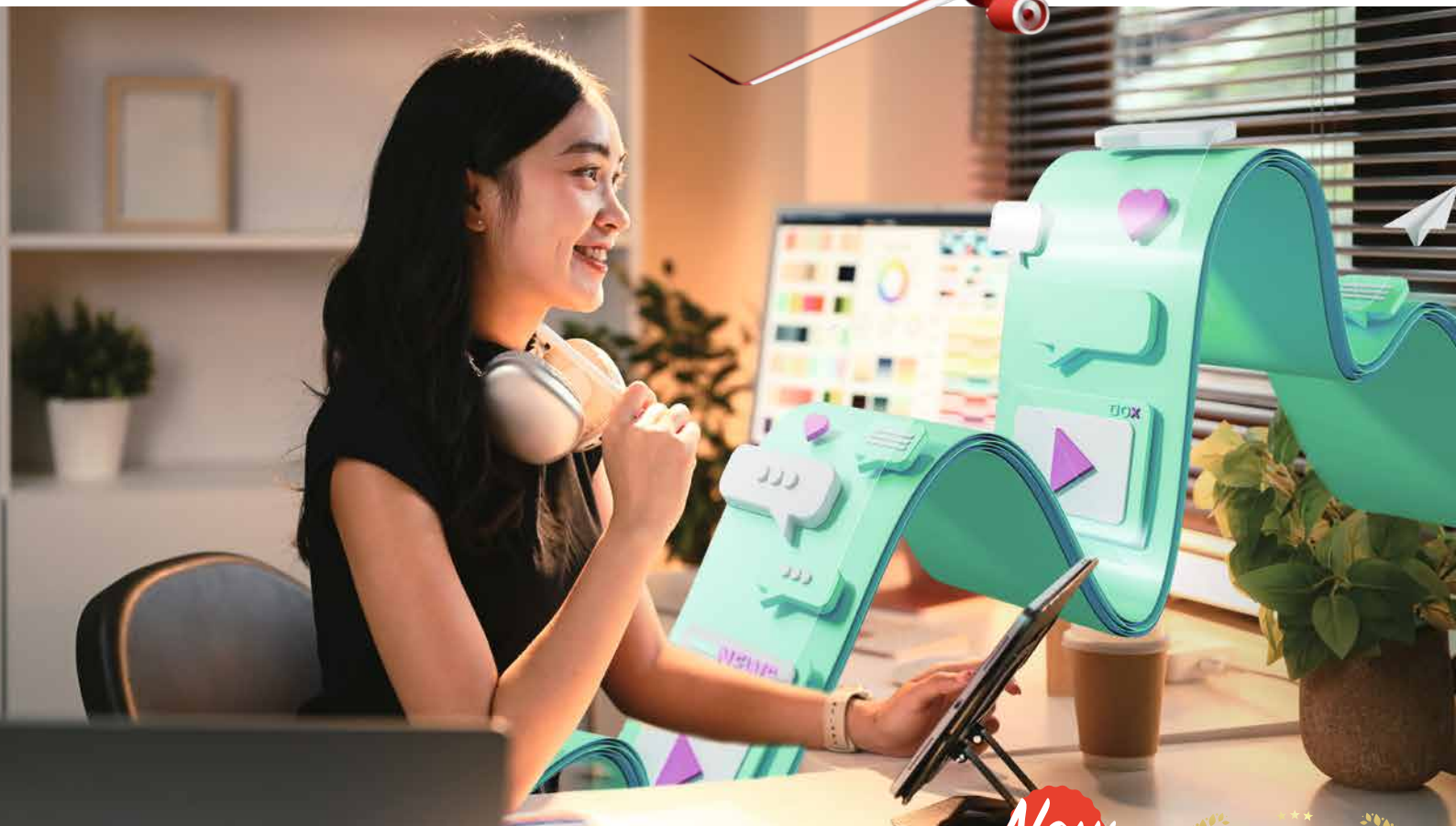


PolyU

SPEED 2026/27



New Master's Programme 全新碩士課程

Master of Arts in Digital Media Cultures and Design 数码媒体文化与设计文学硕士

September 2026 Entry 2026 年 9 月开学

New

DEGREES
AWARDED
by POLYU

Full-time
全日制
Part-time
兼读制

- Digital media cultures & cultural studies: how digital platforms shape identity, communities and contemporary culture
数位媒体文化与文化研究：数位平台如何塑造身分、社区与当代文化
- Digital storytelling for impact: narrative design across media to communicate ideas and drive engagement
影响力数位叙事：跨媒体叙事设计，以传达思想和推动参与
- Design methods & user centered design: design thinking, research and prototyping to create effective digital experiences
设计方法与以使用者为中心的设计：透过设计思维、研究和原型创作来创造有效的数位体验
- Ethics, society & governance in digital media: privacy, authenticity, creative ownership, platform power, and responsible practice (including generative AI)
数位媒体中的道德、社会和治理：隐私、真实性、创意所有权、平台权力和负责任的实践（包括生成式 AI）
- Creative technologies & culturally informed making: AI-enabled creative workflows and media production, including Chinese artistic heritage (e.g. digital ink art) in contemporary design practice
创意科技与文化知情制作：人工智慧驱动的创意工作流程和媒体制作，包括在当代设计实践中融入中国艺术传统（例如数位水墨艺术）



