

CUSCS

香港中文大學專業進修學院
School of Continuing and Professional Studies
The Chinese University of Hong Kong



Flinders
UNIVERSITY

CRICOS No. 00114A

BACHELOR OF Creative Arts (Digital Media)

(Ref. No. 412063)



資歷架構
Qualifications
Framework

資歷級別 QF Level: 5

登記號碼 QR Registration No: 14/002959/L5

登記有效期 Registration Validity Period: 01/09/2014-31/08/2022

Full-time Top-up

Undergraduate Degree Programme

全日制學位銜接課程

2020-21

**For Associate Degree and
Higher Diploma Graduates**

專為副學士及高級文憑畢業生而設



Artwork by: Duncan Li

cuscs.hk/topup



Flinders University

Flinders University enjoys a well-justified reputation for excellence in teaching and research. It has a long-standing commitment to enhancing educational opportunities for all and a proud record of community engagement.

Flinders is a world-class university, with 90% of its research rated at or above world-standard by the Australia Federal Government's latest ERA Rankings 2015. Flinders is also well regarded by students, and received five stars for learning resources, student-staff ratio and skills development from the Good Universities Guide 2018.

The 2018 International Student Barometer saw Flinders rated top 5 university in Australia for student support, reinforcing our exceptional support for international students. Our cutting edge innovation facility at Tonsley and technologically advanced Student Hub contribute to Flinders' rich learning environments.

Flinders boasts many highly awarded academics, including the 2016 National University Teacher of the Year, and is home to South Australia's 2018 International Student of the Year. With more than 100,200 alumni, and students from some 90 countries, Flinders University is making a difference, changing lives and changing the world.



Screen and Media at Flinders University

Flinders' screen and media offers Adelaide's largest and most diverse tertiary programme in the study of audio-visual media. It is internationally recognised as one of the most respected and successful university programmes in this field. In 2017 and 2018, Flinders University and its partner CDW Studios Adelaide were ranked the No.1 Best Digital Illustration School in the global Rookies rankings. The Rookies is an international awards and mentor platform for young designers, creators, innovators and artists in film, animation, games, virtual reality and architecture visualisation. It involves more than 600 schools from 87 countries. Students from Flinders University's visual effects and entertainment design programme were ranked among the most industry-ready participants in the international competition.

Flinders' screen and media study and research programmes include film, television, and digital technologies including games and 3D media. The programmes offer students experiences that enable them to examine these media critically and to work with them creatively.



School of Continuing and Professional Studies The Chinese University of Hong Kong

The Chinese University of Hong Kong (CUHK) established the Department of Extramural Studies in 1965 and in January 2006, it was renamed as the School of Continuing and Professional Studies (CUSCS). Bearing the mission of providing quality continuing professional education programmes and services to meet the changing needs of society, CUSCS offers a diverse range of courses and programmes at different levels.

To provide a more flexible learning and career development path for secondary school leavers, CUSCS has been offering two-year full-time Higher Diploma Programmes since 2002. In 2014, CUSCS launched a one-year full-time Diploma Programme in Foundation Studies to provide secondary students an alternative option for further studies.

To enhance articulation opportunities for sub-degree graduates, CUSCS has collaborated with overseas universities in offering full-time Top-up Undergraduate Degree Programmes in Hong Kong since 2006. The School's collaboration with Flinders University in offering the Bachelor of Creative Arts (Digital Media) programme in Hong Kong started in 2011.



Bachelor of Creative Arts (Digital Media)

Since 2011









The programme aims to explore the connections between technology and the creative arts, and the ways in which digital media is used in society and the workplace. You will gain essential professional skills in digital media production, including the operation of software and hardware, as well as the ability to plan, develop and complete a digital media product, including scripting, production and post-production stages. You will also develop an understanding of screen and digital media through their historical developments, social and cultural applications, and the function of formal and aesthetic properties in various forms.



Artwork by: Dean Ilango

Programme Structure

Students with a Higher Diploma or Associate Degree in related fields are required to complete eight courses*. Depending on the students' previous studies and subject to the consideration and discretion of the University, students may be required to successfully complete one to two bridging courses before being admitted to this degree programme.

