

香港珠海學院

HONG KONG
CHU HAI COLLEGE



艺创科技及数码传播 文学硕士

2023-2024
招生简章

MASTER OF ARTS IN ARTS TECH AND DIGITAL COMMUNICATION

一年全日制
或
二年兼读制

香港新界屯门青山公路青山湾段80号
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艺创科技及数码传播文学硕士

Master of Arts in Arts Tech and Digital Communication

课程创新及跨越时代

数码及传播科技的迅速创新正冲击各行各业的发展，迈向数码化的整合操作、营运和创作模式，而艺术领域的涵盖面亦十分广阔，应用领域是多不胜数。现今艺术与科技的融合不单是香港及内地政府规划其中的焦点，亦是全球新世代艺术与传播发展和应用的重点。所以，掌握创新理念、技术和跨界思维，将更有能力把握机遇和创造突破！

课程理念及特色

「艺创科技及数码传播文学硕士」课程的核心是新世代艺术，特点是一个整合艺术与创新科技应用的跨学科、跨领域的深造课程。课程的理念是建基于「艺术即是传播 (Art is Communication)」的实践，以培训新世代融合数码科技于各类型艺术创作、策展、创新整合及应用的人才。此课程是特别适合研究新媒体艺术和创新美学，或有志于从事数码艺术创作和跨领域应用的人士进修。

课程目的

- 满足社会对新一代艺术和传播专业人才的需求，以冀他们发挥创造性和跨界的思维和视野制定出数码解决方案来增进艺术和传播领域的发展；
- 提升年青一代的数码能力，以掌握大湾区社会及经济快速发展的机遇；
- 作为引石，在本学院发展艺创科技中心，以促成跨学系和跨领域的创新研究和教学，与及藉此唤醒艺术界和公众体验各种形式的艺术创作与创新科技的感染力；
- 促进香港与内地发展数码融合艺术文化。

课程目标和效益

- 识别和诠释受国际性传通媒体内容影响的中西艺术文化和身分多方面复杂的互动；
- 应用最新的 IT 技术，为文化创意制作、艺术表演，和数码传播在艺创科技的设计和运用领域作出贡献；
- 钻研传统艺术文化及其历史与当代中西艺术发展的结合与融合研究；
- 造就人才运用所获得的专业知识、批判性思维和领导能力为艺术和媒体行业服务并作出贡献。



An Innovative Curriculum Crossing the Era

The rapid innovation of digital and communication technologies is impacting the development of various industries, moving towards a digital integrated operation, creation and production mode. And the realm of art covers a wide range of spheres with countless application fields. Today, the integration of art and technology is not only the focus of the planning of Hong Kong and the mainland governments, but also the focus of the development and application of the new generation of art and communication in the world. Therefore, mastering innovative ideas, technologies and cross-boundary thinking will enable anyone to become more capable of grasping opportunities and creating breakthroughs!

Programme Concepts and Features

This MA programme is developed with an aim to advancing the development and proliferation of new generation arts. It is by nature an interdisciplinary and cross-boundary postgraduate programme that integrates arts and innovative technology application. The philosophy of the programme is based on the premise of "Art is Communication" through a combination of innovative courses to inspire and train a new generation of talents competent to integrate digital technology into various types of art creation, curation, cross-boundary integration and innovative application. This MA programme is especially suitable for those who are interested in doing research on new media arts or interested in new aesthetics, digital art creation and cross-field application.

Programme Aims

- To satisfy the societal needs for a new generation of arts and communication professionals able to work out digital solutions with a creative and cross-boundary mind and horizons;
- To enhance the digital competence of young people to tap the opportunity in the rapid socio-economic development of the Greater Bay Area;
- To develop an arts tech hub in the College to provide an interdisciplinary training across academic departments and awake the arts community and general public to experience the impact of various forms of arts creation with new technologies;
- To promote a digital and convergent arts culture in Hong Kong and the Mainland.

Programme objectives and outcomes

- Identify and interpret the multifaceted and complex interaction of the Chinese and Western arts cultures and identities being affected by the international flows of media contents;
- Apply the latest IT skills necessary for designing and employing arts technologies for cultural and creative production, performing and digital communication;
- Engage in research on traditional arts culture and history in conjunction and convergence with the contemporary Chinese and Western arts developments;
- Exercise the acquired professional expertise, critical thinking and leadership capacity to serve the arts and media industries.

