



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

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

SPEED 

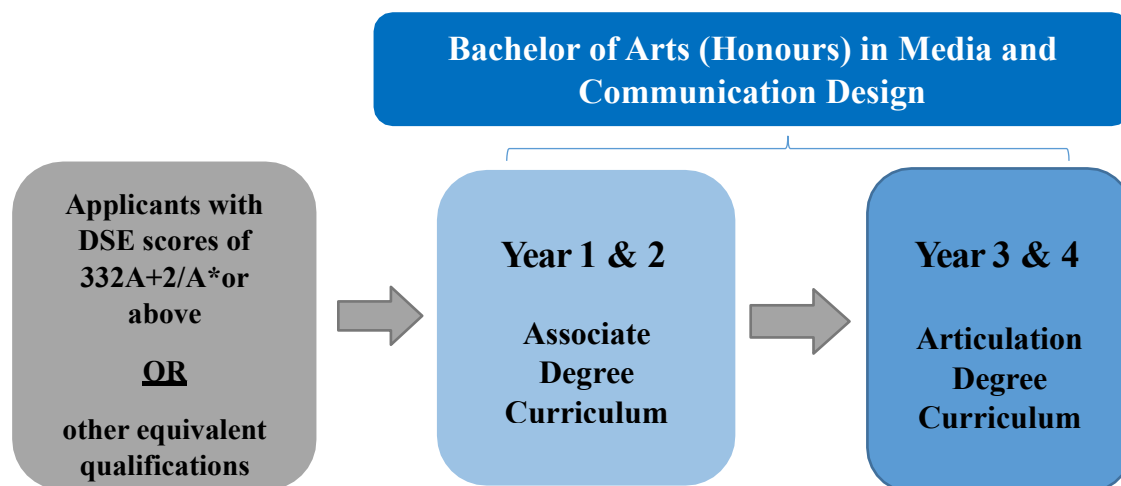
**Programme Structure for
Bachelor of Arts (Honours) in Media and Communication Design**

(Last updated as of 15 May 2025)

PROGRAMME CURRICULUM, STRUCTURE AND AWARD REQUIREMENTS

Credits Required for Graduation

The programme of study for the award of *Bachelor of Arts (Honours) in Media and Communication Design* consists of at least 120 credits. All students are also required to participate in an end-of-programme exhibition and to complete a Work-Integrated Education component.

