

# 傳理學院 互動媒體系 SCHOOL OF DEPARTMENT OF COMMUNICATION INTERACTIVE 2027 ENTRY MEDIA 傳播系 COMMUNICATION 新聞系 STUDIES JOURNALISM 唯真為善 HKB 香港浸會大學 TRUTH IS VIRTUE

## Bachelor of Communication (Hons) (Journalism and Digital Media / Public Relations and Advertising)

傳理學學士(榮譽) (新聞與數碼媒體/公關及廣告)  
**JS2310**

Broad-based admission 聯合收生制

## Bachelor of Communication (Hons) in Game Design and Animation Major

傳理學學士(榮譽) – 遊戲設計與動畫主修  
**JS2370**

Programme-based admission 獨立收生制

Founded in 1968, the **School of Communication at HKBU** is one of the top communication schools in Asia with a full range of programmes at undergraduate and postgraduate levels. The School consists of the Department of Communication Studies, the Department of Interactive Media, and the Department of Journalism.

The **Bachelor of Communication (Hons)** programme offers a diverse array of avenues for students to explore the exciting field of communication in the AI and digital age, preparing them for careers in the media and creative industries, as well as for postgraduate studies.

香港浸會大學傳理學院創立於1968年，是亞洲頂尖傳播學院之一，提供全面的本科、碩士和博士學位課程。學院下設傳播系、互動媒體系和新聞系。

**傳理學學士(榮譽)學位課程**提供多種探索人工智能和數碼時代之下傳播領域精萃的途徑，為學生畢業後投身媒體及創意產業，以及深造研究做好準備。

傳理學學士（榮譽）（新聞與數碼媒體／公關及廣告）

# BACHELOR OF COMMUNICATION (HONS) (JOURNALISM AND DIGITAL MEDIA / PUBLIC RELATIONS AND ADVERTISING) [JS2310]

The programme offers two Majors: **Journalism & Digital Media (JOUR)** and **Public Relations & Advertising (PRA)**. Students opt for their Majors in the late first semester of the first academic year.

## How to enter the preferred Major?

Scan the QR code for details.  
\* For the 2025 intake, 95.2% of students were admitted to their preferred Majors.



## Entrance Requirements 入學要求

### JUPAS Applicants 聯招生

| Subject<br>學科                      |         | Minimum Level<br>最低級別 |
|------------------------------------|---------|-----------------------|
| Chinese Language                   | 中國語文    | 3                     |
| English Language                   | 英國語文    | 3                     |
| Mathematics                        | 數學      | 2                     |
| Citizenship and Social Development | 公民與社會發展 | Attained 達標           |
| 1st Elective                       | 第一選修科   | 3                     |
| 2nd Elective                       | 第二選修科   | 3                     |

| Subject Weights                                  | 科目比重   |
|--------------------------------------------------|--------|
| Category A                                       | 甲類     |
| Chinese Language                                 | 中國語文   |
| English Language                                 | 英國語文   |
|                                                  | x 1.25 |
| Other subjects                                   | 其他科目   |
|                                                  | x 1.0  |
| Category B & C                                   | 乙類及丙類  |
| *Please visit the programme website for details. |        |

- The programme considers the best 5 HKDSE subjects, including Chinese Language and English Language in admission score calculation. 以最佳五科成績(包括中國語文和英國語文)作入學計分方法。
- High choice banding in JUPAS application is preferred. 將本課程置於較前的選擇組別，可獲優先考慮。



## Internships 實習機會



**JOUR Major**  
Offered by  
Department of Journalism  
新聞系  
<https://jour.hkbu.edu.hk/>

**PRA Major**  
Offered by  
Department of Communication Studies  
傳播系  
<https://coms.hkbu.edu.hk/>

# BACHELOR OF COMMUNICATION (HONS) IN GAME DESIGN AND ANIMATION MAJOR [JS2370]

The **Game Design and Animation (GDA)** Major provides a holistic education that blends media arts theory and practice, with a focus on game design and digital animation. The programme prepares students for a wide range of career opportunities in digital entertainment, arts, and culture, and provides the foundational knowledge for advanced study. Core courses include life drawing, animation principles, visual storytelling, programming, mathematical concepts of computer graphics, generative AI, and the social, cultural, and historical studies of the medium. In their senior years, students can specialize in either the Advanced Game Design or Advanced Animation stream, which culminates in an in-depth honors project in their final year.



