



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**

**Programme Validation at QF Level 4 of**

**Higher Diploma in Design**

**June 2014**

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) [青年會專業書院], is a non-profit making school formed in 1995 and sponsored by Chinese YMCA of Hong Kong, the mother organization 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 for a variety of population. Most of the programmes involve necessary skills training for meeting the needs of employers.
- 1.2 Based on the Service Agreement, the HKCAAVQ was commissioned by YMCA College of Careers (the Operator) to assess and determine whether the Higher Diploma in Design achieves the stated objectives and meets the Qualifications Framework (QF) standard at QF Level 4. The exit awards for the 2 streams of the programme are as follows:
  - (1) Higher Diploma in Design (Visual Art and Design)
  - (2) Higher Diploma in Design (Photography)
- 1.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement as well as 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 validation exercise for the Higher Diploma programme. An on-site visit took place on 28 & 29 April 2014.

## 2. HKCAAVQ’s Accreditation Determination

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

### 2.1 Programme Revalidation

Approval

<b>Name of Operator</b>	YMCA College of Careers 青年會專業書院
<b>Name of Award Granting Body</b>	YMCA College of Careers 青年會專業書院
<b>Title of Learning Programme</b>	Higher Diploma in Design 設計高級文憑

<b>Title of Qualification (Exit Award)</b>	Higher Diploma in Design (Visual Art & Design) 設計高級文憑（視藝設計）	Higher Diploma in Design (Photography) 設計高級文憑（攝影）
<b>Primary Area of Study / Training</b>	Fine Arts, Performing Arts, Design and Creative Media Art & Industry	
<b>Other Area of Study / Training</b>	Not Applicable	
<b>Industry</b>	Not Applicable	
<b>Branch</b>	Not Applicable	
<b>QF Level</b>	Level 4	
<b>QF Credit</b>	306	
<b>Mode of Delivery and Programme Length</b>	Full-time, 2 years 3,060 notional learning hours (including 1,586 contact hours)	
<b>Intermediate Exit Award</b>	Not applicable	
<b>Validity Period</b>	3 years 7 September 2015 to 6 September 2018	
<b>Number of Enrolments</b>	One enrolment per year	
<b>Maximum Number of New Students</b>	Maximum of 30 new students per year	Maximum of 20 new students per year
<b>Specification of Competency Standards Based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Programme Specific Requirement</b>	The Operator is required to abide by the Education Bureau's "Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure".	
<b>Remark to be indicated on the QR</b>	This programme includes Industrial Placement for 24 QF credits to be conducted in 1 month 課程包括實習部分，佔 24 資歷學分，為期 1 月。	
<b>Address of Teaching/Training Venue</b>	23 Waterloo Road, Kowloon 九龍窩打老道 23 號	

<b>Requirements</b>	<b>Date of Fulfilment</b>
<b><u>Applicable to Higher Diploma in Design (Visual Art and Design) and Higher Diploma in Design (Photography)</u></b>	

1. The Operator is to review and revise the industrial placement manual to specify the tasks to be undertaken by students and the assessment methods to ensure the learning outcomes of the industrial placement are assessed. The Operator is to submit the revised industrial placement manual.	31 July 2015
2. The Operator is to review the current appointment criteria and devise a staff deployment plan for the programme to ensure that the training staff have relevant qualifications and training experience. The Operator is to submit the revised appointment criteria and the staff deployment plan.	31 July 2015
3. The Operator is to submit a report on programme development, management and review to demonstrate effective implementation of its QA mechanisms.	31 July 2016

<b>Recommendations</b>
<p><b><u>Applicable to Higher Diploma in Design (Visual Art and Design) and Higher Diploma in Design (Photography)</u></b></p> <ol style="list-style-type: none"> <li>1. The Operator should review and revise the medium of instruction policy so that it will reflect the language used in class.</li> <li>2. The Operator should establish a policy on protection of intellectual property and copyright in Creative Arts for both the teaching staff and the students.</li> </ol>

### 3. Programme Details

The following is the programme information provided by the Operator.

#### 3.1 Programme Objectives

##### Higher Diploma in Design (Visual Art & Design) and Higher Diploma in Design (Photography)

This programme provides a smooth progression for HKDSE, Yi Jin Diploma, post-secondary certificate and diploma graduates who are determined to pursue a career in design in general, visual art or photography in specific. Throughout the two-year period, it offers a wide range of support by enhancing students' abilities in language proficiency, IT literacy, basic business and design concepts in parallel with specialized skill training in specific areas.

