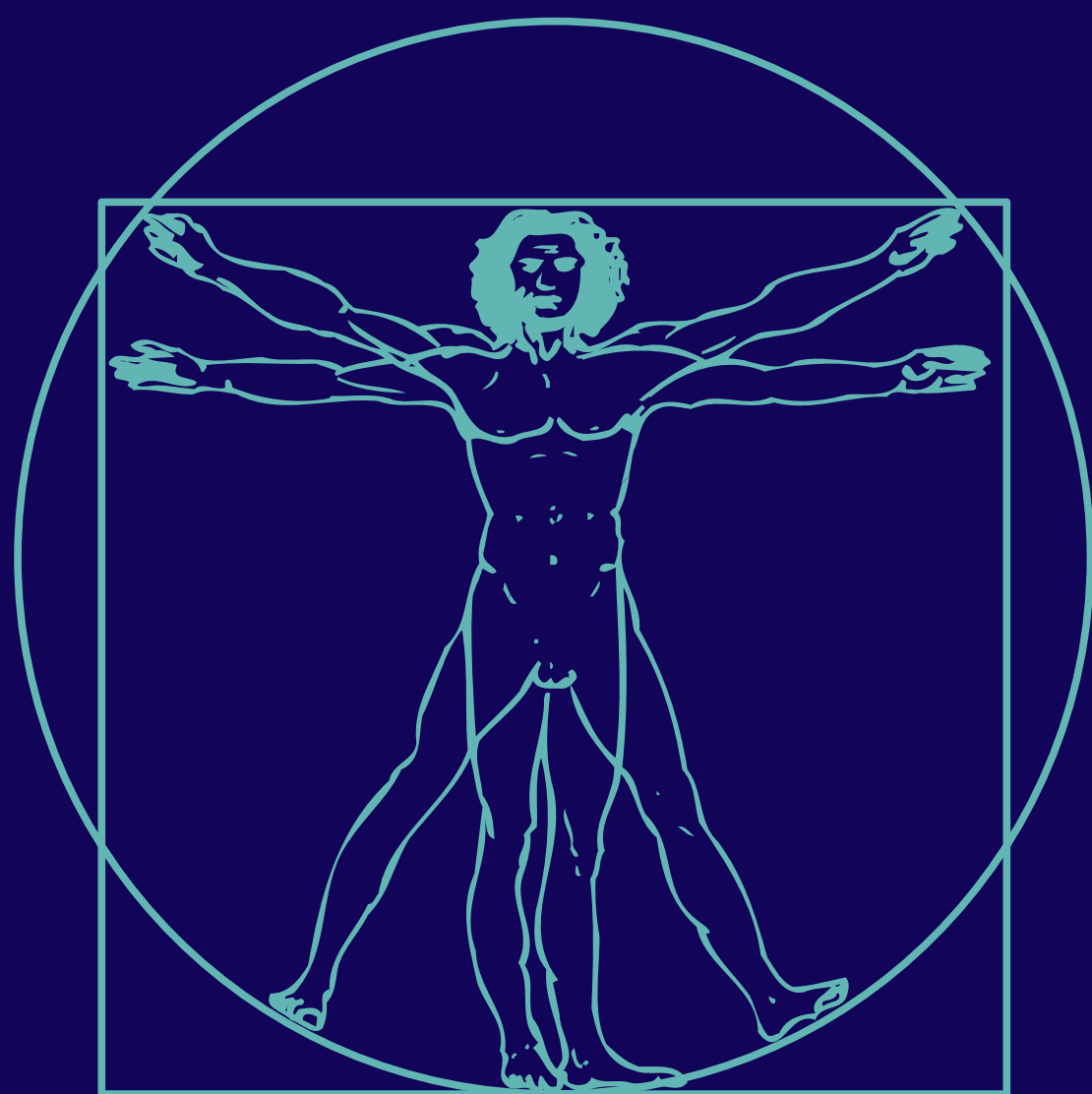香港浸會大學
HONG KONG BAPTIST UNIVERSITY

JS2920
*Bachelor of Arts and Science (Hons) in Arts and Technology
藝術及科技文理學士 (榮譽)

Transdisciplinary Programme in Arts and Technology

*Subject to the University's approval

Description

The arts and culture sector and creative industries have seen rapid development in Hong Kong and the Mainland. There is a need for art specialists who can fill the present and future positions and push for the future forms of arts and culture and creative industries.

This transdisciplinary programme will educate students who are well-versed not only in arts and culture but also in technology.

