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The BA in Art and Design programme is a member of the European League of Institutes of the Arts (ELIA) (https://www.elia-artschools.org/)

Bachelor of Arts (Honours) in ART AND DESIGN (BA-AD)
藝術設計（榮譽）文學士

AR Public Art Project at The Hang Seng University of Hong Kong, 2019

QF level: 5
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藝術設計（榮譽）文學士
BA (HONS) IN ART AND DESIGN
香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG

Why choosing Art and Design at HSUHK
為何選讀恒生大學藝術設計課程

Hong Kong strives to transform into a creative and innovative hub of culture and economy, the city is also developing as an important global centre of art and design with the building of the West Kowloon Cultural District and support for design activities and staging of international art trade and fairs such as Art Basel.

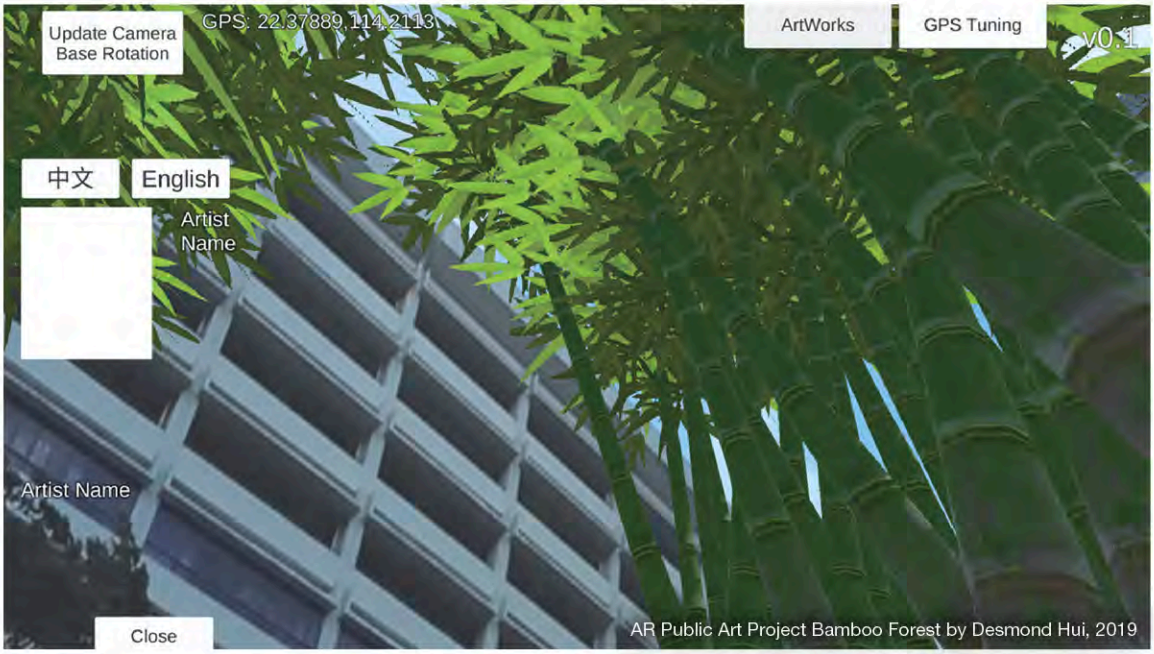
The BA in Art and Design at HSUHK will meet this increasing demand for creative talents and professionals with “a problem-solving capability and a new way of thinking that promotes value adding and advocates inter-disciplinary collaboration” to make Hong Kong a more attractive place to work and live.

This unique programme is an integrative creative study of art and design that positions itself with emphases on application and technology: with application in social and business environment as well as state-of-the-art technology as both tools and ends of art and design.

