

TNT513e Media and Entertainment Localisation

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

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:

- Overview of media and entertainment
- Transcreation for media and entertainment
- Film and TV production and localisation
- Localisation in social media
- Principles in subtitling and subtitling software
- Video game adaptation

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	50

Overall Examinable Components	ECA	50
Total		100