

2027-2028 : ADMISSION BROCHURE
招 生 简 章



MASTER OF ARTS IN ARTS TECH AND DIGITAL COMMUNICATION



艺创科技及数码传播 文学硕士

一年全日制
ONE-YEAR FULL-TIME

课程创新及跨越时代

AN INNOVATIVE CURRICULUM CROSSING THE ERA

数码及传播科技的迅速创新正冲击各行业的发展,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!

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!

课程理念及特色

PROGRAMME CONCEPTS AND FEATURES

「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。

This MA programme is developed with an aim to advance 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 art aesthetics, digital creation and cross-field application.

授课语言

MEDIUM OF INSTRUCTION

所有学科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)讲解专业用语和概念;参考资料、讲义及课本基本上以英语为主。

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.

课程修读模式

MODE OF STUDY

- 一年全日制 One-year full-time

课 | 程 | 目 | 的 | PROGRAMME AIMS

- 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;
- 我们设立的艺创科技中心,透过跨学科培训促进不同学术部门之间的交流与合作,并让艺术界及公众人士认识和体验新科技如何影响及推动各种艺术创作的发展;
- 促进香港与内地发展数码融合艺术文化。
- 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;
- The 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.

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Employment Pathways

本课程的毕业生将有机会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字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。

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 tech or digital solutions to business transformation. The followings are the most likely careers that fit what they are trained for:

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|---|--|
| • 数码艺术评论家
Digital Arts Appraiser | • 活动筹划及制作人
Event Organizer |
| • 展览项目设计师
Exhibit Designer | • 视觉艺术中心项目设计师
Visual Centre Designer |
| • 视听配置技师
Audio-Visual Specialist | • 跨媒体艺术设计师
Crossmedia Arts Designer |
| • 装置艺术家
Installation Artist | • 互动艺术策展人
Interactive Art Curator |
| • 跨领域艺创科技艺术家
Arts Tech Artist of Various Art Forms | • 实验艺术家/设计师
Experimental Art Designer |
| • 艺创科技导师
Arts Tech Educator | • 数码艺术和融合艺术从业者
Digital Arts and Merging Arts Practitioner |
| • 艺创科技设计师
Arts Tech Designer | • 博物馆/艺术馆/展览馆项目策展人
Museum and Arts Curator |
| • 访客体验经理
Manager of Visitor Experience | • 博物馆/艺术馆/展览馆数码解决方案策划师
Museum Digital Specialist |
| • 表演艺术创作人
Producer of Performing Arts | |

本课程内容深入且专业,要求学员对相关领域已有一定认知。我们强烈建议,若您未曾修读本课程相关的专业,或缺乏该行业的实质性工作经验,在报读前应审慎评估自身背景是否适合。

This programme is advanced and specialised, requiring students to possess prior foundational knowledge of the relevant field. We strongly advise that if you have not undertaken a relevant undergraduate degree or lack substantial professional experience in the industry, you should carefully assess whether your background is suitable before applying.



课程结构 PROGRAMME STRUCTURE

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。

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.

必修课	学分
艺术与数码传播科技 课程特色: 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 课程特色: 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 课程特色: 研究数码技术及应用程式 (APPs) 对艺术创作跨领域的影响。	3
艺创科技企业策略 课程特色: 掌握数码时代的艺术管理和营运模式 (Business Mode) 以达致预期愿景、使命和目标。	3
实践艺创科技 (毕业专题) 课程特色: 展示学以致用艺创科技。	6
总计:5	总计:18

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

深造出路

EDUCATION PATHWAYS

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。

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.

选修科 - 任选三科	学分
数码艺术与美学 课程特色: 理解艺术与科技的形态和涵义。	3
大湾区媒体与传播 课程特色: 大湾区媒体特征和传播风格的比较分析。	3
数码叙事和媒体软件应用 课程特色: 掌握运用媒体和软件说故事的技术。	3
大数据研判 课程特色: 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
人工智能与新美学 课程特色: 本课程旨在探讨人工智能对当代艺术创作的深远影响, 并审视其如何融合技术能力、创新实践与批判性思考, 从而塑造新的美学范式与艺术表达方式。	3
艺创科技机构专项实习 课程特色: 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

Elective course - Choose three	Credit
Digital Arts and Aesthetics Course features: Understanding on the forms and significance of art and technology	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
AI for New Aesthetics Course features: The course explores the transformative role of artificial intelligence in contemporary artistic creation and how it is bridging technical skills with critical discourse.	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

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。

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.

- 英国语文能力要求

若从非英语授课及评核的大学毕业，以下任何一项公开试必须达标：

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 requirement:

- 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及430分以上。
- 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) and scored 430 or above.



学费

TUITION FEE

一年全日制
One-year full-time

港币 \$155,000元, 分两期缴交
HK\$155,000 per year for two installments

凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制。

Bank transaction fees incurred through electronic payment channels will be borne by the payer. The paid tuition fee cannot be refund or transferable.

报名日期

Application Periods

秋季入学

2027/2028 学年

[本地生及非本地生]

2026年10月12日至2027年5月31日(额满即止)

For Fall Intake

2027/2028 Academic Year

[Local applicants and Non-local applicants]

12 October 2026 to 31 May 2027

(The admission will be closed when the enrollment is full)

报名查询
Application Enquiries

香港珠海学院入学组
Admissions Unit

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课程网页
Programme Website

