



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

SUMMARY ACCREDITATION REPORT

FEVA WORKS IT EDUCATION CENTRE

LEARNING PROGRAMME ACCREDITATION

CERTIFICATE IN DIGITAL MARKETING

**CERTIFICATE IN CREATIVE MOBILE GAME DESIGN
AND DEVELOPMENT**

**CERTIFICATE IN MULTIMEDIA WEB DESIGN AND
INTERACTIVE APPLICATION DEVELOPMENT**

JANUARY 2023

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA839), 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 Feva Works IT Education Centre 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 programmes below of the Operator meet the stated objectives and QF standards and can be offered as accredited programmes; and
- Certificate in Digital Marketing (CDM)
 - Certificate in Creative Mobile Game Design and Development (CCMGDD)
 - Certificate in Multimedia Web Design and Interactive Application Development (CMWDIAD)
- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

2. HKCAAVQ's Determination

Learning Programme Accreditation

2.1 HKCAAVQ has determined that, the CDM, CCMGDD and CMWDIAD programmes meet the stated objectives and QF standard at Level 3, and can be offered as accredited programmes with a validity period from 1 April 2023 to 31 March 2025.

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 Programme are specified as follows:

Name of Operator	Feva Works IT Education Centre 科域資訊教育中心		
Name of Award Granting Body	Feva Works IT Education Centre 科域資訊教育中心		
Title of Learning Programme	Certificate in Digital Marketing	Certificate in Creative Mobile Game Design and Development	Certificate in Multimedia Web Design and Interactive Application Development
Title of Qualification (Exit Award)	Certificate in Digital Marketing	Certificate in Creative Mobile Game Design and Development	Certificate in Multimedia Web Design and Interactive Application Development
Primary Area of Study and Training	Business and Management	Computer Science and Information Technology	Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	General Business and Management	Computer Science and Information Technology	Computer Science and Information Technology
Other Area of Study and Training	Computer Science and Information Technology	Arts, Design and Performing Arts	Arts, Design and Performing Arts
Sub-area (Other Area of Study and Training)	Computer Science and Information Technology	Design and Other Creative Industries	Design and Other Creative Industries
QF Level	3	3	3
QF Credits	6	15	18

Mode of Delivery and Programme Length	Part-time, 5 or 10 weeks	Part-time, 12.5 or 25 weeks	Part-time, 15 or 30 weeks
Start Date of Validity Period	1 April 2023		
End Date of Validity Period	31 March 2025		
Number of Enrolment	15 per year	12 per year	15 per year
Maximum Number of New Students	630 students per year with maximum class size of 42 students	336 students per year with maximum class size of 28 students	420 students per year with maximum class size of 28 students
Address of Teaching Venues	<p>(1) Unit 503-506, 5/F, Trade Square, 681 Cheung Sha Wan Road, Cheung Sha Wan, Kowloon 九龍長沙灣道 681 號貿易廣場 5 樓 503-506 室</p> <p>(2) 2/F, Hang Seng North Point Building, 341 King's Road, North Point, Hong Kong 香港北角英皇道 341 號恆生北角大廈 2 樓</p>		

2.4 Recommendations

HKCAAVQ offers the following recommendations for the continuous improvement of the Programmes.

- 2.4.1 The Operator should revise the PILOs of CCMGDD to reflect in more explicit terms the mobile context on which the Programme is based.
- 2.4.2 The Operator should maintain a full documentary record of the academic background and work experience of admitted students to demonstrate their meeting of the admission requirements.
- 2.4.3 The Operator should specify clearly in the Quality Assurance Manual the processes involved in considering and approving programme changes.
- 2.4.4 The Operator should consider specifying more explicit timeframe(s) for the retention and erasure of students' personal data as appropriate.

- 2.5 HKCAAVQ will subsequently satisfy itself on 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 the fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

3. Introduction

- 3.1 Feva Works IT Education Centre (the Operator) is a branch under Fevaworks Technology Limited. It was founded in 2002 and aims to offer training courses on computer science and information technology, creative industries as well as business and office applications. The Operator operates a range of short courses and free workshops. As of December 2022, three programmes of the Operator have been accredited by HKCAAVQ:

- (i) Certificate for Adobe Illustrator, Photoshop and InDesign
- (ii) Certificate for Microsoft Excel in Business
- (iii) Certificate in Digital Photography for Advertising

4. Programmes Details

The following programme information is provided by the operator.

- 4.1 Programme Objectives

CDM

The Programme aims to equip participants with digital skills and online marketing knowledge to meet the current demand for people who can thrive in the digital economy. It will deliver a mix of new and best practices in contemporary digital marketing, along with strategic

insights into different sectors, including search engine, social media, responsive website, mobile app, email, and digital analytics.

In addition to introducing the core principles of running successful digital marketing campaigns, the Programme also helps participants understand how to employ the latest online tools to maximise marketing performance.

CCMGDD

The Programme aims to equip participants with practical skills in developing and deploying mobile games using game engine.

CMWDIAD

The Programme aims to equip participants with practical skills in developing and maintaining web applications utilising common front-end and back-end web technologies for business environments.

