

Higher Diploma in
**Art Tech
Design**

藝術科技設計

高級文憑



Programme

課程

As the application of virtual reality (VR), augmented reality (AR), and other immersive art in various industries becomes increasingly widespread, the demand for art technology talents in the job market is growing. The Higher Diploma in Art Tech Design (HDATD) aims at equipping students with the necessary knowledge of art, culture, and technology, emphasising an innovative approach to art expression. It cultivates a new generation of creative talents by providing both theoretical and practical work-based training of artistic knowledge, art technology application skills, and business thinking to young professionals. Graduates are expected to be job-ready for related fields of art technology and creative industries, such as art curation, business design, and creative media production. They can also articulate to local UGC-funded undergraduate programmes, self-funded undergraduate programmes, or overseas undergraduate programmes.

隨著虛擬現實 (VR)、擴增實境 (AR) 和其他沉浸式藝術裝置在不同行業的應用越來越廣泛，就業市場對藝術科技人才的需求日漸增加。藝術科技設計高級文憑課程 (HDATD) 旨在為學生提供藝術、文化和科技方面的必要知識，透過融合藝術和科技去展示創意和美學，運用藝術科技 (Art Technology) 增強作品內容和觀眾之間的聯繫，以至探索新的作品表達和觀眾參與方式。本課程通過結合理論和相關工作培訓，培養同學的藝術知識、藝術科技應用技能以及商業思維，以滿足藝術科技及創意產業工作的需求。畢業生能夠勝任相關範疇的藝術科技及創意產業工作，如藝術策展、商業設計和創意媒體製作等。畢業生亦可銜接本地教資會資助學士學位課程、自資學士學位課程或海外大學學士學位課程。

Programme Structure

課程結構

This is a 2-year full-time programme consisting of 19 courses.
本課程為兩年全日制，課程包括19個科目。

<p>First Year 第一學年</p>	<p>Personal Growth and Development 個人成長與發展</p> <p>Writing Academic English 英文學術寫作</p> <p>Art History and Appreciation 藝術歷史和賞析</p> <p>Design Thinking for Creativity and Innovation 設計思維：創造力與創新</p> <p>Introduction to Explainer 解說內容製作導論</p> <p>Fiction and Avatar Development 虛構小說與虛擬角色開發</p>	<p>Data Visualisation Aesthetic 數據視覺化美學</p> <p>Culture and Style 文化與風格設計</p> <p>Motion Graphics 動態圖像</p> <p>Navigating the Digital Life 數碼生活導論</p> <p>ART TECH Voyage 藝術科技考察</p>
<p>Second Year 第二學年</p>	<p>English for Business 商業英語</p> <p>Practical Chinese Writing 實用中文寫作</p> <p>Gamification Theories and Practice 遊戲化理論與實踐</p> <p>AR, VR, and XR 擴增實境、虛擬現實與延展實境</p>	<p>User Experience Design (UI/UX) 使用者經驗設計</p> <p>Business Concepts and Entrepreneurship 商業概念與創業精神</p> <p>Team Work and Collaboration 團隊合作與協作</p> <p>Final Year Project 畢業專題</p>





Industry Partners

業界夥伴

The programme is supported by leading corporations and organisations which offer students a range of activities and workplace experiences such as career mentorships, internships, company visits, workshops, and guest seminars. These initiatives aim to equip students with the necessary technical and soft skills to meet the demands of the future workforce.

課程獲著名企業及機構支持，為學生提供多元化的活動及職場體驗，包括業界師友計劃、實習、企業探訪、工作坊及嘉賓講座等，培育軟硬實力兼備的人才，滿足市場需求。



Programme Features

課程特色

Qualification Awarded by HKBU

浸大頒授學歷



Students who have successfully completed the programme will be awarded the Higher Diploma in Art Tech Design by HKBU.

成功完成課程的同學，將獲浸大頒授藝術科技設計高級文憑。

Focus on Market Development Trend

聚焦市場需求



The curriculum focuses on the latest developments in the art tech market such as XR applications, gamification practices, and data visualisation aesthetics. 課程設計聚焦藝術科技市場需求，包括延展實境、遊戲化實踐及數據視覺化美學。

Internship and Mentorship

實習生計劃及師友計劃



Students will have opportunities to participate in internships with renowned companies. They will also receive mentoring from experienced art tech professionals who will provide guidance on their professional and personal development.

學生將有機會參加實習生計劃，在知名公司工作；學生亦可參加師友計劃，由經驗豐富的藝術科技專業人士提供專業和個人發展指導。

Articulation to Local and Overseas Undergraduate Programmes

銜接本地及海外大學學士學位課程



Graduates may apply for admission to various undergraduate programmes including local UGC-funded programmes, self-funded programmes or programmes from overseas universities.

