

提供活动策划的知识和技能，
为学生铺平在相关领域就业及谋求发展的道路。
To provide students the event management knowledge and skills to enable them
to gain employment and development in related fields.



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活动与媒体 活动管理与数码媒体

Event and Media Event Management and Digital Media (EVMDM)

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

活动与媒体 活动管理与数码媒体

EVENT & MEDIA
Event Management and Digital Media (EVMDM)

2年课程 2 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 :

- 充实学生在活动管理与数码媒体的技能与知识，以提高他们在相关行业的就业竞争力。
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the event management and digital media industry as well as business management.
- 为学生提供活动管理与数码媒体行业的就业机会。
To provide students for a career in the event management and digital media industry as well as business management.
- 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.

为期两年的活动管理与数码媒体技能课程，学生将会掌握策划和举办活动包括媒体策划所需要具备的相关知识和实践技能。本课程涵盖活动策划、活动执行协调、团队管理、媒体策划和客户服务的知识和技能，为毕业生铺平在相关领域就业及谋求发展的道路。

This two-year event management and digital media skills course provides students with a comprehensive knowledge and practical skills needed to plan and organise events which including media planning skills. This course covers the knowledge and skills of event planning, event executive coordination, team management, media planning and customer service, preparing graduates for employment and development in related fields.

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

- ▲ 展示对活动与媒体原则的透彻理解及其在活动管理领域的运作方式的应用。
To demonstrate the application of a thorough understanding of event and media principles and how they work in the fields of event management.
- ▲ 让他们参与活动、非营利组织、专业组织和社区。
To engage their involvement with a event, non-profit organisation, professional society, professional community, or local community.
- ▲ 作为团队的一员，为实现共同目标而努力工作。
To work well as part of a group to achieve a common goal.



课程内容 | COURSE OUTLINE

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| <ul style="list-style-type: none">• 创意数码插画
Creative Digital Illustration• 创意数码成像
Creative Digital Imaging• 数码媒体基础
Fundamental to Digital Media• 色彩学概论
Introduction to Colour Studies• ICT实用技能
Practical ICT Skills• 摄影学概论
Introduction to Photography• 基础视频制作技术
Introduction to Video Editing• 直播技术
Live Streaming• 社交媒体广告制作
Advertising Campaigns on Social Media• 言语沟通技巧
Effective Speech Communication | <ul style="list-style-type: none">• 内容写作技术
Content Writing Development• 媒体与活动的问题解决方案
Creative Problem Solving in Media and Events• 数码媒体管理与伦理
Digital Media Management and Ethics• 与工作相关的软技能
Work-based Soft Skills• 职场英语 (1)
Workplace English communication (I)• 职场英语 (2)
Workplace English Communication (II)• 活动管理概论
Introduction to Event Management• 数码媒体策略与分析
Digital Media Strategy and Analytics• 活动策划与管理
Event Planning and Management• 活动预算与财务管理
Event Budgeting and Financial Management | <ul style="list-style-type: none">• 公共关系理论与实践
Public Relations Theory and Practice• 场地及住宿管理
Venue and Hospitality Management• 主题及文化活动设计
Thematic and Cultural Event Design• 小型活动及活动模拟实践
Mini Campaign & Event Simulation Practice• 活动风险管理
Risk Management for Events• 形象管理
Image Management• 数码媒体与活动管理制作项目 (毕业制作)
Digital Media and Event Management Final Project |
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* Please note that the modules listed are indicative and may be subject to change.



评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供活动管理与数码媒体技能的理论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 event management and digital media skills, 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高级专业文凭
Diploma and Advanced Diploma awarded by West College Scotland, UK



就业前景 | CAREER PATHWAYS

活动策划师、活动协调员、活动项目经理、场地协调员、物流协调员、企业传播主管、活动创意设计师、制作经理、客户关系主管和公共关系主管等。

Event Planner, Event Coordinator, Project Manager, Venue Coordinator, Logistics Coordinator, Corporate Communications Executive, Event Creative Designer, Production Manager, Customer Relations Executive & Public Relations Executive, etc.