

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

“ 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 media & communication. 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."

Why choose
AAMCCS?



1

High recognition!

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

2

Track record proves! High progression rate to local degree studies!

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

2024 Overall
Progression Rate: **76%**



3

Wide range of articulation choices! Our graduates articulated to:

HKU

Arts

Comparative Literature, English, Chinese, Hong Kong Studies, American Studies, European Studies, Global Creative Industries, Philosophy, Fine Art, Music, Gender Studies, Humanities, Digital Technologies

Education

Language Education Double Degree

Journalism Social Sciences

Psychology, Sociology, Social Data Science

Science

Molecular Biology & Biotechnology

Nursing, etc.

CUHK

Arts

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

Social Science

Sociology, Global Studies, Journalism & Communication, Gender Studies

Education, etc.

HKBU

Arts

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

Social Sciences

Communication, Public Relations & Advertising, Integrated Communication Management, Social Policy, China Studies - Economic, Journalism & Digital Media, International Journalism, Public Relations & Advertising, Film & Television, Game Design & Animation

Education, etc.

CityU

Arts

Media & Communication, Creative Media, Digital Television & Broadcasting, English Studies, 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

Business Administration Management, Marketing

LU

Arts

Cultural Studies, Creative Media Industries, Visual Studies, Philosophy, etc.

PolyU

Arts

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

Science

Nursing

EdUHK

Arts

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

Social Science Education

Greater China Studies

Music Education

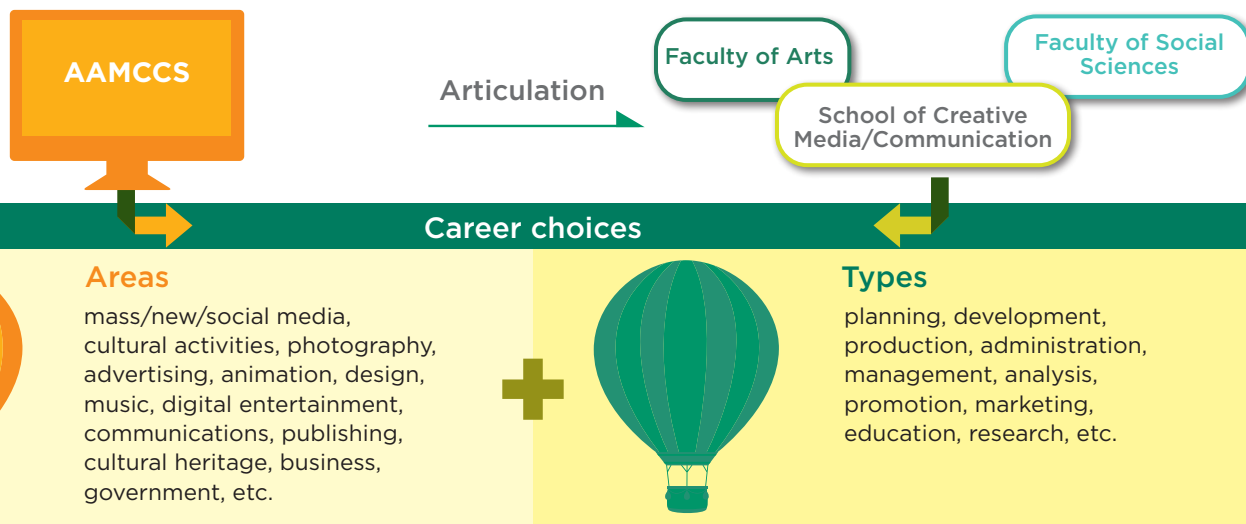
HKSYU

HKMU

HKAPA

HSUHK

AA in Media, Cultural and Creative Studies made simple



Students' Sharing

Articulation to disciplines related to cultural, media and creative studies



Sze-To Pui Lam (AAMCCS, 2022-2024)

Offers Received in 2024:

- CUHK Bachelor of Arts in **Cultural Studies** (Year 3)
- CityU Bachelor of Arts in **Media and Communication** (Year 3)
- CityU Bachelor of Arts in **Chinese and History (History and Heritage Stream)** (Year 3)
- LU Bachelor of Arts in **Cultural Studies** (Year 2)
- EdUHK Bachelor of Arts in **Creative Arts and Culture – Visual Arts Major** (Year 3)
- EdUHK Bachelor of Arts in **Heritage Education and Arts Management** (Year 3)

The curriculum at AAMCCS is interesting and broad-based. It allowed me to learn the interrelationship between space and people and the visual experience in a community. In addition, the various elective courses allowed me to learn the knowledge that I am interested in, as well as be exposed to more diverse knowledge in other fields, allowing me to broaden my horizons and explore more interests. Meanwhile, various talks held from time to time enabled me to learn more knowledge beyond textbooks, such as working experience in different creative industries. Moreover, I am also grateful to meet like-minded friends and lecturers who are willing to help students. Their support has greatly helped me achieve my goals.



