



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

**PROFESSIONAL DIPLOMA IN CREATIVE DESIGN
(VISUAL COMMUNICATION)**

OCTOBER 2018

1. TERMS OF REFERENCE

1.1 Based on the Service Agreement (No.: VA864), 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) (hereafter Ordinance), was commissioned by YMCA College of Careers (Operator) to conduct a Learning Programme Accreditation Exercise with the following Terms of Reference:

(a) To conduct an accreditation test as provided for in the Ordinance to determine whether the programme of the YMCA College of Careers (the Operator) meets the stated objectives and QF standard and can be offered as an accredited programme

(i) Professional Diploma in Creative Design (Visual Communication)

(b) To issue to the Operator 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. A site visit took place on 30 August 2018.

2. HKCAAVQ'S DETERMINATION

Learning Programme Accreditation

2.1 HKCAAVQ has determined that the Professional Diploma in Creative Design (Visual Communication) meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 14 January 2019 to 13 January 2021.

2.2 Validity Period

2.2.1 The validity period will commence on the date specified below.

2.3 The determinations on the Learning Programme Accreditation are specified as follows:

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	Professional Diploma in Creative Design (Visual Communication)

	創意設計專業文憑（視覺傳意）
Title of Qualification(s) (Exit Award(s))	Professional Diploma in Creative Design (Visual Communication) 創意設計專業文憑（視覺傳意）
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	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	72
Mode(s) of Delivery and Programme Length	Part-time: 12 months 720 notional learning hours (including 413 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	14 January 2019 to 13 January 2021
Number of Enrolment(s)	Two intakes per year
Maximum Number of New Students	Maximum 15 learners per class Maximum 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
Vocational Qualifications Pathway 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 九龍窩打老道 23 號
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2.4 Recommendations

HKCAAVQ offers the following recommendation(s) for continuous improvement.

Recommendations
<ol style="list-style-type: none">1. The Operator should solicit feedback from teaching staff and learners on the allocation of self-study hours during programme review to ensure that the ratio of contact hours to self-study hours is appropriate.2. The Operator should state clearly the required performance standards for the practical test to enhance the consistency in grading and transparency of admission requirements.3. The Operator should provide learners with opportunities to work on pliable materials such as clay modelling to gain more tactile, spontaneous and non-virtual experience before moving on to creating computer-aided 3D images in 3D Visualization.4. The Operator should review the training equipment on a regular basis, especially equipment for photography, to ensure that they are adequate, appropriate and up to the field standard.5. The Operator should review and strengthen its internal programme development and approval process to ensure that programmes developed are of quality standard and with proper alignments among the different components.

- 2.5 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programme continues 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 YMCA College of Careers is a non-profit-making school founded in 1995 and sponsored by the Chinese YMCA of Hong Kong, the mother organisation with over 115 years of experience in providing multiple social services to the Hong Kong community especially young people.

4. PROGRAMME DETAILS

The following is the programme information provided by the Operator.

4.1 Programme Objectives

- 為設計從業員提供平面設計、影像製作及三維圖像創作等的訓練，學員透過掌握跨媒體設計能力，並按照中小型設計公司的實際工作需要，提供適切的設計方案或作品；
- 訓練學員了解不同的設計元素及專業技術，懂得思考和分析設計意念，能構思、設計、及創作出合適的設計方案；
- 培養學員從多角度思考設計創作，提升其專業設計分析和解難能力，日後能獨立地肩負起專業的設計職責；
- 提升學員於平面設計、跨媒體設計行業的就業條件，透過專業訓練並擔任助理平面設計師等的工種。

4.2 Programme Intended Learning Outcomes

- PILO1. 能有效理解及掌握創意設計的知識及技能，並透過插畫、排版設計、電腦插圖、三維圖像創作、攝影及錄像製作等學科知識，應用在平面設計、攝影及新媒體之上；
- PILO2. 能夠因應設計個案的獨特需要，透過資料搜集、分析及判斷，創作出以人為本的設計方案；
- PILO3. 能夠選取合適的攝錄技術、電腦圖像技術或設計技巧，並應用在其設計方案之上；
- PILO4. 於設計作品中，充分展示其實務操作能力、創意思維及想像力；
- PILO5. 能夠以中文作為主要溝通媒介，並以口頭及書面上進行意見及概念上的溝通。

4.3 Programme Structure

Module	QF credits
Term 1	
M1：實用插畫技巧 (Practical Illustration Techniques)	
M2：排版設計製作 (Publishing Design)	
M3：訊息設計 (Information Design)	
Term 2	
M4：攝影及數碼錄像製作 (Photography & Digital Video Production)	
M5：商業影室技術 (Commercial Studio Techniques)	
M6：電腦插圖 (Computer Graphics)	
Term 3	
M7：三維圖像創作 (3D Visualization)	
M8：畢業作品集 (Graduation Project)	
Total	72

4.4 Graduation Requirements

- 成績平均績點 (GPA) 達 2.0 或以上；及
- 完成創意設計專業文憑（視覺傳意）課程，並取得 72 資歷學分；及
- 單元出席率必須達 80%或以上。

4.5 Admission Requirements

- 香港中學文憑試（HKDSE）中取得五科達第 2 級或以上成績（包括中國語文及英國語文），並具備一年設計相關工作經驗；或
- 完成資歷架構級別三資歷（一年全日制修讀），並具有一年設計相關工作經驗；或
- 完成本校設計學文憑，並具備一年設計相關工作經驗；或
- 完成毅進文憑或同等學歷，並具備一年設計相關工作經驗；或
- 申請者年滿 21 歲或以上，並具備二年設計相關工作經驗；及
- 通過入學面試。

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 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 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: <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.

