



香港珠海學院

HONG KONG
CHU HAI COLLEGE

藝創科技及數碼傳播 文學碩士

2023-2024
招生簡章

MASTER OF ARTS IN ARTS
TECH AND DIGITAL
COMMUNICATION

一年全日制
或
二年兼讀制

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藝創科技及數碼傳播文學碩士

Master of Arts in Arts Tech and Digital Communication

課程創新及跨越時代

數碼及傳播科技的迅速創新正衝擊各行各業的發展，邁向數碼化的整合操作、營運和創作模式，而藝術領域的涵蓋面亦十分廣闊，應用領域是多不勝數。現今藝術與科技的融合不單是香港及內地政府規劃其中的焦點，亦是全球新世代藝術與傳播發展和應用的重點。所以，掌握創新理念、技術和跨界思維，將更有能力把握機遇和創造突破！

課程理念及特色

「藝創科技及數碼傳播文學碩士」課程的核心是新世代藝術，特點是一個整合藝術與創新科技應用的跨學科、跨領域的深造課程。課程的理念是建基於「藝術即是傳播 (Art is Communication)」的實踐，以培訓新世代融合數碼科技於各類型藝術創作、策展、創新整合及應用的人才。此課程是特別適合研究新媒體藝術和創新美學，或有志於從事數碼藝術創作和跨領域應用的人士進修。

課程目的

- 滿足社會對新一代藝術和傳播專業人才的需求，以冀他們發揮創造性和跨界的思維和視野制定數碼解決方案來增進藝術和傳播領域的發展；
- 提升年青一代的數碼能力，以掌握大灣區社會及經濟快速發展的機遇；
- 作為引石，在本學院發展藝創科技中心，以促成跨學系和跨領域的創新研究和教學，與及藉此喚醒藝術界和公眾體驗各種形式的藝術創作與創新科技的感染力；
- 促進香港與內地發展數碼融合藝術文化。

課程目標和效益

- 識別和詮釋受國際性傳通媒體內容影響的中西藝術文化和身分多方面複雜的互動；
- 應用最新的 IT 技術，為文化創意製作、藝術表演，和數碼傳播在藝創科技的設計和運用領域作出貢獻；
- 鑽研傳統藝術文化及其歷史與當代中西藝術發展的結合與融合研究；
- 造就人才運用所獲得的專業知識、批判性思維和領導能力為藝術和媒體行業服務並作出貢獻。



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.

課程結構

課程採用學分制合共修習27個學分，18個學分為必修科目，9個學分為選修科目。

必修課	學分
藝術與數碼傳訊科技 課程重點：分析數碼科技是如何造就創新形式藝術。	3
視覺藝術比較史與理論 課程重點：比較不同源流視覺藝術觀的特色以激發創新看法。	3
藝創科技研究方法 課程重點：研究數碼技術及應用程式(APPs)對藝術創作跨領域的影響。	3
藝創科技企業管理戰略 課程重點：掌握數碼時代的藝術管理和營運模式(Business Model)以達致預期願景、使命和目標。	3
實踐藝創科技 (頂點作業) 課程重點：展示學以致用藝創科技。	6
總計：5	總計：18

選修科 - 任選三科	學分
數碼藝術與美學 課程重點：理解變遷中並非以實體手藝為標準的藝術形態和涵義。	3
大灣區媒體與傳播 課程重點：比較分析大灣區媒體特性和傳播事業風格與人文及社會環境的互動關係。	3
數碼敘事和媒體軟件應用 課程重點：掌握運用媒體和軟件說故事的技術。	3
大數據研判 課程重點：運用大數據作專項研究，掌握關聯、流向、歸納等運算含義以作精度分析回饋、趨勢、差異等等和管理、體驗感受、評估效益等相關課題。	3
區域情境跨文化管理 課程重點：掌握不同地區國家和企業文化的特點以克服跨文化衝擊和人際衝突。	3
藝創科技機構專項實習 課程重點：在真實環境和氛圍下體驗和印證藝創科技的創作及實踐。	3
總計：3	總計：9

深造出路

本課程畢業生可報讀香港及海外提供的研究型課程(例如哲學碩士或博士)，或美術、視覺設計、電影、數碼藝術，及藝術與設計相關領域香港或海外大學所開設的授課式研究生課程。

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.

就業前景

本課程的畢業生將有潛力在香港和中國內地的媒體、藝術、視覺設計、文化和創意行業工作，而若能夠進一步勝任制定藝創科技或數碼解決方案以實現推動業務轉型，甚至有機會獲晉升到高級、主管或經理級職位。以下是一些最為對應的行業職位：

- 數碼藝術評論家
- 博物館/藝術館/展覽館項目策展人
- 視聽配置技師
- 博物館/藝術館/展覽館數碼解決方案策劃師
- 跨領域藝創科技藝術家
- 藝創科技設計師
- 表演藝術創作人
- 視覺藝術中心項目設計師
- 數碼藝術和融合藝術從業者
- 互動藝術策展人
- 展覽項目設計師
- 裝置藝術家
- 藝創科技導師
- 訪客體驗經理
- 活動籌劃及製作人
- 跨媒體藝術設計師
- 實驗藝術家/設計師

授課語言

所有科目的基本授課語言及評核是運用英語，而因應個別情況導師會輔以中文(包括普通話)講解專業用語和理念；參考資料、講義及課本基本上以英語為主。

課程修讀模式

本地生全日制：12個月(極限24個月)

本地生兼讀制：24個月(極限48個月)

非本地生全日制：12個月(不設兼讀)

入學資格

申請人須持有學士學位：主修新聞、傳播、藝術、視覺藝術、計算機、資訊科技、建築設計、電影、媒體製作、企業傳播、公共關係、廣告、市場及營銷、數碼製作、文化研究、表演藝術、攝影，及設計等學科優先考慮。

- 英語水平——若從非英語授課及評核的大學畢業，持有下列任何一項成績將符合資格：
- 基於互聯網的託福筆試成績79分或託福紙本筆試成績550分；或
- 雅思英語試成績6.0；或
- 中華人民共和國之大學英語考試CET-6。

學費

一年全日制課程：港幣十三萬五千元正，分二期繳交。

二年兼讀制課程(只適用於本地生)：港幣十三萬五千元正，分四期繳交。

申請期限：可選擇申請春季或秋季入學

秋季九月入學申請：

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。

春季一月入學申請：

本地生及非本地生：每年8月1日至同年10月13日。

入學申請：申請人士可於網上報名並上傳文件副本

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

瀏覽課程專頁：

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

電話：(852) 2972 7200

傳真：(852) 2972 7367

電郵：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:

- 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.
- 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:
 - a score of 79 in internet-based test or 550 in paper-based of TOEFL; or
 - an overall score of 6.0 in IELTS; or
 - 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:

Tel: (852) 2972 7200

Fax: (852) 2972 7367

Email: info@chihai.edu.hk