4.2 Programme Intended Learning Outcomes

CDM

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

PILO1	Understand digital marketing ecosystem and integrate different digital channels to promote products and services to the target markets
PILO2	Apply the theories and best practices in Search Engine Optimisation (SEO) and Paid Search Marketing to improve the website visibility in search engine page rankings
PILO3	Optimise digital advertisement for effective delivery and devise Facebook or Google Ads campaigns to raise brand awareness in the digital age
PILO4	Utilise the knowledge and skills in Mobile and App Marketing to develop marketing solutions for mobile driven commerce
PILO5	Identify appropriate measurement tools to evaluate digital marketing campaign effectiveness and analyse web traffic patterns

CCMGDD

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

PILO1	Design and construct game scenes suitable for multi-game platforms
PILO2	Implement controller for the players or game characters
PILO3	Design and control the user interface
PILO4	Visualise and optimise game applications.
PILO5	Build an actual game with logic design to control the flow

CMWDIAD

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

PILO1	Understand the workflow of designing a web site
PILO2	Design, develop and edit multimedia components for web sites including graphics, photos, and animated components
PILO3	Develop a responsive web page using HTML, CSS, and Common JavaScript Framework such as jQuery
PILO4	Install and Configure a Web server and server-side programming components
PILO5	Develop server-side programs using common scripting language PHP and connecting database engine for producing interactive web pages
PILO6	Utilize common components and packages such as Content Management System, Membership System, Payment Gateway etc to develop common web applications for business organizations

4.3 Programme Structure

CDM

Contents	QF Level	Contact Hour*				Self-study Hour	Total Hour	QF Credit
		a	b	c	T			
1. Digital Marketing Strategy	-	2.5	0.5	-	3	3	6	-
2. Keyword Research	-	2.5	0.5	-	3	3	6	-
3. SEO Strategy	-	2.5	0.5	-	3	3	6	-
4. Paid Search Advertising	-	2.5	0.5	-	3	3	6	-
5. Display Advertising	-	2.5	0.5	-	3	3	6	-
6. Facebook Advertising	-	2.5	0.5	-	3	3	6	-
7. Mobile Advertising	-	2.5	0.5	-	3	3	6	-
8. App Marketing	-	2.5	0.5	-	3	3	6	-
9. Email Marketing	-	2.5	0.5	-	3	3	6	-
10. Web Analytics	-	2.5	0.5	-	3	3	6	-
11. Final Assessment	-	-	-	1.5	1.5	-	1.5	-
Total:	3	25	5	1.5	31.5	30	61.5	6

* a = Lecture, b = Workshop/tutorial, c = Examination and/or assessment, T = Sub-total hour

CCMGDD

Contents	QF Level	Contact Hour				Self-study Hour	Total Hour	QF Credit
		a	b	c	T			
1. Learning Basic Game Development	-	7	8	-	15	15	30	-
2. Learning the Mobile World	-	1	2	-	3	3	6	-
3. Learning the Mobile Game Development Platform	-	9	9	-	18	18	36	-

Contents	QF Level	Contact Hour				Self-study Hour	Total Hour	QF Credit
		a	b	c	T			
4. Learning the Mobile Game Design Concepts	-	9	9	-	18	18	36	-
5. Starting the Game Project	-	7	8	-	15	15	30	-
6. New Technology	-	3	3	-	6	6	12	-
Total:	3	36	39	-	75	75	150	15

* a = Lecture, b = Workshop/tutorial, c = Examination and/or assessment, T = Sub-total hour

CMWDIAD

Contents	QF Level	Contact Hour				Self-study Hour	Total Hour	QF Credit
		a	b	c	T			
1. Multimedia Web Design	-	7	8	-	15	15	30	-
2. Frontend Development	-	16	17	-	33	33	66	-
3. Web Animation	-	4	5	-	9	9	18	-
4. Server-side Programming	-	9	9	-	18	18	36	-
5. Web Application Development	-	7	8	-	15	15	30	-
Total:	3	43	47	-	90	90	180	18

* a = Lecture, b = Workshop/tutorial, c = Examination and/or assessment, T = Sub-total hour

4.4 Graduation Requirements

All Programmes

- (a) Having attained a total score of 50% for both the continuous assessment and final assessment components; and
- (b) Having attended at least 70% of the total contact hours.

4.5 Admission Requirements

All Programmes

- (a) Completion of Form 5 (under HKCEE academic structure) or equivalent; or
- (b) Completion of Secondary 6 (under the HKDSE academic structure) or equivalent; or
- (c) Aged 18 or above at the time when the course commenced.

In addition, students of CDM are required to possess two years of work experience. For CCMGDD and CMWDIAD, students are required to possess working knowledge of the Windows Operating System.

4.6 Teaching and Learning Activities

All Programmes

The medium of instruction is Cantonese supplemented with professional terms in English. The programmes include learning and teaching activities of lectures and workshops/tutorials.

4.7 Learner Support Services

All Programmes

Students may attend make-up classes and re-take individual class(es) and the full programme. Students are free to use the computers available at the teaching centres before and after lesson hours within the centre opening hours.

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 (<https://www.elegislation.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 <https://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 <https://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.: 23/06
File Reference: 120/03/01