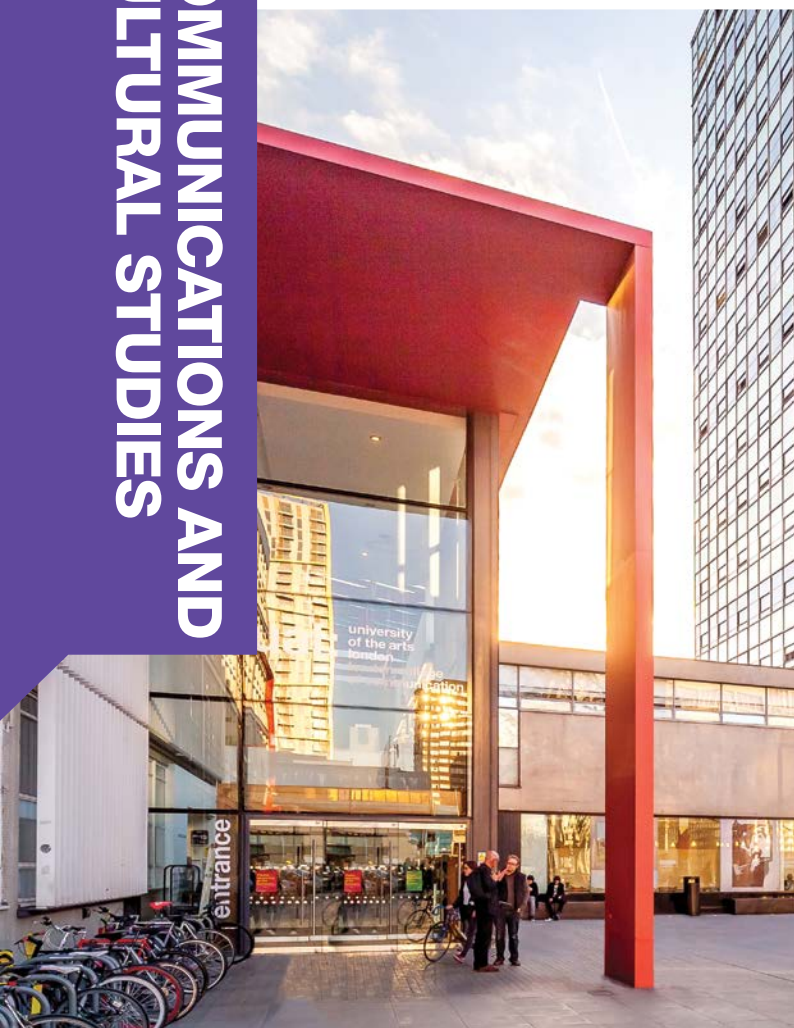


# COMMUNICATIONS AND CULTURAL STUDIES



## BA (Hons) Contemporary Media Cultures 當代媒體文化(榮譽)文學士

HKDSE / IB

Course Code: 1845-DP097A

(CE 68-112-00/01) (Year 1 Entry)

(CE 68-113-00/01) (Year 2 Entry)



## 2020/21

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

for HKDSE/IB/AD/HD Graduates  
專為香港中學文憑試/國際文憑課程/副學士/  
高級文憑畢業生而設

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





London College of Communication, photo by Luke Whitehead.

University of the Arts London (UAL) is **the world's 2<sup>nd</sup> best university for Art and Design** in the QS World University Rankings by Subject in 2019. The university offers an extensive range of courses in art, design, fashion, communication and performing arts. UAL's graduates go on to work in and shape creative industries worldwide.

UAL brings together, in a single federated structure, six of the most famous art and design colleges in the world: Camberwell College of Arts, Central Saint Martins College of Arts and Design, Chelsea College of Arts, London College of Fashion, London College of Communication (LCC) and Wimbledon College of Arts. With a combined student population of approximately 26,000 and a global network of over 200,000 alumni, UAL is one of the world's largest academic centres for art, design and communication.

UAL is not only a centre of excellence in practice-based learning, but also a leading research university. UAL has been placed in the overall top 30 UK research institutions for the quality of research submitted in the Research Excellence Framework (REF) 2014. It is a top 5 research university in its broader peer group and first in the power ranking in the Art and Design, History, Practice and Theory category.

