

# Bachelor of Arts in Applied and Media Arts 應用及媒體藝術文學士

in collaboration with the Hong Kong Art School



香港藝術學院  
HONG KONG ART SCHOOL  
A division of Hong Kong Arts Centre

Programme Code & Mode of Study	84012 (Full-time Mode) 84015 (Part-time Mode)
Tuition Fee	HK\$2,000 per credit for 2010/11 academic year
Medium of Instruction	English
Programme Leader	Jack LAM Shing-ho <i>BS, MFA, MHKDA</i>
Deputy Programme Leader	Nelson TAM Hoi-ming <i>BFA, MSc</i>

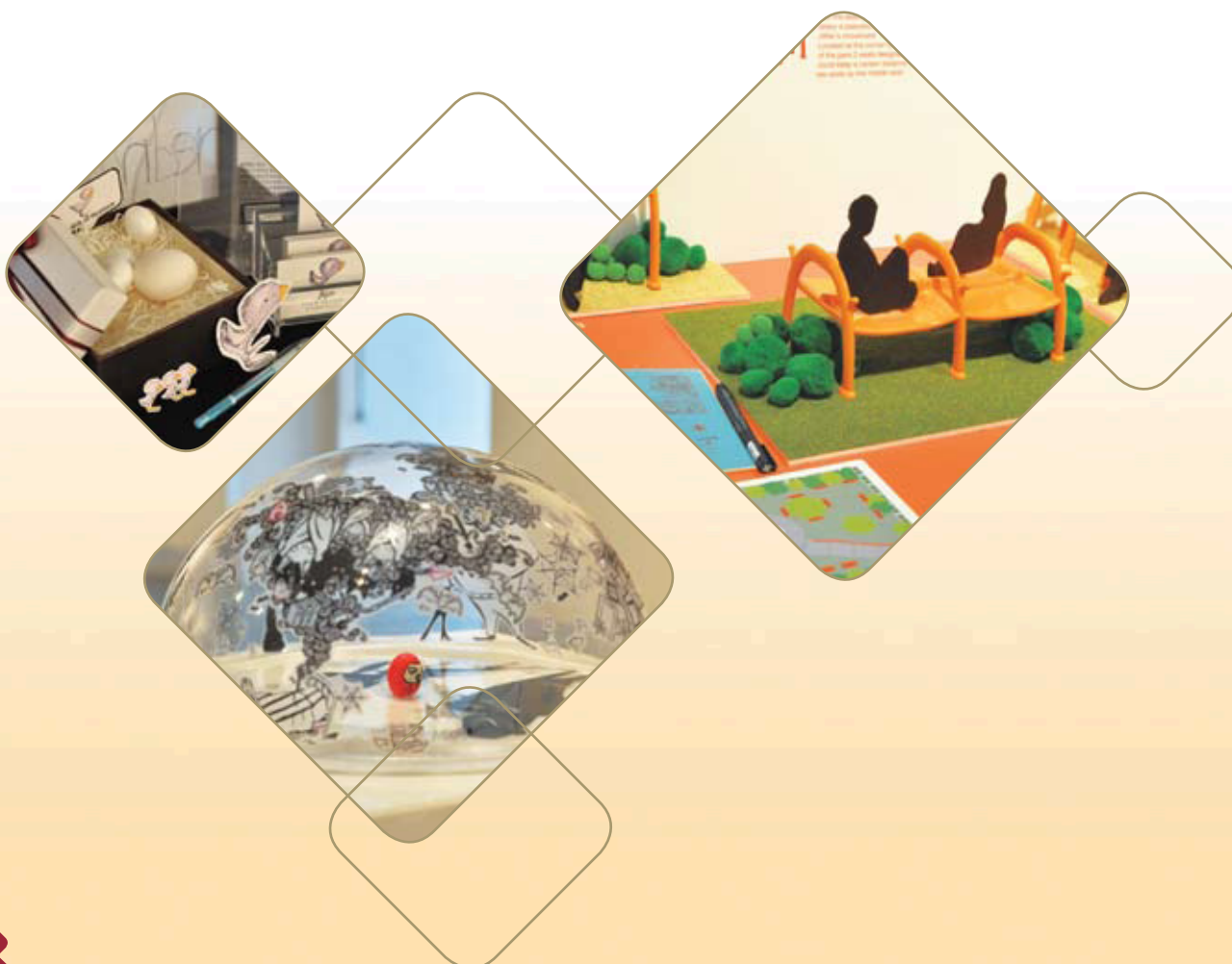
The Bachelor of Arts in Applied and Media Arts is offered in collaboration with the Hong Kong Art School (HKAS) of the Hong Kong Arts Centre. Most of the classes, studios and workshops will be delivered at HKAS premises.

## › Aims and Objectives

The programme provides a creative, experimental and interdisciplinary study of applied and media arts, developing students as creative practitioners with critical framework for analytical reflection of the practices in the culture and creative industries.





## › Career Opportunities

Graduates will become reflective contributors in their respective fields, capable of pursuing careers as professional designers, corporate image creators and media artists. They will be able to capitalise on their all-round trainings in creativity and aesthetic sensibility, which are essential elements of success in a knowledge-based economy.



## › Programme Structure

Students are required to complete 8 compulsory and 6 elective subjects.

Subject Nature	Subject Title	No. of Credits
<b>Compulsory</b> (all 8 subjects; 27 credits)	Experimental Workshops I	3
	Experimental Workshops II	3
	Interdisciplinary Studies I	3
	Interdisciplinary Studies II	3
	Business Communications 	3
	Business Management for Creative Industries	3
	Creative Economy: Practices and Opportunities	3
	Graduation Project	6
<b>Elective</b> (any 6 subjects)	Animation for Creative Industries 	3
	Digital Video and Cinema 	3
	Environmental Factors 	3
	Re-design of Everyday Objects	3
	Professional Brand and Identity Design	3
	Experimental Typography	3
	Interactive Edu-tainments	3
	Aesthetics of Publication	3
	Digital Imaging	3
	Interactive Installation	3
	Aesthetics and Practice of Screen-based Media	3
	Material Culture	3
	Design for Future	3

Offering of any elective subjects is subject to sufficient enrolment.

 This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

## › Entry Requirements

Applicants should possess a Higher Diploma or an Associate Degree in related disciplines or equivalent with demonstrated English proficiency.

Holders of Higher Diploma or Associate Degree in unrelated disciplines with demonstrated language proficiency and knowledge in foundation subjects may also be considered.

Those who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants. Mature applicants should possess at least 5 years of relevant working experience in senior positions and prior studies in related fields. They will be required to demonstrate their ability to complete the programme to the admission committee at an interview; and

- (i) pass an admission test; and
- (ii) have an appropriate level of English language competence demonstrated by at least level 2 in HKCEE English Language [or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent.

Selected applicants will be invited to bring their portfolios to an admission interview.

## › Further Information

Syllabus of the subjects offered can be obtained from my.SPEED portal (<http://www.cpce-polyu.edu.hk/speed/its/myspeed>) under "my.Channels" → "programme document".

## › Enquiries

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