The programme will be open to students from all academic backgrounds. It targets tech-savvy students who wish to pursue a career in applying technologies in the creative industries and arts and culture sector.
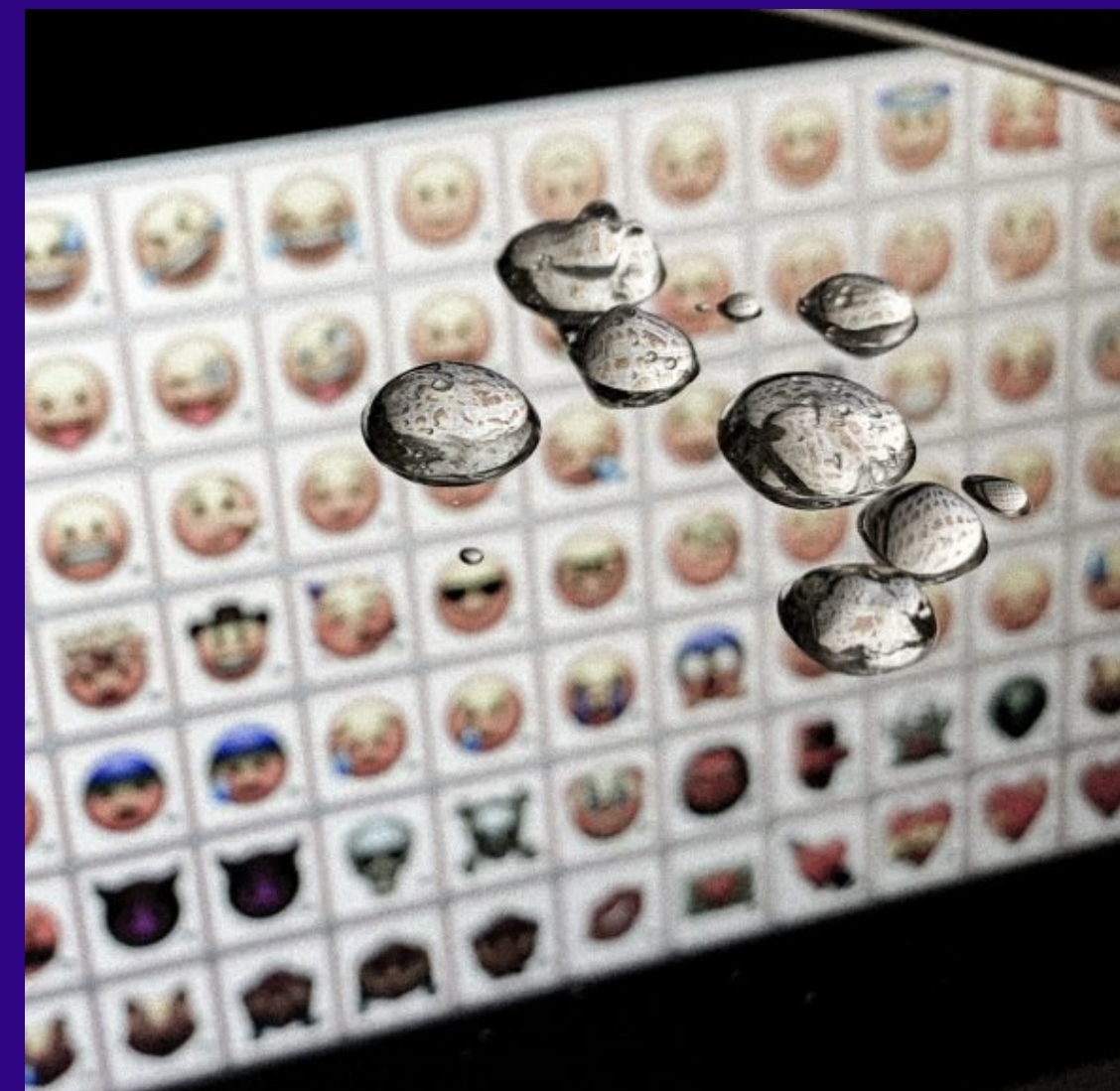
Career Opportunities

Graduates will be art specialists ready for the emerging forms of arts and culture and creative industries in the coming decades. They also possess the ability to bring content (creation and delivery) and technology together in an integrated manner.

Graduates will be sought after by producers of film, music and games, as well as performing art groups. They can develop immersive virtual environments for the promotion of interaction between physical and virtual experiences for various creative works.

Museums may also use their expertise in immersive art to create brand new viewer experience by complementing the physical visit with a virtual visit. Museums, art traders and art groups will also hire those graduates who are experts in using technologies for digitisation and authentication of arts.

Curriculum Framework

Students may take courses on topics such as *creative production in extended reality, creative robotics, immersive media art, generation of art using AI, intelligent music production, film and game music, digital audio production and design, sound and music technologies, games arts and design,* and *artifact authentication.*

The curriculum will be flexible with options for students to suit multiple and evolving career options. The key learning activities, particularly in the last two years, are collaboration on projects from the industries, experiential learning and constant problem-solving. Students will work with renowned professors and experts in and outside Hong Kong. They will also undergo multiple learning experiences in the Mainland particularly the Greater Bay Area and overseas. By the time of graduation, students will have a strong portfolio documenting their achievements.

Assessment will focus on creation and skills such as teamwork. There will be portfolio and project-based assessment based on constant problem solving.

Facilities

Students will study in the existing facilities of HKBU such as the Augmented Reality Lab and Creative Robotics Lab, as well as the state-of-the-art facilities of the Jockey Club Campus of Creativity to be opened in 2023/24.

Admission

The programme will follow the general admission requirements. Candidates will be required to submit a portfolio and attend an interview. The intake quota will be 35-45.