课程结构

课程采用学分制合共修习27个学分，18个学分为必修科目，9个学分为选修科目。

必修课	学分
艺术与数码传讯科技 课程重点： 分析数码科技是如何造就创新形式艺术。	3
视觉艺术比较史与理论 课程重点： 比较不同源流视觉艺术观的特色以激发创新看法。	3
艺创科技研究方法 课程重点： 研究数码技术及应用程式(APPs)对艺术创作跨领域的影响。	3
艺创科技企业经营管理战略 课程重点： 掌握数码时代的艺术管理和营运模式(Business Model)以达致预期愿景、使命和目标。	3
实践艺创科技 (顶点作业) 课程重点： 展示学以致用艺创科技。	6
总计：5	总计：18

选修科 - 任选三科	学分
数码艺术与美学 课程重点： 理解变迁中并非以实体手工艺为标准的艺术形态和涵义。	3
大湾区媒体与传播 课程重点： 比较分析大湾区媒体特性和传播事业风格与人文及社会环境的互动关系。	3
数码叙事和媒体软件应用 课程重点： 掌握运用媒体和软件说故事的技术。	3
大数据研判 课程重点： 运用大数据作专项研究，掌握关联、流向、归纳等运算含义以作精度分析回馈、趋势、差异等等和管理、体验感受、评估效益等相关课题。	3
区域情境跨文化管理 课程重点： 掌握不同地区国家和企业文化的特点以克服跨文化冲击和人际冲突。	3
艺创科技机构专项实习 课程重点： 在真实环境和氛围下体验和印证艺创科技的创作及实践。	3
总计：3	总计：9

深造出路

本课程毕业生可报读香港及海外提供的研究型课程(例如哲学硕士或博士)，或美术、视觉设计、电影、数码艺术，及艺术与设计相关领域香港或海外大学所开设的授课式研究生课程。

Programme Structure

The programme consists of 27 credits, of which 18 credits are set for the core courses and 9 credits are set for the elective courses.

Core course	Credit
Technology for Arts and Digital Communication Course features: Analyse how digital technology creates innovative forms of art.	3
Comparative Visual Art History and Theory Course features: Compare the visual art history and the intrinsic art sense under different cultures for an in-depth understanding of the meaning of the art to stimulate innovative ideas.	3
Research Methods for Arts Tech Course features: Utilization of software to do research on the cross-boundary impact of various digital technologies and apps on art creation and representation.	3
Strategic Management for Arts Tech Businesses Course features: How to run a successful arts tech curation and performance with a sound business model.	3
Arts Tech Application (Capstone Project) Course features: Showcasing what you have learned and put it into use.	6
Total : 5	Total: 18

Elective course - Choose three	Credit
Digital Arts and Aesthetics Course features: Understand the changing artform and its meaning which are not based on the criteria of craftsmanship.	3
Media and Communication in the Greater Bay Area Course features: Comparative analysis of the characteristics of media and the style of communication in the Greater Bay Area.	3
Digital Storytelling and Media Software Application Course features: Learn and apply the art and techniques of storytelling by using media tools and software.	3
Big Data and Analytics Course features: Utilization of big data for research and analysis to master the algorithmic implication of correlation, flow direction, induction, etc., for a precise analysis of feedback, trends, differences related to issues such as management, user experience, benefit evaluation, etc.	3
Cross-cultural Management — Regional Context Course features: Scrutiny of management formats, corporate cultures and intercultural conflicts across regions and cultures.	3
Contextual Studies: Professional Internship in Arts Tech Institutions Course features: A real and combat context of study in an arts tech organization.	3
Total : 3	Total: 9

Education Pathways

Graduates of this Programme can pursue further study via enrolment in research-based programmes (e.g., MPhil or PhD) or taught postgraduate programmes in fine arts, visual design, film, digital arts, and art and design-related areas offered by local and overseas universities.

就业前景

本课程的毕业生将有潜力在香港和中国内地的媒体、艺术、视觉设计、文化和创意行业工作，而若能够进一步胜任制定艺创科技或数码解决方案以实现推动业务转型，甚至有机会获晋升到高级、主管或经理级职位。以下是一些最为对应的行业职位：

- 数码艺术评论家
- 展览项目设计师
- 博物馆/艺术馆/展览馆项目策展人
- 装置艺术家
- 视听配置技师
- 博物馆/艺术馆/展览馆数码解决方案策划师
- 跨领域艺创科技艺术家
- 艺创科技导师
- 艺创科技设计师
- 访客体验经理
- 表演艺术创作人
- 活动筹划及制作人
- 视觉艺术中心项目设计师
- 跨媒体艺术设计师
- 数码艺术和融合艺术从业者
- 实验艺术家/设计师
- 互动艺术策展人

