ual: university of the arts london

CULTURE, COMMUNICATION AND MEDIA



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

Course Code:

2545-DP097A (Year 2 Entry)

CAMPUS TRANSFER OPPORTUNITIES

2027/28

Full-time Undergraduate Programmes
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 retitling to BA (Hons) Media Communications is subject to approval.

University of the Arts London
倫敦藝術大學



London College of Communication, photo by Luke Whitehead.

University of the Arts London (UAL) is **the world's 2nd best university for Art and Design** in the QS World University Rankings by Subject in 2026, for the eighth year in a row. 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.

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

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.

The focus of the programme 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 modules that will help them understand the 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 different from others 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）文學士旨在訓練學生成為媒體、創意及文化產業專才，讓他們可以投身攝影、電影製作、網頁設計、新聞、策展以至營銷等領域。

當代媒體文化（榮譽）文學士，著重與學生分析媒體文化及媒體製作過程如何塑造當代社會及日常生活，讓學生透過學習、探索媒體及文化理論，培養創作、創新以及與其他人協作的能力。

講師會以實際的國際及本地例子，幫助學生了解各種學術概念和討論。課程當中的實踐元素，目的讓學生透過拍攝照片、製作短片及數碼媒體寫作，探討不同媒體及媒體訊息的特性，深入思考媒體製作的過程、手法以及其背後原因，從中發展出對媒體文化具批判而創新的思維，切合媒體、創意及文化產業的需要。

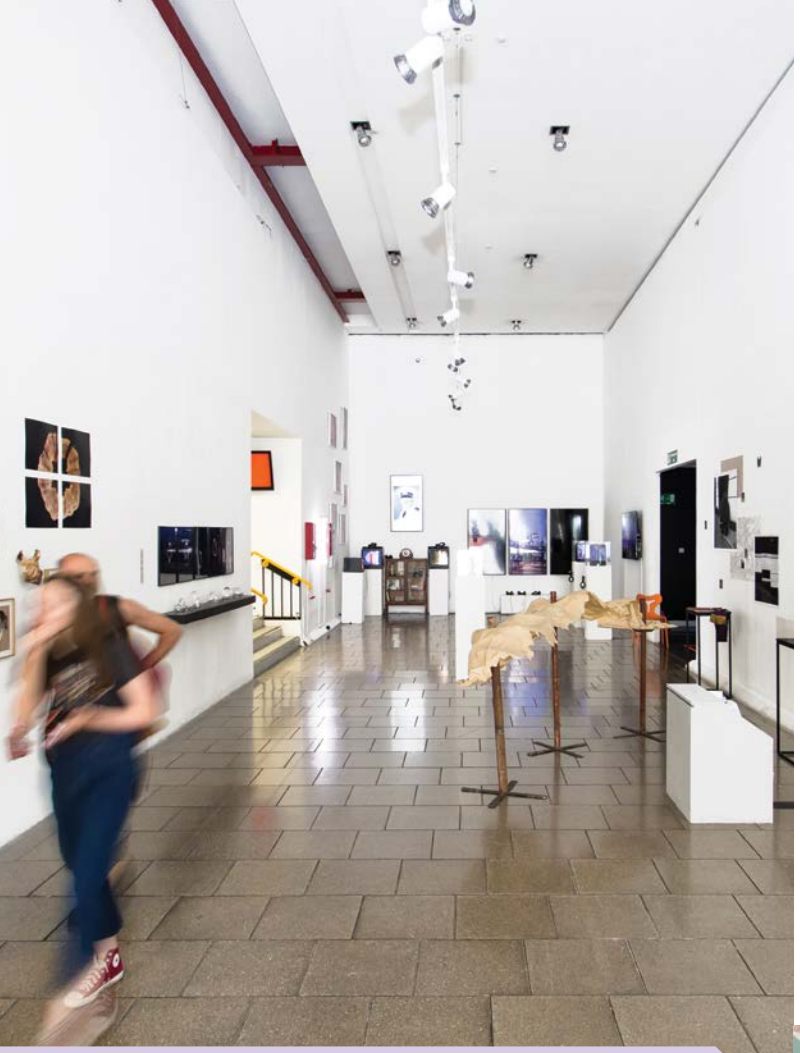
Programme Highlights

- **On campus transfer opportunities are available** for students to finish their final year in London;
- 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;
- Students have the opportunity to learn **media production skills** on top of media and cultural theories under the guidance of experienced media lecturers;
- **Work placement opportunities** in the creative and cultural industries are available.

