



# Associate of Arts in Media, Cultural and Creative Studies

文學副學士  
(媒體、文化及創意)

Advertising and Communications  
廣告及傳意

Creative Media and Industries  
創意媒體及產業

Media and Cultural Studies  
媒體及文化研究

Music  
音樂

“

“創意、社區文化、媒體  
Look deeply at community through  
Culture, Media, Arts and Creativity”

”



港大附屬學院  
HKUSPACE CC





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# Media, Cultural and Creative Studies (AAMCCS)

## 媒體、文化及創意

Media, Cultural and Creative Studies are for those inquisitive about culture and community, with desire to engage critically with media, and take part in creative and cultural industries. The programme's courses integrate humanities & arts with the social sciences and provide you with flexible pathways to university training in humanities & arts, social sciences, and education. Come build your knowledge and experience with us through studying relevant, timely and exciting subjects in "Advertising and Communications," "Creative Media and Industries," and "Media and Cultural Studies."

假如你喜歡探討文化和社群議題，對媒體具創新及批判精神，更渴望投身文化及創意產業，「媒體、文化及創意課程」就是你的不二之選。我們的課程融合了人文學科和社會科學，為你打開銜接各文學院、社會科學院和教育學院課程的大門。三個新穎而切合你升學需要的專修課程：「廣告及傳意」、「創意媒體及產業」、「媒體及文化研究」，鞏固知識基礎，也為你提供生動有趣的學習體驗。

“

【識揀系列】  
讀自己日常喜歡的  
流行媒體文化，  
貼身又接地氣！

”

Why choose AAMCCS?  
我們是你的**當然之選！**



1

### High recognition! 高認受性！

The first AD to offer media and cultural studies since 2000, and we are one of the most recognised programmes in Hong Kong!

我們自2000年已開辦全港首個媒體及文化研究副學士課程，在大學和業界均具認受性！

2

### Track record proves! High progression rate to local degree studies! 本地升學率高！成績有目共睹！

Exceptionally high rates of entrance to UGC-funded university programmes, particularly in the fields of Arts, Humanities, Media, Culture, Communications, Languages, Education and Advertising.

我們的畢業同學升學表現一直出色，尤其跟人文、媒體、文化、傳意、語言、教育和廣告等相關的課程。

2020 年總升學率：

Overall Progression Rate: **84%**





# 3

Wide range of articulation choices! Our graduates articulated to:  
銜接升學選擇多! 畢業同學成功入讀:

## HKU 港大:

### Arts

Comparative Literature, English, Chinese, Hong Kong Studies, Global Creative Industries, Philosophy, Fine Arts, Music

### Social Sciences Education

Language Education Double Degree

### Social Science

Psychology, Sociology

### Science

Molecular Biology and Biotechnology

Nursing, etc.

## CUHK 中大

### Arts

Cultural Studies, Cultural Management, Anthropology, English, Chinese Language & Literature, Philosophy, Religious Studies, History, Music

### Social Science

Sociology, Global Studies, Journalism & Communication, Gender Studies

Education, etc.

## HKBU 浸大

### Arts

Humanities, History, Geography, English Language & Literature, Translation, Creative Writing for Film Television & New Media, Creative & Professional Writing, Religious Studies, Music

### Social Sciences

Communication, Public Relations and Advertising, Integrated Communication Management, Social Policy, China Studies – Economic, International Journalism, Public Relations and Advertising, Film and Television

Education, etc.

## CityU 城大

### Arts

Media & Communication, Creative Media, Digital Television & Broadcasting, English Studies, English for the Professions, Language Studies, Integrated Strategic Communication, Culture & Heritage Management

### Social Sciences

Asian & International Studies, Criminology, Environmental Policy, Public Policy Management & Politics, Applied Sociology

Creative Media

## LingnanU 嶺大

### Arts

Cultural Studies, Philosophy, etc.

