TNT513 Media and Entertainment Localisation

Level: 5
Credit Units: 5 Credit Units
Language: ENGLISH
Presentation Pattern: EVERY JULY

Synopsis:

TNT513 Media and Entertainment Localisation prepares students for a career in media and entertainment industry. It equips students with translation skills specific to audio-visual works and projects. Feature films, television programmes, podcast, social media videos, live streaming, video games are some of the genres to be covered in this course. The focus of the course is two-fold. First, students will hone their subtitling skills using specific software. Captioning and dubbing will also be explored. Students will engage in real-life social media projects by subtitling for videos and live-streaming services. Second, they will acquire skills for video games localisation through hands-on experience. They will use advanced localisation technologies and content management system to carry out video games editing, translation, subtitling/dubbing and localisation. Industrial experts will be invited to train and supervise students on a specific game localisation project. At the end of the course, students will be able to provide subtitling service independently, using the latest software.

Topics:

- Introduction to Subtitling
- Hands-on Work on Subtitling
- Localization of TV Genres: Variety/Documentaries
- Localization of the film industry
- Localization of TV Genres: Drama
- Localization of News, Current Affairs, Economics, Science and Technology
- Alternate Localization methods: Voice-overs and Dubbing
- Localization of Musical, Stage, and Theatre Performances
- Introduction to Automatic Captioning
- Localization of Social Media
- Game Localization
- Localization Project Management in a Multilingual environment

Learning Outcome:

- Categorise different types of audio-visual products
- Assess the localisation needs of media and entertainment
- Organise audio-visual translation activities
- Appraise subtitling tools
- Create subtitles for videos
- Construct localised video games
- Revise subtitles for better outcome

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	50
Overall Examinable Components	ECA	50
Total		**100**

*The information listed is subject to review and change.