



香港樹仁大學

HONG KONG SHUE YAN UNIVERSITY

Admissions Requirements

入學要求

HKDSE applicants must have attained:

- Chinese Language & English Language: Level 3 or above; and
- Mathematics & one elective subject: Level 2 or above; and
- Citizenship and Social Development: Attained

At most one relevant Applied Learning subject or one Category C Other Language subject with conditions applied as an elective subject. Please refer to Admissions Office website for details.

Locally accredited Hong Kong Associate Degree / Higher Diploma programme applicants should have:

- Completed one year's study with a GPA of 2.5 (out of a 4.0 scale) or above to apply year 1 entry
- Graduated in a relevant discipline with a GPA of 2.0 (out of 4.0 scale) or above to apply year 2 entry
- Graduated in a highly relevant discipline with a GPA of 2.5 (out of a 4.0 scale) or above to apply year 3 entry

Applicants with other qualifications please refer to the programme website for entrance requirements

香港中學文憑考試申請人：

- 中文科、英文科達3級或以上；及
- 數學科及一科選修科達2級或以上；及
- 公民與社會發展科獲達標

最多一科與本課程相關的應用學習科目或一科丙類其他語言科目並符合相關條件可當一科選修科。詳細請瀏覽招生處網站。

本地認可的副學士/高級文憑申請人：

- 完成一年級及累計平均積點 (CGPA) 達 2.5或以上可申請入讀一年級
- 修畢相關副學位課程及累計平均積點 (CGPA) 達2.0或以上可申請入讀二年級
- 修畢高度相關副學位課程及累計平均積點 (CGPA) 達2.5或以上可申請入讀三年級

持有其他學歷者可於課程網站瀏覽入學要求

About the Programme

課程簡介

BA-MDIT is a theory and practice-based programme designed to give students extensive knowledge of media design principles, up-to-date professional knowledge and techniques in immersive technologies, and an understanding of the processes applied in creative industries, with analytical, critical, and ethical thinking skills for the VR/AR market, research study or start-up.

課程結合理論和實踐，教授豐富全面的媒體設計理論、虛擬實境創作的先進知識及技術，讓學生具備精銳的分析性、批判性及道德性思考能力，熟習創意行業的工作流程，並應用於VR/AR市場、研究或初創企業上。

Mode of Study

課程模式

Full-time
全日制

Duration of Programme

課程長度

Four Years
四年

Your path to the future world of immersive technology!

本課程就是通往未來虛擬實境創作世界的第一步！

Bachelor of Arts (Hons) in
Media Design and
Immersive Technology
媒體設計與虛擬實境科技
(榮譽)文學士課程

Programme Curriculum

課程綱要

MDIT Foundation

- Visual Communication
- Media Aesthetics
- Entertainment and Pop Culture

媒體設計與虛擬實境基礎

- 視覺傳藝
- 媒體美學
- 娛樂及流行文化

UI/UX Design

- Human Centered UX & UI Design
- Technological Change in Human Communication
- Social Media and Networked Communication

用戶介面 / 用戶體驗設計

- 人性化用戶體驗及用戶介面設計
- 科技發展與人際傳播
- 社交媒體與網絡傳訊

VR/AR - Immersive Technology

- Asset Creation for VR/AR
- VR/AR Application Development
- Data Journalism and AR-Enhanced News Culture
- Game Engines for Game Development

虛擬 / 擴增實境創作

- 虛擬實境與擴展實境素材資源製作
- 虛擬實境與擴展實境應用開發
- 數據新聞與擴展實境新聞
- 遊戲引擎與遊戲開發

Entrepreneurship

- Entrepreneurship and New Product Development
- Public Relations and the Media
- Advertising Strategies and Design

企業創新

- 創業與新產品開發
- 公關與媒體
- 廣告策略與設計



Internship and Capstone Project 實習計劃及統整項目

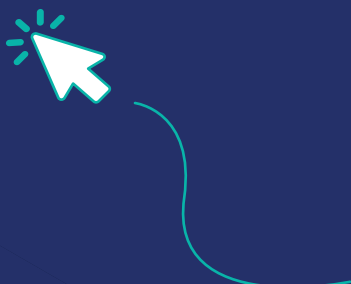
The Professional Internship course in Year 3 enables students to apply their knowledge and skills to the business sector. In Year 4, students also have to undertake a 3-credit Capstone Project, which includes:

三年級的专业實習課程讓學生得以在商業領域發揮知識及技能。到了四年級，學生則能夠參加統整項目（3學分），並研究：

- Research in content needs 內容需要
- Target audience 目標群組
- Content components 內容元素
- Flow charts 流程圖表
- Storyboards 故事板
- Interactive narrative script 互動旁白稿
- Production schedule 製作時間表
- Production deliverables 製作成品

This project is designed to pave the way for students to innovate VR/AR products and business projects.

這個項目旨在讓學生為日後製作創新VR/AR產品及商業項目作好準備。



Career Prospect 事業發展潛力

Immersive technology is one of the most sought-after skill sets in the job market.

BA-MDIT graduates can work as content providers, transmedia designers, VR/AR application developers, user interface (UI) / user experience (UX) designers & developers, digital content editors, project coordinators, exhibition coordinators and multi-media producers.

Or other roles in professional fields such as art direction, branding and advertising, content marketing, digital marketing, game design as well as broadcast news.

虛擬實境創作是職場需求最大的專業技能之一。

本課程畢業生能選擇從事內容創作、跨媒體設計、VR/AR應用程式開發、用戶介面/用戶體驗設計及開發、數碼內容編輯、項目統籌、展覽統籌及多媒體製作等。

以及在多個專業領域發展，包括：藝術指導、品牌形象及廣告、內容營銷、網絡營銷、遊戲設計及新聞傳播等。



"I honestly believe that the next big leap in immersive technology will be very much like Brainstorm."

— Douglas Trumbull

「我確信虛擬實境創作的下一個里程碑跟腦力激盪一樣。」

—— 道格拉斯·特蘭布



HKSYU University Admissions Office
香港樹仁大學招生事務處

- <https://uao.hksyu.edu/>
- (852) 2570 7110
- admit@hksyu.edu

10 Wai Tsui Crescent, Braemar Hill,
North Point, HK
香港北角寶馬山慧翠道10號

Programme
Website
課程網站

