

## Bachelor of Science (Honours) in Multimedia Technology and Innovation 創新及多媒體科技 (榮譽) 理學士

Year  
**1**  
Entry

SSSDP JUPAS  
Catalogue No.  
JSSV11

Year  
**3**  
Entry

Self-financed  
DS125108



### PROGRAMME HIGHLIGHTS

- Explore innovative and valuable multimedia solutions based on understanding of innovative technology, market trends and digital techniques
- Focus on business applications ranging from gaming, audio-visual entertainment, interactive exhibitions to mobile and web applications
- Promote project-based learning and industry attachments to enhance practical experience

### Programme Overview

The programme focuses on emerging multimedia technologies and the creative process in a commercial and social context that is relevant to a career in the multimedia industry. It also emphasises on intellectual and creative development through the application of technology, computer systems and design to produce innovative multimedia solutions. The industry-focused approach nurtures a new generation of multimedia professionals with strong technology knowledge with awareness in the art, design, cultural, social and commercial context.

### Career Outcome

Graduates will be employed as multimedia programmers, multimedia designers, game designers, user experience designers and new media artists in the creative industry. With more experience, they can advance to managerial positions such as project managers, technical directors and creative directors.



資歷架構  
Qualifications  
Framework

This programme is recognised under the QF (Level 5)  
QR Registration No. : 14/002691/L5  
Registration Validity Period: 01/09/2014-31/08/2019

## Industry Endorsement

"THEi graduates are equipped for the industrial need, both on technical and attitude. They have new mindset to create interesting ideas in the new-media-era. Moreover they are willing to accept the challenge, able to work under pressure and are fast learners. I strongly believe that graduates would be welcomed by employers in the industry."

### Sing CHAN

Video Production Supervisor  
HK01 Company Limited

## Graduate Endorsement

"The time I spent in THEi was very enjoyable. I have learned many things like making animations, programming of Virtual Reality Games, designing interesting electronic devices, etc. This helped me a lot when I graduated from THEi and I am now pursuing my master degree in the Hong Kong Polytechnic University."

### JIANG Sidao

Graduate  
Bachelor of Science (Hons) in Multimedia Technology and Innovation



## Programme Structure

### Year 1

- General Education Core Module: Chinese 1
- General Education Core Module: The Human Spirit
- General Education Core Module: English for Academic Studies 1
- Creative Coding
- Graphics & Imaging
- Introduction to Animation
- Audio Fundamentals
- Video Production
- 3D Animation
- Computer Music
- Science & Technology in Arts

### Year 2

- General Education Core Module: Habits of Scientific Thinking
- General Education Core Module: Social Dynamics of Organizations
- Computer Programming
- Simulation & Animation
- Interactive Communications
- Computer Graphics
- Design Management
- Compositing & Motion Graphics
- Design & Technology
- Storytelling
- General Education Elective Module 1
- General Education Elective Module 2
- Work-integrated Learning

### Year 3

- Embedded Devices Computing
- Interfacing the Perceptual World
- Interactive Multimedia Programming
- Creativity and Innovation
- Digital Marketing
- Game Design
- User Experience Design
- Perceptual World Applications
- Techno Gala\*
- General Education Core Module: Chinese 2
- General Education Core Module : English for Academic Studies 2
- General Education Elective Module 3

### Year 4

- New Media Theory
- Information Visualisation
- Ubiquitous Computing
- Cyber World Applications
- Final Year Project
- Culture and Society in the Digital Age
- Ubiquitous World Applications
- Techno Gala\*
- General Education Elective Module 4
- General Education Core Module: English for Professional Purposes

## General Education Elective Modules\*

### Faculty of Design and Environment (FDE)

- Effective Branding & Consumer Behaviour
- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- Housing Policy & Management

### Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong
- Marketing Essentials
- Accounting for Non-Accountants
- Business Management in Hong Kong
- Essentials in People Management

### Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Urban Development in Hong Kong
- Green & Intelligent Building
- Nutrition & Health<sup>^</sup>
- Technological & Economic Development in a Global Context
- Food in Daily Life<sup>^</sup>
- Safety & Quality of Consumer Products
- Introduction to Astronomy
- Renewable Energy & Its Application in Buildings

## School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese in Hong Kong Popular Culture
- Beyond Hollywood: Introduction to World Cinema
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World

\* The Techno Gala is Year-4 module. Students are required to engage in the planning work during the summer of Year 3 and conduct the graduation exhibition in Semester 2 of Year 4. The programme structure in Academic Year 19/20 is subject to change, due to programme re-accreditation with the HKCAAVQ. More elective modules may be offered. Modules offered are subject to change.

Students may be required to attend additional training and industrial attachments, for which separate fees will be charged.

Completion of additional core module(s) may be required prior to commencement or during Year 3 study for Year 3 entry.

<sup>^</sup> Students are allowed to either take "Nutrition & Health" or "Food in Daily Life" but not both modules to fulfil the graduation requirements.

The Multimedia Technology and Innovation programme has been accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ); this new programme structure proposed for Academic Year 2019/20 is under revalidation subject to approval by the HKCAAVQ.