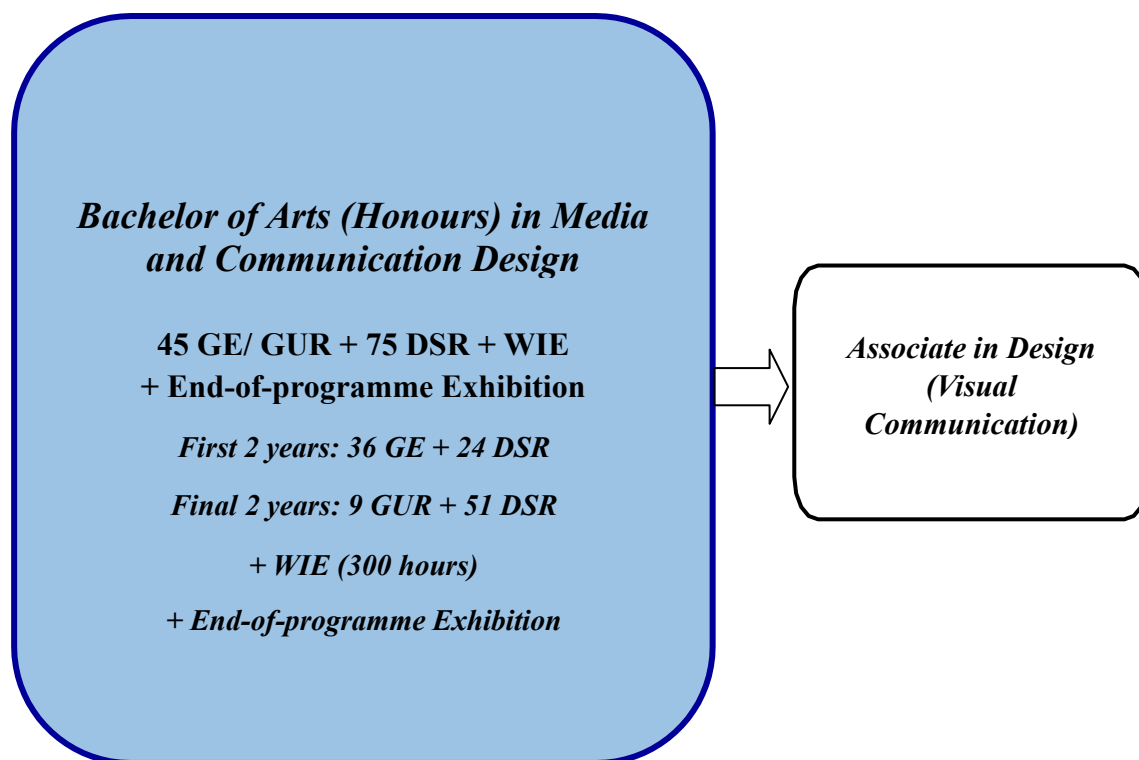


* Level 3 in both Chinese Language and English Language, Level 2 in Mathematics, "Attained" level in Citizenship and Social Development, and Level 2 or "Attained" level in one elective in Hong Kong Diploma of Secondary Education (HKDSE) examinations.

Study Pathways with possible Exit Awards

4-year Degree Programme

Possible Exit Awards
(Credits: 36 GE + 24 DSR)



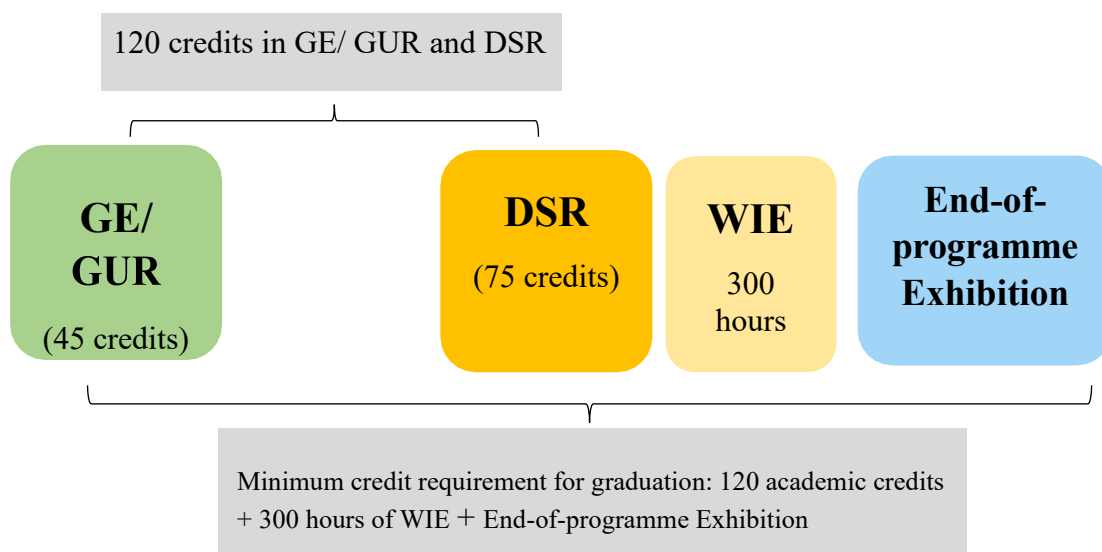
Directly enrol on a 4-year degree programme with the first 2 years of study on AD curriculum

Applicants with HKDSE 332A+2/A qualification
Applicants with other equivalent qualifications

GE – General Education; GUR – General University Requirements
DSR – Discipline-Specific Requirements
AD – Associate Degree

Programme Structure

Possibility for exit with an Associate Degree in Design (Visual Communication)



General Education (GE) / General University Requirements (GUR) [45 credits]

GE Compulsory [24 credits]
[including 9 credits for fulfillment of Language and Communication Requirements (LCR)]

GE Elective [12 credits]
GUR - Cluster Area Requirements (CAR) [6 credits]
GUR - Service Learning (SL)/ Free Elective [3 credits]
Essential Components of General Education [0 credit]

Discipline-Specific Requirements (DSR) [75 credits]

Possibility for exit with *Associate in Design (Visual Communication)*:
DS Compulsory [51 credits]
DS Elective [24 credits]

300 hours of WIE

End-of-programme Exhibition

Detailed requirements are listed below. Unless otherwise specified, each subject under this Programme carries 3 credits.

