

CULTURE, COMMUNICATION AND MEDIA



BA (Hons) Media Production[^]

[leading to the award of Bachelor of Arts (Honours)
Media Production (Creative Content)]

媒體製作(榮譽)文學士

[媒體製作(榮譽)文學士(創意內容)]

Course Code: 2145-DP019A



2023/24

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

Credit Exemption for AD/HD Graduates
副學士/高級文憑畢業生可獲學分豁免

[^] Programme and award retitling are subject to approval



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 20th 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 (Hons) programme is delivered within the School of Creative 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。創意及文化產業學院現時開辦超過20個本科生及研究生課程。

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The BA (Hons) Media Production programme will enable the students to develop skills, knowledge and understanding in media production across all media platforms as well as digital media production skills. It will give students a broad understanding and engagement of the dynamics of the creative economy and the role of media in society and the economy at a global level, to prepare students to create pathways towards employment as creative professionals in a range of contexts from digital media production companies to online storytelling.

Students acquire skills in photography, video, audio and web design to equip them to work on and develop a range of factual media and experimental and socially engaged projects. They also develop skills in writing and research to develop innovative and appropriately framed creative media content and storytelling across multi-platforms. These are supplemented by a training in the use of software used within the industry, and an ability to respond to new developments as the industry innovates. Production skills and thinking are underpinned by an understanding of the impact of media in its cultural and historical context and the way viewers respond to media forms and practices. Students are provided with a rigorous academic training in research methods and skills in analysis, academic writing and presentation.

媒體製作文學士(榮譽)課程訓練學生對數碼媒體等平台的認識、理解以及製作技能，讓學生深入了解媒體在全球創意經濟及社會發展中所扮演的角色。課程旨在培訓學生成為具創意的媒體專才，為投身數碼媒體製作公司、媒體敘事等等多樣化的創作行業作最佳準備。

學生透過課程可以學習攝影、視像製作及網頁設計等技能，包括如何使用相關的輔助軟件來進行創作，以及運用創新及適當的角度，為不同的媒體平台製作內容和在跨媒體平台中敘事。課程除了讓學生認識行業的最新發展，更會探討媒體對文化及歷史的影響；受眾對媒體內容、形式及實踐的反應，為學生提供紮實的內容製作及創意思維的鍛鍊，讓他們探索媒體的可能性。貫串課程的還有嚴謹的學術訓練，讓學生掌握學術研究及分析方法、學術寫作及簡報技巧。

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熒幕媒體，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多元化，包括博客、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。

* The BA (Hons) Media Production programme has 3 pathways in UK. Only the pathway leading to BA (Hons) Media Production (Creative Content) is offered in Hong Kong.

Programme Structure[^]

The entire programme consists of 360 credits. 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 (full-time).



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 (full-time).

Students who successfully complete the programme will be awarded the **Bachelor of Arts (Honours) Media Production (Creative Content)** 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.

Year	Module	Credits
2	Practical Research Methods	30
	Creative Industries and Cultural Value	30
	Participatory and Interactive Media	30
	Screen Languages <u>or</u> Photomedia	30
3	Photography and Visual Culture	30
	Emergent Media Encounters <u>or</u> Sound, Image, Space	30
	Media Production Project <u>or</u> Dissertation	30
	Professional Practice in Media	30

Notes:

1. Subject to availability, the University reserves the right to vary some modules.
2. The programme duration and thus, the structure of the part-time mode is slightly different. For details, please check www.hkuspace.hku.hk

[^] Programme restructuring is subject to approval.

Entry Requirements

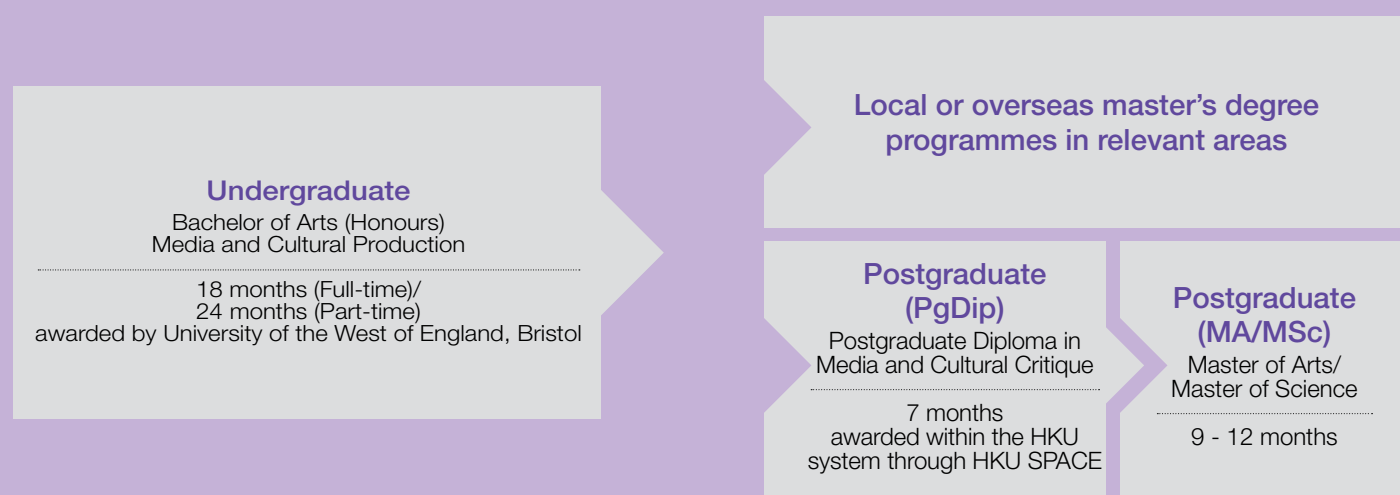
Applicants shall:

- 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.



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

Graduates of the programme 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 to apply for master's degree programmes in Hong Kong and overseas countries.

Tuition Fee

The tuition fee for 2023/24 intake is HK\$33,000 per semester (4 semesters in total), payable in 4 instalments (full-time).

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.

IC Scholarships and Bursaries

A number of IC scholarships and bursaries are available for eligible new full-time entrants to apply every year. Please consult programme staff for more information.

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* (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* (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.”


* Retitled to Bachelor of Arts (Honours) Media and Cultural Production from 2017/18.




HKU SPACE


香港大學專業進修學院
HKU School of Professional and Continuing Education

Apply NOW

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

Programme Enquiries

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 ug.comm@hkuspace.hku.hk (Mr Daniel Tang / Ms Cindy Cheung)

General Enquiries

 2910 7555  ic@hkuspace.hku.hk

Programme Overview

Awarding University	University of the West of England, Bristol
Year of Establishment	1595 [†]
Duration	18 months (Full-time) 24 months (Part-time)
Full Tuition Fee (2023/24 Intake)	HK\$132,000
Medium of Instruction	English
Commencement Date	September 2023 (Full-time) September 2023 (Part-time)

[†] The institutional history can be traced back to earlier than its date of establishment as a university.



HKU SPACE has fully achieved the European Standards for Quality and is recognised as having world-class quality in professional and continuing education. Trust in us as your lifelong learning partner!

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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