### London College of Communication

LCC programmes are known for being industry focused. Students are taught by an inspiring community of experienced academics, technical experts and leading specialist practitioners. They are often commissioned to work on live briefs for major companies such as Nike, The National Trust and Nokia. LCC students go on to inform the future of the creative field. LCC's alumni include TV presenters Craig Doyle and Kate Thornton; Charles Saatchi, art collector and the co-founder of advertising agency Saatchi & Saatchi. The college also houses a selection of famous archives. From filmmaker Stanley Kubrick to graphic designer Tom Eckersley, these are invaluable tools for teaching, learning and research.

The focus of BA (Hons) Contemporary Media Cultures is to examine the role media, cultural and creative processes play in shaping all aspects of contemporary social life. Students will learn about media and cultural theory with an emphasis on creativity, innovation, exploration, discovery and collaboration.

The programme guides students through a series of case study units that will help them understand links between the academic concepts and discussions explored in the degree and how these ideas can be applied using a range of media. This programme is unique because the practical elements are designed specifically to help students develop their critical thinking by putting their ideas into practice. They do not just learn what to do and how to do it. They also learn why they are doing it.

當代媒體文化（榮譽）文學士旨在教授學生分析媒體文化如何反映並塑造社會面貌以及日常生活，訓練學生成為媒體及創意產業的專材。

講師會以國際及本地的例子和研究，教導學生媒體及文化理論，用以探討不同媒體及媒體訊息的特性。課程又加入了實踐元素，學生會透過工作坊，學習如何將創意付諸實行。他們不僅會學懂拍攝照片、製作短片及網頁的技巧，更會深入思考運用不同媒體背後的原因，以批判而創新的思維，探索當代媒體與社會發展的相互影響。

### Programme Highlights

- **On campus transfer opportunities are available** for students to finish their final year in London, with all HK credits being counted towards the qualification;
- Students are **eligible to apply for the MA Media, Communications and Critical Practice offered by UAL** and other master's degree programmes in relevant disciplines;
- HKDSE/IB students can **complete a BA and an MA within 5 years; AD/HD graduates within 4 years;** and
- Students have the opportunity to learn **media production skills** on top of media and cultural theories under the guidance of experienced media lecturers.

### 課程特色

- 學生**有機會到英國倫敦校園修讀最後一年課程**；
- 修畢此課程的學生，**可直接報讀倫敦藝術大學以及其他相關的碩士課程**；
- 文憑試畢業生**最快可於五年內獲文學士及碩士學位**。副學位畢業生**最快可於四年內獲文學士及碩士學位**；
- 除學術理論外，學生會由富經驗的講師指導，**學習當代媒體的製作過程**。



Upper gallery, LCC, photo by Lewis Bush.

## Programme Structure\*

There will be 16 units in the 3-year programme, each comprising 14 teaching weeks. Upon fulfilling the minimum entry requirements, students with AD/HD or equivalent qualifications enrolled in this programme will be granted an exemption of 120 credits. They will have to take 9 units in Year 2 and Year 3 of the programme in 24 months.

Year	Unit Title	Credits
1	Introduction to Contemporary Media Cultures	20
	Key Concepts in Media and Culture	20
	Identity and Difference	20
	Global Media Cultures	20
	Theory and Analysis in Media Culture	20
	Visual Communication	20
2	Film Theory and Cinematic Practices	20
	Television and Its Futures	20
	Working in the Media and Creative Industries	20
	From Audiences to Network	20
	Digital Cultures	20
	Collaborative Project	20
3	Interventions: Contemporary Media Activism	20
	Digital Screen Cultures	20
	The Critical Practitioner	20
	Major Project	60

### Notes:

The above programme structure is intended for use as a guideline to prospective students. The University reserves the right to modify sequencing of units within the structure.

\* Programme restructuring is subject to approval.