## PolyU 理大

### Arts

Advertising Design, Communication Design, English Studies for the Professions, Language & Culture, Bilingual Interdisciplinary Chinese Studies, Scheme in Design, Scheme in Fashion & Textiles, Social Design

### Science

Nursing

## EdU 教大

### Arts

Creative Arts and Culture [Visual Arts, Music], Liberal Studies, Early Childhood Education, Language Studies, Chinese Language, Human & Organizational Development

### Social Science Education

Greater China Studies

Music Education

## Shue Yan 樹仁大學

## OpenU 公開大學

## HKAPA 演藝學院

## Hang Seng 恆生大學

## AA in Media, Cultural and Creative Studies made simple 媒體、文化及創意 懶人包



升學  
Articulation



## Career choices 就業選擇

### 領域 Areas

大眾媒體(電視、電影、電台、報紙)、網上媒體、文化藝術(作品、活動)、攝影、廣告、動畫、設計、音樂、數碼娛樂、傳意、出版、文化遺產、商業、政府等等

mass/new/social media, cultural activities, photography, advertising, animation, design, music, digital entertainment, communications, publishing, cultural heritage, business, government, etc.

### 類型 Types

編輯製作、管理、決策、行政、分析、宣傳、市場策劃、營銷、公共關係、教育、研究等等

planning, development, production, administration, management, analysis, promotion, marketing, education, research, etc.

## From our graduates 畢業生分享

Articulation to disciplines related to cultural, media and creative studies 升讀大學媒體、文化、創意學科



### Chui Ka Hei, Jeff

(AAMCCS, 2018-2020)

2020: **HKU** Bachelor of Arts in **Global Creative Industries** Year 3  
港大環球創意工業三年級

**Offers Received in 2020 取錄課程:**

- **CityU** Bachelor of Social Sciences in **Asian and International Studies** Year 3  
城大亞洲及國際研究三年級

It was frustrating that I did not achieve my goals in HKDSE. Yet, HKU SPACE CC and the AAMCCS programme have introduced to me a brand-new world with unique perspectives. The lectures developed my critical thinking skills, which not only apply to the coursework, but also my life target. After two years of precious progress, I strongly believe that I am fully equipped, and I am ready to take the upcoming challenges in order to achieve my goal.



### Chan Yik Tung, Alison

(AAMCCS, 2018-2020)

2020: **HKU** Bachelor of Social Sciences in **Psychology** Year 3 港大心理學三年級

**Other offers received 其他取錄:**

- **HKU** Bachelor of Arts and Sciences in **Social Data Science** 港大社會數據科學
- **HKUST** School of **Business and Management** 科大工商管理

Academically, this programme allowed me to gain professional knowledge in appreciating creative works done by different kinds of people. Yet, the most enjoyable part for me is having the opportunity to write stories, make short movies, songs, and animations. Working with groupmates on creating cultural spaces in class and doing presentations and performances are also incredible and memorable.



### Lee Shing Hei, Venise

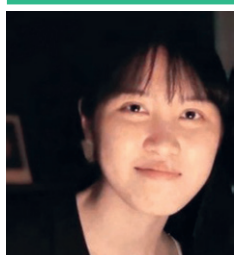
(AAMCCS, 2018-2020)

2020: **HKU** Bachelor of Arts in **Global Creative Industries** Year 3  
港大環球創意工業三年級

**Other offers received 其他取錄:**

- **CityU** Bachelor of Arts in **Media and Communication** Year 3 城大媒體與傳播三年級

During the 2 years in the AAMCCS programme, I have met countless creative and unconventional people, including students, tutors and lecturers. They have inspired and reignited my passion for learning about everyday culture, from examining its dominant ideologies to discussing the common usage of memes or emojis. I am ready to explore more surprising and fascinating things in everyday life.



### Mak Foon Yuk, Lily

(AAMCCS, 2018-2020)

2020: **HKBU** Bachelor of Communication (**Film and Television**) Year 3  
浸大電影電視三年級

**Other offers received 其他取錄:**

- **CityU** Bachelor of Arts in **Creative Media** Year 3 城大創意媒體三年級

- **HKAPA** Bachelor of Fine Arts Degree in **Film and Television** Year 1  
演藝電影電視一年級

中學時我只看見一條路：考好DSE上大學，受傳統和狹窄的思想所影響，很少看見自己。AAMCCS令我明白，遇到個人、社會等問題時，要懂得退一步觀察，擺脫固有觀念，冷靜地分析並解決問題。HKU SPACE CC內有不少良師助我提升能力，現在我成為大學生，並不是為了走完那條路，而是為了進一步提升能力，成為一個我渴望成為的自己。感謝HKU SPACE CC成為我人生旅途的其中一站。