Building on solid foundations of design concepts, theories and broad-based knowledge, they can further excel their potentials in further studies or professional practices in the areas:

1. Visual Art and Design (視藝設計) OR
2. Photography (攝影)

With ample hands-on experiences and multiple technical skills, they can be fully functional immediately in employment by being able to apply essential design knowledge and skills, be well-versed with the complete design process, assume responsibilities in carrying out assigned tasks with least supervision, and share technically their communication solutions with clients and peers of small/medium sized design organizations.

### 3.2 Programme Intended Learning Outcomes

#### Higher Diploma in Design (Visual Art & Design)

Upon completion of the Programme, learners should be able to:

- Comprehend a wide spectrum of basic design knowledge and theories, well-versed with design history, culture and heritage and roles of design in modern society; master a good variety of design skills, be they free-hand illustration, computer-aided design or photographic techniques etc.; exercise different thinking methods, be they creative, logical, divergent or convergent relevant to various possible design tasks of a junior designer;
- Carry out investigative research so demanded by individual design tasks or projects; interpret the collected information into contributory elements of the design; turn abstract ideas to purpose-driven tangible design works;
- Take the initiative to start up, maintain and complete design projects by meeting clients' requirements of quality, time and cost with well-balanced aesthetic and commercial considerations; work independently with least supervision and dare propose creatively and professionally with full deployment of knowledge and understanding of colours, graphic patterns, sketching, illustrations, rendering, lighting, sound, touch, advanced computer softwares and techniques, and human psychology of perceptions etc.;
- Understand thoroughly the gist of design project requirements; respond to these requirements by making proposals and completing tasks, if projects are so confirmed, in a linguistically and graphically sophisticated way; present facts and figures, abstract concepts and operationalized ideas in a computer-literate way;
- Demonstrate a basic understanding of marketing, advertising, creative media, visual arts elements and the business environment related to the design industry;
- Master various professional design and visual arts skills such as drawing, collage, sculptural arts, photography, multi-media and website design, illustration techniques, publishing, commercial and advertising design, computer graphic design techniques;
- Understand comprehensively materials and equipment necessary to create, produce and distribute visual art and design masterpieces;
- Reflect critically strategies by adopting different thinking methods leading to communication solutions;
- Explain the process of determining the objectives of this portfolio, investigative research involved in the process and how the abstract concepts are operationalized and contextualized;
- Demonstrate design professionalism with illustrated examples of deployment of problem solving, typographic, visual art and design, idea creativity abilities in the creation and production processes;

- Put design theories into practice by selecting an appropriate medium or task for illustration such as website design, advertisement design etc. Evidence should be shown regarding correct selection of theories for application, skills set required, degree of supervision required and ways of demonstrating accountability; and
- Express a visual art, design proposal or report concisely, precisely and appropriately in writing and/or visual communication design etc. as appropriate; convey messages with supported facts and figures by using latest information technology.

### Higher Diploma in Design (Photography)

Upon completion of the Programme, learners should be able to:

- Comprehend a wide spectrum of basic design knowledge and theories, well-versed with design history, culture and heritage and roles of design in modern society; master a good variety of design skills, be they free-hand illustration, computer-aided design or photographic techniques etc.; exercise different thinking methods, be they creative, logical, divergent or convergent relevant to various possible design tasks of a junior designer;
- Carry out investigative research so demanded by individual design tasks or projects; interpret the collected information into contributory elements of the design; turn abstract ideas to purpose-driven tangible design works;
- Take the initiative to start up, maintain and complete design projects by meeting clients' requirements of quality, time and cost with well-balanced aesthetic and commercial considerations; work independently with least supervision and dare propose creatively and professionally with full deployment of knowledge and understanding of colours, graphic patterns, sketching, illustrations, rendering, lighting, sound, touch, advanced computer softwares and techniques, and human psychology of perceptions etc;
- Understand thoroughly the gist of design project requirements; respond to these requirements by making proposals and completing tasks, if projects are so confirmed, in a linguistically and graphically sophisticated way; present facts and figures, abstract concepts and operationalized ideas in a computer-literate way;
- Demonstrate understanding of history and theories of photography and how this knowledge serves as a solid foundation to the learning of photographic techniques and applications;
- Master photographic equipment and facilities such as digital cameras, lighting equipment and studios to take various kinds of photographs professionally such as portrait, table-top, commercial, fashion, wedding, journalistic, landscape, architectural, interior photographs;
- Explain with reasons how messages can be conveyed effectively through the lens and in the formats of pictures or videos;
- Explain the process of determining the objectives of a portfolio, investigative research involved in the process and how the abstract concepts are operationalized and contextualized;
- Demonstrate photography professionalism with illustrated examples of deployment of various photographic techniques in different settings producing various photographic images;
- Demonstrate the initiative of soliciting a photography assignment and determination in meeting client's requirements;
- Select appropriate photography tools, photographic techniques for shooting in specific settings and produce photographic images that can illustrate the standard of professionalism; and
- Present a business proposal by presenting ideas in languages accessible to clients with the support of photographic images or presentation where latest IT equipment and technology are employed.

