



香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

SUMMARY ACCREDITATION REPORT

UOW COLLEGE HONG KONG

LEARNING PROGRAMME ACCREDITATION

**HIGHER DIPLOMA
IN DIGITAL COMMUNICATION DESIGN**

AND

**HIGHER DIPLOMA
IN CREATIVE MEDIA PRODUCTION**

MARCH 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA602), the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592), was commissioned by UOW College Hong Kong to conduct a Learning Programme Accreditation with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Higher Diploma in Digital Communication Design and Higher Diploma in Creative Media Production programmes of UOW College Hong Kong (the Operator) meet the stated objectives and QF standards and can be offered as accredited programmes; and
- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

1.2 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement. The Education Bureau's "Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure" was also a guiding document used by the Panel and the Operator in conducting this exercise for the Higher Diploma programmes. A site visit took place on 9 and 10 January 2020.

2. HKCAAVQ'S Determination

Learning Programme Accreditation

2.1 HKCAAVQ has determined that the Higher Diploma in Digital Communication Design and Higher Diploma in Creative Media Production programmes meet the stated objectives and QF standard at Level 4 and can be offered as accredited programmes with a validity period of four years.

2.2 Validity Period

2.2.1 The validity period will commence on the date specified below. Operators may apply to HKCAAVQ to vary the commencement date

of the validity period. Applications will be considered on a case-by-case basis.

2.3 The determinations on the Programmes are specified as follows:

Name of Operator	UOW College Hong Kong 香港伍倫貢學院	
Name of Award Granting Body	UOW College Hong Kong 香港伍倫貢學院	
Title of Learning Programme	Higher Diploma in Digital Communication Design 數碼傳意設計高級文憑	Higher Diploma in Creative Media Production 創意媒體製作高級文憑
Title of Qualification(s) [Exit Award(s)]	Higher Diploma in Digital Communication Design 數碼傳意設計高級文憑	Higher Diploma in Creative Media Production 創意媒體製作高級文憑
Primary Area of Study and Training	Arts, Design and Performing Arts	
Sub-area (Primary Area of Study and Training)	Design and Other Creative Industries	
Other Area of Study and Training	Not applicable	
Sub-area (Other Area of Study and Training)	Not applicable	
QF Level	Level 4	
QF Credits	286	
Mode(s) of Delivery and Programme Length	Full-time, 2 Years	
Intermediate Exit Award(s)	Not applicable	
Start Date of Validity Period	1 September 2020	
End Date of Validity Period	31 August 2024	
Number of Enrolment(s)	One enrolment per year	
Maximum Number of New Students	50 per years	
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Address of Teaching / Training Venue(s)	Li Dak Sum Yip Yio Chin Academic Building, Tat Chee Avenue, Kowloon Tong, Kowloon	

2.4 Recommendation

HKCAAVQ offers the following recommendation for continuous improvement of the Higher Diploma in Digital Communication Design and Higher Diploma in Creative Media Production Programmes.

For Both Programmes

- 2.4.1 The College should monitor its possession and sufficiency of industry-standard programme-specific tools, including but not limited to media and production equipment and software, for student learning and teaching.
- 2.5 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programmes continue to meet the standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

3. Introduction

- 3.1 UOW College Hong Kong (UOWCHK), formerly known as the Community College of City University (CCCU), is a company limited by guarantee registered under the Companies Ordinance (Cap. 622). Under a strategic alliance with City University of Hong Kong (CityU), University of Wollongong (UOW) assumes stewardship of CCCU over a five-year transitional period from June 2015 to June 2020. Following the end of the five-year transition, CityU will resign as a Member of the company and UOWCHK will become wholly-owned by UOW.
- 3.2 UOWCHK is operating six Bachelor's Degree programmes, 35 Associate Degree (AD) programmes and a Diploma in General Studies (DGS). In addition, UOWCHK and UOW are jointly offering 4 non-local, top-up Bachelor's degree programmes that lead to UOW awards. UOWCHK underwent an Institutional Review (IR) in March 2018 for the purpose of seeking Cap. 320 registration and degree-awarding status.

- 3.3 UOWCHK commissioned HKCAAVQ to conduct a Learning Programme Accreditation exercise for the Higher Diploma in Digital Communication Design (HDDCD) and Higher Diploma in Creative Media Production (HDCMP) programmes. HKCAAVQ formed an expert Panel to visit UOWCHK on 9 to 10 January 2020.

4. Programmes Details

The following programme information is provided by the operator.

4.1 Programme Objectives

HDDCD Programme

- PO 1 Provide a sound academic education and vocational training for students to become competent digital communication design personnel;
- PO 2 Develop students' fundamental knowledge and skills of perception, interpretation, inventiveness, creativity and problem solving;
- PO 3 Equip students with comprehensive knowledge and experience in the analysis of communication problems and the development of creative solutions to those problems;
- PO 4 Provide a broad-based vocational foundation for further career development.

HDCMP Programme

- PO 1 Equip students with the creativity, aesthetic senses and technical skills to meet the demands of employers in the creative industry and media production.
- PO 2 Provide insight and understanding into the diversity of the roles in media production and help students recognize the importance of communication and collaboration at all levels.
- PO 3 Provide opportunities for students to enter or progress in employment in creative industries and life-long learning.

