

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.



NEW ERA  
INSTITUTE  
OF VOCATIONAL & CONTINUING EDUCATION  
新纪元技职与推广教育学院  
LO2635



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LO2635  
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多媒体设计

摄影与影视制作技术

暨商业管理技能

Multimedia Design

Photography and Video Production  
(MMDPV-DB)

with Business Management Skills

▲ 80% 实践训练  
80% Practical Skills

▲ 20% 理论  
20% Theory

▲ 2年课程  
2 Years 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



# 多媒体设计 摄影与影视制作技术

MULTIMEDIA DESIGN  
Photography and Video Production (MMDPV-DB)

## 2年课程 Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：

**This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :**

- 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技职课程专精于摄影和视频制作,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知识。

The two-year Vocational Course in Multimedia Design with specialized in Photography and Video Production covers 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. Besides, 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 services and interactive design during the course.

### 学生将学习 / Students will learn and be able to:

- ▲ 了解有关照片编辑的概念。  
Understand concepts about photo editing.
- ▲ 了解摄影工具、技术和理论的基本知识。  
Learn the basic understanding of photographic tools, techniques and theories.
- ▲ 为商业视频项目制作必要的文档。  
Produce essential documentation to accompany commercial video items.
- ▲ 根据标准评估商业视频项目。  
Evaluate commercial video items against criteria.
- ▲ 学习人工灯光的艺术和技术。  
Learn the art of artificial lighting and techniques.
- ▲ 能够有效地准备和使用摄影工作室设备。  
Be able to prepare and use photography studio equipment effectively.
- ▲ 从构思到呈现，制作一部短片剧本或一部短片电视剧剧本。  
Develop a short film script or a short television drama script from conception to final presentation.
- ▲ 操作灯光以达到戏剧效果。  
Operate lights to dramatic effect.
- ▲ 使用具有标准麦克风配置的录音设备录制音频以进行录音。  
Record audio using recording devices with standard microphone configurations for sound recording.
- ▲ 使用先进转换、视频效果、标题和构图来编辑素材。  
Edit footage using advanced transitions, video effects, titles, and compositing.
- ▲ 混合和修复音频，应用特效，并使用音频软件创建音效。  
Mix and repair audio, apply special effects, and create a musical bed using audio software.
- ▲ 以适当的格式输出编辑片段，包括文件、播放和编辑决策列表。  
Output edited piece in an appropriate format to include files, play outs and edit decision lists.
- ▲ 解释和确定导演或制片人的愿景。  
Collaborate in interpreting and determining the vision of the director or producer.



### 课程内容 | COURSE OUTLINE

- DTP概论 (1) - Adobe Illustrator  
Introduction to DTP (I) -- Adobe Illustrator
- DTP概论 (2) - Adobe Photoshop  
Introduction to DTP (II) -- Adobe Photoshop
- DTP概论 (3) - In Design  
Introduction to DTP (III) -- In Design
- 绘画基础  
Drawing Fundamentals
- 多媒体概论  
Introduction to Multimedia
- ICT实用技能  
Practical ICT Skills
- 摄影学概论  
Introduction to Photography
- 排版与打印技术  
Print Layout
- 动画技术(1) - 2D  
Animation (I) - 2D
- 动画技术(2) - 3D  
Animation (II) - 3D
- 字体设计  
Typography Design
- 基础视频制作技术  
Introduction to Video Editing
- 互动网页技术(1) - 多媒体设计  
Interactive Web Techniques (I) -- Multimedia Design
- 互动网页技术(2) - 网页设计  
Interactive Web Techniques (II) -- Web Design
- 与工作相关的软技能  
Work-based Soft Skills
- 互动多媒体制作  
Interactive Multimedia Production
- 网站开发 (PHP & MySQL)  
Website Development (PHP & MySQL)
- 平面设计  
Graphics Design
- 职场英语 (1)  
Workplace English communication (1)
- 职场英语 (2)  
Workplace English communication (2)
- 摄影—摄影棚与灯光技术  
Photography – Studio & Lighting
- 直播技巧与技巧  
Live Broadcasting Skills & Techniques
- 影视剧本创作  
Scriptwriting for Film and Television
- 电影与后期效果制作  
Cinematic & After Effect
- 电影灯光及设备技术  
Cinematography Lighting & Equipment
- 商业、广告与时装摄影  
Commercial, Advertising and Fashion Photography
- 纪录片制作  
Documentary Production
- 商业管理技能 (1)  
Business Management Skills (1)
- 商业管理技能 (2)  
Business Management Skills (2)
- 商业管理技能 (3)  
Business Management Skills (3)
- 商业管理技能 (4)  
Business Management Skills (4)
- 多媒体设计制作项目 (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 RECOGNITION

OFQUAL为英国政府学历及考试评审局，受英国议会监察。所有学习材料均由该领域的专业人士和专业学术作者设计和编写，以便每个互动模块都符合OFQUAL规定的特定学习标准，OFQUAL是英国高等教育学术标准的英国政府机构。这些标准确保学生获得高质量的教育以及大学的认证和雇主认可。

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 Photography and Video Production skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups or individual to complete their projects.



### 考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭和高级专业文凭  
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 Universities in Taiwan

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)  
Level 5 Diploma (Regulated by OFQUAL – Office of Qualification & Examination Regulation)



### 就业前景 | CAREER PATHWAYS

导演、专业摄影师、影像摄影师、摄影师、影视监制、制片人、电影工作人员、布景设计师、灯光师、收音师、影视制作协调员、影像编辑师、图像编辑师、直播操作员、电影视觉效果设计师、平面设计师、电视广告设计师、网页设计师、2D/3D动画师、商业设计师、品牌设计师、商业展示设计师、商业活动策划师、电子商务网页开发师、包装设计师等等

Director, Professional Photographer, Videographer, Director of Photography, Producer, Line Producer, Film Crew, Set Designer, Gaffer, Production Sound Mixer, Production Coordinator, Video Editor, Photo Editor, Live Streaming Operator, Special Effect Designer, Graphics Designer, TV Commerce Designer, Web Designer, 2D/3D Animator, Commercial Designer, Branding Designer, Visual Merchandiser, Commercial Event Organizer, Packaging Designer, etc.