



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

SUMMARY ACCREDITATION REPORT

YMCA College of Careers

Learning Programme Accreditation

Diploma in Design Studies

April 2016

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

- 1.1 YMCA College of Careers (the College) is a non-profit making school formed in 1995 and sponsored by the Chinese YMCA of Hong Kong, with over 110 years of experience in providing multiple social services to the Hong Kong community especially young people. In the past 15 years, the College has been offering various full-time and part-time diploma programmes in Business Studies, Professional Accounting, Hotel Management, Travel & Tourism and Design and Art for secondary school graduates and other flexible short courses.
- 1.2 Based on the Service Agreement, HKCAAVQ was commissioned by YMCA College of Careers (青年會專業書院) (the Operator) to conduct a Learning Programme Accreditation exercise to assess and determine whether the Diploma in Design Studies (the Programme) achieves the stated objectives and meets the Qualifications Framework (QF) standard at QF Level 3. The exit awards for the 2 streams of the Programme are as follows:
- (1) Diploma in Design Studies (Graphic Communication)
 - (2) Diploma in Design Studies (Digital Photography)
- 1.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place on 24 February 2016.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

Approval

| | | |
|--|---|---|
| Name of Operator(s) | YMCA College of Careers 青年會專業書院 | |
| Name of Award Granting Body | YMCA College of Careers 青年會專業書院 | |
| Title of Learning Programme | Diploma in Design Studies 設計學文憑 | |
| Title of Qualification(s) (Exit Award(s)) | Diploma in Design Studies (Graphic Communication) 設計學文憑 (平面設計) | Diploma in Design Studies (Digital Photography) 設計學文憑 (數碼攝影) |
| Primary Area of Study and Training | Arts, Design and Performing Arts | |

| | | |
|---|---|---|
| Sub-area (Primary Area of Study and Training) | Design and Other Creative Industry | Fine Arts and Visual Arts |
| Other Area of Study and Training | Not applicable | |
| Sub-area (Other Area of Study and Training) | Not applicable | |
| Industry | Not applicable | |
| Branch | Not applicable | |
| QF Level | Level 3 | |
| QF Credits | 123 | |
| Mode(s) of Delivery and Programme Length | Full-time, 9 months 1230 notional learning hours (including 606 contact hours) | Full-time, 9 months 1230 notional learning hours (including 600 contact hours) |
| Intermediate Exit Award(s) | Not applicable | |
| Validity Period | 2 years 1 September 2016 – 31 August 2018 | |
| Number of Enrolment(s) | One enrolment per year | |
| Maximum Number of New Students | Maximum of 30 learners per year | Maximum of 30 learners per year |
| Specification of Competency Standards Based Programme | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| Specification of Generic (Foundation) Competencies-based Programme | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| Notes to be indicated on the QR | Not applicable | |
| Address of Teaching/ Training Venue(s) | 23 Waterloo Road, Kowloon | |

| Requirements | Date of Fulfilment |
|--|---------------------------|
| 1. The Operator is required to submit documentary evidence showing the procedure of the admission interview with the selection criteria to ensure that the admission interviews are conducted fairly and consistently. The Operator is required to submit the relevant documents to HKCAAVQ by 30 June 2016. | 30 June 2016 |

| | |
|--|-------------------------|
| <p>2. The Operator is required to review and revise the teaching and learning activities of the modules to ensure that there are linkages among the art modules, as well as linkages between the art modules and generic modules. The Operator is to submit documents to HKCAAVQ to explain how the modules are taught in an integrated way by 31 December 2016.</p> | <p>31 December 2016</p> |
| <p>3. The Operator is required to revise the moderation mechanism of students' work to include the mechanism for moderating continuous assessment. The Operator is required to submit the revised moderation mechanism to HKCAAVQ by 30 June 2016.</p> | <p>30 June 2016</p> |

Recommendations

1. The Operator is recommended to stipulate clearly the positioning of the Programme to ensure that the Programme has a suitable structure to prepare learners for the progression pathways.
2. The content of the module "History of Art" should be enriched to include Western, Eastern and local art history.
3. The Operator is recommended to stipulate a mechanism for staff development support to ensure that the staff are supported under a fair arrangement.
4. The Operator is recommended to enhance the training facilities so that they can meet the industry standard and the training needs.

3. Programme Details

The following is the programme information provided by the Operator.