### Yiu Yuk Hei, Shine

(AAMCCS, 2018-2019)

2019: **HKU** Bachelor of Arts in **Hong Kong Studies** Year 3 港大香港研究三年級

**Other offer received 其他取錄:**

- **CUHK** Bachelor of Arts in **Cultural Studies** Year 3

I have been equipped with skills to critically analyze media text, identity, gender, consumer culture and spatial politics. More importantly, I have learnt to acknowledge the fluidity of culture, the problems of everyday life and identification of the omnipresence of discrimination and inequality in society.



### Wong Cheuk Sze, Tristia

(AAMCCS, 2017-2019)

2019: **CUHK** Bachelor of Arts in **Cultural Studies** Year 3 中大文化研究三年級

**Other offers received 其他取錄:**

- **HKBU** Bachelor of Arts in **Creative & Professional Writing** Year 3
- **CityU** Bachelor of Arts in **Digital Television and Broadcasting** Year 3

- **CityU** Bachelor of Arts in **Media and Communication** Year 3

AAMCCS 帶來良好的學習氣氛、難忘的經驗，身邊既有老師支持，亦有同學們互相鼓勵。老師除了樂意為學生解答課業上的問題，還分享升學、選科的經驗，使大家感受到學校和諧的氣氛。臨近考試，同學也自組「溫習團」、自發地在學校溫習。同時，學校也延長了開放時間，有助師生備戰。除此之外，有別以往在DSE學制的知識，AAMCCS提供了更多樣化的思考角度予我們反思社會、乃至生活的議題，開拓了我的眼界。



### Siu Sau Ue, Lambert

(AAMCCS, 2016-2018)

2018: **CUHK** Bachelor of Social Science in **Journalism & Communication** Year 3  
中大新聞與傳播學課程三年級

**Other offers received 其他取錄:**

- **HKBU** Bachelor of Communication (**Film and Television**) Year 3

- **CUHK** Bachelor of Social Science in **Gender Studies** Year 1 (2-year program)
- **CityU** Bachelor of Social Sciences in **Asian and International Studies** Year 3
- **CityU** Bachelor of Arts in **Media and Communication** Year 3

I would describe AAMCCS as a thought-provoking programme. By exploring interesting issues in our everyday life, like gender, identity and popular culture, courses here have introduced me to entirely new insights and ways of perceiving the world.

## Programme Structure

### Year 1

- Understanding Culture and Everyday Life
- The Journey of Self-Discovery
- Introduction to Media and Communications
- Core Curriculum in Culture, Media and Society

### Year 2

**Choose a major + language and core curriculum** 選擇一個主修，另修語言和核心科目

#### Specialism

##### *Common across all themes* 共同必修科

- Researching Culture and Media
- Visual Culture

##### *Advertising and Communications* 廣告及傳意

- Advertising: Principles and Practice
- Media Publishing Industry and Production
- Writing and Editing for Chinese Media

##### *Creative Media and Industries* 創意媒體及產業

- Cultural Spaces: Examining and Enabling People and Place
- Creativity and Creative Industries
- Introduction to Film Studies

##### *Media and Cultural Studies* 媒體及文化研究

- Gender and Society
- Questioning Cultural Identity
- Media, Society and Consumer Culture

#### Generic Skills & Core Curriculum

- Chinese
- English
- Information Technology
- Elementary Statistics
- Critical Analysis and Reasoning in Discipline-based Studies
- Choose THREE courses from the Core Curriculum

### Year 1 & Year 2

##### *Music Theme (applicants who wish to apply for this theme should submit a separate application)*

- Fundamentals of Tonal Music I & II
- Music in Western History (Baroque through Late Romantic Periods)
- Introduction to Musics of the World
- Introduction to Chinese Music
- Creativity and Creative Industries

■ The Specialism Electives courses do not apply to Music Theme. Please refer to the College Website (<http://hkuspace.hku.hk/cc>) for details.

■ Courses offered in each semester are subject to student enrolment and resources available.