## Entrance Requirements 入學要求

### JUPAS Applicants 聯招生

| Subject<br>學科                      |         | Minimum Level<br>最低級別 |
|------------------------------------|---------|-----------------------|
| Chinese Language                   | 中國語文    | 3                     |
| English Language                   | 英國語文    | 3                     |
| Mathematics                        | 數學      | 2                     |
| Citizenship and Social Development | 公民與社會發展 | Attained 達標           |
| 1st Elective                       | 第一選修科   | 3                     |
| 2nd Elective                       | 第二選修科   | 3                     |

| Subject Weights                                  | 科目比重   |
|--------------------------------------------------|--------|
| Category A                                       | 甲類     |
| English Language                                 | 英國語文   |
|                                                  | x 1.25 |
| Mathematics                                      | 數學     |
|                                                  | x 1.1  |
| Visual Arts                                      | 視藝     |
|                                                  | x 1.15 |
| Other subjects                                   | 其他科目   |
|                                                  | x 1.0  |
| Category B & C                                   | 乙類及丙類  |
| *Please visit the programme website for details. |        |

## Portfolio and Interview

Potential candidates will be invited for interviews. Each candidate is required to present a letter of intent and a digital portfolio. The letter of intent should state clearly, under 200 words, the candidate's reason to apply for the programme and his/her career goals for the future. The digital portfolio should demonstrate the candidate's creativity, visual and design literacy, and potentials in game design and/or animation.



Student Work:  
2D Animation - To Renée

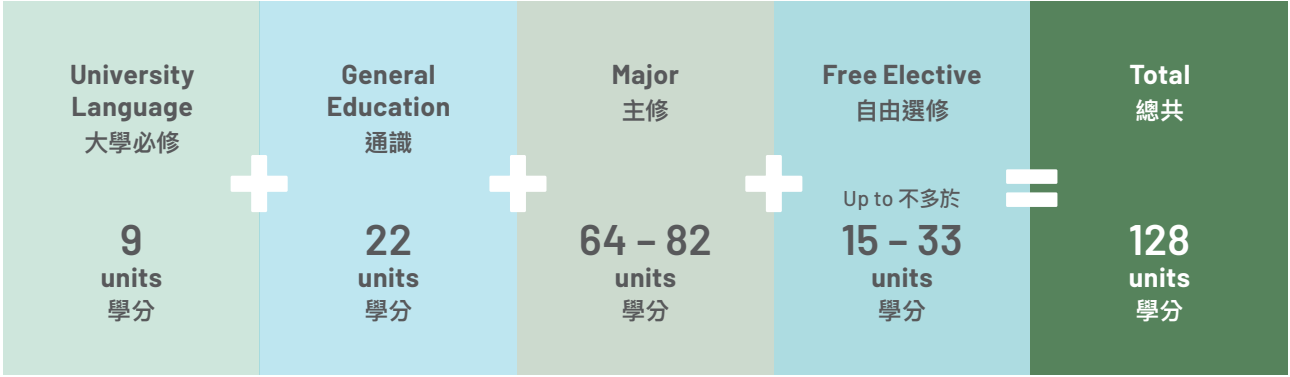


Student Work:  
VR Game - I'll Get to School No Matter What!

**GDA Major**  
Offered by  
Department of Interactive Media  
互動媒體系  
<https://imd.hkbu.edu.hk/>



# COURSE STRUCTURE



## Scholarship Opportunities

The School of Communication offers more than 20 scholarships, including admission scholarships, to students who excel in academic achievement.



### Find Out More

- |                                                 |                                                                               |
|-------------------------------------------------|-------------------------------------------------------------------------------|
| Application Procedures & Admission Requirements | <a href="https://admissions.hkbu.edu.hk/">https://admissions.hkbu.edu.hk/</a> |
| HKBU Scholarships & Financial Aids              | <a href="https://sa.hkbu.edu.hk/sfa/">https://sa.hkbu.edu.hk/sfa/</a>         |
| Student Support & Accommodation                 | <a href="https://sa.hkbu.edu.hk/">https://sa.hkbu.edu.hk/</a>                 |

## Double Degree Programme with Overseas University 與海外大學合辦雙學位課程



The School of Communication offers a double degree undergraduate programme with the University of Queensland in Australia (UQ). This full-time programme takes four years to complete. Selected students will study at both HKBU and UQ, graduating with double degree qualifications.

