

专精于摄影和视频制作，  
涵盖数码影片制作。  
Specialized in Photography and  
Video Production cover digital filmmaking.



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Academic Partners:



Industry Partners:



# 多媒体设计 摄影与影视制作技术

MULTIMEDIA DESIGN  
Photography and Video Production (MMDPV)

- » 80% 实践训练  
80% Practical Skills
- » 20% 理论  
20% Theory
- » 2+1 课程  
2+1 Learning
- » 16岁以上即可报读, 无需入学资格  
Entry Requirement: 16 Years Old & Above
- » 教学媒介语以中文为主, 英文为辅  
Medium of Instruction: Chinese & Simple English



# 2+1 年课程

## Years Course

- 提高学生的技能与知识，以提高他们在多媒体行业的就业竞争力。  
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the Multimedia industry.
- 帮助学生进军摄影和影视制作行业，并为他们在该行业的发展奠定坚实基础。  
To facilitate students' entry into the industry, support their film making and lay a strong foundation for progression to a career within the photography and film industry.
- 满足有意提高知识与技能的相关行业从业人员的需求。  
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

此两年制多媒体设计课程专于摄影和视频制作，涵盖数码影片制作、剧本创作、数码摄影、剪辑、摄影技术、后期制作、制作管理、脚本创作、美术指导、灯光、导演、影片或视频剪辑技术。此外，学生也将学习如何通过概念方法来呈现广告简介，也有机会体验与工作单位相似的设计环境。学生也将学习品牌建立、客户服务及互动式设计的知识。

The two-year Vocational Course in Multimedia Design with specialized in Photography and Video Production cover digital filmmaking, screenwriting, digital photography, editing, camera techniques, post-production, production management, scriptwriting, art direction, lighting, director and editor in film or video production skills. Beside, Students will also learn how to develop a conceptual approach to working with an advertising brief and will experience a design environment similar to that of an agency. Students will gain knowledge of branding, art direction, client service and interactive design during the course.

## 课程内容 / Course Outline

### YEAR 1 第一学年

#### 第一学期 / Semester 1

- DTP概论(1) - Adobe Illustrator  
Introduction to DTP (I) - Adobe Illustrator
- DTP概论(2) - Adobe Photoshop  
Introduction to DTP (II) - Adobe Photoshop
- 绘画基础  
Drawing Fundamentals
- 多媒体概论  
Introduction to Multimedia
- ICT实用技能  
Practical ICT Skills
- 职场英语(1)  
Workplace English communication (1)

#### 第二学期 / Semester 2

- 摄影学概论  
Introduction to Photography
- DTP概论 - In Design  
Introduction to DTP (III) - In Design
- 排版与打印技术  
Print Layout
- 动画技术(1) - 2D  
Animation (I) - 2D
- 字体设计  
Typography Design

#### 第三学期 / Semester 3

- 视频制作概论  
Introduction to Video Editing
- 平面设计  
Graphics Design
- 动画技术(2) - 3D  
Animation (II) - 3D
- 互动网页技术(1)- 多媒体设计  
Interactive Web Techniques (I) - Multimedia Design
- 与工作相关的软技能  
Work-based Soft Skills

### YEAR 2 第二学年

#### 第四学期 / Semester 4

- 互动网页技术(2) - 网页设计  
Interactive Web Techniques (II) - Web Design
- 互动多媒体制作  
Interactive Multimedia Production
- 网站开发(PHP & MySQL)  
Website Development (PHP & MySQL)
- 营销原则与策略  
Marketing Principles & Strategies
- 职场英语(2)  
Workplace English communication (2)

#### 第五学期 / Semester 5

- 摄影 - 摄影棚与灯光技术  
Photography - Studio & Lighting
- 商业与品牌设计  
Commercial and Branding Design
- 影视剧本创作  
Scriptwriting for Film and Television
- 电影与数码视频制作  
Film and Digital Video Production (Cinematography)

#### 第六学期 / Semester 6

- 高级数码音频与视频编辑技术  
Advanced Digital Audio and Video Editing Techniques
- 商业、广告与时装摄影  
Commercial, Advertising and Fashion Photography
- 纪录片制作  
Documentary Production
- 多媒体设计项目(毕业制作)  
Multimedia Design Project (Major Project)

\* Please note that the modules listed are indicative and may be subject to change.

## OFQUAL认证

OFQUAL 为英国政府资历及考试规例局，受英国议会监察。

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## OFQUAL Recognition

The Office of Qualifications and Examinations Regulation (OFQUAL) regulates qualifications, examinations and assessments in England.

All learning materials are designed and written by expertise in the field and professional academic authors so that each interactive module is aligned against specific learning criteria specified by OFQUAL, the defining UK Government body for Academic Standards in UK Higher Education. These standards ensure those that learn with us receive a high quality education along with certification that is recognised universally by Universities and employers.



## 评估标准 / ASSESSMENT

100%作业及实践练习，本课程提供摄影与影视制作技术的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Multimedia communication skills with specialization in Photography and Video Production which is with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



## 考取资格 / QUALIFICATIONS

英国国立西苏格兰学院专业文凭和专业高级文凭  
Diploma and Advanced Diploma awarded by West College Scotland, UK

台湾文凭(由台湾各大学颁发)  
Diploma Qualification from Taiwan University

第五级专业文凭(资格获得OFQUAL英国政府学历及考试评审局承认)[选择性]  
Level 5 Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation) [Optional]



## 就业前景 / CAREER PATHWAYS

专业摄影师、影像摄影师、影像编辑师、电影视觉效果设计师、多媒体设计师、多媒体软件工程师、平面设计师、广告设计师、新电子媒体设计师、电视广告设计师、网页设计师、新媒体专家、图像编辑师、2D/3D动画师、商业设计师、品牌设计师、商业展示设计师、互联网广告设计师、电子商务广告设计师、商业活动策划师、电子商务网页开发师、包装设计、美术排版员等等。

Professional Photographer, Videographer, Video Editor, Visual Videographer, Multimedia Designer, Multimedia Developer, Graphics Designer, Advertisement Designer, New Media Designer, TV Commerce Designer, Web Designer, DTP Artist, 2D/3D Animator, Commercial Designer, Branding Designer, Visual Merchandiser, E-Commerce Designer, Commercial Event Organizer, Packaging Designer, Contents Designer, etc.