畢業生可報讀各類本科課程，包括本地教資會資助學士學位課程、自資學士學位課程或海外大學學士學位課程。

Campus Facilities and Learning Support

學生服務及設施

The College provides a wide range of facilities and services to enhance students' learning and personal growth.

本學院提供不同種類的設施及服務以促進學生的學習及全人發展。

Libraries and Learning Commons
圖書館和學習共享空間

HKBU e-Learning Platforms
浸大網上學習系統

Medical and Dental Services
醫療及牙科保健服務

Counselling Support
學生輔導

Sports Facilities
運動設施

Student Societies and Interest Clubs
學生會及興趣學會



Career Prospects

就業前景

Graduates will be able to take up entry-level positions in Art Tech and media design sectors, such as junior content curators, graphic designers, web designers, and animators.

畢業生可投身各類與藝術科技及媒體設計相關的工作，例如初級內容策展人員、平面設計師、網站設計師及動畫製作助理。



Progression Pathways

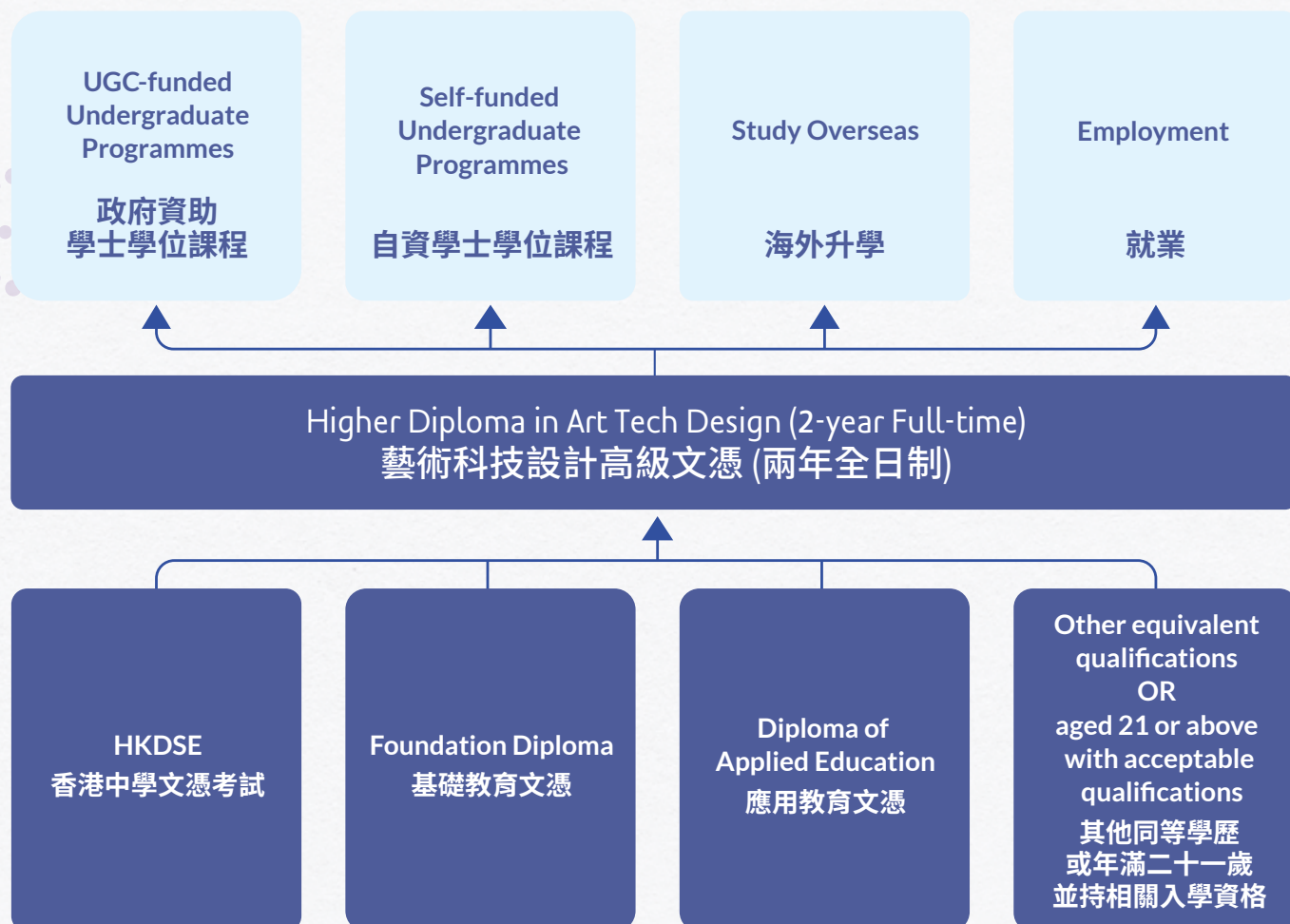
升學及就業途徑

Upon completion of the Higher Diploma in Art Tech Design, graduates may choose to enter the job market or articulate to the UGC-funded Senior Year Places (Year 3) through the non-JUPAS scheme to obtain a bachelor's degree. Graduates can also articulate to the self-funded undergraduate programmes offered by the Division of Communication, HKBU CIE:

- Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media
- Bachelor of Social Sciences (Honours) in Integrated Communication Management
- Bachelor of Social Sciences (Honours) in Media and Social Communication

完成藝術科技設計高級文憑後，畢業生可選擇投身就業市場，或循非聯招途徑報讀教資會資助高年級（三年級）學士學位。畢業生亦可報讀由浸大國際學院傳理學部開辦的自資學士學位課程：

- 新媒體及影視創意寫作文學士（榮譽）學位
- 綜合傳播管理學社會科學學士（榮譽）學位
- 媒體及社會傳播社會科學學士（榮譽）學位



Admission Requirements

入學要求

1. Level 2 in five HKDSE subjects[^] (including Chinese Language* and English Language); or
2. Relevant and substantial work experience and/or prior qualification(s) obtained in or outside Hong Kong with demonstrated ability to undertake sub-degree education; or
3. Successful completion of the Diploma of Applied Education or equivalent; or
4. Other equivalent qualifications to be assessed by the School/College; or
5. Applicants aged 21+ with acceptable qualifications to justify admission