課程特色

- 課程為英國三年制學士學位，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 MA Media, Communications and Critical Practices** 以及其他相關的**碩士課程**；
- 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**；
- 學生**有機會在創意及文化行業實習**。

* Programme retitling to BA (Hons) Media Communications is subject to approval.



Upper gallery, LCC, photo by Lewis Bush.

Programme Structure

There will be 16 modules in the 3-year programme. 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 10 modules in Year 2 and Year 3 of the programme in 24 months.

Year	Unit Title	Credits
2	Content Creation: Film and Video	20
	Professional Industry Practice	20
	Global Media Businesses, Practices and Cultures	20
	Communication Research Methods	20
	Media and the Environment	20
	Interventions: Contemporary Media Practices	20
3	Futures Thinking	20
	Creative Futures	20
	Final Major Project	40
	Research Project	40

Notes:

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

Entry Requirements

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 modules 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.^

^ 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.

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.

** For example, successful completion of Applied Learning (ApL) subject(s) in HKDSE.



Duration of Study and Award

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.

(Please note that the location of study will be shown on the graduation certificate if the programme is completed in Hong Kong.)

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.

(Please note that students must obtain a valid student visa for studying in London. Application for transfer does not guarantee the issuance of a student visa.)

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, **MA Media, Communications and Critical Practice** in UAL or other local and overseas master's degree programmes.

* Programme retitling to BA (Hons) Media Communications is subject to approval.

Alumni Sharing



"The programme stands out for its close connection with UAL's creative community and extensive professional network, which offer valuable opportunities for collaboration and growth. What I find most distinctive is the freedom to explore a wide range of media topics, encouraging independent thinking and creativity. Through hands-on projects, industry-led workshops, and real-world research opportunities, the course equips me with critical, analytical, and creative skills that will support both my future studies and career ambitions in the ever-evolving media landscape."

Kary Wong
MPhil in Digital Humanities, University of Cambridge (2025-current)
BA (Hons) Contemporary Media Cultures (2023-25)

Tuition Fee

The tuition fee* for 2026/27 intake is HK$70,000 per year (Year 2); and HK$70,000 per year (Year 3). The tuition fee is paid in two equal instalments each year.

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

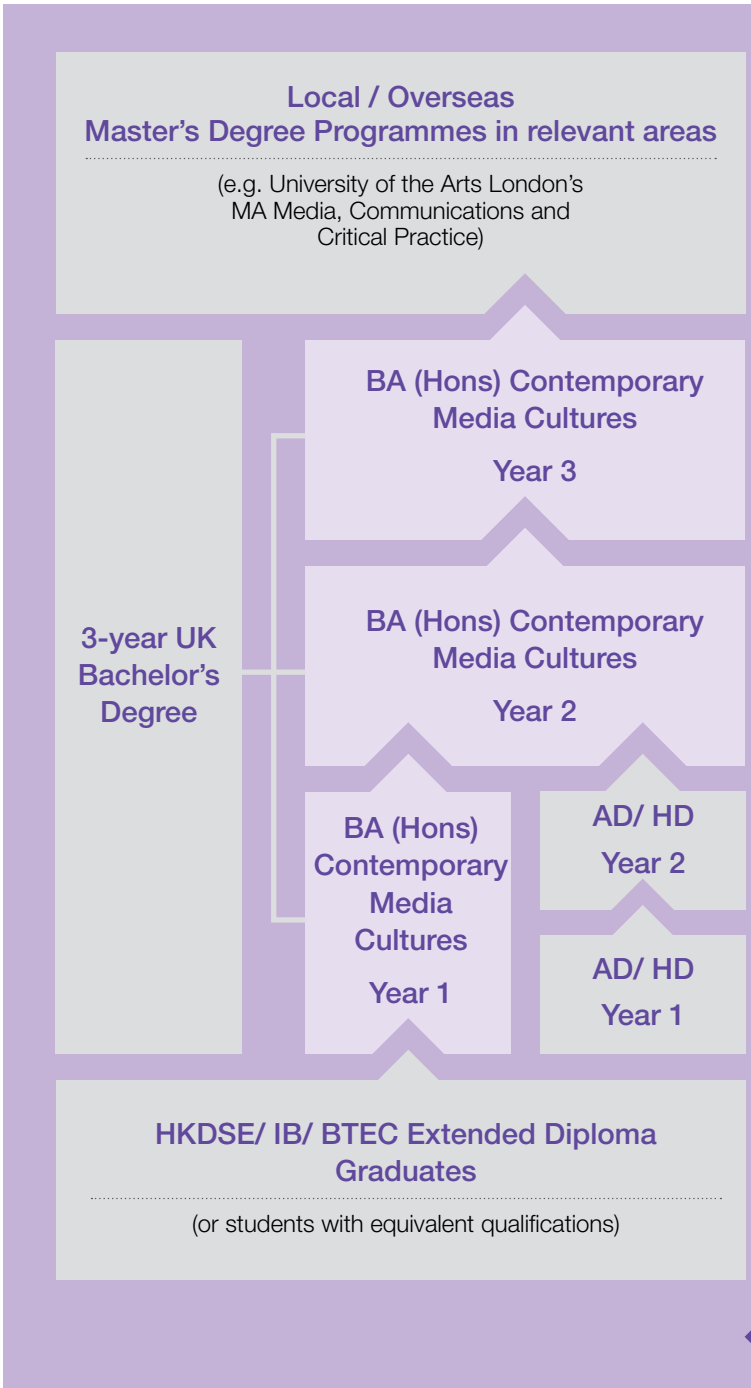
Extended Non-Means-Tested Loan Scheme (ENLS)