Programme Basic Information 课程基本资料

Duration of Study:

1 year (Mixed-mode Full-time) / 2 years (Mixed-mode Part-time)

修读年期:

1 年 (混合模式全日制) / 2 年 (混合模式兼读制)

Commencement Date: September 2026 Entry

开课日期: 2026 年 9 月开学

Tuition Fee: HK\$201,190

学费: 港币 201,190 元

Programme Structure 课程结构

Students are required to complete 11 subjects for a total of 31 credits with satisfactory results as well as passing an e-learning course (non-credit bearing), namely "Understanding China and the Hong Kong Special Administrative Region, P.R.C.", to fulfil the National Education Requirement in order to obtain a master's degree.

学生需要完成 11 个科目合共 31 个学分，取得满意成绩，并需于一科电子学习科目（非学分），即「Understanding China and the Hong Kong Special Administrative Region, P.R.C.」，取得合格成绩，以满足国民教育要求，方可取得硕士学位。

Compulsory Subjects (All 8 subjects, 3 credits each unless otherwise specified)

必修科目 (全部 8 科目，每科 3 学分，另有规定除外)

- Academic Integrity and Ethics in Digital Scholarship (1 credit)
- Digital Media and Society
- Digital Media Cultures: Theory and Practice
- Digital Storytelling for Social Impact
- Ethics in Digital Media
- Media Design and Logic
- Online Content Creation in Social Media
- User-centered Design in Digital Media

Elective Subjects[#] (Any 3 subjects, 3 credits each)

选修科目[#] (任何 3 科目，每科 3 学分)

- Advanced Digital Media Production
- Aesthetics in Media Culture
- Digital Ink Art and Design
- Professional Practice in Digital Media

[#]Offering of any elective subjects is subject to sufficient enrolment.
每科选修科必须有足够报读人数才会开办。

Career Prospects 就业前景

Graduates will be prepared for roles across digital media, design and creative industries where cultural insight, user-centred design, storytelling and AI-enabled production are increasingly valued.

毕业生将为数位媒体、设计和创意产业中的各种职位做好准备，在这些行业中，文化洞察力、以使用者为中心的设计、叙事能力和人工智慧驱动的制作日益受到重视

- Digital content strategist/content designer (brand, NGO, public sector, cultural organisations)
数位内容策略师 / 内容设计师 (品牌、非政府组织、公共部门、文化组织)
- Social media content creator/digital producer (short-form video, campaigns, transmedia storytelling)
社群媒体内容创作者 / 数位制作人 (短影片、活动、跨媒体叙事)
- UX/UI designer/interaction designer (research-led, culturally sensitive experience design)
使用者体验 / 使用者介面设计师 / 互动设计师 (以研究为主导、具文化敏感度的体验设计)
- Creative technologist/AI-enabled media maker (AI-assisted workflows, interactive/immersive media, arts-tech applications)
创意技术专家 / 人工智慧媒体制作人 (人工智慧辅助工作流程、互动/沉浸式媒体、艺术科技应用)
- Digital artist/visual designer (including culturally informed practices such as digital ink art)
数位艺术家 / 视觉设计师 (包括受文化熏陶的实践，如数位水墨艺术)
- Creative director/art director (digital campaigns, visual identity, creative leadership)
创意总监 / 艺术总监 (数位活动、视觉识别、创意领导)
- Documentary/social impact storyteller (digital documentary, advocacy and public engagement)
纪录片 / 社会影响力叙事者 (数位纪录片、倡议与公众参与)
- Digital culture researcher (platform culture, online communities, media ethics and society)
数位文化研究员 (平台文化、线上社群、媒体伦理与社会)

Entrance Requirements 入学要求

Holders of a recognised bachelor's degree, or an equivalent qualification in arts, humanities, China studies, business administration, management, social sciences, or a related field.

持有认可的艺术、人文学科、中国研究、工商管理、管理学、社会科学或相关领域学士学位或同等学历。

For details of entrance requirements, please visit the programme webpage.

入学要求详情，请浏览课程网页。

**For more information,
please contact:**

想了解更多，请联络：

Programme Leader 课程统筹

Dr Ivy Man 文爱娟博士

BA, MPhil (H.K.), PhD (Liv.)

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Enquiries 查询

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Programme Details 课程详情