



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

SUMMARY ACCREDITATION REPORT

**SCHOOL OF CONTINUING AND PROFESSIONAL
STUDIES, THE CHINESE UNIVERSITY OF HONG KONG**

AND

FLINDERS UNIVERSITY

**LEARNING PROGRAMME RE-ACCREDITATION OF
BACHELOR OF CREATIVE ARTS (DIGITAL MEDIA)**

JULY 2018

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 School of Continuing and Professional Studies (CUSCS) is one of the self-financing teaching units of The Chinese University of Hong Kong (CUHK). Since 1988, CUSCS has been offering award-bearing programmes in collaboration with overseas institutions. CUSCS also offers, among others, a number of Higher Diploma (HD) programmes which encompass various disciplines including digital animation, creative media and advertising. All of its HD programmes are approved by the Senate of the CUHK and the awards are conferred by the CUHK.
- 1.2 Flinders University (Flinders) was established under *The Flinders University of South Australia Act 1966* to offer, in and outside Australia, undergraduate and postgraduate programmes that comply with the Australian Qualifications Framework.
- 1.3 Flinders and CUSCS signed an initial Memorandum of Understanding in Hong Kong in 2009, followed by the Collaborative Agreements for delivery of programmes since 2010. In 2014, the Flinders and CUSCS collaborative partnership attained an Initial Evaluation (IE) status at HKQF Level 5 from HKCAAVQ.
- 1.4 HKCAAVQ was commissioned by CUSCS and Flinders, jointly as the Operator, to conduct an accreditation exercise with the following Terms of Reference:
 - (a) To conduct an accreditation test as provided for in the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592) (AAVQO) to determine whether the Bachelor of Creative Arts (Digital Media) Programme (the Programme) (NCR Registration / Reference No: 412063) of the School of Continuing and Professional Studies, The Chinese University of Hong Kong and Flinders University (the Operator) meets the stated objectives and QF standard and can continue to be offered as an accredited programme from the date as specified in the accreditation report;

- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

1.5 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 from 7 to 8 June 2018.

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:

2.1 Learning Programme Re-accreditation

- Approval

Name of Local Operator	School of Continuing and Professional Studies, The Chinese University of Hong Kong 香港中文大學專業進修學院
Name of Non-local Operator	Flinders University
Name of Award Granting Body	Flinders University
Title of Learning Programme	Bachelor of Creative Arts (Digital Media) Programme
Title of Qualification (Exit Award)	Bachelor of Creative Arts (Digital Media)
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

Industry	Information and Communications Technology
Branch	Not applicable
HKQF Level	Level 5
HKQF Credits	94
Mode(s) of Delivery and Programme Length	Full-time, 1 year
Start Date of Validity Period	1 September 2018
End Date of Validity Period	31 August 2022
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	30 per year
Address of Teaching / Training Venue(s)	(1) 3/F and Basement, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui, Kowloon (2) 8/F, 13/F, 14/F & 17/F, Oriental Centre, 67 Chatham Road South, Tsim Sha Tsui, Kowloon

2.1.1 Recommendations

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

- (a) The Operator should interview applicants whose prior academic qualifications are not directly related to media to ascertain their suitability for studying the Programme.
- (b) The Operator should properly document the selection criteria and process for equivalent qualifications and English Language proficiency requirements for consistent implementation.
- (c) The Operator should explore new ways of promoting the Programme for the purposes of enhancing its sustainability and reputation.
- (d) The Operator should regularly review the effectiveness of the intensity of the mode of delivery of the Programme.

- (e) The Operator should strengthen the awareness of teaching staff of CUSCS of the availability of staff development activities and resources of CUSCS and Flinders.
- (f) The Operator should review the adequacy and suitability of physical resources and equipment.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objective (PO) and Programme Intended Learning Outcomes (PILOs)

PO

The objective of the Programme is to prepare students for a professional life by:

- (a) equipping students with basic professional skills in digital media production, including the operation of software and hardware;
- (b) equipping students with a practical understanding of collaborative teamwork required in the creative industries;
- (c) enabling students to plan, develop and complete digital media and video products;
- (d) developing in students an understanding of screen and digital media through their historical developments, social and cultural applications, and the function of formal and aesthetic properties in various forms;
- (e) providing students with experience in the creative process within the activities described above;
- (f) producing graduates capable of the application of logical thought, analysis, and research skills in ways that will enhance both the creative and practical processes required by digital media production; and
- (g) producing graduates who will be able to think flexibly, collaborate with others on group projects and solve problems creatively.

