



课程设有实习
With Internship

数码媒体与创意传播

Digital Media and Creative Communication (DMCC)

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15个月课程 Months Course

▲ 80%实践训练
80% Practical Skills

▲ 20%理论
20% Theory

▲ 教学媒介语以中文为主，
英文为辅
Medium of Instruction:
Chinese & Simple English

▲ 16岁以上即可报读，
无需入学资格
Entry Requirement:
16 Years Old & Above

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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:

- 充实学生在数码媒体与创意传播的技能与知识，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 self-media industry.
- 为学生提供数码媒体行业的就业机会。
To provide students for a career in the self-media 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.

为培育学生全方位的核心能力，本课程经验丰富的导师团将提供学生每周一对一的客制化教学，根据每位学生的强项与目标给予额外专业的培训。另外，透过经营自己的数码媒体平台与业者进行创意交流，学生也能从中获得更真实的学习和工作经验。

In order to cultivate students' all-round core competencies, the experienced tutors of this course will provide students with one-on-one customized teaching every week and give additional professional training according to each student's strengths and goals. In addition, by running their own self-media platforms and creatively communicating with industry players, students can also gain more authentic learning and work experience.

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

- ▲ 安排与处理直播相关事务。
Arrange and handle live broadcast affairs.
- ▲ 制作宣传短片。
Produce short video for publicity.
- ▲ 处理公司公关事务。
Handling company public relations affairs.
- ▲ 处理公司广告文案。
Processing copywriting for company advertisement.
- ▲ 安排公司活动事务。
Arrange company events and activities.



课程内容 | COURSE OUTLINE

- 媒体、文化与社会
Media, Culture and Society
- 公开演讲
Public Speaking
- 数码视频编辑
Digital Video Editing for Digital Media
- 影视制作
Videography and Photography
- 数码媒体平面设计
Graphic Design for Digital Media
- 媒体写作和制作
Media Writing and Production
- 创造性思维
Creative Thinking
- 商业和贸易简介
Introduction to Business and Commerce
- 媒体内容编辑和制作技术
Media Content Editing and Production Techniques
- 社交媒体广告设计
Social Media Advertising Design
- 传播研究方法
Communication Research Methods
- 媒体法和危机管理
Media Law and Crisis Management
- 团队管理和沟通
Team Management and Communication
- 人工智能数码媒体制作简介
Introduction to AI in Digital Media Production
- 公关和活动策划
PR and Event Planning
- 品牌和营销
Branding and Marketing
- 专业媒体实习
Professional Media Workshop

** 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，本课程提供数码媒体与创意传播的理论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 Digital Media and Creative Communication, 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

Diploma awarded by West College Scotland, UK



就业前景 | CAREER PATHWAYS

Youtuber、短视频博主、剪辑师、撰稿员、摄影师、公关人员、销售人员和电台DJ等等。

Youtuber, Short Video Bloggers, Editor, Copywriters, Photographer, Public Relations Executive, Sales Executive, Radio DJ, etc.



透过经营自己的数码媒体平台与业者进行创意交流，学生能从中获得更真实的学习和工作经验。
Through their own digital media platforms and creatively communicating with industry players, students are able to gain more authentic learning and work experience.



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