Wong Chui Lam (AAMCCS, 2022-2024)

Offers Received in 2024:

- CUHK **Journalism and Communication** (Year 3)
- HKBU Bachelor of Communication in **Journalism and Digital Media / Public Relations and Advertising** (Year 1)
- CityU Bachelor of Arts in **Media and Communication** (Year 3)

在AAMCCS的兩年生活中，非常感謝HKU SPACE CC以及共同奮鬥的戰友一路陪伴和支持，讓我得到飛躍般的進步，HKU SPACE CC甚至提供不少的工作機會令我可以體驗到不同工種，開拓眼界，有助我早日規劃職業發展。



Jack Liu (AAMCCS, 2022-2024)

Offers Received in 2024:

- CUHK Bachelor of Arts in **Cultural Studies** (Year 3)
- CityU Bachelor of Arts in **Creative Media** (Year 3)

Studying at AAMCCS gave me a greater understanding of the creative industries sector and cultural issues in Hong Kong. The courses and projects provided plenty of freedom for me to express my creativity. The lecturers were not only professional in their teaching but also had extensive practical experience in the creative industries. During the study periods, there were also a lot of motivational and inspiring guest lectures given by highly experienced local creatives. Overall, thanks to the program, I found my path not only to further study at the university but also to my future career.



Hui Cheuk Ting (AAMCCS, 2022-2024)

Offers Received in 2024:

- CUHK Bachelor of Arts in **Cultural Studies** (Year 3)
- HKBU Bachelor of Communication in **Public Relations and Advertising - Public Relations Concentration** (Year 3)
- LU Bachelor of Arts in **Cultural Studies** (Year 2)
- HKSYU Bachelor of Arts in **Journalism and Mass Communication** (Year 3)

AAMCCS課程多元化，探討文化研究不同的重要議題，例如性別、空間和購物文化等。在社會規範底下，多角度了解世界。另外，AAMCCS包容每一位同學的獨特想法，令我更勇於表達自己。同時AAMCCS的師資優良，感謝老師樂於提供升學的建議，令我入讀理想的大學。



Lee Lai Nga (AAMCCS, 2022-2024)

Offers Received in 2024:

- HKBU Bachelor of Communication in **Journalism and Digital Media - Journalism Concentration** (Year 3)
- CityU Bachelor of Arts in **Digital Television and Broadcasting** (Year 3)

I would like to thank HKU SPACE CC for providing students with a variety of quality courses. During the two years, I have gained recognition from my lecturers and built-up strong friendships. In addition, I would like to thank the school for providing several student development activities, including participation in exhibitions, internships and overseas exchange tours. I believe that these two years of study will become unforgettable memories for me and will help me to strengthen my determination to study.



Shek Yee Ching, Edwina (AAMCCS, 2022-2024)

Offers Received in 2024:

- CityU Bachelor of Arts in **Digital Television and Broadcasting** (Year 3)
- CityU Bachelor of Arts in **Media and Communication** (Year 3)
- CityU Bachelor of Business Administration in **Marketing** (Year 2)
- HKBU Bachelor of Communication in **Public Relations and Advertising - Advertising and Branding Concentration** (Year 3)

AAMCCS課程涉及很多不同範疇的媒體科目，能夠滿足不同興趣的同學，例如廣告、電影以及媒體研究等。同時，課程也提供了很多實踐的機會，正如廣告課程中要求我們為一間企業訂立完整的廣告方案；媒體出版課程中要求我們進行途人訪問、設計並列印一本雜誌。這令我清楚了解行業和工作內容，提高我對它的理解及喜愛！更多的是能確立我未來的職業方向！

Programme Structure

Year 1

- Understanding Culture and Everyday Life
- The Journey of Self-Discovery
- Introduction to Media and Communications

Year 2

Choose a major + language and core curriculum

Specialism

Common across all themes

- Researching Culture and Media
- Visual Culture

Advertising and Communications

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

Creative Media and Industries

- Creativity and Creative Industries
- Introduction to Film Studies
- New Media Art

Media and Cultural Studies

- Cultural Spaces: Examining and Enabling People and Place
- Gender and Society
- Media, Identity and Consumer Culture

Generic Skills & Core Curriculum

- Advanced Chinese Language
- English for Academic Purposes I & II
- English for Arts and Humanities
- Information Technology Fundamentals
- Introduction to Academic English
- 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

Application Code **AD 109**

Programme Aims & Features

- 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

Career Prospects

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



Sharing Talk with award-winning lyricist, screenwriter and film director Norris Wong (黃綺琳)

Media and Cultural Studies

Application Code **AD 109**

Programme Aims & Features

- 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.

Career Prospects

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.



AAMCCS students' creative works in the course 'New Media Art'

Creative Media and Industries

Application Code  AD 109

Programme Aims & Features

- 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

Career Prospects

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.



'City of Stars' - Exhibition on students' visual works held in a local bookstore in March 2024

Music

Application Code  AD 110



aamccs-music@hkuspace.hku.hk

Programme Aims & Features

- 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

Career Prospects

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.

Special Entrance Requirement

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.

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



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 of Applied Education, 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.

† If one of the five HKDSE subjects is Citizenship and Social Development, the requirement will be "Attained" for the subject.