傳理學院與澳洲昆士蘭大學合作開辦雙學位本科課程，為四年全日制課程。獲選的學生將分別於香港浸會大學及昆士蘭大學上課，畢業時取得雙學位資格。



\* Open for applications from students majoring in Journalism and Digital Media/Public Relations and Advertising.  
供主修新聞與數碼媒體/公關及廣告的學生報名申請

### Clarice Wu Journalism Graduate

"I participated in the double degree programme with the University of Queensland, and the experience of studying abroad was truly rewarding. This programme allowed me to surpass my limits and realize my potential as a journalism student. The comprehensive set of skills I acquired during the programme has equipped me to excel as a journalist. Studying journalism overseas exposed me to diverse styles of journalistic writing, broadening my horizons."



The School has more than 45 student exchange partners from all over the world. Students going on exchange and study tours can receive financial support.

- AUSTRALIA
- AUSTRIA
- BELGIUM
- CAMBODIA
- CANADA
- CROATIA
- CZECH REPUBLIC
- DUBAI
- DENMARK
- ESTONIA
- FINLAND
- FRANCE
- GERMANY
- GREENLAND
- HUNGARY
- INDIA
- ISRAEL



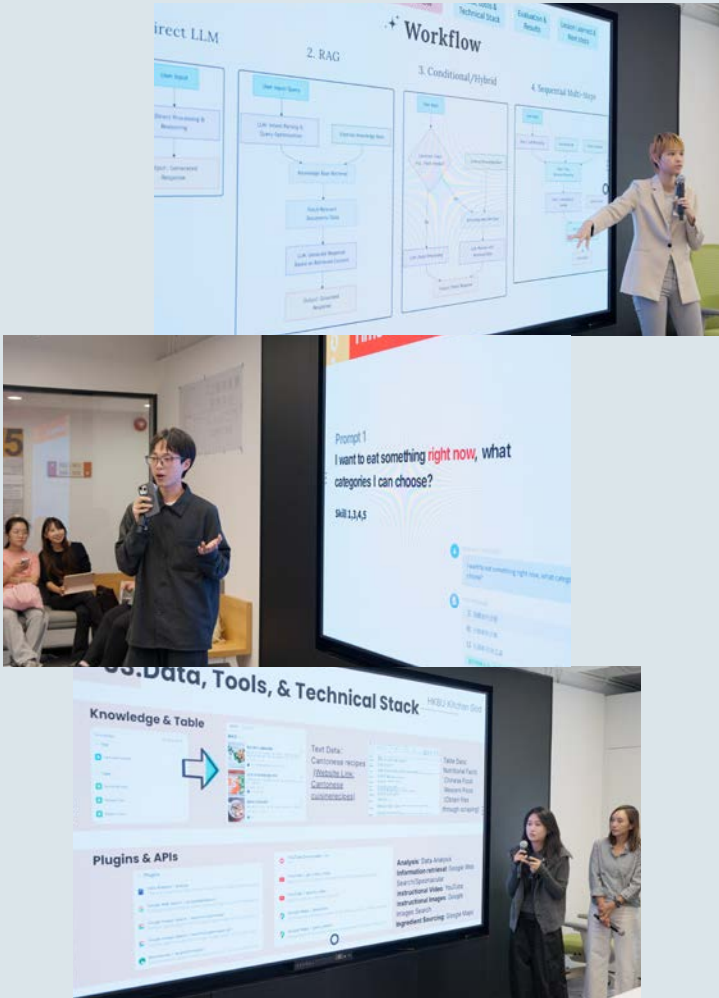
# OVERSEAS LEARNING OPPORTUNITIES



# PIONEERING AI AGENT DEVELOPMENT IN PUBLIC RELATIONS & ADVERTISING EDUCATION

At the School of Communication, the Department of Communication Studies pioneers a new era of public relations and advertising education by providing Hong Kong’s first communication undergraduate course in AI Agent Development & Testing, placing students at the forefront of digital innovation. Through this groundbreaking curriculum, students transition from using digital tools to building the communication infrastructure of the future.

From designing conversational workflows and integrating live data sources to evaluating agent performance, students gain invaluable hands-on experience. Evolving from passive technology users into human-centric AI architects, students acquire the strategic foresight and technical fluency required to meet the demands of today’s forward-thinking global industries.



# BUILD AI AGENTS MASTER AI FUNDAMENTALS COLLABORATE & INNOVATE

“港漂安居小助手”  
——“小漂”

This AI rental assistant tailored for **mainland students and people working in Hong Kong** with four core functions.

