

## 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
<b>General University Requirements (GUR)</b>		<b>9 – 18 credits</b>
2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) <sup>+</sup> , 3 credits each		6 credits
1 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
<b>Discipline Specific Requirements (DSR)</b> <i>(Please refer to the table below for details.)</i>		<b>51 credits</b>
Compulsory	10 subjects, 3 credits each (except “Graduation Project” which carries 6 credits)	33 credits
Elective	6 subjects, 3 credits each	18 credits
<b>Total</b>		<b>60 – 69 credits</b>

<sup>+</sup> *Within these subjects, students need to fulfil the English and Chinese reading and writing requirements.*

<sup>\*</sup> *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
<b>Compulsory</b> <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
<b>Elective<sup>#</sup></b> <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
	<b>Branding Design</b>
	<b>Film and Video Art</b>
	<b>Motion Graphics</b>
	<b>Publication and Communication Design</b>
	<b>Retail Management</b>
	<b>Spatial Interaction</b>
	<b>TVC Production</b>
	<b>Web Design</b>

<sup>#</sup> 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
<b>General University Requirements (GUR)</b>		<b>9 – 18 credits</b>
<i>Same as honours degree requirements</i>		
<b>Discipline Specific Requirements (DSR)</b>		<b>36 credits</b>
Compulsory	8 subjects, 3 credits each (except “Graduation Project” which carries 6 credits) <i>[All except “Design Entrepreneurship” and “Independent Study”]</i>	27 credits
Elective	3 subjects, 3 credits each	9 credits
<b>Total</b>		<b>45 – 54 credits</b>