

DIGITAL MEDIA CULTURES & DESIGN

MASTER OF ARTS IN

FA



TAUGHT
POSTGRADUATE
PROGRAMME

數碼媒體文化與設計文學碩士

學位由理大頒授

混合模式 (全日制/兼讀制)

適合學士畢業生及在職人士

課程特色

- 數位媒體文化與文化研究
- 跨媒體敘事設計，以傳達思想和推動參與
- 透過設計思維、研究和原型創作來創造有效的數位體驗
- 數位媒體中的道德、社會和治理
- 創意科技與文化知情製作，包括在當代設計實踐中融入中國藝術傳統（例如數位水墨藝術）

畢業後的就業前景

畢業生將在數位媒體、設計和創意產業中將有廣闊的就業機會，包括：

- 數位內容策略師/ 內容設計師
- 創意技術專家/ 人工智慧媒體製作人
- 社群媒體內容創作者/ 數位製作人
- 數位藝術家/ 視覺設計師
- UX/UI設計師/ 互動設計師
- 創意總監/ 藝術總監

入學申請
Admission



課程網頁
Programme
Webpage



SSHD Instagram



sshhd_cpce

SSHD小紅書



小紅書 94521380546

Master of Arts in Digital Media Cultures and Design

Degree Awarded by PolyU

Mixed-mode (Full-time/ Part-time)

For Degree Graduates and Working Adults

Programme features

- Digital media cultures & cultural studies
- Digital storytelling for impact—narrative design across media to communicate ideas and drive engagement
- Design thinking, research and prototyping to create effective user-centered digital experiences
- Ethics, society & governance in digital media
- Creative technologies & culturally informed making, including Chinese artistic heritage (e.g. digital ink art) in contemporary design practice

Career Prospects

Graduates are able to pursue a wide range of careers across digital media, design and creative industries, including

- Digital content strategist/content designer
- Creative technologist/AI-enabled media maker
- Social media content creator/digital producer
- Digital artist/visual designer
- UX/UI designer/interaction designer
- Creative director/art director

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



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POLYTECHNIC UNIVERSITY
香港理工大學

School of Professional Education
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專業進修學院

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