4.2 Programme Intended Learning Outcomes

HDDCD Programme

Upon completion of the Programme, students should be able to:

- PILO 1 Demonstrate fluency in the visual vocabulary and technical skills relevant to communication design;
- PILO 2 Utilize the knowledge of design processes to conceptualize and generate relevant solutions to design problems;
- PILO 3 Utilize relevant applications of tools and technology in the creation, reproduction, and communication of design solutions;
- PILO 4 Evaluate design decisions in the light of ecological, social, economic, and cultural dimensions;
- PILO 5 Perform as a professional designer demonstrating competent knowledge and skills, strong work ethic and team spirit.

HDCMP Programme

Upon completion of the Programme, students should be able to:

- PILO 1 Apply the knowledge of production processes and technical skills used in media and communication and utilize necessary skills to support creative production.
- PILO 2 Formulate plans in the development and delivery of media-based outcomes, reflecting the exercise of creativity, aesthetics and technical skills in the process.
- PILO 3 Propose creative solutions in media projects and communicate the ideas effectively to diverse audiences.
- PILO 4 Evaluate decisions made on creative and interactive media products in the light of environmental, social, economic and cultural dimensions.
- PILO 5 Contribute responsibly to media production projects as an effective team member.

4.3 Programme Structure

Component	HDDCD		HDCMP		% of Curriculum (by CUs)
	No. of Course	Credit Unit	No. of Course	Credit Unit	
Programme Core					76.2%
Discipline-specific courses	13	42	14	45	(48 CUs; 218 QF Credits)
Electives	2	6	1	3	
General Education / Generic Skills					23.8%
English Language courses	2	6	2	6	(15 CUs; 68 QF Credits)
Chinese Language courses	1	3	1	3	
General Education courses	2	6	2	6	
Total	20	63	20	63	100%

4.4 Graduation Requirements

The graduation requirements for the HDDCD and HDCMP Programmes are to complete 63 credit units including 48 credit units from the specialised programme core courses and fulfil the GE requirement.

4.5 Admission Requirements

For both Programmes

- (a) Hong Kong Diploma of Secondary Education (HKDSE)
- (i) Level 2 or above in five HKDSE subjects including Chinese Language¹ and English Language²;
 - (ii) If a subject under “other languages” is used for meeting the requirement in (i), a minimum of grade E is required;
 - (iii) A maximum of two Applied Learning subjects graded “Attained” or above can be included for meeting the requirement in (i);
 - (iv) Satisfy programme-specific entrance requirements.

1. *For applicants who have either learned Chinese Language for less than 6 years while receiving primary and secondary education or learned Chinese Language for 6 years or more in schools, but have been taught an adapted and simpler Chinese Language curriculum not normally applicable to the majority of students in local schools, alternative Chinese Language qualifications (GCE AL/AS Chinese grade E or GCSE/IGCSE Chinese grade 4 or C) or grade E in HKDSE “other languages” can replace Chinese Language level 2.*
2. *Candidates applying for entry based on their HKDSE results cannot replace HKDSE English Language Level 2 with GCE/GCSE/IGCSE subjects or TOEFL or IELTS.*

(b) Other Equivalent Qualifications

- (i) Completion of the UOWCHK/CCCU Diploma in General Studies programme or a one-year full-time Pre-Associate Degree programme;
- (ii) Grade E or above in one General Certificate of Education A-level (or A2)/International A-Level subject. Two Advanced Subsidiary (AS) level subjects will be considered equivalent to one GCE A-Level. The same subject may not be counted at both the A Level and AS Level;
- (iii) A National University Entrance Examination (普通高等學校招生全國統一考試) score above the cut-off lines set for entry into non-government universities (本科二批分數綫) AND a minimum English score of 100;
- (iv) Other equivalent qualifications, including International Baccalaureate Diploma, are also accepted as satisfying the entrance requirements.

(c) Mature Applicants

- (i) Aged 23 or above by September 1 of the year of admission.

4.6 Teaching and Learning Activities

The HDDCD and HDCMP Programmes both employ a range of teaching and learning activities (TLAs), such as lectures, tutorials, laboratory sessions, case studies, problem-solving exercises, presentations, and critique. And both Programmes include a compulsory Internship course. Other TLAs such as field visits and guest lectures are organised to further enhance students' learning experience and achievement of the Intended Learning Outcomes (ILO).

5. Important Information Regarding this Accreditation Report

5.1 Variation and withdrawal of this Accreditation Report

5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation, including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.

5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website.

5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5(4) of the AAVQO.

5.1.4 The accreditation status of Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

5.2 Appeals

5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.

5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Withdrawal.

5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.

5.2.4 Please refer to Cap. 592A (<http://www.legislation.gov.hk>) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at <http://www.hkqf.gov.hk>.

5.3 Qualifications Register

5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register ("QR") at <http://www.hkqr.gov.hk> for recognition under the QF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.

5.3.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 20/27
File Reference: 107/10/01