哈囉！我是小漂，你的港漂租房外挂！找房、砍价、读租约、避雷，一条龙帮你搞掂

香港中文大學  
The Chinese University of Hong Kong

職業發展中心  
Career Centre

**JOBU AI-AGENT**  
HKBU CAREER PATH AI MENTOR

“Light up your future,  
Start from JOBUI!”

**Our Offer**  
AI-Powered Dining Communication Agent

- Comprehensive restaurant information (menu, payment method, dietary options)
- Maps routes (How to get there)
- Calories estimation
- Previous ratings and comments
- Smart & personalised recommendations (price range, dietary options, preferred environment)

Explore Student-Built AI Projects



Watch: Why We Pioneered AI Agent



# WEAVING IMAGINARY WORLDS: INTERACTIVE MEDIA, CREATIVITY & MARKET REALITIES

At the School of Communication, the Department of Interactive Media empowers students to push the boundaries of imagination and build their own imaginary worlds, immersive, boundless, and alive with infinite possibilities. Bridging academic foundation with creative intuition, students turn classroom concepts into industry-ready projects. Mastering game design, animation, AI-assisted tools, original IP incubation, and beyond, they evolve into versatile creators and storytellers.

From rigging characters with dynamic motion to learning under the guidance of top industry mentors, students refine their inspiration at the intersection of technology and commerce. By showcasing their original work on premier global industry platforms, including international festivals and events like the Hong Kong International Licensing Show, students demonstrate nuanced human perspectives and master craft, ready to weave the future across the vast digital landscape.



Student Work  
Showcase Exhibition:  
The Architecture of Motion



Summer Incubation:  
Content IP Lighthouse



Game Design & Animation  
Graduation Exhibition



Student Showcase at  
Hong Kong International  
Licensing Show



# REAL-WORLD JOURNALISM IN ACTION: IMMERSIVE FIELDWORK & GLOBAL REPORTING

At the School of Communication, journalism is defined by action. That is why the Department of Journalism places practice at the heart of its curriculum. Beyond traditional coursework and practicums, students step into real-world environments through overseas reporting trips and student-led independent study trips.

From gathering ground-level news to crafting multimedia features under deadline pressure, these immersive journeys build essential field instincts. Students return with sharper skills, broader global perspectives, and the professional confidence needed to navigate an evolving media landscape.

## STUDENT - LED INDEPENDENT STUDY TRIPS



Mexico - World Cup



Greenland & Denmark - Independence Debate



Los Angeles, USA - LA Pride Parade and LGBTQ Community



## Explore Our Student News Stories



San Po Yan  
新報人



Broadcast News Network  
廣播新聞網



Data Story



The Young Reporter



The Young Financial Post  
新報人財經

# STUDENT AND ALUMNI ACHIEVEMENT

## Public Relations and Advertising students clinch three awards at HK4As Students' Award

Three teams of Public Relations and Advertising major students from the Department of Communication Studies reinterpreted Mong Kok's cultural symbols and values through the lens of the younger generation, demonstrating exceptional creativity and acute market insights. Their efforts secured one Bronze award and two Merit awards at the HK4As Students' Award 2025 organised by the Association of Accredited Advertising Agencies of Hong Kong (HK4As).

The theme of this year's competition was "Establishing MK as a Culture". The Bronze award was presented to Chan Wing-tung, Chau Pak-hin, Ho Cheuk-wai, Lam Wing-yin and Dada Lo Hoi-tung for their creative project "MKongnese". The Merit awards went to Chan Ka-wai, Sin Hok-yin and Joyce Wong Tsz-ki for their project "MK 哥池", and Cheung Yuet, Lam Yuen-ching, Lam Yu-hin, Lau Sze-ying and Kiki Tang Lok-ki for their project "×, 堅系義氣".

These awards highlight the creative strategy and professional thinking that HKBU students bring to the field, while reflecting the School of Communication's dedication to nurturing future-ready talent equipped to lead in the creative and communication industries. The HK4As Students' Award serves as a vital platform for discovering and cultivating the next generation of advertising professionals, offering young people the chance to demonstrate their creative flair.



## Future Rising Stars Sweep Gold and Silver at 6<sup>th</sup> Hong Kong Public Relations Awards

Another three teams of Public Relations and Advertising major students from the Department of Communication Studies dominated the "Future PR Rising Star Awards" category at the 6th Hong Kong Public Relations Awards, organised by the Hong Kong Public Relations Professionals' Association, winning one Gold and two Silver awards.

