



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

SUMMARY ACCREDITATION REPORT

**TECHNOLOGICAL AND HIGHER EDUCATION
INSTITUTE OF HONG KONG,
VOCATIONAL TRAINING COUNCIL**

PROGRAMME VALIDATION

**BACHELOR OF SCIENCE (HONOURS) IN
MULTIMEDIA TECHNOLOGY**

FEBRUARY 2014

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

- 1.1 The Technological and Higher Education Institute of Hong Kong (THEi) is a newly established member institution of the Vocational Training Council (VTC) to offer vocationally-oriented self-financed degree programmes. To date, THEi offers nine accredited degree programmes in various disciplines all at Bachelor degree level.
- 1.2 Based on the Service Agreement, the HKCAAVQ was commissioned by THEi to conduct a learning programme accreditation exercise with the following Terms of Reference:
 - (a) To determine whether the Bachelor of Science (Honours) in Multimedia Technology offered by THEi meets the stated objectives and Qualifications Framework (QF) standard and can be offered as an accredited programme from the 2014/15 academic year; and
 - (b) To submit to THEi an accreditation report covering the named Programme setting out the HKCAAVQ's determination in relation to (a) above.
- 1.3 An on-site visit took place on 5 – 6 December 2013.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, the HKCAAVQ makes the following accreditation determination:

2.1 Programme Validation

- Approval

Name of Operator (in English and Chinese)	Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等科技教育學院
Name of Award Granting Body (in English and Chinese)	Vocational Training Council 職業訓練局
*Title of Learning Programme (in English and Chinese)	Bachelor of Science (Honours) in Multimedia Technology and Innovation 創新及多媒體科技(榮譽)理學士
*Title of Qualification (exit award) (in English and Chinese)	Bachelor of Science (Honours) in Multimedia Technology and Innovation 創新及多媒體科技(榮譽)理學士
Primary Area of Study / Training	Computing and Information Technology
Other Area of Study / Training	Fine Arts, Performing Arts, Design and Creative Media Art & Industry
QF Level	Level 5
QF Credit	Not applicable
Mode of Delivery and Programme Length	Full-time, 4 years Flexible Part-time up to 8 years
Intermediate Exit Award	Title of Qualification: Higher Diploma in Multimedia Technology and Innovation 創新及多媒體科技高級文憑 QF Level: Level 4 QF Credits: Not Applicable Attainment: Completion of 5 semesters in Full-time mode or up to 4 years in flexible Part-time mode of the Bachelor of Science (Honours) in Multimedia Technology and Innovation Programme
Start date of Validity Period	1 September 2014
End date of Validity Period	31 August 2019

Number of Enrolments	1 enrolment per year
Maximum Number of New Students	Year 1 Entry – 30 per year (for the 2014/15 academic year) Year 1 Entry – 60 per year (from the 2015/16 to 2018/19 academic years) Year 3 Entry – 30 per year (from the 2014/15 to 2018/19 academic years)
Specification of Competency Standards Based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	20A, Tsing Yi Road, Tsing Yi Island, New Territories

* New programme and qualification titles recommended by the Panel and accepted by VTC.

2.1.1 Recommendations

- (a) THEi should specify more clearly that the *Final Year Project* and Industry/Profession Specific (IPS) module *Techno Gala* represent students' individual chosen specialization.
- (b) THEi should review the sequencing of modules and integration between three subject areas – Media Technology, Design, Business and New Media, and Applications so as to achieve better vertical integration between each subject area.
- (c) THEi should proceed with appropriate and timely selection of teaching staff in accordance with the current staffing plan and appointment criteria.
- (d) THEi should strengthen ongoing professional development for teaching staff to update them with the latest multimedia technology and development of the industry.
- (e) THEi should consider including *Institute of Electrical and Electronics Engineers (IEEE) Computer Society Digital Library of the IEEE Digital Library* in the current library system.

- (f) THEi should consider making full use of the sophisticated multimedia technology facilities available in Hong Kong Design Institute not only to the Final Year students for their Final Year Projects but also to the Year one and Year two students for better synergy of knowledge and experience.
- (g) THEi should review the weighting and nature of different assessment components for modules offered in the junior years to allow diversity and better reflect the achievement of the Module Learning Outcomes.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- The Programme aims to develop students to be highly skilled in developing and designing multimedia systems and be problem-solvers to meet industry challenges with multifaceted and specialized skills between technology, art, culture and the commercial environment. It also aims to equip students with the knowledge and skills of multimedia technologies, with an emphasis on using projects as the main learning and teaching assessment method to reflect general industry practice.

3.2 Programme Intended Learning Outcomes

For Bachelor of Science (Honours) in Multimedia Technology and Innovation

- Apply professional knowledge of multimedia technology, concepts and fundamentals to the solution of complex multimedia problems;
- Critically evaluate opportunities and experiment with emerging multimedia technologies to support the vision and innovation of multimedia applications and procedures;
- Conduct investigation and formulate innovative strategies in the design and development of multimedia systems with a strong awareness of the impact of changes in the art, design, cultural, technological and social environments;
- Identify opportunities and constraints in business operations for the successful application of innovative multimedia ideas supported by technological knowledge and production abilities;
- Communicate effectively about complex and novel media solutions with the professional community and society at large;

- Reflect and anticipate professional trends to inform their own learning and career development.

