UOW COLLEGE HONG KONG 香港伍倫貢學院

Part of UNIVERSITY OF WOLLONGONG AUSTRALIA



Associate of Science in Creative Media

AScCM

FACULTY OF
SCIENCE AND TECHNOLOGY

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86%*

Faculty Further Studies Rate

* Local / overseas institutions, including non-government-funded programmes

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Programme Features

The AScCM programme fosters students' creativity, aesthetics, and innovative use of media. It equips them with the necessary knowledge and skills in developing interactive media systems and media production processes. Additionally, students gain a good understanding of interdisciplinary fundamentals, paving the way for further studies at higher degree levels and facilitating lifelong learning.

Graduate Outcome

We produce graduates who are highly creative and who possess refined aesthetic sensibilities. They will have practical skills in developing interactive media systems, preparing them for diverse roles in the ever-evolving field of creative media.



Competency Achieved

Graduates possess a diverse skill set in creative media design, media production, web development, interactive media design, 3D modeling, animation, game development, and specialized projects.

Main Subject Areas

Foundational Skills in Creative Media

- Critical Thinking and AI Literacy
- Creativity and Creative Thinking
- Digital Media Design Fundamentals

Introduction to Media Production

- Media Production and Intelligent Editing
- Photography and Image Generation
- Nature Conservation and Eco-photography

Advanced Media Production Techniques

- Visual Effects and AI Innovations
- Practical Video Production

Interactive Media Design

- Introduction to Web
- Interactive Media Designer Interface
- Game Development

3D Modeling and Animation

- 3D Modeling and Visualization
- 3D Animation

Specialized Projects

- Media Project

Career Prospects

Graduates of this programme can look forward to exciting career prospects. With their diverse skill sets, they are well-equipped for roles such as multimedia artists, web designers, graphic designers, video editors, animators, game developers, user experience designers, and interactive media producers. They can find jobs in industries such as advertising, marketing, film and television, digital media, gaming, web development, and more.

Further Studies Pathways

(below is not exhaustive but only aims to show some examples)

University of Wollongong, Australia

- Bachelor of Communication and Media

City University of Hong Kong

- Bachelor of Arts in Creative Media
- Bachelor of Arts in Digital Television and Broadcasting
- Bachelor of Arts and Science in New Media
- Bachelor of Science in Creative Media

Hong Kong Baptist University

- Bachelor of Arts (Honours) in Visual Arts
- Bachelor of Arts (Honours) in Film and Television
- Bachelor of Fine Arts (Honours) in Acting for Global Screen

The Education University of Hong Kong

- Bachelor of Arts (Honours) in Creative Arts and Culture
- Bachelor of Arts (Honours) in Creative Arts and Culture and Bachelor of Education (Honours) (Visual Arts) Co-terminal Double Degree Programme

The Hong Kong Polytechnic University

- Bachelor of Arts (Honours) Scheme in Design