授课语言

所有科目的基本授课语言及评核是运用英语，而因应个别情况导师会辅以中文(包括普通话)讲解专业用语和理念；参考资料、讲义及课本基本上以英语为主。

课程修读模式

本地生全日制：12个月(极限24个月)

本地生兼读制：24个月(极限48个月)

非本地生全日制：12个月(不设兼读)

入学资格

申请人须持有学士学位：主修新闻、传播、艺术、视觉艺术、计算机、资讯科技、建筑设计、电影、媒体制作、企业传播、公共关系、广告、市场及营销、数码制作、文化研究、表演艺术、摄影，及设计等学科优先考虑。

- 英语水平 — 若从非英语授课及评核的大学毕业，持有下列任何一项成绩将符合资格：
- 基于互联网的托福笔试成绩79分或托福纸本笔试成绩550分；或
- 雅思英语试成绩6.0；或
- 中华人民共和国之大学英语考试CET-6。

学费

一年全日制课程：港币十三万五千元正，分二期缴交。

二年兼读制课程(只适用于本地生)：港币十三万五千元正，分四期缴交。

申请期限：可选择申请春季或秋季入学

秋季九月入学申请：

本地生：每年12月22日至翌年6月30日。

非本地生：每年12月22日至翌年4月30日。

春季一月入学申请：

本地生及非本地生：每年8月1日至同年10月13日。

入学申请：申请人士可于网上报名并上传文件副本

<https://apply.chuhai.edu.hk/>

浏览课程专页：

<https://jcm.chuhai.edu.hk/master-of-arts-in-arts-tech-and-digital-communication/>

电话：(852) 2972 7200

传真：(852) 2972 7367

电邮：info@chihai.edu.hk

Employment Pathways

Graduates of this Programme would have the compacity and potential to be employed in the media, art, visual design, cultural and creative industry sectors in Hong Kong and Mainland China as well as being promoted to a senior, supervisory, or managerial position for being able to working out arts tech or digital solutions to business transformation. The followings are the most likely careers that fit what they are trained for:

- Digital Arts Appraiser
- Museum and Arts Curator
- Installation Artist
- Arts Tech Artist of Various Art Forms
- Arts Tech Educator
- Manager of Visitor Experience
- Producer of Performing Arts
- Digital Arts and Merging Arts Practitioner
- Crossmedia Arts Designer
- Experimental Art Designer
- Exhibit Designer
- Audio-Visual Specialist
- Museum Digital Specialist
- Arts Tech Designer
- Event Organizer
- Visual Centre Designer
- Interactive Art Curator

Medium of Instruction

The principal medium of instruction is English for the teaching and assessment of all courses supplemented with Chinese for addressing the professional usages, jargons and concepts. Readings, references and handouts are primarily based on English versions.

Mode of Study

Full-time: 12 Months (Normal), 24 Months (Maximum)

Part-time: 24 Months (Normal), 48 Months (Maximum)

Admissions Requirements

An applicant who wishes to be admitted to this Programme shall hold:

1. A Bachelor's degree, majoring in communication, journalism, art, visual art/communication, computer science, information technology, architectural design, film studies, media production, advertising, cultural studies, performing art, corporate communication, public relations, marketing, digital production, photography, design, etc., would be given priority.
2. An applicant seeking admission on the basis of a qualification from a university or institution in which the language of teaching and/or examination is not English, shall satisfy one of the following minimum language requirements:
 1. a score of 79 in internet-based test or 550 in paper-based of TOEFL; or
 2. an overall score of 6.0 in IELTS; or
 3. a minimum level 6 of the College English Test (CET).

Tuition Fee

One-year full-time: HK\$135,000 payable in two instalments.

Two-year part-time: HK\$135,000 payable in four instalments (local applicants only).

Application: Two Intakes Every Year

Fall intake of every September:

Local applicants: 22 Dec to 30 June, next year.

Non-local applicants: 22 Dec to 30 April, next year.

Spring intake of every January:

Local and non-local applicants: 1 August to 13 October.

Online Application: <https://apply.chuhai.edu.hk/>

Programme Website:

<https://jcm.chuhai.edu.hk/master-of-arts-in-arts-tech-and-digital-communication/>

Enquires:

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Fax: (852) 2972 7367

Email: info@chihai.edu.hk