



香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

SUMMARY ACCREDITATION REPORT

HONG KONG COLLEGE OF TECHNOLOGY

LEARNING PROGRAMME RE-ACCREDITATION

**HIGHER DIPLOMA IN CREATIVE DESIGN AND
MEDIA**

MARCH 2024

1. TERMS OF REFERENCE

1.1 Based on the Service Agreement (No.: VA1647), the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO), was commissioned by Hong Kong College of Technology (the Operator) to conduct a Learning Programme Re-accreditation (re-LPA) Exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in AAVQO to determine whether the following programme of the Operator meets the stated objectives and Hong Kong Qualifications Framework (QF) Level 4 standard and can continue to be offered as an accredited programme:
 - (i) Higher Diploma in Creative Design and Media; and
- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

1.2 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement. The Education Bureau's "*Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes (Effective since the 2024/25 academic year)*" was also a guiding document used by the Panel and the Operator in conducting this exercise for the Higher Diploma programme. A site visit took place on 19 January 2024.

2. HKCAAVQ'S DETERMINATION

Learning Programme Re-accreditation

2.1 HKCAAVQ has determined that the Higher Diploma in Creative Design and Media programme meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 1 September 2024 to 31 August 2027.

2.2 Validity Period

2.2.1 The validity period will commence on the date specified below.

2.3 The determinations on the Learning Programme Re-accreditation are specified as follows:

Name of Operator(s)	Hong Kong College of Technology 香港專業進修學校
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Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校
Title of Learning Programme	Higher Diploma in Creative Design and Media 創意設計及媒體高級文憑
Title of Qualification(s) (Exit Award(s))	Higher Diploma in Creative Design and Media (Moving Image) 創意設計及媒體高級文憑（數碼影像） Higher Diploma in Creative Design and Media (Visual Communication) 創意設計及媒體高級文憑（視覺傳達）
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and other Creative Industries
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	270
Mode(s) of Delivery and Programme Length	Full-time, 24 months 2700 notional learning hours (including 900 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	1 September 2024 to 31 August 2027
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	Maximum of 40 learners per year for Moving Image Stream Maximum of 40 learners per year for Visual Communication Stream Maximum of 40 learners per class
Specification of Competency	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Standards-based Programme	
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Notes to be indicated on the QR	This programme includes 2 Streams, namely 'Moving Image' and 'Visual Communication'. 此課程包括 2 個選修項目，項目名稱為「數碼影像」及「視覺傳達」。
Address of Teaching/ Training Venue(s)	(1) HKCT Jockey Club Undergraduate Campus – 2 On Shing Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會本科校園 – 新界沙田馬鞍山鞍誠街 2 號 (2) HKCT Jockey Club Ma On Shan Campus – Yiu On Estate, Ma On Shan, Sha Tin, New Territories 港專賽馬會馬鞍山校園 – 新界沙田馬鞍山恆康街 2 號耀安邨 (3) HKCT Mong Kok East Campus – 14 Princess Margaret Road, Ho Man Tin, Kowloon 港專旺角東校園 – 九龍何文田公主道 14 號

2.4 Recommendations

HKCAAVQ offers the following recommendations for continuous improvement.

Recommendations
The Operator should review the capacity of Stream Coordinator, such as workload, functions and its implications to programme development and review process and take effective measures to monitor the staff's workload for the quality delivery of the programme.

2.5 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programme continues to meet the

standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

3. INTRODUCTION

3.1 Hong Kong College of Technology (HKCT) is a self-financed education institute. The Operator offers a variety of programmes from Certificate to Professional Diploma levels. HKCT Group Limited, a registered charitable organisation established under the Companies Ordinance (Cap. 622), is the sponsoring body of HKCT.

4. PROGRAMME DETAILS

The following is the programme information provided by the Operator.

4.1 Programme Objectives

- build up transferable skills and social awareness for students to contribute and adapt to the ever-changing society;
- provide students with consolidated fundamental knowledge and skills in history, theory and practice of design and media;
- teach students ways of transforming ideas into creative design and media solutions by integrating theory, innovation, technology and imagination, and expand the body of knowledge to develop personal style in design and media;
- enable students to exhibit communication skills as junior practitioners in the profession and as life-long learners; and
- enable students to develop a major portfolio for seeking further study, and access into the industry employment.

4.2 Programme Intended Learning Outcomes

Upon completion of the Programme, students should be able to:

- PILO - 1 Apply transferable skills and creative thinking in design projects and community services;
- PILO - 2 Appraise and evaluate the classic and contemporary issues of design practice and innovative media technology;
- PILO - 3 Synthesise expressive and community art, and implement design project with appropriate technical skills, creativity and conceptual thinking;

- PILO - 4 Communicate effectively in verbal and written English presentation and apply multiple perspective in presenting ideas and design; and
- PILO - 5 Apply effectively imaging software and production skills to produce a professional portfolio highlighting innovation and creation.