■ Selected module(s) of the programme have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purpose. Details can be found in <http://www.wfsfaa.gov.hk/cef>



**We are AAMCCSers!**





## Advertising and Communications 廣告及傳意

**Application Code AD 109**

### Programme Aims & Features

#### 課程目的和特點

- Focus of studies: Advertising, media studies, communications
- Acquire fundamental skills and knowledge of how advertising and media interact, with emphasis on the practical nature of the media industry and communication strategies
- To learn from practitioners in the local industries at experience sharing sessions of selected courses
- 核心範疇：廣告、媒體及傳意
- 結合廣告和傳意這兩大熱門科目，讓你學習廣告、媒體創作和中文傳意寫作等專業和實用知識
- 精選科目設有交流會，由業界為你提供本地個案研究，學習寶貴的實戰經驗



### Career Prospects 就業前景

Practical training and more choices: advertising, marketing, art management, public relations, media management, creative industries, publishing in both the public and private sectors.

課程實用，可投身多類公共或私營行業，包括廣告、市場營銷、媒體和藝術行政、公共關係、創意產業、出版、傳意領域（例如記者、編輯）等等。



Graduates' sharing in Interview Workshop

## Media and Cultural Studies 媒體及文化研究

**Application Code AD 109**

### Programme Aims & Features

#### 課程目的和特點

- Focus of studies: Media studies, cultural studies, gender studies
- To offer you inter-disciplinary knowledge of how media and culture interact and the methods used to examine them
- Covers university hot topics, such as the production and consumption of media and cultural products, popular culture, consumer culture, cultural identities, gender theories, social media, globalisation, etc.
- 核心範疇：媒體研究、文化研究、性別研究
- 讓你掌握媒體研究及文化研究的理論和研究方法
- 涵蓋大學熱門科目範疇，包括媒體及文化產物之生產與消費、流行文化、消費文化、文化身份、性別和性向理論、社交媒體、全球一體化等

### Career Prospects 就業前景

This inter-disciplinary major prepares you for a wide array of careers, such as marketing research, management and public relations in both the public and business sectors; a significant number of graduates have chosen to pursue

careers in advertising, journalism, marketing, publishing, and media management.

跨學科課程，適合多類公共或私營行業：市場研究、市場/行政管理、公共關係、廣告、新聞、出版和媒體管理等。



Guest Lecture on Cultural Identity in the Contemporary UK

## Creative Media and Industries 創意媒體及產業

Application Code AD 109

### Programme Aims & Features

#### 課程目的和特點

- Focus of studies: Creative studies, creative media, cultural industries
- An inter-disciplinary major that evaluates current issues and trends in creative media and industries, and equips you with practical knowledge for both university education and the job market
- To nurture your critical capacity, creative thinking and cultural sensitivity, all being key factors to succeed in the knowledge-based economy
- 核心範疇：創意媒體、創意研究、文化產業
- 研習創意媒體及產業最新課題和動態，讓你同時掌握理論和實用知識，為升學和就業作準備
- 培育知識型經濟社會渴求的三大要素：批判思考、創意思維和文化觸覺

### Career Prospects 就業前景

The arts and creative industry are booming and you have diverse choices in cultural management (cultural practitioners/mediators of festivals, mega-events, community events & facilities, cultural heritage, etc.), creative industries, art and media administration, public relations and marketing, etc.

跨學科課程，切合眾多現存和新興行業，例如發展迅速的文化管理（文化藝術節/大型節目、社區活動/設施、文化遺產等）、創意產業、藝術及媒體行政管理、公共關係和市場營銷、傳意領域等。



Sham Shui Po Culture and Media Workshop co-organized with v-artist (影行者)

## Music 音樂

Application Code AD 110



[aamccs-music@hkuspace.hku.hk](mailto:aamccs-music@hkuspace.hku.hk)

### Programme Aims & Features

#### 課程目的和特點

- To build up your fundamental knowledge of music to prepare you for further studies in music or to pursue a music-related career
- Covers basic theory and practices ranging from western classical music to Chinese music and world music
- Content of the courses follows closely those offered in the first year of the music programme of local universities, in particular, HKU; successful graduates can apply for admission to the bachelor's degree programmes in music at HKU, CUHK, HKBU and EdUHK
- 讓你掌握和建立音樂的基本知識，為將來升學或從事音樂相關之工作打好基礎
- 課程涵蓋基本音樂理論、西方音樂史、中樂及世界音樂
- 課程設計緊隨本地大學——尤其香港大學之課程，畢業同學可申請香港大學、香港中文大學、香港浸會大學和香港教育大學的音樂學士課程

### Career Prospects 就業前景

There are a growing number of job opportunities in the creative industries, e.g., reporters and programme presenters with musical knowledge, and support staff in arts administration offices and performing arts companies. Students with practical strengths can serve as composers and arrangers for the pop music, TV and film industries, and so on.