Current PILOs

Practical Skills

1. Demonstrate their ability to produce creative work to a high standard in their chosen program;
2. Become effective members of creative production and planning teams;
3. Understand the processes involved in the production of creative work;
4. Be able to analyse and critically evaluate ideas and solve problems;
5. Be familiar with theories, factual content and research methods relevant to their program of study including an awareness of practices related to their chosen program;
6. Be familiar with aspects of the arts industries relevant to their chosen program;

Transferable Skills

7. Develop communication and presentation skills (oral, written, electronic, graphic);
8. Develop teamwork and interpersonal skills;
9. Develop the ability to give and receive constructive feedback; and
10. Develop management and planning skills.

PILOs to be implemented in 2018/19 and beyond

Upon completion of the Programme, students will be able to demonstrate:

1. conceptual, practical and technical skills to produce creative work to a high standard in their chosen program;
2. teamwork and interpersonal skills to become effective members of creative production and planning teams;
3. high-level knowledge of the processes involved in the production of creative work;
4. sound knowledge of theories, factual content and research methods relevant to their program of study including an awareness of practices related to their chosen program;
5. knowledge of aspects of the arts industries relevant to their chosen program;
6. initiative and judgement in planning, problem solving and decision making in professional practice and scholarship, and ability to adapt knowledge and skills in diverse creative

- contexts;
7. skills to review critically, analyse, consolidate and synthesise knowledge and communicate a clear exposition of knowledge and ideas;
 8. critical thinking and judgement in identifying and solving problems with intellectual independence;
 9. application of knowledge and skills with responsibility and accountability and in collaboration with others; and
 10. the ability to give and receive constructive feedback.

3.2 Programme Structure

The Programme operated at CUSCS is a top-up programme, carrying 94 HKQF credits offered in a full-time mode. Students are required to complete eight out of ten modules as follows:

Modules¹	Contact hours	Non-contact hours	Notional learning hours	Flinders Units	HKQF Credits²
<i>Multimedia Production Part 1</i>	39	78	117	4.5	12
<i>Digital Games</i>	39	78	117	4.5	12
<i>3D Media Studio B</i>	39	78	117	4.5	12
<i>3D Media Studio C</i>	39	78	117	4.5	12
<i>Screen Production Technique 5</i>	39	78	117	4.5	12
<i>History of Film Style</i>	39	78	117	4.5	12
<i>Introduction to Screenwriting</i>	39	78	117	4.5	12
<i>Screen Production Techniques 8</i>	39	78	117	4.5	12
<i>Globalisation and Entertainment Media</i>	39	78	117	4.5	12
<i>Asian Cinema</i>	39	78	117	4.5	12
Total	312	624	936	36	94

¹ Eight out of the ten modules listed will be offered each year.

² The number of HKQF credits is rounded to nearest integer.

3.3 Graduation Requirements

- To be eligible for graduation, a student should have successfully completed 36 Flinders units (94 HKQF credits) of the prescribed modules.

3.4 Admission Requirements

Applicants must normally have successfully completed either the Higher Diploma (HD) in Digital Animation and Creative Media, or the HD in Multimedia and Creative Advertising from CUSCS, or an equivalent qualification from an approved tertiary institution, and have met one of the English language proficiency requirements as follows:

- (a) Completed a relevant HD or associate degree (AD) where the language of instruction is primarily in English with a minimum Grade Point Average (GPA) of 2.3; or
- (b) Achieved the required score level from an English proficiency test, such as an overall score of 6.0 in IELTS (Academic) with a score of 6.0 in Speaking and Writing; or
- (c) Successfully completed an approved secondary or tertiary qualification, taught in the English language in a country where English is the official language or the main language spoken with evidence no more than five years old on the proposed date of commencement of the Programme; or
- (d) Successfully completed a pre-course English programme from an approved English Language Intensive Courses for Overseas Students (ELICOS) provider; or
- (e) Other evidence of English language proficiency as accepted by the Flinders University.

4. Substantial Change

- 4.1 HKCAAVQ may vary or withdraw the 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. The accreditation status of the Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of the Accreditation Report.

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 Hong Kong Qualifications Framework (HKQF). The Operator should apply separately to have their quality-assured qualifications entered into the QR.
- 5.2 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 HKQF.

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