Stream Intended Learning Outcomes (SILOs) for Moving Image Stream

1. Develop and present video production with organized plan and management;
2. Provide practical audio and visual solutions with design principles and technical knowhow in studio and outdoor broadcasting;
3. Effectively complete moving image project with post-production skills and perspective of innovative technology;
4. Generate video with style in editing and sound mixing for targeted market; and
5. Create professional digital media portfolio to meet the market demands.

SILOs for Visual Communication Stream

1. Present design project with organized research, development and visual execution;
2. Integrate creative thinking, design principles and software for effective concept visualization;
3. Enhance visual communication project with interactive media, 3D imaging and perspective of innovative technology;
4. Create branding and promotion design for targeted market; and
5. Produce professional portfolio with integrated media technology and production skills.

4.3 Programme Structure

Moving Image Stream

Module	QF Credits
<i><u>Year 1 – Core Generic Modules</u></i>	270
Innovation and Information Technology in Society	
Professional English Communication	
Creative Thinking	
<i><u>Year 1 – Specialised Modules</u></i>	
Visual Studies	
Introduction to Audio Visual Imaging	
Digital Media and Design Appreciation	
Storyboarding	
Project Development and Presentation	
Studio Practice I	
Introduction to Post-Production	
Typography Application	

<i>Year 2 – Specialised Modules</i>	
Animation	
Post-Production	
Studio Practice II	
Sound Editing and Mixing	
Studio and Outside Broadcast	
Professional Practice	
Final Project (Moving Image)	
Total	270
Introduction to National Security*	

*Student should pass the Module “Introduction to National Security” to fulfil the graduation requirement. It is a non-credit bearing module.

Visual Communication Stream

Module	QF Credits
<i>Year 1 – Core Generic Modules</i>	
Innovation and Information Technology in Society	
Professional English Communication	
Creative Thinking	
<i>Year 1 – Specialised Modules</i>	
Visual Studies	
Introduction to Audio Visual Imaging	
Digital Media and Design Appreciation	
Storyboarding	
Project Development and Presentation	
Studio Practice I	
Typography Application	
Brand Identity Design	
<i>Year 2 – Specialised Modules</i>	
3D Imaging	
Photography and Art Direction	
Studio Practice II	
Interactive Media Practice	
Advertising and Promotion Design	
Professional Practice	
Final Project (Visual Communication)	
Total	270
Introduction to National Security*	

*Student should pass the Module “Introduction to National Security” to fulfil the graduation requirement. It is a non-credit bearing module.

4.4 Graduation Requirements

Students are eligible for graduation if they have:

- 1) Passed all the modules or earned the credits as required by the Programme unless otherwise exempted and have achieved an overall GPA of 1.7 or above with an attendance rate of at least 80% in each module; and
- 2) Completed the Graduation Show; and
- 3) Passed in the module “Introduction in National Security”.

4.5 Admission Requirements

1.
 - (a) Attained Level 2 in 5 HKDSE subjects*, including Chinese Language# and English Language (each applicant is allowed to use not more than two Applied Learning subjects+ at “Attained” level as equivalent to Level 2 in the application); or
 - (b) Pass in 1 A-Level or 2 AS-Level subjects (with 5 passes in HKCEE subjects, including Chinese Language and English Language); or
 - (c) Holder of Diploma of Applied Education; or
 - (d) Holder of Pre-Associate Degree; or
 - (e) Holder of Diploma that
 - (i) the qualification should be awarded by one of the local or non-local recognised tertiary institutions / post-secondary colleges; and
 - (ii) the length of study is at least 450 teaching hours; or
 - (f) Aged 21 or above with 1 year working experience; or
 - (g) Equivalent qualifications.
- AND
2. Pass the admission interview.

*With effective from 2024/25, if one of the five HKDSE subjects considered is “Citizenship and Social Development”, the general admission requirement of “Citizenship and Social Development” shall be “Attained” instead of “Level 2”. In such case, the general admission requirement to a Higher Diploma programme should read “2-2-2-2-A (including English Language and Chinese Language)”. Besides, the attainment of “Level 2” in Mathematics Extended Part (Module 1 or Module 2) is also recognized as fulfillment of the general admission requirement.

#Applied Learning Chinese (for non-Chinese speaking students) should, in general, be accepted as an alternative Chinese Language qualification, among other acceptable alternative Chinese Language qualifications.

+Applied Learning Chinese (for non-Chinese speaking students) is excluded.

5. IMPORTANT INFORMATION REGARDING THIS ACCREDITATION REPORT

5.1 Variation and withdrawal of this Accreditation Report

- 5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation, including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.
- 5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website.
- 5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5 (4) of the AAVQO.
- 5.1.4 The accreditation status of the Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

5.2 Appeals

- 5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.
- 5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Variation or Withdrawal.
- 5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.

5.2.4 Please refer to Cap 592A (www.elegislation.gov.hk) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at: www.hkqf.gov.hk.

5.3 **Qualifications Register**

5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the QR at www.hkqr.gov.hk for recognition under the QF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.

5.3.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Ref: VA87/02/32a

