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

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 Prospects

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.

For year-3 online application:
VTC Web-based Admissions System
www.vtc.edu.hk/admission

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 To 31/08/2024

FACULTY OF DESIGN AND ENVIRONMENT 環境及設計學院

Industry Endorsement

"THEi graduate 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 fast learner. 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 working as a game designer for a company I pursued."

JIANG Sidao
2018 Graduate

PROGRAMME STRUCTURE

YEAR 1
- General Education Core Module: Chinese 1
- General Education Core Module: English for Academic Studies 1
- General Education Core Module: Creativity & Innovation in Society
- 3D Modelling
- Digital Imaging
- Introduction to Animation
- Introduction to Programming
- Media Literacy
- Media Pre-production
- Object-oriented Programming
- Types & Images

YEAR 2
- General Education Core Module: Technology, Society & Work
- General Education Core Module: Entrepreneurial Mindset
- General Education Elective Module 1
- General Education Elective Module 2
- 3D Animation
- Computer Graphics
- Interface Design
- Media Post-production
- Motion Graphics
- Multimedia Website Design & Practices
- Simulation & Animation
- Video Production
- Work-integrated Learning

YEAR 3
- General Education Core Module: Chinese 2
- General Education Core Module: English for Academic Studies 2
- General Education Elective Module 3
- Embedded Systems & Hardware Interface
- Game Design
- Game Engines & Games Development
- Maker Culture Studio
- Mixed-reality Programming
- Mobile Applications Development
- Multimedia Studio
- Research & Creative Thinking

YEAR 4
- General Education Core Module: English for Professional Purposes
- General Education Elective Module 4
- Advanced Topics in Multimedia Technology
- Data Security for Multimedia
- Digital Marketing
- Final Year Project
- Information Visualisation
- New Media & Digital Culture
- Ubiquitous Computing

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
- Land Art
- Asian Fashion Retailing Marketing
- Toy Design
- 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
- Introduction to Japanese Language & Culture
- FinTech Fundamentals
- The Art of Professional Speaking
- Holistic Massage Therapy
- Guangdong Dim Sum Culinary Skills & Culture

Faculty of Science and Technology (FST)
- Environment, Development & Sustainability
- Green & Intelligent Building
- Nutrition & Health
- Food in Daily Life
- Safety & Quality of Consumer Products
- Renewable Energy & Its Application in Buildings
- Buildings & Infrastructures Appreciation
- Health & Medical Technology Development in Guangdong-Hong Kong-Macao Greater Bay Area
- Environmental, Health & Safety Implementation of Commercial & Industrial Project
- Project Organisation Techniques
- Traditional & New Construction Technologies in Mainland China
- Food & Agriculture
- Introduction to Concepts of New Engineering Contracts
- Basics of Building Information Modelling
- Introduction to Aircraft Technology
- Principles of Project Finance

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 Linguistics in Hong Kong Popular Culture
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World
- Introduction to French Language & Culture
- Chinese as a Foreign Language & Culture
- Introduction to Interpreting Skills (Cantonese-English)
- Biographies in World History & Biographical Writing in Chinese
- Understanding Citizenship in the Modern World
- Music Technology, Creativity & Production
- Understanding Hong Kong History & Culture through Heritage

* More elective modules may be offered. Modules offered are subject to change.