

Bachelor of Arts (Honours) in Applied and Media Arts

應用及媒體藝術（榮譽）文學士

Programme Structure

Students are required to complete the following requirements with satisfactory results for an honours degree:

Requirements		No. of Credits
General University Requirements (GUR)		9 – 18 credits
2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) ⁺ , 3 credits each		6 credits
1 Service Learning OR Free Elective subject		3 credits
Up to 3 Language and Communication Requirements (LCR) subjects (2 in English & 1 in Chinese), 3 credits each <i>(for students who have not met the equivalent standard of undergraduate degree LCR based on their prior sub-degree studies only)*</i>		0 – 9 credits
Discipline Specific Requirements (DSR) <i>(Please refer to the table below for details.)</i>		51 credits
Compulsory	10 subjects, 3 credits each (except “Graduation Project” which carries 6 credits)	33 credits
Elective	6 subjects, 3 credits each	18 credits
Work-Integrated Education (WIE) <i>(for full-time students only)</i>		Nil
300 hours of work-based learning experience <i>(Relevant work experience accumulated during or after sub-degree studies may be considered for fulfilment of WIE. Students will be invited to submit application for consideration after programme commencement.)</i>		
Total		60 – 69 credits

⁺ Within these subjects, students need to fulfil the English and Chinese reading and writing requirements.

* Students’ fulfilment of LCR will be assessed based on their academic records of sub-degree studies. They will be advised if they are required to take LCR subjects on admission.

Discipline Specific Requirements (DSR)

Subject Nature	Subject Title
Compulsory <i>(all 10 subjects)</i>	Business Communication in Chinese
	Creative Economy: Practices and Opportunities
	Design Entrepreneurship
	Design Research and Methodology
	Effective Professional Communication in English
	Experimental Visualisation
	Graduation Project
	Independent Study
	Industrial Collaboration Project
	Visual Culture
Elective[#] <i>(6 subjects, at least 1 from the last 8 subjects highlighted on the right)</i>	Computational Graphics
	Consumer Behaviour
	Digital Video
	Documentary Filmmaking
	Foundation of Animation
	Identity Design
	Image and Text
	Information Graphic
	Integrated Marketing Communications
	Photography and Digital Imaging
	Play-Tec
	Branding Design
	Film and Video Art
	Motion Graphics
	Publication and Communication Design
	Retail Management
	Spatial Interaction
	TVC Production
	Web Design

[#] Offering of any elective subjects is subject to sufficient enrolment.

Exit Award

Students who have completed the following requirements with satisfactory results may apply for an exit award of an ordinary degree:

Requirements		No. of Credits
General University Requirements (GUR)		9 – 18 credits
<i>Same as honours degree requirements</i>		
Discipline Specific Requirements (DSR)		36 credits
Compulsory	8 subjects, 3 credits each (except “Graduation Project” which carries 6 credits) [All except “Design Entrepreneurship” and “Independent Study”]	27 credits
Elective	3 subjects, 3 credits each	9 credits
Work-Integrated Education (WIE) (for full-time students only)		Nil
<i>Same as honours degree requirements</i>		
Total		45 – 54 credits