals and our city

(iii) to enhance students' writing skills and develop creativity, aesthetic sensitivity and critical responses to arts through film studies

- (2) **Targets:** Secondary School Students who participate "*Other Learning Experience (OLE)*"

Expected number of beneficiaries: 35,000

- (3) **Implementation Plan:**

(i) **Duration:** Sep 2009 – Aug 2010

(ii) **Process / Schedule:** Free Lecture, Film Appreciation Workshop Film Critics Writing Workshop and Workshops for Teachers: Sep 2009 to Aug 2010.

(iii) **Collaboration with other parties / partners:** -

(iv) Programme supported by life.mingpao.com, The Hong Kong Institute of Education

- (4) **Products:** Free Lectures, Film Appreciation Workshop, Film Critics Writing Workshop and Workshops for Teachers

(i) **Deliverables/outcomes:** enhance participants' visual literacy and critical thinking skills with comprehensive film knowledge and proper value set instilled.

(ii) **Dissemination of deliverables / outcomes:** programme leaflet (to be sent to all secondary schools and distributed at exhibition(s)), press release, programme information/updates at HKFCS website

(iii) **Commercialization potential of deliverables / outcomes:** Participants are encouraged to explore and discuss in various topics under the programme. Participants from different schools may present and exchange ideas at the online platform. Programme corpus will be made and distributed.

- (5) **Budget:**

Staff cost	Services	General expenses	Total
\$163,800	\$156,200	\$109,700	\$429,700

- (6) **Evaluation:**

(i) **Performance indicators:** observation of online discussion platform at life.mingpao.com, assessment of participants' film critics writing by tutors

(ii) **Outcome measurements:** evaluation/ questionnaires by participants