BA (Hons) in Design (Media Design)
設計學(榮譽)文學士 (媒體設計)

Specialism Outline

The **BA (Hons) in Design (Media Design)**, a four-year full-time studio-oriented programme, is one of the three key design specialisms in the Communication Design cluster of the School of Design for local and international applicants.

Media Design is one of the very few that offers live-action films and animation courses simultaneously in the region. This programme will focus on content designing in which idea is taught to be the prime mover in the creative process. It is distinctly different from those that see media as either a derivative of language or a byproduct of technical skills. Students will be equipped with both creativity and technical skillset in the mastery of narrative-driven filmmaking and animation throughout the four-year study. With the rapid advancement of technology, students will be exposed to various cutting-edge and high-end technological platforms (e.g., virtual reality) for their projects.

The program guides and leads our students to be creative, curious, confident, discerned, and professional community members who play vital roles. Students will learn from field experts and the faculty members in the studio-based learning environment, take ownership of their projects, and learn to collaborate among peers. In addition, the school provides an academic culture that is design and idea-driven in which creation with a purpose is implemented with full cultural awareness and through the application of aesthetics and technology.

Aims & Objectives

We aim to produce idea-driven content designers regardless of their background or disciplines. It rights the paradigm of confusing creativity based on ideas with fabrication based on technical know-how. With this in mind, students are also taught the necessary technical, entrepreneurial, and analytical skills to become self-learning and self-enabling to execute a given creative idea successfully.

Characteristics

Is Media Design for you?

We facilitate personal growth in students through self-discovery, self-discipline, self-analysis, and self-learning. We encourage independent thinking, successful positioning, and inventive creation through contextual awareness, imagination, collaboration, and knowledge application.

Specialism structure

Year 3 Pre-professional Collaborations

Year 3 provides students with the essential knowledge and skills for film and animation production. Students will be introduced to project-based learning for their studio project; hence they will learn to collaborate with their peers and explore different mediums and methods in filmmaking and animation.

Year 4 Integrative Design

Students progressing from Year 3 to Year 4 will have professional experience with industry partners and be equipped with the knowledge and skills they acquired during Year 3 for the capstone projects. The final year provides students with independent and life-long learning experience opportunities through a series of student-led projects.

Students of the 4-years programme are required to complete a total of 124 credits in order to graduate; including 30 credits earned from General University Requirements subjects, 30 from Common Compulsory Subjects, and 64 from Discipline-Specific and Elective Subjects.

Senior Year students are required to complete a total of 61 credits in order to graduate, including 9 credits earned from General University Requirements subjects, 6 from Common Compulsory Subjects, and 46 from Discipline-Specific and Elective Subjects. For senior year intake students who do not meet the equivalent standard of the Undergraduate Degree Language Communication Requirements (LCR) based on their previous studies in AD/HD programmes and their academic performance will be required to take an additional 3 to 9 credits of English and/or Chinese language subject(s) on top of the normal credit requirements.

Career Prospects

This programme adopts the motto of 'content is king' wherein 'idea will always lead execution.' It trains content designers by giving them the necessary tools to compete in the world of digital media and digital entertainment. Given intellectual property as a significant source for economic growth, having that winning idea means a chance of being placed in a commanding position.