



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
SELF-FINANCING
DS125108

YEAR **3** ENTRY
SELF-FINANCING
(FULL-TIME)
DS125108
(PART-TIME)
DS525108

PROGRAMME HIGHLIGHTS

- Focus on 3 main areas:
 - 1) 2D / 3D Game Design and Development;
 - 2) 2D / 3D Animation and Video (VFX) Production
 - 3) Interactive Design (e.g. UI / UX – user interface & user experience; WEB – website; APP - mobile application; AR - argument reality; VR - virtual reality; MR - mixed reality)
- Equips students with an understanding of the latest technological innovations, market trends and digital techniques, and empowers them to explore valuable new multimedia solutions;
- Enhances students' practical experience with project-based learning, exposure to multimedia industry connections and valuable Internship opportunity (Work-integrated Learning).

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 can embark on careers as multimedia programmers, front end developer, multimedia designers, game designers, animators, website designer, mobile app developer, user-interface (UI) designers, user-experience (UX) designers and new media artists in the creative and digital entertainment industries. After amassing further experience, they can advance to managerial positions such as project managers, technical directors and creative directors.



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 fast learner. I strongly believe that graduates would be welcomed by employers in the industry."

Sing CHAN

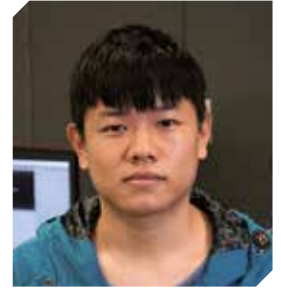
Producer
Television Broadcasts Limited (TVB)

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



YEAR	MODULE TITLE	CORE / ELECTIVE
1	English for Academic Studies 1	GE Core
	Chinese 1	
	Creativity & Innovation in Society	Programme Core
	Digital Imaging & Types	
	Media Literacy	
	Introduction to Animation	
	Introduction to Programming	
	Video Pre-Production & Production	
	Game Design	
2	Object-oriented Programming	GE Core
	A.I. and Blockchain in Society & Work	GE Elective
	Entrepreneurial Mindset	
	GE Elective 1	
	GE Elective 2	
	Motion Graphics	Programme Core
	3D Modelling & 3D Animation	
	Computer Graphics	
	Advanced Technology in 3D Animation	
	Multimedia Website Design & Practices	
Interface Design	Programme Elective	
Programme Elective 1		
3	Chinese 2	GE Core
	English for Academic Studies 2	GE Elective
	GE Elective 3	
	Extended Reality (XR) & Software Application	Programme Core
	Media Post-production	
	Artificial Intelligence (AI) & Multimedia	
	Game Engines and Games Development	
	Mobile Applications Development	
	Embedded Systems for Multimedia Application	
	Research & Creative Thinking	Programme Elective
Programme Elective 2		
<i>(Year 3 Summer) Work-integrated Learning</i>		Programme Core
4	English for Professional Purposes	GE Core
	GE Elective 4	GE Elective
	New Media & Digital Culture	
	Internet of Things & Data Security	Programme Core
	Digital Marketing	
	Information Visualisation	
	Advanced Topics in Multimedia Technology	
	Final Year Project	

PROGRAMME ELECTIVE MODULE

Programme Elective 1 : 1) 2D Game Development; 2) 2D Animation & Video Studio; 3) UI/UX Design Project.

Programme Elective 2 : 1) 3D Game Development; 2) 3D Animation & Video Studio; 3) Interactive Design Project.

Programme Details



Enquiry via WhatsApp