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 2025-26: HK\$62,000

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

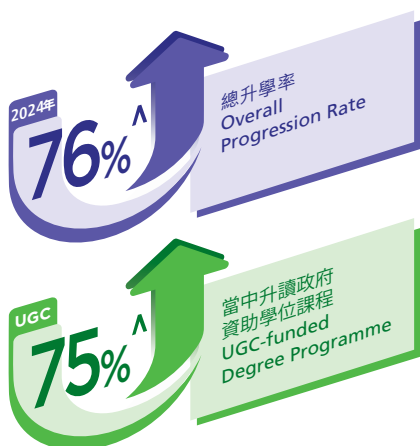
Scholarships for New Students

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.hkuspace.hku.hk/ccadm/onlineform.php>

Progression Paths



The articulation rate to UGC-funded degree programmes is based on the number of graduates and students who progressed to full-time degree studies.



NCR

- University of the Arts London
- Edinburgh Napier University
- University of Hull
- Middlesex University London*



NCR

Overseas Articulation Pathways - Credit Recognition Arrangements with Non-local Universities:

- Chinese Culture University
- Queensland University of Technology
- University of New South Wales

* Applicants who wish to apply for Music Theme should submit a separate application.

* The above list is not exhaustive and only shows some of the examples.

* Excluding Music Theme.

Please refer to the College website for information. 請瀏覽學院網頁以獲取更多資訊。

HKU SPACE is a non-profit making University company limited by guarantee.

香港大學專業進修學院乃非牟利擔保有限公司。

LOCAL 教資會資助大學 UGC-funded 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 / BA Conservation / BA Chinese
BA Comparative Literature / BA English
BA Fine Arts / BA Music
BA American Studies / BA European Studies
BA Gender Studies / Global Creative Industries
BA Humanities & Digital Technologies
BA and BEd Language Education - English (Double Degree)
BA and BSocSc Social Data Science
BA Hong Kong Studies / BA Philosophy
BJour/ BNurs
BSocSc Information Management
BSocSc / BSocSc Sociology
The Chinese University of Hong Kong
BA Anthropology / BA English / BA History
BA Chinese Language and Literature
BA Contemporary China Studies
BA Cultural Management / BA Cultural Studies
BA Fine Arts / BA Music
BSocSc / BSocSc Gender Studies
BSocSc Global Studies
BSocSc Journalism & Communication
BSocSc Psychology / BSocSc Sociology
City University of Hong Kong
BA Chinese & History
BA Creative Media / BA Digital TV & Broadcasting
BA Culture & Heritage Management
BA English / BA English for the Professions
BA Language Studies / BA Linguistics & Language Applications
BA Media & Communication / Translation & Interpretation
BBA Management/Marketing
BAS New Media / BSc Creative Media
BSocSc Applied Sociology / BSocSc Criminology
BSocSc Asian & International Studies
BSocSc Environmental Policy / Public Policy & Politics
Hong Kong Baptist University
BA (Hons) / BA (Hons) English Language & Literature /
BA (Hons) History / BA (Hons) Humanities /
BA (Hons) Translation
BA (Hons) Creative & Professional Writing /
BA (Hons) Creative Writing for Film TV & New Media
BA (Hons) Music / BA (Hons) Visual Arts
BA (Hons) Religion, Philosophy & Ethics
BA (Hons) English Language & Literature and BEd (Hons) English Language Teaching (Double Degree)
BComm (Hons) Film Major (Animation & Media Arts) /
BA (Hons) Film & Television
BComm (Hons) Public Relations & Advertising
BComm (Hons) Journalism & Digital Media
BSocSc (Hons) China Studies - Economics /
BSocSc (Hons) Geography
BSocSc (Hons) Integrated Communication Management
BSocSc (Hons) Social Policy / BSW (Hons)

The Hong Kong Polytechnic University
BA (Hons) Advertising Design / BA (Hons) Social Design /
BA (Hons) Communication Design
BA (Hons) Digital Media
BA (Hons) Bilingual Interdisciplinary Chinese Studies /
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) Game Design & Animation
BComm (Hons) Public Relations & Advertising Major (Advertising and Branding)
BEng (Hons) Product Engineering with Marketing
Broad Discipline of Computing
BSocSc Nursing
The Education University of Hong Kong
BA (Hons) Creative Arts & Culture (Music) / (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) / BA (Hons) Creative Arts & Culture & BEd (Hons) Music (co-terminal double degree)
BA (Hons) Heritage Education & Arts Management
BSocSc (Hons) Global & Hong Kong Studies / BSocSc (Hons) Greater China Studies
BSocSc (Hons) Policy Science & Management / BSocSc (Hons) Psychology
BEd (Hons) Chinese Language / BEd (Hons) (Secondary) English Language / BEd (Hons) Music
Lingnan University
BA (Hons) Creative Media Industries
BA (Hons) Cultural Studies / BA (Hons) Visual Studies
BA (Hons) Philosophy
BSocSc (Hons) Business Psychology
BSocSc (Hons) Psychology with Counselling Psychology Concentration

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。

