

PolyU SPEED

School of Professional Education and Executive Development 專業進修學院 2026/27



For Sub-degree Graduates
and Working Adults
適合副學士畢業生及在職人士

Degree Awarded by PolyU 學位由理大頒授

Bachelor of Arts (Honours) in Media and Communication Design 媒體及傳意設計 (榮譽) 文學士

Full-time and Part-time modes 全日制及兼讀制模式

Programme Webpage
課程網頁



Programme Features 課程特色

- Offers interdisciplinary studies through design practice and visual experimentation
藉著設計實踐及視覺實驗，提供跨學科學習
- Focuses on training in critical thinking and analytical skills
著重訓練批判性思考和分析技巧
- Integrates the aspect of "Business of Design" in the curriculum
在課程中融入「設計營商」元素
- Develops professionalism through project-based learning experiences
利用專題研習的學習經歷，培養專業精神
- Adopts an outcome-based curriculum with focus on professional competence
課程設計以成果為本，著重學生專業能力



Graduate Success Story 畢業生成功故事



Lindsay Yang
楊林昕
2021 Graduate
2021 年畢業生

Admitted to MA Data Visualisation at
London College of Communication,
University of the Arts London
於倫敦藝術大學倫敦傳播學院修讀
數據可視化碩士課程

“ PolyU SPEED offers students many opportunities to participate in both on-campus and off-campus competitions, allowing them to gain valuable professional knowledge related to their courses.

PolyU SPEED 為同學提供不少參與校內及校外比賽的機會，讓同學可以學習到許多與課程相關的專業知識。 ”

Career Prospects after Graduation 畢業後的就業前景

Graduates are able to pursue a wide range of careers, including Brand Designer, Graphic Designer, Media Production Designer, Motion Graphic Designer, New Media Designer and Web Designer.

畢業生就業機會包括品牌設計師、平面設計師、媒體製作設計師、動態圖像設計師、新媒體設計師及網頁設計師等職位。

Apply Now
立即報名



Scholarships and Studentships 獎學金和嘉許獎

All students of PolyU SPEED's undergraduate top-up degree programmes admitted in 2026/27 may get scholarships of up to a total of HK\$110,000.

PolyU SPEED 學士學位銜接課程學生 (2026/27 學年入學) 有機會獲頒獎學金合共最高 HK\$110,000。



Scholarship Details
獎學金詳情

Degrees Awarded by PolyU Scholarships up to
學位由理大頒授 獎學金最高
HK\$110,000
擲骰擲得好，不如選「擇」得好！
Choosing well is better than rolling the dice well!

Entrance Requirements 入學資格

Holder of a recognised Associate Degree, Higher Diploma or an equivalent qualification in related disciplines.

持有相關學科的認可副學士學位、高級文憑或同等學歷。

Notes 備註：

1. The main medium of instruction of the study programme concerned should be English. An applicant who has completed the programme with other languages as the main medium of instruction should attain the following English Language requirement: IELTS 6.0 or TOEFL 550 (paper based)/80 (Internet based).

有關課程的主要教學語言應該是英語。以其他語言作為主要教學語言的課程的申請人應達到以下英語語言要求：雅思 6.0 或托福 550 (paper-based)；80 (Internet-based)。

2. An applicant who does not possess the above-mentioned qualification but has reached the age of 25 before 1 September, in the year in which he/she seeks admission, may apply as a mature applicant. He/she must demonstrate sufficient motivation, knowledge and potential to indicate a high probability of being able to complete the programme successfully. In addition, he/she may be required to take appropriate foundation subject(s).

不具備上述資格，但在申請入學年度的 9 月 1 日之前年滿 25 歲的人士亦可提出申請。他/她必須展現足夠的動機、知識和潛力，以顯示出有很大機會能夠成功修畢該課程。此外，他/她可能需要修讀適當的基礎課程。

Curriculum Structure 課程結構

Programme Requirements 課程要求	Minimum Requirement 最低要求
General University Requirements (GUR) 大學核心課程	9 credits 學分 ¹
Discipline-Specific Requirements (DSR) 學科專業課程	51 credits 學分

1. It excludes the Language and Communication Requirements (LCR) of up to 9 credits, which are normally not required. Only those students not meeting the equivalent standard of the Undergraduate Degree LCR (based on their previous studies in Associate Degree/Higher Diploma programmes and their academic performance) will be required to take degree LCR subjects on top of the normal curriculum requirement.

這不包括學生一般不需要修讀之語文及溝通課程 (最多 9 學分)。如學生未達到學士學位的語文及溝通課程水平 (根據學生在副學士/高級文憑課程所修讀的相關科目及學業成績決定)，需額外修讀語文及溝通課程。

DSR Subjects 學科專業科目

Examples of Subjects 科目例子

- Business Communication in Chinese
- Creative Entrepreneurship
- Design Research and Analysis
- Digital Media Production
- Experimental Art
- Visual Information Narrative

For more information, please contact: 想了解更多，請聯絡：

Programme Leader 課程統籌

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Assistant Programme Leader 助理課程統籌

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張士宗先生
BA [PolyU(H.K.)]; MFA (RMIT); MA (Arts Lond.)
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Enquiries 查詢

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The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here. 學院有權更新此課程單張內容及更改或撤銷此單張所述課程或科目。

Programme Duration and Study Mode 修讀年期及模式

Full-time 全日制 2 years 年
Part-time 兼讀制 4 years 年

(Possible completion in 3 years 有可能在 3 年內完成)

Medium of Instruction 教學語言

English (except for subjects with Chinese requirements)
英文 (具中文要求的科目除外)

Tuition Fee 學費

Full-time Programme 全日制課程
Local Students 本地學生
HK\$187,200

Non-local Students 非本地學生
HK\$243,300

Part-time Programme 兼讀制課程
Local Students 本地學生
HK\$187,200

The tuition fees listed above are for 2025/26. The fees for 2026/27 are subject to review. 上列為 2025/26 學費。2026/27 學費有待審核。



Tuition Fee Details
學費詳情