



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

SUMMARY ACCREDITATION REPORT

The Hong Kong College of Technology

Learning Programme Re-accreditation

**Higher Diploma in Television Producing and
Broadcasting**

March 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 The Hong Kong College of Technology (HKCT) (香港專業進修學校) is a post-secondary education institution under the HKCT Group Limited. The HKCT provides a diversity of professional courses in higher and further education to cater for the needs of learners at different ages and levels.
- 1.2 Based on the Service Agreement, HKCAAVQ was commissioned by the Hong Kong College of Technology (香港專業進修學校) (the Operator) to conduct a Learning Programme Re-Accreditation exercise to assess and determine whether the Higher Diploma in Television Producing and Broadcasting continues to achieve the stated objectives and meets the Qualifications Framework (QF) standard at QF Level 4.
- 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. The Education Bureau's "Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure" is also a guiding document used by the Panel and the Operator in conducting this accreditation exercise for the Higher Diploma programme. A site visit took place on 26 January 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)	Hong Kong College of Technology 香港專業進修學校
Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校
Title of Learning Programme	Higher Diploma in Television Producing and Broadcasting 電視製作與廣播高級文憑
Title of Qualification(s) (Exit Award(s))	Higher Diploma in Television Producing and Broadcasting 電視製作與廣播高級文憑
Primary Area of Study and Training	Mass Media and Communications, Journalism and Public Relations
Sub-area (Primary Area of Study and	Mass Media and Communications, Journalism and Public Relations

Training)	
Other Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Other Area of Study and Training)	Fine Arts and Visual Arts
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	271
Mode(s) of Delivery and Programme Length	Full-time and 2 years; 2710 notional learning hours (including 912 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	3 years 1 September 2016 – 31 August 2019
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	Year 1 Entry – 35 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 included on the QR	This programme includes “Experiential Learning” for 45 hours. 此課程包括「體驗學習」，為期 45 小時。
Address of Teaching/ Training Venue(s)	See Annex

Recommendation
1. The Operator is recommended to ensure students can develop both practical skills and creative thinking through undertaking “Introduction to Infographics”.

3. Programme Details

The following is the programme information provided by the Operator.

3.1 Programme Objectives

- Equip students with essential knowledge and skills for the television and broadcasting industry;
- Develop students' career as a junior producer to meet the needs of the industry; and
- Foster students' holistic growth in independent learning, teamwork, critical thinking, communication skills and socio-cultural awareness.

3.2 Programme Intended Learning Outcomes

- Demonstrate knowledge of the television production and broadcasting workflow;
- Demonstrate a paraprofessional level of work in the television production;
- Solve production challenges with awareness of the television industry standard's workflow and practice;
- Identify career goals and plan a career path within the television industry;
- Understand the interrelationship between the society and the media; and
- Use practical communications and interpersonal skills in a creative, technical and business environment.

3.3 Programme Structure

Module Title	QF Credit
Year 1	
Generic Modules	
1. Professional Putonghua Communication	
2. Study and Research Skills	
3. Professional English Communication	
Specialized Modules	
4. Researching and Media Writing	
5. Television and New Broadcasting Media	
6. Light, Sound and Motion	
7. Introduction to Video Production	
8. Fundamentals of Post-Production	
9. Single Camera Directing	
10. Production Management and Development	
Year 2	
Generic Modules	
11. Professional Chinese Communication	
Specialized Modules	
12. New Media and Society	
13. Multi-Camera Directing	
14. Outside Broadcast Production	
15. Media Writing and Onscreen Performance I	
16. Media Writing and Onscreen Performance II	
17. Advanced Post-Production	
18. Introduction to Infographics	
19. Final Year Project	
Total	271

3.4 Graduation Requirements

- Pass all modules as required by the learning programme, unless otherwise exempted; and
- Achieve an overall GPA of 1.7 or above.

3.5 Admission Requirements

- Attain Level 2 in 5 HKDSE subjects, including English and Chinese (each applicant is not allowed to use not more than two Applied Learning subjects at “Attained” level as equivalent to Level 2 in the application); or
- Pass in 1 A-Level or 2 AS-Level subjects (with 5 passes in HKCEE subjects, including English Language and Chinese Language); or
- Holder of Yi Jin Diploma; or
- Holder of Diploma of Tertiary Studies; or
- Holder Pre-Associate Degree; or
- Holder of Diploma (and the qualification should be awarded by one of the local or overseas recognized tertiary institutions / post-secondary colleges); or
- Mature applicants of age 21 or above (with working experience); or
- Equivalent qualifications; and
- Pass the 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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Address of Teaching/ Training Venue(s)

1. HKCT Jockey Club Undergraduate Campus, 2 On Shing Street, Ma On Shan, Sha Tin, New Territories
新界沙田馬鞍山鞍誠街 2 號港專賽馬會本科校園
2. HKCT Jockey Club Ma On Shan Campus, Yiu On Estate, Ma On Shan, Sha Tin, New Territories
新界沙田馬鞍山耀安邨港專賽馬會馬鞍山校園
3. HKCT Ho Man Tin Campus, 14 Princess Margaret Road, Ho Man Tin, Kowloon
九龍何文田公主道 14 號港專何文田校園
(Remark: Only classroom-based teaching and learning activities are allowed.)
4. Kwun Tong Learning Centre, 7/F & 8/F, Wong Tze Building, 71 Hoi Yuen Road, Kwun Tong, Kowloon
九龍觀塘開源道 71 號王子大廈 7 至 8 樓觀塘培訓中心
(Remark: Only classroom-based teaching and learning activities are allowed.)
5. Jordan Learning Centre, 11/F, Wing On Kowloon Centre, 345 Nathan Road, Kowloon
九龍彌敦道 345 號永安九龍中心（宏利公積金大廈）11 樓佐敦培訓中心
(Remark: Only classroom-based teaching and learning activities are allowed.)