除可選擇成為專業表演者、音樂人及作曲家外，畢業同學可以考慮創意及娛樂事業、古典及流行音樂、出版及電子媒體等。具備音樂知識的人通常會獲優先考慮。隨著政府大力發展西九龍文娛藝術區，未來市場對音樂人才的需求只會有增無減。環顧亞洲未來的發展，不論是台前或幕後，本地或內地都將會不斷湧現新的機遇。

### Special Entrance Requirement 特別入學要求

In addition to the minimum entry requirements, applicants are also required to have obtained the certificate of the Associated Board of the Royal Schools of Music (ABRSM) music theory with Grade 5 or above, or equivalent.

除一般入學資格外，申請者須考獲英國皇家音樂學院樂理五級或以上成績，或同等學歷。

Applicants who wish to apply for this theme should submit a separate application.

申請人需另行遞交申請。



## Entrance Requirements

### Hong Kong Diploma of Secondary Education Examination (HKDSE)

- Level 2 or above in 5 subjects\* (including English Language and Chinese Language#);

OR

### Other Qualifications

- Diploma in Foundation Studies; or
- Diploma Yi Jin; or
- Equivalent qualifications (e.g. HKALE, GCE A-level, International A-level, IB Diploma, SAT) will be considered by the College.

Applicants who do not possess the above academic qualifications but are aged 21 or above with relevant working experience will be considered on individual merit.

- \* Applicants are allowed to use not more than two Applied Learning (ApL) subjects in the application. The recognition of the ApL subjects is as follows:
- "Attained with Distinction (II)" is deemed equivalent to Level 4 or above in the HKDSE Examination;
  - "Attained with Distinction (I)" is deemed equivalent to Level 3 in the HKDSE Examination; and
  - "Attained" is deemed equivalent to Level 2 in the HKDSE Examination.


- # ApL Chinese (for non-Chinese speaking students) would be accepted as an alternative Chinese Language qualification.

## Tuition Fee

The tuition fee for newly admitted students in the academic year 2021-22: HK\$57,000

Tuition fees will be paid annually in two equal instalments and are subject to annual revision.

## Financial Assistance

- Government's Grants and Loans
  - (a) Financial Assistance Scheme for Post-secondary Students
  - (b) Non-means-tested Loan Scheme for Post-secondary Students
- Continuing Education Fund 

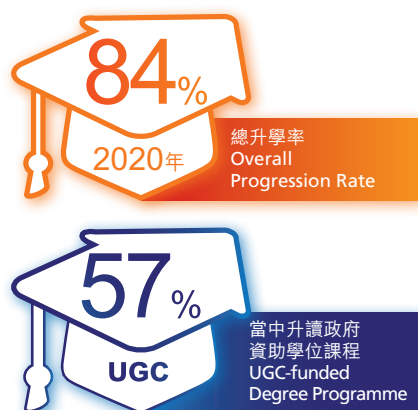
## Scholarships for New Students

The value of each scholarship is up to **HK\$15,000**. Please refer to the College website for details.

## How to Apply

Applicants can submit the application via the College website <https://apply.hkustspace.hku.hk/ccadm/onlineform.php>

## Progression Paths



### HKU SPACE INTERNATIONAL COLLEGE

NCR

- 倫敦藝術大學  
*University of the Arts London*
- 愛丁堡龍比亞大學  
*Edinburgh Napier University*
- 西英格蘭大學  
*University of the West of England, Bristol*
- 赫爾大學  
*University of Hull*
- 曼徹斯特都會大學  
*Manchester Metropolitan University*

\* 以有意進修音樂主題的同學須於報名時表明意願。  
Applicants who wish to apply for music theme should submit a separate application.