香港正銳意轉化成一個具創意及創新的文化及經濟樞紐，與此同時亦以興建西九文化區和大力支持國際級的設計，藝術品交易及如巴塞爾藝術展的展覽會，發展成為全球重要的藝術設計中心。

恒生大學藝術設計文學士課程正好提供人才培訓以解決這個不斷增長的創意人才需求，培養具解難能力和推進增值，倡導跨學科合作的新思維，讓香港成為一個更具吸引力的居住及工作的地方。

這個獨特的課程是一個綜合性的藝術設計創意課程，著重新科技及在社會和商業上的應用，並使之成為藝術設計的手段與創作的目的。



AR Public Art Project Bamboo Forest by Desmond Hui, 2019

Bachelor of Arts (Honours) in Art and Design
藝術設計 (榮譽) 文學士

The BA in Art and Design Programme will integrate various disciplines for educating students in art and design as core producers of creative products and services - with fundamental courses in business, management, humanities and social science - and to train graduates in the "business of art and design" with sensibilities in social and business applications as well as technology. The programme will encompass four pillars of education components - creativity (studio teaching), history and theory, technology and business professional practice - and is uniquely designed to be different from other art and/or design programmes by integrating art and design with management and state-of-the-art technology.

藝術設計文學士課程將整合各種學科，教育藝術設計學生作為創意產品和服務的核心生產者 — 以商業、管理、人文和社會科學為基礎課程 — 對學生進行「藝術設計的商業」培訓，並提升其在社會和商業應用以及技術方面的敏銳度。該課程將涵蓋四個支柱的教育要素 — 創造力（工作室教學)、歷史理論、技術和商業專業實踐 — 並通過獨特的設計將藝術設計與管理和最先進的技術相結合，使其不同於其他藝術和/或設計課程。

Duration and Credit Requirement
修讀年期及學分要求

Mode of Study 學制	Full Time 全日制
Normal Duration of Programme 一般修讀年期	4 years 4 年
Credit Required for Graduation 畢業學分	33 Modules of 120 Credits 33 個單元，共 120 個學分

VR Interpretation of a Chinese Painting by Zhang Xiao-yao, 2019

Programme Structure
課程架構

There are 4 major study areas in the BA-AD Programme. Students are required to take a total of 33 modules, including 14 modules from the Art and Design (AD) Specialty, 15 modules from the Common Core Curriculum, 2 modules from Business Education and 2 free elective modules.

本課程設有四大學習範疇，學生須於四大範疇中修讀33個單元，包括14個藝術設計專修單元、15個共同核心課程單元、2個商學教育單元及2個自由選修單元。

Study Area 學習範疇	No. of Core Modules (Credits)	No. of Elective Modules (Credits)	Total No. of Modules (Credits)	Percentage (%)
1. AD Specialty 藝術設計專修	12(60)	2(6)	14(66)	**55**
2. Common Core Curriculum 共同核心課程				
• **General Education** 通識教育	1(3)	6(18)	7(21)	**17.5**
• **Chinese** 中文	3(9)	-	3(9)	**7.5**
• **English** 英文	3(6)	-	3(6)	**5**
• **Quantitative Methods & IT Skill** 計量方法及資訊科技	2(6)	-	2(6)	**5**
3. Business Education 商學教育	2(6)	-	2(6)	**5**
4. Free Electives 自由選修	-	2(6)	2(6)	**5**
Total 總數			**33(120)**	**100**

Year 1	Year 2	Year 3	Year 4
AD 1001 Studio I: Fundamental Concepts and Skills	**AD 2001** Studio II: Objects, Products and Machines	**AD 3001** Studio III: Interior, Architecture and Urban Design	**AD 4001** Studio IV: Thesis
AD 1002 History and Theory I: Pre-classical to 1850	**AD 2002** History and Theory II: 1850 to Present	**AD 3900** Internship	**AD 4002** Issue in Contemporary Art and Design
AD 1003 Technology I: Pre-digital	**AD 2003** Technology II: Digital	**ENG 3040** English for Art and Design	**AD 4004** Art and Design Organization and Governance
Major Elective x 1	**CHN 2001** Applied Putonghua	Major Elective x 1	GE Elective x 2
GEN 1000 Perspectives on General Education	**ENG 2001** English for Academic Purposes	GE Elective x 2	Free Elective x 1
CHN 1000 Freshman Chinese	**COM 1000** Contemporary Information Technologies	**AD 3002** Art and Design Branding	
CHN 1002 Chinese Literature Appreciation	**AMS 2340** Introduction to Social Statistics		
ENG 1001 University English (I)	GE Elective x 2		
ENG 1002 University English (II)	**AD 2004** Art and Design Fairs and Markets		
Free Elective x 1			