[^] If one of the five HKDSE subjects is Citizenship and Social Development, the minimum entrance requirement would be "Attained" in this subject and Level 2 in four other HKDSE subjects (including Chinese Language* and English Language). Level 2 in Extended Part of Mathematics (Module 1 or Module 2) is recognised as one of the five HKDSE subjects. Applicants can use Applied Learning subjects for admission purposes.

* "Attained" or above in Applied Learning Chinese (for non-Chinese speaking students) would be accepted as an alternative Chinese Language qualification.

Applicants may be required to attend an interview.

1. 香港中學文憑考試五科[^] (包括中國語文*及英國語文) 達第二級; 或
2. 在本港或境外取得豐富的相關工作經驗及/或資歷, 並證明有能力接受副學位教育; 或
3. 完成應用教育文憑或同等學歷; 或
4. 經由學院評審的其他同等學歷; 或
5. 年滿21歲並持相關入學資格人士

[^]如其中一科為公民與社會發展, 則最低入學要求為在該科取得「達標」, 以及在其他四科 (包括中國語文*和英國語文) 達第二級。數學延伸部分 (單元一或單元二) 如達第二級可獲接納為該五科之一。申請人可以應用學習科目的成績作申請之用。

* 應用學習中文 (非華語學生適用) 的「達標」或以上成績符合中國語文科的資歷要求。申請人或須參加面試。

Scholarships 獎學金

The College provides a number of scholarships to recognise students with outstanding academic qualifications or other unique achievements.

本學院提供多項獎學金, 以表揚學業成績或在其他方面有傑出表現的同學。

Tuition Fee 學費

The tuition fee of the two-year programme will be paid in 4 instalments with HK\$29,925 each.

兩年學費分四期繳交, 每期港幣\$29,925。

Application Methods 報名辦法

Current Year HKDSE Candidates 應屆文憑試考生

Applicants can apply through the Education Bureau's E-APP system or CIE Online Application System.

應屆文憑試考生可經教育局的E-APP 專上課程電子預先報名平台或國際學院入學申請系統報名。

Other Applicants 其他申請人

Applicants can apply through the CIE Online Application System.

其他申請人可經國際學院入學申請系統報名。

Application Deadline 申請截止日期

E-APP 專上課程電子預先報名平台

Deadline for Main Round Application 首輪申請截止日期
2024年5月20日

Deadline for Second Round Application 次輪申請截止日期
2024年7月8日

CIE Online Application System

國際學院入學申請系統

Local Applicants 本地申請人—2024年8月8日

Non-local Applicants 非本地申請人—2024年6月30日

College of International Education, HKBU 香港浸會大學國際學院

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🌐 hkbcie.hk/hdatd