## Entry Requirements

**For Year 1 entry, applicants shall hold:**

- A) in the Hong Kong Diploma of Secondary Education (HKDSE) Examination:
- Level 2 or above in Mathematics;
  - Level 2 or above in Liberal Studies;
  - Level 3 or above in TWO Elective Subjects; and
  - Level 4 or above in English Language\*

**or**

- B) Equivalent qualifications (e.g. The International Baccalaureate (IB) )

Students will be considered if they have achieved a minimum of 80 UCAS tariff points from one of the following qualifications:

- BTEC Extended Diploma
- International Baccalaureate
- UAL Extended Diploma in Art and Design
- Access to HE Diploma
- Equivalent EU or Non-EU qualifications

**For Year 2 entry, applicants shall:**

- I) hold an Associate Degree in the areas of the Arts or Social Sciences with good academic standing. Applicants with other academic backgrounds can still apply. These students will need to have passed at least three courses in media, communication or culture subjects at sub-degree level;

**and**

- II) demonstrate English proficiency if their first language is not English with an overall IELTS 6.0 (or equivalent) with a minimum of 5.5 in each of the four skills.\*\*^

If applicants have completed prior qualifications or training where the award obtained is equivalent to the entry requirements then Accreditation of Prior Learning (APL) may be considered by UAL. Those applications will be considered on individual basis.

\* **Students who cannot achieve Level 4 in English Language in HKDSE or an overall IELTS 6.0 with a minimum of 5.5 in each of the four skills will still be considered.** These students will be required to take and complete a bridging programme in academic English offered by HKU SPACE with B- or above before the start of the programme for meeting the minimum English proficiency requirement of the programme.

^ Graduates of the HKU SPACE Associate Degree/ Higher Diploma, or those holding an equivalent qualification from a recognised institution in Hong Kong, are being regarded as demonstrating the required English proficiency.





## Duration of Study and Award

Year 1 entry: 3 years.

Year 2 entry: 2 years.

Upon satisfactory completion of the programme, students will be awarded the **BA (Hons) Contemporary Media Cultures** by University of the Arts London.

## Teaching Mode

The unique nature of this programme enables a range of teaching formats to be used, including lectures, seminars, tutorials, practical workshops and consultation sessions.

## Assessment

Students will be assessed by a combination of group projects, individual essays, multimedia assignments, and examinations, depending on the subject areas.

## On Campus Transfer

Students will be eligible to apply for transfer to LCC, UAL for their final year study. Full international student fees will apply.

## Career Opportunities

This programme prepares students for a successful career in whatever area of the media they choose to go into, from photography to marketing, journalism to filmmaking, curation to web design.

## Further Studies

Qualifications from UAL are recognised internationally. Graduates of the BA (Hons) Contemporary Media Cultures are eligible to proceed onto **Postgraduate Diploma (PgDip) in Media and Cultural Critique**, awarded within the HKU system through HKU SPACE or **MA Media, Communications and Critical Practice** in Hong Kong awarded by LCC, UAL and other local and overseas master's degree programmes.

## Progression Path

### Undergraduate

BA (Hons) Contemporary Media Cultures

2 years (Full-time) - for Year 2 entry/  
3 years (Full-time) - for Year 1 entry  
awarded by London College of Communication,  
University of the Arts London

### MA Media, Communications and Critical Practice

16 months  
awarded by London College of Communication,  
University of the Arts London

### Postgraduate (PgDip)

Postgraduate Diploma in Media  
and Cultural Critique  
7 months  
awarded within the HKU system  
through HKU SPACE

### Postgraduate (MA/MSc)

Master of Arts/  
Master of Science  
9 - 12 months

## Tuition Fee

The tuition fee\* for 2019/20 intake is HK\$60,000 per year (Year 1), payable in 2 equal instalments; and HK\$70,000 per year (Year 2), payable in 2 equal 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.

## IC Scholarships and Bursaries

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

### Welcome message




“ You will become part of a diverse and dynamic community that has been in existence for over 120 years. As well as teaching, our academic and technical staff are practising artists, designers, communicators and writers. Our beliefs are deeply rooted in a practice-based education delivered through a variety of approaches to learning, teaching and research. ”


**Natalie Brett,**


Head of London College of Communication & Pro Vice-Chancellor  
University of the Arts London

## 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)

London College of Communication, photo by Luke Whitehead.

## Programme Overview

Awarding University	University of the Arts London
Year of Establishment	1894 <sup>†</sup>
Duration	<b>2 years (Full-time)</b> <b>- for Year 2 Entry;</b> <b>3 years (Full-time)</b> <b>- for Year 1 Entry</b>
Full Tuition Fee (2019/20 Intake*)	<b>Year 2 Entry: \$ 140,000</b> <b>Year 1 Entry: \$ 200,000</b>
Medium of Instruction	English
Commencement Date	September 2020

<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 Arts London 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.

HKU SPACE is a non-profit making University company limited by guarantee.