

PolyU SPEED

School of Professional Education and Executive Development 专业进修学院 2026/27



For Sub-degree Graduates
and Working Adults
适合副学位毕业生及在职人士

Degree Awarded by PolyU 学位由理大颁授

Bachelor of Arts (Honours) in Media and Communication Design 媒体及传意设计(荣誉)文学士

Full-time and Part-time modes 全日制及兼读制模式

Programme Webpage
课程网页



Programme Features

课程特色

- Offers interdisciplinary studies through design practice and visual experimentation
藉著设计实践及视觉实验，提供跨学科学习
- Focuses on training in critical thinking and analytical skills
著重训练批判性思考和分析技巧
- Integrates the aspect of "Business of Design" in the curriculum
在课程中融入「设计营商」元素
- Develops professionalism through project-based learning experiences
利用专题研习的学习经历，培养专业精神
- Adopts an outcome-based curriculum with focus on professional competence
课程设计以成果为本，著重学生专业能力



Graduate Success Story 毕业生成功故事



Lindsay Yang
杨林昕
2021 Graduate
2021 年毕业生

Admitted to MA Data Visualisation at
London College of Communication,
University of the Arts London
于伦敦艺术大学伦敦传播学院修读
数据可视化硕士课程

“ PolyU SPEED offers students many opportunities to participate in both on-campus and off-campus competitions, allowing them to gain valuable professional knowledge related to their courses.

PolyU SPEED 为同学们提供不少参与校内及校外比赛的机会，让同学们可以学习到许多与课程相关的专业知识。”

Career Prospects after Graduation 毕业后的就业前景

Graduates are able to pursue a wide range of careers, including Brand Designer, Graphic Designer, Media Production Designer, Motion Graphic Designer, New Media Designer and Web Designer.

毕业生就业机会包括品牌设计师、平面设计师、媒体制作设计师、动态图像设计师、新媒体设计师及网页设计师等职位。

Apply Now
立即报名



Scholarships and Studentships 奖学金和嘉许奖

All students of PolyU SPEED's articulation honours degree programmes admitted in 2026/27 may get "Outstanding Academic Performance Category" scholarships of up to a total of HK\$110,000*.

PolyU SPEED 荣誉学士学位衔接课程学生 (2026/27 学年) 有机会获颁杰出学业表现类别奖学金合共最高 HK\$110,000*。



Scholarship Details
奖学金详情

Degrees Awarded by PolyU Scholarships up to
學位由理大頒授 獎學金最高

HK\$ 110,000

擲骰擲得好，不如「擇」得好！
Choosing well is better than rolling the dice well!

*The scholarship amount is subject to change.
* 獎學金額度或會調整。

Curriculum Structure 课程结构

Programme Requirements 课程要求	Minimum Requirement 最低要求
General University Requirements (GUR) 大学核心课程	9-18 credits 学分 ¹
Major Requirements 主修课程	51-57 credits 学分

1. It excludes the Language and Communication Requirements (LCR) of up to 9 credits, which are normally not required. Only those students not meeting the equivalent standard of the Undergraduate Degree LCR (based on their previous studies in Associate Degree/Higher Diploma programmes and their academic performance) will be required to take degree LCR subjects on top of the normal curriculum requirement.

这并不包括学生一般不需要修读之语文及沟通课程（最多 9 学分）。如学生未达到学士学位的语文及沟通课程水平（根据学生在副学士 / 高级文凭课程所修读的相关科目及学业成绩决定），需额外修读语文及沟通课程。

Major Requirements 主修课程

Examples of Subjects 科目例子

- Business Communication in Chinese
- Creative Entrepreneurship
- Design Research and Analysis
- Digital Media Production
- Experimental Art
- Visual Information Narrative

For more information, please contact:
想了解更多，请联络：

Programme Leader 课程统筹

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Assistant Programme Leader 助理课程统筹

Mr CHEUNG, Cheung Chris
张士宗先生
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Enquiries 查询

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The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.
学院有权更新此课程单张内容及更改或撤销此单张所述课程或科目。

Entrance Requirements 入学资格

Holder of a recognised Associate Degree, Higher Diploma or an equivalent qualification in related disciplines.
持有相关学科的认可副学士学位、高级文凭或同等学历。

Notes 备注：

- The main medium of instruction of the study programme concerned should be English. An applicant who has completed the programme with other languages as the main medium of instruction should attain the following English Language requirement: IELTS 6.0 or TOEFL 550 (paper based)/80 (Internet based).
有关课程的主要教学语言应该是英语。以其他语言作为主要教学语言的课程的申请人应达到以下英语语言要求：雅思 6.0 或托福 550 (paper-based) ; 80 (Internet-based)。
- An applicant who does not possess the above-mentioned qualification but has reached the age of 25 before 1 September, in the year in which he/she seeks admission, may apply as a mature applicant. He/she must demonstrate sufficient motivation, knowledge and potential to indicate a high probability of being able to complete the programme successfully. In addition, he/she may be required to take appropriate foundation subject(s).
不具备上述资格，但在申请入学年度的 9 月 1 日之前年满 25 岁的人士亦可提出申请。他 / 她必须展现足够的动机、知识和潜力，以显示出有很大机会能够成功修毕该课程。此外，他 / 她可能需要修读适当的基础课程。

Programme Duration and Study Mode 修读年期及模式

Full-time 全日制 2 years 年
Part-time 兼读制 4 years 年
(Possible completion in 3 years 有可能在 3 年内完成)

Medium of Instruction 教学语言

English (except for subjects with Chinese requirements)
英文 (具中文要求的科目除外)

Tuition Fee 学费

Full-time Programme 全日制课程

Local Students 本地学生
HK\$194,700 - HK\$253,100

Non-local Students 非本地学生
HK\$252,900 - HK\$328,770

Part-time Programme 兼读制课程

Local Students 本地学生
HK\$194,700 - HK\$253,110



Tuition Fee Details
学费详情