For Higher Diploma in Multimedia Technology and Innovation (Intermediate Exit Award)

- Identify issues of multimedia technology and respond to opportunities arising from analysis and evaluation of a project's content and context;
- Apply multimedia production skills, creativity, critical thinking and problem-solving skills to develop and create multimedia solutions for commercial applications;
- Work independently and as part of a team in the workplace by utilising effective communication skills;
- Reflect on personal learning needs and construct a personal development plan for employment and further study from learning experience gained throughout the Programme.
- About 90% (i.e. 19 out of 22) of the modules in Year 1 and Year 2 are mapped at QF Level 4 and students are expected to demonstrate the ability to apply para-professional skills and knowledge in solving problems in the multimedia industry which meet industry quality standards.

3.3 Programme Structure

For Bachelor of Science (Honours) in Multimedia Technology and Innovation

Module Type	Module Description	QF Level	No. of Modules	No. of CPs
General Education (GE) Modules	English	4 & 5	3	9
	Chinese	4 & 5	2	6
	GE Core	4	3	9
	GE Electives	5	4	12
Industry/ Profession Specific (IPS) Modules	Programme Core Modules	4 & 5	31	96
	Programme Elective Modules	--	--	0
	Techno Gala*	5	1	0
	Work-integrated Learning	4	1	0 (90 hours)
TOTAL		---	45	132

For Higher Diploma in Multimedia Technology and Innovation
(Intermediate Exit Award)

Module Type	Module Description	QF Level	No. of Modules	No. of CPs
GE Modules	English	4 & 5	2	6
	Chinese	4	1	3
	GE Core	4	2	6
	GE Electives	5	1	3
IPS Modules	IPS Core Modules	4 & 5	19	57
	Work-integrated Learning	4	1	0 (90 hours)
TOTAL		---	26	75

3.4 Graduation Requirements

- To be eligible for the award of the Bachelor (Honours) degree, students will have to successfully complete a minimum of 132 CPs with all compulsory modules and fulfil the WIL requirement.
- To be eligible for the Higher Diploma exit award, students will have to successfully complete:
 - (i) a minimum of 75 CPs with 57 CPs in Industry/Profession Specific modules and 18 CPs of General Education modules,
 - (ii) a minimum of 90 hours of Work-integrated Learning module,
 - (iii) all modules specified in Year 1 & Year 2 (including the summer semester in Year 2), and
 - (iv) the web-based learning platform English package.

3.5 Admission Requirements

For Year 1 Entry

General Entrance Requirements (GER)		
Standard Entry Route		Non-Standard Entry Route
Local Qualification	Non-local Qualification	
<u>HKDSE</u> Level 3 in <ul style="list-style-type: none"> • Chinese Language • English Language Level 2 in <ul style="list-style-type: none"> • Mathematics • Liberal Studies • 1 Elective Subject or an Applied Learning Subject 	<u>Mainland China</u> <ul style="list-style-type: none"> • Score above the cut-of line for admission to Mainland 1st-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and • English and Chinese score above 120 out of a maximum of 150. 	<ul style="list-style-type: none"> • To be determined by the Faculty Dean on a case-by-case basis • Students admitted through non-standard entry will not exceed 10% of the total planned places.

<u>HKALE</u> Grade E in <ul style="list-style-type: none"> • AS Chinese Language & Culture/ AL Chinese Literature/Grade D in a HKCEE language other than Chinese and English, and • AS Use of English, and • 1 AL or 2 AS subjects, and • 5 HKCEE subjects, including Chinese Language and English Language 	<u>Other Non-local Qualifications</u> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications including Level 3 in English 	
<ul style="list-style-type: none"> • Applicants are required to attend an interview and submit a portfolio to demonstrate their creativity. 		

For Year 3 Entry

- Holders of VTC's Higher Diploma in the relevant multimedia-related programmes with a Credit Award or above and a pass in the mandatory interview, or
- Holders of VTC's Higher Diploma in the relevant multimedia-related programmes without a Credit Award on a case-by-case basis, or
- Formal qualifications other than a VTC Higher Diploma and Associate Degree in a relevant area on a case-by-case basis
- The maximum amount of specified and unspecified advanced standing and module exemption to be granted will not exceed 50% of the total number of credit points of the Programme.

Exemption of English Language Modules

- Students who have obtained the following IELTS or TOEFL score or above within two years preceding the commencement of the Programme will be exempted from the *English for Academic Studies 1* and *English for Academic Studies 2*:

	IELTS	TOEFL			HKALE AS (Use of English)
		Paper-based	Computer-based	Internet-based	
English for Academic Studies 1	6.5	570	230	88	D
English for Academic Studies 2	6.5	570	230	88	C

4. Substantial Change

- 4.1 The maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval from the HKCAAVQ.

5. Qualifications Register

- 5.1 Qualifications accredited by the HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Qualifications Framework (QF). The Operator should apply separately to have their quality-assured qualifications entered into the QR.
- 5.2 Only learners who are admitted to the named accredited learning programme during the validity period and who have graduated with the named qualification uploaded in the QR will be considered to have acquired a qualification recognised under the QF.

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