

# COMMUNICATIONS AND CULTURAL STUDIES



## Bachelor of Arts (Honours) Media and Cultural Production 媒體及文化創作(榮譽)文學士

Course Code: 1845-DP019A (CE 68-859-00/01)



2020/21

Full-time Undergraduate Programme  
全日制大學學位課程

Credit Exemption for AD/HD Graduates  
專為副學士/高級文憑畢業生而設



HKU SPACE  
INTERNATIONAL COLLEGE  
香港大學專業進修學院  
國際學院



University of the West of England, Bristol (UWE Bristol) is a university based in the English city of Bristol. It is a publicly funded higher education institution with university title and taught and research degree-awarding powers. In the area of media and film studies, UWE Bristol is **ranked 20<sup>th</sup> in the UK** (The Guardian Good University Guide 2020).

UWE Bristol represents a tradition of professional education and training which can be traced back to 1595, when a navigation school was established as one of England's first technical training institutions. In 1969, Bristol Polytechnic was formed. With its incorporation of a number of higher education colleges based in Bristol, Bristol Polytechnic gained its university status in 1992, becoming the University of the West of England, Bristol.

This BA programme is delivered within the Department of Arts and Cultural Industries of UWE Bristol, which offers more than 20 undergraduate, taught and research postgraduate programmes.

位於英國布里斯托的西英格蘭大學，由英國政府直接資助，致力提供優質的學士、碩士及研究生課程。西英格蘭大學的課程，以結合實務經驗及學術應用聞名；它的前身乃英國首批創立的專業技術學院之一，早於1595年已開始提供專業技能訓練，於1969年升格為布里斯托理工學院。1992年，學院獲英國政府批准升格為大學。西英格蘭大學約有30,000名學生及3,000名教學人員，是布里斯托地區最具規模的大學之一。現時，升讀西英格蘭大學的高中畢業生當中，有86%來自英國政府資助的公立學校。**根據英國《衛報大學排名2020》，西英格蘭大學在媒體及電影研究專業範疇中排名全國第20位。**

本課程由西英格蘭大學的文學及創意產業學系開辦。文學及創意產業學系現時開辦超過20個本科生及研究生課程。

With an aim to develop students to be adaptable, flexible and reflective cultural practitioners whose practice encompasses high quality and dynamic media research, this programme is unique in its integration of theory and practice in the study of contemporary culture and the transformations brought by digital media.

This programme not only enables students to understand critical and creative approaches to the study of everyday life and the media but also involves the development of creative digital media projects and engagement in cultural research. Students will develop skills and expertise in media production, cultural research, events management, and writing for different contexts and audiences.

本課程旨在培訓具備適應能力以及自我反思能力的媒介專才。為切合現今電子媒體的發展需要，課程兼備學術討論及實踐應用，一方面培養學生的創意及批判思維，剖析文化現象，另一方面訓練他們創作數碼媒體項目的實用技能。學生透過學習製作技巧及相關理論，對各數碼媒體的特性及應用會有更深入的了解；畢業後，可從事媒體創作、文化研究、媒介寫作、以至活動策劃等等不同範疇的工作。

### Programme Highlights

- The programme puts **a strong focus on contemporary screen media** which include television, film, photography, mobile/social media, and their users' reception;
- Students have **the opportunity to undertake a production project** as part of their final-year study under the guidance of experienced media lecturers and media professionals; and
- Students will be **assessed by a combination of practical assignments** including blogs, photo essays and multimedia projects which enhance both their analytical skills and professional knowledge in digital media production.

### 課程特色

- 課程十分著重實用性，務求令學生**深入認識屏幕媒體**，包括電視、電影、攝影、行動/社交媒體以及其受眾的特性；
- 學生由**富經驗的講師及專業人士指導**，製作一個**創意媒體的畢業作品**，從中學習並掌握電子媒體的應用；
- 用作評估學生學習表現的習作如博客、圖片散文、多媒體創作等等，有助**提升學生分析及製作數碼媒體的能力**。

## Programme Structure<sup>^</sup>

The entire programme consists of 11 modules. Upon fulfilling the minimum entry requirements, students enrolled in the programme will be granted an exemption from 3 modules (120 credits), normally equal to the first year of study. With this exemption, students are required to complete only 8 modules in 18 months, spanning across four semesters.



