# ECON1005 Group Project: Micro-Movies – Economics Behind the Scenes

## Overview

This project challenges you to creatively demonstrate how economics is woven into our daily lives. Your group will produce a short, engaging video (maximum 10 minutes) using storytelling or narrative approaches, not a standard report or academic lecture.

## What to Do:

- **Create a Micro-Movie:**
  - Your video should tell a story or follow a narrative that shows economics at work in real-life situations.
  - Think of your video as a mini-documentary or dramatized case study. It should follow a clear storyline—whether it's a day in the life of a consumer, a behind-the-scenes look at a business decision, or a fictional scenario that illustrates economic trade-offs.
  - Formats can include short movies, vlogs, animated infographics, or video slideshows.
  - The aim is to reveal economics in action, not to teach concepts directly.
  - Include (i) a brief introduction to the background of your chosen issue, (ii) relevant data (if possible), and (iii) explain how economics helps us understand or solve the issue.

- **Some Creative Formats to Consider:**
  - Mockumentary: A humorous take on a serious issue.
  - Mini-drama: A fictional story showing economic choices.
  - Infographic animation: Great for data-heavy topics.
  - Vlog-style exploration: "A day in the life" of a consumer or worker.

- **Topic Selection:**
  - The last digit of the sum of all group members' student ID numbers determines your topic area.
  - **Choose ONE topic from your assigned area below:**

| Last Digit: | Topic Choices (with Sample Ideas, but NOT restrictive!) |
|---|---|
| 1, 2 | • Sports<br>  • E.g. Economic Impact of NBA Cup; Financial Fair Play in EPL …<br>• Marketing / Pricing<br>  • E.g. Pricing strategies for streaming services, digital music platforms, … |
| 3, 4 | • Entertainment Business<br>  • E.g. Blackpink/Taylor Swift concert ticketing; The decline of superhero movies; Streaming wars<br>• Consumer Behaviors / Markets |

| | |
|---|---|
| | • E.g. LaBuBu shortage? Seafood market after Fukushima water release |
| 5, 6 | • Technology<br>  • E.g. Electric vertical take-off and landing (eVTOL) vehicles, generative AI tools, dynamic pricing algorithm<br>• Environmental Issues<br>  • E.g. EU's first-ever mandatory cap on underwater noise from human activities at sea, carbon credit markets |
| 7, 8 | • Games / eSports<br>  • E.g. business models in gaming, *in-game* economic lessons, The rise of mobile gaming<br>• Education, Health, and Welfare<br>  E.g. economics behind private tutorial schools, Online healthcare platforms, AI doctor? |
| 9, 0 | • Sustainable Business<br>  • E.g. circular denim, sustainable tourism,…<br>• Personal Life<br>  • E.g. anything happened around you |

- Use of **Local or Regional Examples** Tis recommended.

**Group Details:**

- Group Size: 4 – 6 members
- Submission Deadline: 20 December 2025 (23:59) via Moodle.
- *Assessment* (**20%**)*:*
  - Accuracy of concepts & applications (35%)
  - Creativity & insightfulness (30%)
  - Uniqueness & originality (15%)
  - Video production quality (20%)
  - Peer evaluation

**Resources:**

- **Creating free animations - Video Animation Makers**
  - Canva, Moovly, PowToon, Vyond, Animaker, Wideo, Synthesia (Generative AI), Pictory (Generative AI) etc.
  - All of them are free of charge, but you might need to store your work in cloud and submit the link to us for some of them.

- **Enriching your work with relevant data – Statista (if needed)**
  - Almost every kind of data are available – with many insightful reports, market

outlooks, infographics that might inspire your work.
    - Available online – access through HKBU library (log in with your student account).

- **In search of ideas …**
    - Some popular business magazines might include some interesting and insightful stories
    - Bloomberg Businessweek (generally more entertaining and readable), Money, Fortune, The Economist, …

**Tips:**

Finding an interesting topic or issue is very important. If you need some advice about the direction of economic explanation, feel free to approach us.

Submit your group list using the following online form. Each team is required to submit ONLY ONCE:




https://forms.office.com/r/gexQGSyS6R