- AD Specialty 藝術設計專修
- Common Core Curriculum 共同核心課程
- Business Education 商學教育
- Free Electives 自由選修

Major Elective Modules
選修單元

- AD1101 Analytical Drawing and Presentation
- AD2101 Art and Design in Film and Media
- AD3101 Art and Design in Publishing
- CCI1101 Art of Innovation
- CCI3102 Emerging Art Forms and Practices
- COM3305 Creative Programming

Programme Intended Learning Outcomes
課程學習目標

Upon completion of the Programme, students should be able to:
完成藝術設計（榮譽）文學士課程後，學生應能：

• Address professional and personal challenges through the application of multi-disciplinary knowledge acquired;	• 獲取跨學科的知識，面對專業和個人的挑戰；
• Communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;	• 在學習及商業領域中善用溝通技巧，以助建立良好的人際關係及與他人合作；
• Evaluate own contributions and responsibilities in becoming responsible citizens in a multi-cultural environment;	• 衡量個人的貢獻和責任，在多元文化的社會中成為負責任的公民；
• Apply knowledge and theories to solve problem in art and design;	• 能以知識及理論解決有關藝術設計的問題；
• Apply theories, concepts and research methodologies in humanities and social sciences to examine various contemporary issues related to different fields of art and design;	• 運用人文學科與社會科學的理論、概念及研究方法，考察當代各項藝術設計議題的發展；
• Produce art and design activities, events and businesses to serve the community; and	• 設計／製作有關藝術設計的活動、項目及商務，以服務社會；
• Incorporate art, design and business management and technological considerations into art and design activities, events and businesses.	• 構思將藝術、設計和商業管理及技術考量的知識，應用於藝術設計項目、活動及相關商業範疇。

AR Public Art Project Bamboo Forest by Desmond Hui, 2019

Programme Features
課程特色

Integrative, Multi-disciplinary and Cognate Curriculum
綜合性的跨學科課程設計

The programme is unique in the sense that it aims to address the cognate issues of the art and design industry sector as a whole rather than with specific industries or individual disciplines, thus enabling students to apply their knowledge in whatever industries they may engage with later on in their career.

課程以整個文化及創意產業作為一個綜合性學科，教授一套可應用於各個藝術設計界別的專業知識和理論，而非強調個別業界的技能，培養學生多方面的潛能，以配合業界發展趨勢。

Variety of Approach and Comprehensive Training
多方位綜合培訓

Students will have exposure to different subjects, methodologies and approaches to learning. They will receive training with a business foundation for language proficiency and communication competence, and acquire comprehensive knowledge in the development and operation of art and design industries from inter-disciplinary perspectives.

學生將可涉獵不同學科的理論及治學方法，同時接受商業基礎知識、語言能力和溝通技巧培訓；更可從跨學科視野，增進對藝術設計發展及運作的知識。

Field Experience and Interaction
著重課程實踐

The programme attaches great importance to field experience. Students will have opportunities to engage in the art and design sector through exchange, placement and internship programmes.

學生有機會通過交流活動及實習計劃等，把從課程所學到的知識和理論學以致用。

Industry and Institution Collaboration
業界合作

The programme will build up collaborative partnership with companies, associations and institutions in art and design industry to promote student learning, research and practice opportunities.

與藝術設計相關的機構建立緊密夥伴關係，藉此促進學生學習、研究和實習的機會。

2020年12月藝術設計系學期末展覽及時裝表演 Art and Design End of Term Exhibition and Catwalk Show, December 2020

ENQUIRIES ON APPLICATION AND ADMISSION
入學申請查詢

This programme has been selected under the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP) starting from 2021/22 academic year. The Jupas catalogue number is JSSH06.

Applicants can submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System.
For further enquiries, please contact the Registry.
申請者可透過香港恒生大學網上入學申請系統申請。如有進一步查詢，請聯絡本校教務處。

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Admission Email 入學查詢	: ugadmission@hsu.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.
本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.
香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of September 2021.
有關資料更新至2021年9月。