Year	Semester	Module 1	Module 2	Module 3	Total
Year 2	Semester 1	Media Culture 1	Online Media production	Screen Media <b>or</b> Photo Media	120
	Semester 2	Media Culture 2			
Year 3	Semester 3	Photography and Visual Culture <b>or</b> Video Game and Digital Culture <b>or</b> Future Cities	Media Production Project	Dissertation	120
	Semester 4	- - -			
				<b>Total</b>	<b>240</b>

### Notes:

1. *Photography and Visual Culture/Video Game and Digital Culture/Future Cities* is delivered as "intensive" single semester module.
  2. Subject to availability, the University reserves the right to vary some modules.
  3. The programme duration and thus, the structure of the part-time mode is slightly different. For details, please check [www.hkuspace.hku.hk](http://www.hkuspace.hku.hk)
- <sup>^</sup> Programme restructuring is subject to approval.

## Entry Requirements

Applicants shall:

- 1a. hold an Associate Degree in areas of advertising and creative media/creative studies/film, television and digital media studies/cinema and television studies/creative communication/creative digital media/media communication/media production/media and cultural studies; or an Associate of Applied Social Sciences in Communication, Public Relations and Journalism; **or**
  - 1b. hold a Higher Diploma in areas of new media and communication, design, visual arts and culture, visual communication, digital and creative media, and film/TV studies; **and**
2. demonstrate English proficiency with an overall IELTS score of 6 with a minimum of 5.5 in each sub-test.

Graduates of HKU SPACE Associate Degree/Higher Diploma, or those with an equivalent qualification from a recognised institution, are normally regarded as having demonstrated the required English proficiency.

Applicants with other qualifications will be considered on individual merit.

## Duration of Study and Award

With the full exemption from Year 1, students are required to take 240 credits and can complete the programme in 18 months.

Students who successfully complete the programme will be awarded the **Bachelor of Arts (Honours) Media and Cultural Production** by University of the West of England, Bristol.

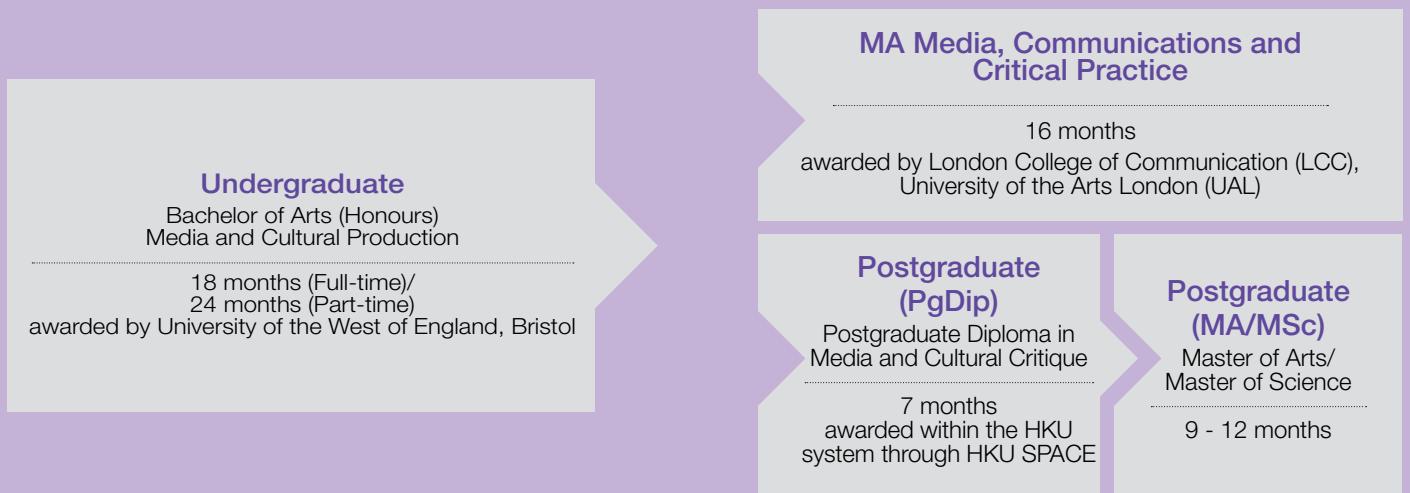
## Teaching Mode

Lecturers of this programme employ diverse teaching modes and these include lectures, seminars, small group discussions, screenings, practical workshops, field trips, student-led research, blended learning (classroom learning complementing with online resources, communication and discussion) and individual tutorials.