- Multimedia Production Part 1 
Advanced multimedia design
- Digital Games 
Exploration of interactive media and games
- 3D Media Studio B 
Fundamentals of 3D animation
- 3D Media Studio C 
Advanced concepts of 3D design
- Screen Production Techniques 5 
Short drama production
- History of Film Style 
Understanding and developing of film styles
- Introduction to Screenwriting 
Writing of screenplays for short film
- Screen Production Techniques 8 
Screen production project

* The topics on offer are subject to change. Please check the website for the updates.

Admission Requirements

Applicants should have completed either an Associate Degree or a Higher Diploma in a related discipline (or equivalent), and

- a) with AD/HD CGPA 2.3 (out of 4 scale) or above; OR
- b) with IELTS 6.0; OR
- c) other evidence of English language proficiency accepted by Flinders.

Duration

The programme can normally be completed within 12 months of full-time study.

Tuition Fee*

AU\$16,240 for the whole programme.

Academic Staff

Lectures and tutorials are taught by academic staff appointed or approved by Flinders University.

Award

The Bachelor of Creative Arts (Digital Media) degree is awarded by Flinders University. Students completing the degree at The Chinese University of Hong Kong receive the same award as students completing the degree at Flinders University.

Medium of Instruction

All lectures and tutorials are conducted in English. All student assessments, both written and oral, are in English.

Financial Assistance

Hong Kong Government Grants and Loans

Eligible students can apply for Government grants and low-interest loans under the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS). For details, please refer to the website of the Student Finance Office (SFO) at www.wfsfaa.gov.hk/sfo.

Continuing Education Fund (CEF)

This course has been included in the list of reimbursable course under the Continuing Education Fund. The mother course (Bachelor of Creative Arts (Digital Media)) of this module is recognised under the Qualifications Framework (QF Level 5).

For CEF eligibility and reimbursement procedures, please visit the School's website at www.cuscs.hk or CEF's website www.wfsfaa.gov.hk/cef/en/index.htm (whichever is subject to it).

* Paid deposit and tuition fees are non-refundable, with the exceptions of unsuccessful applications or programme cancellation.



Ms Helen Carter

Academic Co-ordinator

"The Bachelor of Creative Arts (Digital Media) is a practical, hands-on course that transforms students into digital media professionals. Our holistic approach encourages students to be bold and innovative creators of screen content, including animation, narrative film, games and short documentary. At Flinders, we

are immensely proud of our multi-award-winning media graduates, from Academy Award nominee Scott Hicks to internationally acclaimed feature film producers Tim Sanders and Kirsty Stark. You'll graduate with a creative arts degree that will allow you to follow your passions and turn what you love into a lifelong career. We love teaching in Hong Kong, and look forward to welcoming you to our creative arts community at Flinders University."



▲ *Self-directed learning*



▲ *Industrial Mentorship Programme*



▲ *Screen production exercise*



▲ *Students enjoy inspiring interactions with Australian lecturer*

Our Graduates

David Chan

Graduate 2017-18, Recipient of Flinders Digital Media Prize 2018

"The programme struck a nice balance between theoretical and practical knowledge. Lecturers provided in-depth knowledge in different aspects of Digital Media, and we got to practice them right after the lecture. The fast and vibrant atmosphere sparked a lot of creativity among my team mates. We had a lot of beautiful moments together in Flinders."

Leon Lee

Graduate 2017-18, Recipient of CUSCS Entrance Scholarship for Top-up Degree Programme and the HKSAR Government Self-financing Post-secondary Scholarship – Outstanding Performance Scholarship

"I had worked as a Graphic designer for a few years after graduating from Higher Diploma Programme of CUSCS. I came back to study the Bachelor of Creative Arts (Digital Media) offered by Flinders University with an aim to gain more knowledge, sharpen my skill, and broaden my horizons and imagination. During my study at Flinders, I joined the Industrial Mentorship Programme, through which I could connect with experts in the creative industries to learn more about the industry development in Hong Kong. In addition, I had an internship opportunity and joined a company to delve into AR and VR skills which was a new world that I had never experienced before. All of these are wonderful experiences that I never expected when I decided to study this programme."