\* 以上列表只提供部份升學例子以作參考。  
The above list is not exhaustive and only shows some of the examples.

NCR

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

根據《非本地高等及專業教育（規管）條例》，這些課程屬獲豁免課程。個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

### LOCAL 本地大學 Local Universities

Some of our graduates/students are admitted to UGC-funded degree programmes every year. The list below shows the programmes that our graduates/students of recent years have articulated to\*:

The University of Hong Kong
BA (Hons) Conservation
BA (Hons) Chinese
BA (Hons) Comparative Literature
BA (Hons) English
BA (Hons) Fine Arts
BA (Hons) Global Creative Industries
BA (Hons) Hong Kong Studies
BA (Hons) Music
BA (Hons) Philosophy
BA and BEd (Hons) Language Education - English (Double Degree)
BA and BSc (Hons) Social Data Science
BA (Hons)
BJ (Hons)
BNurs (Hons)
BSocSc (Hons) Sociology
The Chinese University of Hong Kong
BA Anthropology
BA Chinese Lang & Lit
BA Contemporary China Studies
BA Cultural Management
BA Cultural Studies
BA English
BA Fine Arts
BA History
BA Music
BA Philosophy
BA Religious Studies
BSc Gender Studies
BSc Global Studies
BSc Journalism & Communication
BSc Psychology / BSc Sociology
City University of Hong Kong
BA Chinese & History
BA Creative Media
BA Culture & Heritage Management
BA Digital TV & Broadcasting
BA English for the Professions
BA English
BA Language Studies
BA Linguistics & Language Applications
BA Media & Communication
BA Translation & Interpretation
BA New Media
BBA Management
BSc Creative Media
BSocSc Applied Sociology
BSocSc Asian & International Studies
BSocSc Criminology
BSocSc Environmental Policy
BSocSc Public Policy, Management & Politics

Hong Kong Baptist University
BA (Hons) Creative & Professional Writing
BA (Hons) Creative Writing for Film TV & New Media
BA (Hons) English Language & Literature
BA (Hons) Geography
BA (Hons) History
BA (Hons) Humanities
BA (Hons) Music / BA (Hons) Visual Arts
BA (Hons) Religious Studies
BA (Hons) Translation
BA (Hons) Eng Lang & Lit and BEd (Hons) Eng Lang Teaching (Double Degree)
BSocSc (Hons) China Studies - Economics
BSocSc (Hons) Communication - Film and Media Arts
BSocSc (Hons) Communication - Public Relations & Advertising
BSocSc (Hons) Geography
BSocSc (Hons) Integrated Communication Management
BSocSc (Hons) Social Policy
Bachelor of Social Work (Hons)
The Hong Kong Polytechnic University
BA (Hons) Advertising Design / BA (Hons) Social Design
BA (Hons) Bilingual Interdisciplinary Chi Studies
BA (Hons) Communication Design
BA (Hons) Eng Studies for the Professions
BA (Hons) Language & Culture
BA (Hons) Scheme in Fashion & Textiles Scheme in Design
BBa (Hons) Marketing
BComm (Hons) Public Relations & Advertising Major (Advertising and Branding)
Broad Discipline of Computing
BSc (Hons) Nursing
The Education University of Hong Kong
BA (Hons) Creative Arts & Culture (Music)
BA (Hons) Creative Arts & Culture (Visual Arts)
BA (Hons) Early Childhood Education
BA (Hons) Human & Organizational Development
BA (Hons) Language Studies (Chinese Major)
BA (Hons) Liberal Studies
BA (Hons) Creative Arts & Culture & BEd (Hons) Visual Arts (co-terminal double degree)
BSocSc (Hons) Global & Hong Kong Studies / BSocSc (Hons) Greater China Studies
BSocSc (Hons) Psychology
BEd (Hons) (Secondary) English Language
BEd (Hons) Chinese Language
BEd (Hons) Music
Lingnan University
BA (Hons)
BA (Hons) Cultural Studies
BA (Hons) Philosophy
BA (Hons) Visual Studies

Please refer to the College website for information.

請瀏覽學院網頁以獲取更多資訊。

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