



**UOW**  
COLLEGE  
HONG KONG  
香港伍倫貢學院

*Part of*  
**UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA**

# English for the Creative Industries

(Applied Learning Course for HKDSE Students)

**Provider: UOW College Hong Kong**

**Medium of Instruction: English**

 **2707 3113**

**UOW College**

 **uowchk-fah@uow.edu.au**

**Area of Studies:**

**Media and Communication**

(Language and Culture)





## Course Introduction

This Applied Learning course helps students strengthen English through creative tasks. Students explore storytelling, branding, scriptwriting, and digital communication while learning how English is used in media and other creative industries.

Through hands-on projects, students gain practical experience and build a portfolio showcasing creative and communication skills.

## Learning Highlights

Hands-on projects, content production, ideas pitching, team collaboration, creative industry visits (e.g. to design studios, art centres, museums etc).

## Progression Pathways

### Further Studies:

English Studies, English for Professional Communication, Creative and Interactive Media, Multimedia Design, Creative Arts, Digital Media, Journalism, Communication Studies, Visual Communication, Visual Arts

### Career Opportunities:

Content Creator, Copywriter, Advertising & Marketing Assistant, Communications Assistant, Social Media Assistant, Editorial, Publishing Assistant, freelance creator in media, design, and digital content.

### Class Arrangement (Tentative):

#### Mode 1:

Saturdays 10:00 am – 1:00 pm or 2:00 pm – 5:00 pm

Venue: UOW College Hong Kong, Tai Wai Campus

#### Mode 2:

Subject to mutual agreement between the school and UOWCHK

#### Enquiries:

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<https://www.uowchk.edu.hk/study-at-uowchk/find-programmes/programmes-by-study-area/appliedlearning/english-for-the-creative-industries/>

