

BACHELOR OF ARTS (HONOURS) IN

MEDIA & COMMUNICATION DESIGN

媒體及傳意設計（榮譽）文學士

學位由理大頒授 | 全日制/兼讀制模式 | 適合副學位畢業生及在職人士

課程特色

- 藉著設計實踐及視覺實驗，提供跨學科學習
- 著重訓練批判性思考和分析技巧
- 在課程中融入「設計營商」元素
- 利用專題研習的學習經歷，培養專業精神
- 課程設計以成果為本，著重學生專業能力

畢業後的就業前景

畢業生就業機會包括品牌設計師、平面設計師、媒體製作設計師、動態圖像設計師、新媒體設計師及網頁設計師等職位。

獎學金及嘉許獎

入讀 PolyU SPEED 四年制學士學位課程及學位銜接課程的學生，均有機會獲頒獎學金及／或助學金。詳情請瀏覽學院網站。

Bachelor of Arts (Honours) in Media and Communication Design

Degree Awarded by PolyU | Full-time/ Part-time mode | For Sub-degree Graduates and Working Adults

Programme features

- Offers interdisciplinary studies through design practice and visual experimentation
- Focuses on training in critical thinking and analytical skills
- Integrates the aspect of “Business of Design” in the curriculum
- Develops professionalism through project-based learning experiences
- Adopts an outcome-based curriculum with focus on professional competence

Career Prospects

Graduates are able to pursue a wide range of careers, including Brand Designer, Graphic Designer, Media Production Designer, Motion Graphic Designer, New Media Designer and Web Designer.

Scholarships and Studentships

Students admitted to PolyU SPEED’s 4-Year Undergraduate Programmes and Undergraduate Top-up Degree Programmes have the opportunity to receive scholarships and/or studentships. For further details, please visit the School’s website.

查詢 Enquiries 3746 0900 sp.car@speed-polyu.edu.hk

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Undergraduate Top-up Degree Programme

4-year Undergraduate Programme

入學申請 Admission

課程網頁(全日制) Programme Webpage (Full-time)

課程網頁(兼讀制) Programme Webpage (Part-time)

SSHD Instagram

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SSHD小紅書

小紅书 94521380546



學院有權更新此課程單張的資及更改或暫停此單張所述課程或科目。The College reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.

The Hong Kong Polytechnic University 香港理工大學

School of Professional Education and Executive Development 專業進修學院 SPEED

SSHD Division of Social Sciences, Humanities and Design 社會科學、人文及設計學部