Video Shooting Tutorial at HKFYG Jockey Club - Media 21

## Progression Path



### Assessment

A balanced combination of group and individual work is in execution. Students will be assessed through various forms of assignments including written work, digital media projects and portfolios, presentations, research reports, photo essays, and extended projects.

### Career Opportunities

BA (Hons) Media and Cultural Production graduates are competitive candidates in professions such as media production, photo-journalism, publishing, the heritage sector (museums, galleries, etc.), design and events management. Graduates are trained with multiple skills to perform specialist media production, to communicate clearly through writing, visual productions and to present ideas and information in oral presentations. They are well-equipped to be team players and self-motivated employees.

### Further Studies

Graduates with the BA (Hons) award are also eligible to progress onto **Postgraduate Diploma (PgDip) in Media and Cultural Critique**, awarded within the HKU system through HKU SPACE or **MA Media, Communications and Critical Practice** offered by UAL in Hong Kong and other local and overseas master's degree programmes.

### Tuition Fee

The tuition fee\* for 2019/20 intake is HK\$32,500 per semester (4 semesters in total), payable in 4 instalments.

\* The tuition fee is reviewed annually and is subject to change without prior notice.

### Extended Non-means-tested Loan Scheme (ENLS)

Students are eligible to apply for the HKSAR Government's Extended Non-means-tested Loan Scheme (ENLS). The maximum financial assistance under the ENLS is equivalent to the total tuition fee payable to the HKU SPACE in the academic year.

### University of the West of England, Bristol Scholarship/Bursaries

The University offers a scholarship to a new student with outstanding performance in his or her Higher Diploma or Associate Degree studies for the programme. Bursaries are also available to students studying the programme.

### Alumni Sharing



#### LUK Kam Tsam

- Higher Diploma in Public Relations and Advertising, School of Continuing and Professional Studies, The Chinese University of Hong Kong (2010-12)
- Bachelor of Arts (Hons) Media Culture and Practice<sup>#</sup> (2012-14)
- Promotion Assistant, a local travel magazine (2014- )

“ The interactive approach to multimedia training and practice developed my interest in media culture and helped me decide to pursue a career in the media sector. I can now harness various media technologies which help me to achieve high job performance in content development and online promotion for my company's publication. ”



#### HUNG Chuen Yan, Benedict


- Associate in Arts, Shoreline Community College, US (2010-13)
- Bachelor of Arts (Hons) Media Culture and Practice<sup>#</sup> (2013-15)
- Trainee Art Handler, Sotheby's (2015- )

“ The media programme has cultivated my expertise in curating images and artifacts through the means of photos and digital videos. The practical knowledge and understanding of media helped me get my dream job in a premier auction house upon graduation. ”


<sup>#</sup> Retitled to Bachelor of Arts (Honours) Media and Cultural Production from 2017/18.



## Apply NOW

 <http://hkuspace.hku.hk/ic>

### Programme Enquiries

 2910 7613

 [ug.comm@hkuspace.hku.hk](mailto:ug.comm@hkuspace.hku.hk) (Ms. Stefanie Au)

### General Enquiries

 2910 7555  [ic@hkuspace.hku.hk](mailto:ic@hkuspace.hku.hk)

## Programme Overview

Awarding University	University of the West of England, Bristol
Year of Establishment	1595 <sup>†</sup>
Duration	<b>18 months (Full-time)</b> <b>24 months (Part-time)</b>
Full Tuition Fee (2019/20 Intake*)	<b>HK\$130,000</b>
Medium of Instruction	English
Commencement Date	September 2020 (Full-time) September 2020 (Part-time)

<sup>†</sup> The institutional history can be traced back to earlier than its date of establishment as a university.

\* Subject to revision.



Information in this leaflet is subject to change by HKU SPACE IC and University of the West of England, Bristol without prior notice. Please refer to the IC website or contact programme staff for the latest information.

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

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