General Education (GE) / General University Requirements (GUR) (45 credits)

A) First Two Years – GE (13 subjects, 36 credits)

Associate Degree in Design as exit award

Programme GE Compulsory Subjects (8 subjects, 24 credits)

- Fundamental Visualisation Skills
- Creative and Design Thinking
- Multimedia Fundamentals
- Introduction to Visual Studies
- Mathematics in Design Context
- English for Academic Studies (Design) I
- English for Academic Studies (Design) II
- Chinese Communication for College Students (Cantonese Version) or Chinese Communication for College Students (Putonghua Version)*

** Students whose Chinese standards are at junior secondary level or below, will be required to take an alternative Chinese subject LCH1001 “Elementary Chinese”.*

Programme GE Elective Subjects under the following 5 Cluster Areas (4 subjects, 12 credits)

- Human Nature, Relations and Development (HRD)
- Chinese History and Culture (CHC)
- Cultures, Organisations, Societies and Globalisation (COSG)
- Science, Technology and Environment (STE)
- Language and Communication (LC)

The GE elective subjects to be selected by a student, together with the GE compulsory subjects of “Fundamental Visualisation Skills” and “Introduction to Visual Studies” which are in the cluster areas of LC and COSG respectively, should be under at least four of the five Cluster Areas as listed above, and at least one of them should be from the CHC cluster.

Essential Components of General Education

All students should complete a non-credit bearing subject Essential Components of General Education which consists of the following e-modules during their first year of study:

- (1) Academic Integrity
- (2) National Education
- (3) Artificial Intelligence and Data Analytics
- (4) Innovation and Entrepreneurship

B) Final Two Years – GUR (3 subjects, 9 credits)

Cluster-Area Requirements (CAR) (2 subjects, 6 credits)

- One subject in the cluster area of “Chinese History and Culture with embedded Chinese Reading and Writing Requirements
- One English language subject in the cluster area of “Human Nature, Relations and Development” with embedded English Reading and Writing Requirements

Service Learning (SL)/ Free Elective (1 subject, 3 credits)

Prior to full implementation of SL, students may take a 3-credit free elective in lieu of SL.

Discipline-Specific Requirements (DSR) (75 credits)

A) First Two Years (6 or 7 subjects, 24 credits)

Associate in Design (Visual Communication) as exit award

Compulsory Subjects (4 subjects, 18 credits)

- Introduction to Design I
- Introduction to Design II
- Design Studio (Visual Communication) (6 credits)
- Final Project in Visual Communication (6 credits)

Elective Subjects (2 subjects, 6 credits) from the following options:

- Applied Photography
- Digital Illustration and Hand Drawing
- Editorial Design and Publication Technology
- Interactive Digital Design

B) Final Two Years (16 subjects, 51 credits)

Bachelor of Arts (Honours) in Media and Communication Design

Programme Compulsory Subjects (10 subjects, 33 credits)

- Visual Information Narrative
- Digital Media Production
- Design Research and Analysis
- Independent Study
- Creative Entrepreneurship
- Professional Collaboration and Practice
- Capstone Project (6 credits)
- Experimental Art
- Effective Professional Communication in English^{*}
- Business Communication in Chinese[^]

^{*} This is a Discipline-Specific Language Requirement (DSLRL) (English) subject.

[^] This is a Discipline-Specific Language Requirement (DSLRL) (Chinese) subject.

Elective Subjects (6 subjects with at least one subject in each of the three streams, 18 credits)

Communication Design Stream

- Publication and Editorial Design
- Typeface Design
- Brand Design Systems

Media Design Stream

- Film and Video Art
- Documentary Production
- Experimental Animation

Interaction Design Stream

- UI and UX Design
- Social Media Design and Tactics
- Screen-Based Media Design