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.

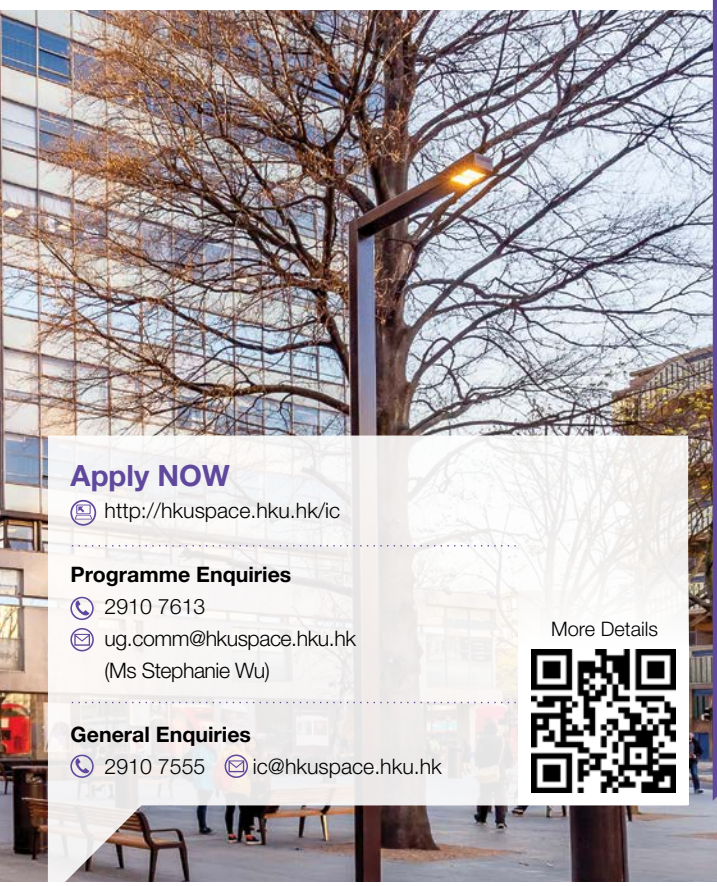
IC Scholarships and Bursaries

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

Progression Path



HKUSPACE
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

2910 7613

ug.comm@hkuspace.hku.hk

(Ms Stephanie Wu)

General Enquiries

2910 7555 ic@hkuspace.hku.hk

More Details

London College of Communication, photo by Luke Whitehead.

Programme Overview

Awarding University	University of the Arts London
Year of Establishment	1894†
Duration	**2 years (Full-time)** **- for Year 2 Entry**
Full Tuition Fee (2026/27 Intake*)	**Year 2: $70,000** **Year 3: $70,000**
Medium of Instruction	English
Commencement Date	September 2027

† 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.

ASIIN Accredited Institution 2022-2028

HKU SPACE was awarded the ASIIN Institutional Accreditation seal for its quality management in teaching and learning.

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