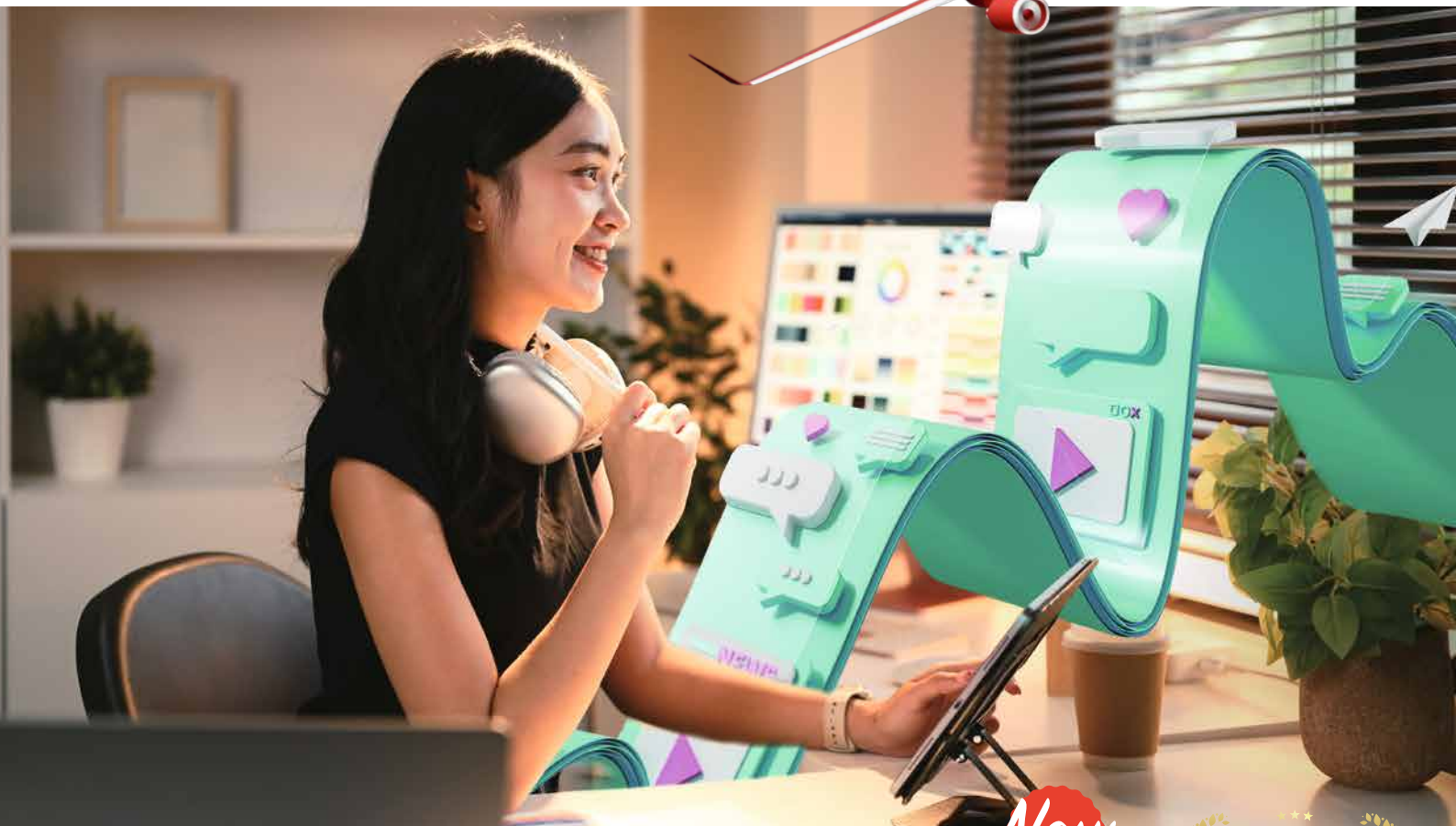


PolyU

SPEED 2026/27



New Master's Programme 全新碩士課程

Master of Arts in Digital Media Cultures and Design 數碼媒體文化與設計文學碩士

September 2026 Entry 2026 年 9 月開學

New

DEGREES
AWARDED
by POLYU

Full-time
全日制
Part-time
兼讀制

- Digital media cultures & cultural studies: how digital platforms shape identity, communities and contemporary culture
數位媒體文化與文化研究：數位平台如何塑造身分、社區與當代文化
- Digital storytelling for impact: narrative design across media to communicate ideas and drive engagement
影響力數位敘事：跨媒體敘事設計，以傳達思想和推動參與
- Design methods & user centered design: design thinking, research and prototyping to create effective digital experiences
設計方法與以使用者為中心的設計：透過設計思維、研究和原型創作來創造有效的數位體驗
- Ethics, society & governance in digital media: privacy, authenticity, creative ownership, platform power, and responsible practice (including generative AI)
數位媒體中的道德、社會和治理：隱私、真實性、創意所有權、平台權力和負責任的實踐（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
創意科技與文化知情製作：人工智慧驅動的創意工作流程和媒體製作，包括在當代設計實踐中融入中國藝術傳統（例如數位水墨藝術）



Programme Basic Information 課程基本資料

Duration of Study:

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

修讀年期：

1 年（混合模式全日制）/ 2 年（混合模式兼讀制）

Commencement Date: September 2026 Entry

開課日期：2026 年 9 月開學

Tuition Fee: HK\$201,190

學費：港幣 201,190 元

Programme Structure 課程結構

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.

學生需要完成 11 個科目合共 31 個學分，取得滿意成績，並需於一科電子學習科目（非學分），即「Understanding China and the Hong Kong Special Administrative Region, P.R.C.」，取得合格成績，以滿足國民教育要求，方可取得碩士學位。

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

必修科目（全部 8 科目，每科 3 學分，另有規定除外）

- 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)

選修科目[#]（任何 3 科目，每科 3 學分）

- 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.
每科選修科必須有足夠報讀人數才會開辦。

Career Prospects 就業前景

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.