3.1 Programme Objectives

Diploma in Design Studies (Graphic Communication)

- 透過理論及實踐，為未來有意投身平面設計行業的學員，建立專業的發展基礎；
- 協助學員掌握設計的基本概念及技巧，並以平面設計為重點，學習基本的分析及實務操作；
- 協助學員掌握設計相關的應用軟件，以提昇學員就業上的競爭力；及
- 培養學員中文及英文溝通能力，有助學員將來的就業或升讀創意相關的大專課程。

Diploma in Design Studies (Digital Photography)

- 透過理論及實踐，為未來有意投身數碼攝影行業的學員，建立專業的發展基礎；
- 協助學員掌握基本的攝影理論、分析及應用技巧，並發展出個人攝影風格；
- 協助學員掌握攝影相關的應用軟件，以提昇學員於就業上的競爭力；
- 培養學員中文及英文溝通能力，有助學員將來的就業或升讀創意相關的大專課程。

3.2 Programme Intended Learning Outcomes

Diploma in Design Studies (Graphic Communication)

成功完成課程後，學員應能掌握『資歷架構級別三的通用指標』，並展示出以下能力：

- 了解到平面設計基本的概念元素、視藝元素及多元化發展，並透過插畫、字型設計、素描、漫畫及攝影等的不同形式的作品分析及創作，培養出學員的創意概念、想像力及實務操作能力；
- 掌握及運用不同媒材的技能，加強學員於設計、創作及應用方面的能力；
- 透過認識本地文化和歷史引導出創作靈感，從而拓寬學員的文化視野、藝術及設計的應用能力；
- 有效地選取及運用資訊科技於平面設計創作上；
- 有效地把已搜集的資料以中文、英文、平面創作定為溝通媒介，及以書面、口頭報告或作品形式呈現。

Diploma in Design Studies (Digital Photography)

成功完成課程後，學員應能掌握『資歷架構級別三的通用指標』，並展示出以下能力：

- 認識和探討攝影歷史及相關理論，提升學員對攝影創作的認知；
- 掌握專業攝影器材、燈光及相關設備的運用和應用，以創作人像、靜物及風景的攝影作品；
- 欣賞及分析不同的攝影藝術作品，從而發展出符合個人風格的攝影類型；
- 有效地選取及運用資訊科技於攝影及錄像創作上；
- 有效地把已搜集的資料以中文、英文、攝影及錄像定為溝通媒介，及以書面、口頭報告或作品形式呈現。

3.3 Programme Structure

Diploma in Design Studies (Graphic Communication)

| Module Title | QF Credit |
|--|------------------|
| <i>Generic Modules</i> | |
| Practical English I | |
| Practical Chinese I | |
| History of Art | |
| Graphic Design Foundation | |
| Digital Photography Foundation | |
| Introduction to Design Software | |
| <i>Specialised Modules</i> | |
| Basic Comic | |
| Illustration Technique Foundation | |
| Introduction to Typography | |
| Introduction to Computer Graphics | |
| Drawing Skill Foundation | |
| Culture Appreciation and Outdoor Drawing | |
| Total | 123 |

Diploma in Design Studies (Digital Photography)

| Module Title | QF Credit |
|---------------------------------------|------------------|
| <i>Generic Modules</i> | |
| Practical English I | |
| Practical Chinese I | |
| History of Art | |
| Graphic Design Foundation | |
| Digital Photography Foundation | |
| Introduction to Design Software | |
| <i>Specialised Modules</i> | |
| Introduction to Portrait Photography | |
| Introduction to Landscape Photography | |
| Introduction to Photography Theory | |
| Studio Technique Foundation | |
| Applied Photography | |
| Digital Video Production | |
| Total | 123 |

3.4 Graduation Requirements

Diploma in Design Studies (Graphic Communication) and Diploma in Design Studies (Digital Photography)

To meet the graduation requirement, students must fulfil the followings:

- Obtain an overall GPA 2.0 or above; and
- Achieve a total of 123 QF credits required by the programme and satisfy all other stipulated programme requirements; and
- Achieve at least 80% attendance in each module.

3.5 Admission Requirements

Diploma in Design Studies (Graphic Communication) and Diploma in Design Studies (Digital Photography)

For the admission of the Diploma programme, applicants must satisfy one of the following admission requirements:

- Completion of Secondary 6; or
- Completion of Secondary 5 and with Certificate offered by YMCA College of Careers; or
- Completion of Certificate, Diploma or equivalent qualifications; or
- Mature student (age 21 or above); and
- Pass College admission interview.

4. Substantial Change

- 4.1 Maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval by HKCAAVQ.

5. Qualifications Register

- 5.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Qualifications Framework (QF). Operators should apply separately to have their quality-assured qualifications entered into the QR.
- 5.2 Only learners who are admitted to the named accredited learning programme during the validity period and who have graduated with the named qualification uploaded in the QR will be considered to have acquired a qualification recognised under the QF.

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