### 3.3 Programme Structure

#### Higher Diploma in Design (Visual Art & Design)

The Higher Diploma in Design (Visual Art & Design) comprised 29 modules. 12 of them are generic modules and 17 of them are specialised modules. Most modules are pitched at QF Level 4. The total number of QF credits is 306. The programme structure is:

<b>Subjects</b>	<b>QF Credits</b>
<i>Generic Modules</i>	
English and Communication I	
English and Communication II	
Practical Chinese	
Creative and Design Thinking	
History of Modern Art	
Computer Applications	
English and Communication III	
English and Communication IV	
Putonghua for Business	
Teamwork and Leadership	
Cultural and Heritage Appreciation	
Ethics and Society	
Sub-total:	
<i>Specialised Modules – Visual Art and Design</i>	
Multimedia and Website Design I	
Multimedia and Website Design II	
Foundation Illustration Techniques I	
Foundation Illustration Techniques II	
Marketing & Advertising	
Research Studies in Creative Media	
Digital Photography I	
Publishing Design	
Drawing Techniques	
Industrial Placement	
Computer Graphic I	
Computer Graphic II	
Creative Illustration Technique	
Visual Arts Experiences and Appreciations	
Information Design	
Commercial Design and Advertisement	
Graduation Project	
Sub-total:	186
<b>Total:</b>	<b>306</b>

#### Higher Diploma in Design (Photography)

The Higher Diploma in Design (Photography) comprised 28 modules. 12 of them are generic modules and 16 of them are specialised modules. Most modules are pitched at QF Level 4. The total number of QF credits is 306. The programme structure is:

<b>Subjects</b>	<b>QF Credits</b>	
<i>Generic Modules</i>		
English and Communication I		
English and Communication II		
Practical Chinese		
Creative and Design Thinking		
History of Modern Art		
Computer Applications		
English and Communication III		
English and Communication IV		
Putonghua for Business		
Teamwork and Leadership		
Cultural and Heritage Appreciation		
Ethics and Society		
Sub-total:		120
<i>Specialised Modules – Photography</i>		
Studio Technique I		
Studio Technique II		
Digital Photography I		
Digital Photography I		
Marketing and Advertising		
Portrait Photography		
History and Theory of Photography		
Publishing Design		
Industrial Placement		
Commercial Photography		
Fashion Photography		
Wedding Photography		
Photojournalism		
Landscape Photography		
Architecture and Interior Photography		
Graduation Project		
Sub-total:	186	
<b>Total:</b>	<b>306</b>	

### 3.4 Graduation Requirements

#### Higher Diploma in Design (Visual Art & Design) and Higher Diploma in Design (Photography)

- Obtain an overall GPA of 2.0 or above; and
- Achieve an overall of 306 QF credits required by the Programme and satisfy all other stipulated programme requirements; and
- Achieve at least 90% attendance.

### 3.5 Admission Requirements

#### Higher Diploma in Design (Visual Art & Design) and Higher Diploma in Design (Photography)



- Attained “Level 2” in any 5 HKDSE Core Subjects/Elective Subjects/Applied Learning Subjects including English and Chinese; or
- Pass in 1 A-Level or 2 AS-Level subjects in Hong Kong Advanced Level Examination (HKALE) and with 5 passes in Hong Kong Certificate of Education Examination (HKCEE) (including Level 2 / Grade E or above in English Language and Chinese Language); or
- Obtain relevant Qualification Framework Level 3 (QF Level 3) qualification from Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ); or
- Obtain Yi Jin Diploma; or
- Completion of relevant certificate, diploma or academic qualifications that are recognized by the College; or
- Holder of Pre-Associate Degree; or
- Age 21 or above will be considered on an individual basis; and
- Pass the admission interview.

#### **4. Substantial Change**

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

#### **5. Qualifications Register**

- 5.1 Qualifications accredited by the 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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