Brent Leung

Graduate 2016-17, Recipient of Flinders Digital Media Prize 2017

"This programme provided me with a great opportunity in enhancing my knowledge so that I'm well equipped to work in the creative industries. The lecturers and tutors shared their knowledge and experience without hesitation, and always provided me with valuable advice and support. I enjoyed working with my groupmates, they were extremely great. We shared many amazing moments within and outside the class."

Commencement Date

September 2020

Deadline for Application and Information Seminars

Please refer to the website for update

Application Procedure

Application forms can be downloaded from CUSCS website (www.cuscs.hk/topup). The application form should be sent to one of the Enrolment Centres in person or by mail to CUSCS Tseung Kwan O Enrolment Centre with the following:

1. a non-refundable application fee of HK\$200 by crossed cheque or bank draft made payable to "The Chinese University of Hong Kong"
2. a copy of HKID Card or relevant identification document
3. a copy of transcripts showing all the courses taken and the results for your Diploma / Advanced Diploma / Higher Diploma / Associate Degree programmes
4. a copy of graduation certificate (if any)
5. a copy of IELTS report (if any)
6. a portfolio CD/DVD includes video, interactive media, motion graphics and animation.

Online application is available at www.cuscs.hk/topup. Applicants should still submit supporting documents (items 2 to 6 listed above) to one of the Enrolment Centres in person or by mail to CUSCS Tseung Kwan O Enrolment Centre.

CUSCS Tseung Kwan O Enrolment Centre:

School of Continuing and Professional Studies, CUHK
Tsui Lam Estate, Tseung Kwan O

(Please specify "Full-time Top-up Undergraduate Degree Programme" and the programme name "Bachelor of Creative Arts (Digital Media)" on the envelope)

Enrolment Centres

Central Enrolment Centre	Tsim Sha Tsui East Ocean Enrolment Centre	Tsim Sha Tsui Oriental Enrolment Centre	Tseung Kwan O Enrolment Centre
Unit A, 1/F, Bank of America Tower, 12 Harcourt Road, Central Monday to Friday: 8:30am - 8:00pm Saturday : 8:30am - 5:00pm Tel: 2209 0290 Fax: 3110 0611	Unit 01, Basement 1, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui Monday to Friday: 8:30am - 7:00pm Saturday : 8:30am - 5:00pm Tel: 2209 0290 / 3943 4888 Fax: 2367 0273	13/F, Oriental Centre, 67 Chatham Road South, Tsim Sha Tsui Monday to Friday: 8:30am - 8:00pm Saturday : 8:30am - 6:00pm Tel: 2209 0290 Fax: 2367 2593	Tsui Lam Estate, Tseung Kwan O Monday to Friday: 8:30am - 7:00pm Saturday : 8:30am - 12:00noon 1:00pm - 4:30pm Tel: 2209 0290 / 3943 9103 Fax: 2770 6376

(Closed on Sundays and Public Holidays)

Programme Partners

School of Continuing and Professional Studies The Chinese University of Hong Kong

6/F, Railway Plaza,
39 Chatham Road South,
Tsim Sha Tsui, Kowloon, Hong Kong

www.cuscs.hk

Flinders University College of Humanities, Arts and Social Sciences

Adelaide, SA, 5001, Australia

www.flinders.edu.au

Email: HASSenquiries@flinders.edu.au

Enquiries

Tel: 3943 9045 / 3943 9131

Fax: 2770 8275

E-mail: scs-topup@cuhk.edu.hk

Website: www.cuscs.hk/topup



This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualifications to which this course may lead.

Every effort has been made to ensure the information in this brochure is accurate at the time of publication: Mar 2020. Flinders University and The Chinese University of Hong Kong reserve the right to alter any course or topic contained herein without prior notice. Alterations are reflected in the course information available on the university websites.

All computer-generated images contained in this leaflet are produced by the students of Flinders University.



Artwork by: Rose Swincer