



UOW
COLLEGE
HONGKONG
香港伍倫貢學院

Part of
**UNIVERSITY
OF WOLLONGONG
AUSTRALIA**

Higher Diploma in Creative Media Production

HDCMP

FACULTY OF
**SCIENCE AND
TECHNOLOGY**

☎ 2707 3232

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83%*

Faculty Further Studies Rate

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



Programme Features

This programme equips students with a unique blend of creativity, aesthetic sensibilities, and technical expertise that will enable them to meet the demands of employers in creative industries. By immersing themselves in a comprehensive exploration of the diverse roles within media production, students will develop a deep understanding of the significance of effective communication and collaboration at all levels. The strong focus on practical learning offers students exceptional opportunities for employment.

Graduate Outcome

This programme produces graduates equipped with the necessary creativity, technical skills, and industry knowledge to excel in various roles within the creative industries and media production.



Competency Achieved

Graduates of this programme will have a high level of competency in creative media production, encompassing skills such as digital media design, visual effects, multimedia production, storytelling, game development, and interactive media design.

Main Subject Areas

Foundational Skills and Concepts

- Creativity and Creative Thinking
- Digital Media Design Fundamentals
- Introduction to Media Production

Digital Media Development

- Introduction to Web
- 3D Modelling and Visualization
- 3D Animation
- User Experience & User Interface
- Interactive Media Design

Visual Effects and Multimedia Production

- Introduction to Storytelling
- Visual Effects of Media Production
- Practical Video Production
- Media Project
- Digital Photography

Advanced Media and Technology

- Creative Electronics
- Game Development
- Global Image Building and Awareness
- Programming for Everyone

Career Prospects

Graduates will have a wide range of exciting career prospects in the creative industries and media production field. They can pursue roles such as digital media designers, multimedia producers, visual effects artists, video producers, web developers, interactive media designers, game developers, and creative directors.

Further Studies Pathways

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

University of Wollongong, Australia

- Bachelor of Communication and Media
- Bachelor of Computer Science

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