



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**

**Programme Revalidation at QF Level 4**

**Higher Diploma in Creative Design**

**March 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 Hong Kong College of Technology (HKCT) [香港專業進修學校], is an education institute which has as its mission the preparation of students for the fast-changing, knowledge-based economy and to nurture brilliant minds to be leaders in the territory valued by industries, institutions and the public. Presently HKCT offers various post-secondary education and vocational training programmes for target learners who would like to pursue career development and further studies.
- 1.2 Based on the Service Agreement, the HKCAAVQ was commissioned by the Hong Kong College of Technology (the Operator) to assess and determine whether the Higher Diploma in Creative Design (HDCD) programme achieves the stated objectives and meets the Qualifications Framework (QF) standard at QF Level 4.
- 1.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement as well as the Terms of Reference stated therein. The Education Bureau’s “Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure” is also a guiding document used by the Panel and the Operator in conducting this revalidation exercise for the Higher Diploma programme. An on-site visit took place on 12 February 2014.

## 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 Revalidation

Approval

<b>Name of Operator</b>	Hong Kong College of Technology 香港專業進修學校
<b>Name of Award Granting Body</b>	Hong Kong College of Technology 香港專業進修學校
<b>Title of Learning Programme</b>	Higher Diploma in Creative Design 創意設計高級文憑
<b>Title of Qualification (Exit Award)</b>	Higher Diploma in Creative Design (Integrated Graphic Communication) 創意設計高級文憑（綜合平面設計傳達）
<b>Primary Area of Study /</b>	Fine Arts, Performing Arts, Design and Creative Media

<b>Training</b>	Art & Industry
<b>Other Area of Study / Training</b>	Nil
<b>QF Level</b>	Level 4
<b>QF Credit</b>	292
<b>Mode of Delivery and Programme Length</b>	Full-time, 2 years 2,920 notional learning hours (including 945 contact hours)
<b>Validity Period</b>	4 years (1 September 2014 – 31 August 2018)
<b>Number of Enrolments</b>	One enrolment per year
<b>Maximum Number of New Students</b>	Maximum intake number of 40 new students per year
<b>Specification of Competency Standards Based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Programme Specific Requirement</b>	The Operator is required to abide by the Education Bureau's "Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure".
<b>Address of Teaching/Training Venue</b>	Hong Kong College of Technology (Homantin Campus), 14 Princess Margaret Road, Homantin, Kowloon

<b>Recommendations</b>
<ol style="list-style-type: none"> <li>1. The Operator should revise the teaching plan and assessment tasks of "Professional English Communication" to provide more balanced training in English communication skills to prepare learners for professional development in the design discipline as well as for articulation purposes.</li> <li>2. The Operator should provide more in-depth training in some focused areas of the design discipline.</li> <li>3. The Operator should incorporate internship, placement or other authentic learning opportunities in the curriculum to enrich every learner with practical experience in the workplace.</li> <li>4. The Operator should provide further training in QF credit assignment to all full-time and part-time programme development and teaching staff.</li> <li>5. The Operator should apply proper procedures to ensure assignment briefs and assessment results of all Major Projects are moderated internally and externally.</li> <li>6. The Operator should review and revise the terminology used in the programme documents to maintain accuracy and consistency.</li> </ol>

### 3. Programme Details

The following is the programme information provided by the Operator.

#### 3.1 Programme Objectives

- Provide historical, theoretical and practical understanding as well as knowledge and skills of generic creative design studies;
- Enable students to integrate theory, technology and imagination with proficiency so as to translate ideas into creative design solutions;
- Set a platform for students to develop their analytical and creative thinking skills and evolve their creative style and identity;
- Ensure students to develop a major portfolio proper for seeking further study, applying a job and finally gaining access into the industry;
- Equip students with the necessary professional coordination and management skills dealing with the contemporary service and business environments; and
- Provide training in practical English and Putonghua communication skills as well as independent generic learning approaches for student to have further studies and career development.

#### 3.2 Programme Intended Learning Outcomes

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

- Use practical communications, interpersonal skills and multiple perspectives in creative, technical and business environment;
- Understand and apply creative design principles as well as technical know-how in solving design problem;
- Apply the practical skills, knowledge and abilities in meeting the need and standard in different area of expertise;
- Apply the correct equipment, materials and techniques to the range of creative design production processes;
- Generate diverse content of personal style and identity for the creative design environment; and
- Demonstrate a professional level of creativity and skill in producing portfolio to meet the contemporary business demands.

#### 3.3 Programme Structure

The Higher Diploma in Creative Design programme has 18 subjects. Three of them are generic subjects and fifteen of them are specialised subjects. All subjects are pitched at QF Level 4. The total number of QF credits is 292. The programme structure is:

<b>Subjects</b>	<b>QF Credits</b>
Generic Subjects	42
Specialised Subjects	250
<b>Total</b>	<b>292</b>

#### 3.4 Graduation Requirements

- Pass all subjects and earn the QF credits as required by the HDCD; and
- Achieve an overall GPA of 1.7 or above.

### 3.5 Admission Requirements

- Attained Level 2 in 5 HKDSE subjects, including English and Chinese [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
- Pass in 1 A-Level or 2 AS-Level subjects (with 5 passes in HKCEE subjects, including English Language and Chinese Language); or
- Holder of Yi Jin Diploma; or
- Holder of Diploma for Tertiary Studies; or
- Holder of Pre-Associate Degree; or
- Holder of Diploma in related discipline and
  - the qualification should be awarded by one of the local or overseas recognised tertiary institutions/post-secondary colleges, and
  - the length of study is at least 450 teaching hours; or
- Mature applicants of age 21 or above [with relevant working experience]; or
- Equivalent qualification; and
- Pass an Aptitude Test; and
- Pass the admission interview.

### 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 by 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). Operators 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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