畢業生將為數位媒體、設計和創意產業中的各種職位做好準備，在這些行業中，文化洞察力、以使用者為中心的設計、敘事能力和人工智慧驅動的製作日益受到重視

- Digital content strategist/content designer (brand, NGO, public sector, cultural organisations)
數位內容策略師 / 內容設計師（品牌、非政府組織、公共部門、文化組織）
- Social media content creator/digital producer (short-form video, campaigns, transmedia storytelling)
社群媒體內容創作者 / 數位製作人（短影片、活動、跨媒體敘事）
- UX/UI designer/interaction designer (research-led, culturally sensitive experience design)
使用者體驗 / 使用者介面設計師 / 互動設計師（以研究為主導、具文化敏感度的體驗設計）
- Creative technologist/AI-enabled media maker (AI-assisted workflows, interactive/immersive media, arts-tech applications)
創意技術專家 / 人工智慧媒體製作人（人工智慧輔助工作流程、互動/沉浸式媒體、藝術科技應用）
- Digital artist/visual designer (including culturally informed practices such as digital ink art)
數位藝術家 / 視覺設計師（包括受文化薰陶的實踐，如數位水墨藝術）
- Creative director/art director (digital campaigns, visual identity, creative leadership)
創意總監 / 藝術總監（數位活動、視覺識別、創意領導）
- Documentary/social impact storyteller (digital documentary, advocacy and public engagement)
紀錄片 / 社會影響力敘事者（數位紀錄片、倡議與公眾參與）
- Digital culture researcher (platform culture, online communities, media ethics and society)
數位文化研究員（平台文化、線上社群、媒體倫理與社會）

Entrance Requirements 入學要求

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.

持有認可的藝術、人文學科、中國研究、工商管理、管理學、社會科學或相關領域學士學位或同等學歷。

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

入學要求詳情，請瀏覽課程網頁。

**For more information,
please contact:**

想了解更多，請聯絡：

Programme Leader 課程統籌

Dr Ivy Man 文愛娟博士

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

☎ 3746 0431 ☎ 6823 9014 ✉ ivy.man@cpce-polyu.edu.hk

Enquiries 查詢

☎ 3746 0900 ✉ cpce.ar@cpce-polyu.edu.hk

PolyU West Kowloon Campus 香港理工大學西九龍校園

9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong

香港九龍油麻地海庭道 9 號

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



HK.PolyUSPEED



polyu_speed



polyu-speed



polyu-speed

Programme Details 課程詳情