The Gold Award went to Tan Ning, Chen Naijia, and Yao Nan for their campaign, "Hong Kong for All: Faith Beyond Festivals, Every Day Welcomed." The project showcased Hong Kong's inclusivity for international travellers, particularly those from Southeast Asia. By integrating AI and big data insights, the team combined first-hand Southeast Asian market research with official data to identify the massive potential of the region's travel sector. They also produced a promotional video generated entirely by AI, achieving high-quality visual impact at minimal cost.

Two Silver Awards were presented to the Communication Studies teams: Li Ruitong, Zheng Keyi, Wu Yuxun, and Wang Hao were recognised for their "Gen Z travellers" campaign, while Clarice Wan, Adrienne Chan, and Noora Wong were honoured for their "Come HK: An Extraordinary Travel Journey" project. All three campaigns responded to the competition theme, "Hong Kong: A Global Gateway."



## Journalism Students Shine with Outstanding Wins at News Competitions

Students from the Department of Journalism achieved outstanding results in three major news competitions, underscoring the Department’s commitment to journalism education and its strong emphasis on students’ practical training and professional practice.

At the 2025 Campus News Awards organised by the *China Daily* (Hong Kong Edition), 14 journalism students and alumni won a total of eight awards, including two Winners, two First Runners-up, three Second Runners-up, and one Merit award. The standout achievement was in the Best Photo Essay category, where students secured the Winner, First Runner-up, and Second Runner-up titles.

In addition to these accomplishments, awards were received in categories including Best News Reporting, Best Tech News Reporting, Best Business News Reporting, Best News Page Design, and Best Innovative

Applications Reporting. HKBU was also conferred the “Most Active Participation Award”.

The students’ photojournalism talents shone equally bright at the Hong Kong Press Photographers Association’s Focus at the Front Line 2025 competition, where they took home two honors in the Student Division. These included the Winner title in Feature category, as well as 3rd Place in the Photo Essay category.

Further recognition followed at the 25<sup>th</sup> Consumer Rights Reporting Awards, organised by the Consumer Council. The practicum platform *San Po Yan* of the Chinese Journalism Concentration received a Merit award in the Tertiary Student Journalism Award category. The winning report examined the challenges facing the development of eldercare technology products in Hong Kong.



## Advertising Alumna Wins Three Honours at Top China Advertising Awards

Exemplifying the industry-ready expertise of School of Communication graduates, an Advertising alumna from the Department of Communication Studies secured three honours at China’s International Advertising Institute Awards (IAI Awards). Julia Zhu, a Media Business Planner at CCTV.com, led commercial strategy and end-to-end execution across all three winning projects. Founded in 2000 with academic support from Communication University of China, the competition is widely recognised as one of the country’s most established brand marketing events.

Her top accolade, a Silver Award in the Public Service category of the 26<sup>th</sup> IAI Awards, recognised “Better for Her” (美好予她), a campaign with PurCotton’s Nice Princess brand to combat period poverty in rural Shaanxi. The initiative delivered over 2.2 million RMB in care packages and health classes, while an accompanying documentary generated over three million online impressions.



Two further honours came from the 7<sup>th</sup> IAI Maternal & Child Marketing Awards: a Bronze Award for infant food brand Enoulite’s (英氏) “Super Factory” multi-platform livestream, and an Excellent Award for PurCotton’s “Super Parents’ Expedition” (超級爸媽考察團), an immersive factory-tour programme led by a CCTV host that achieved over 120 million views on Weibo.

## Animation Alumnus Triumphs at DigiCon6 ASIA Awards

Showcasing the global reach of School of Communication’s creative talent, Animation graduate from the Department of Interactive Media took home the Next Generation Award at the 27<sup>th</sup> DigiCon6 ASIA Awards, Hong Kong. Anson Zhu Tianchen earned top regional honours for his animated short, “Ostrich Express”. Co-organised by Tokyo Broadcasting System Television (TBS) and the Hong Kong Digital Entertainment Association (HKDEA), the competition gained strong support from the Cultural and Creative Industries Development Agency (CCIDA), its lead sponsor, under the Culture, Sports and Tourism Bureau of the HKSAR Government.

The winning film delivers a sharp satire on workplace dynamics, portraying how the titular company diverts internal friction by inventing imaginary enemies and sparking employee rivalry. Alongside its Asia triumph, “Ostrich Express” has made a strong impression on the international festival circuit. The short film was selected for official screening at several global venues, including the BEYOND Festival at KulturKino Feuchtwangen in Germany and The Golden Baklava Film Academy’s 10<sup>th</sup> International Student Film Festival in Turkey.



## EMPOWERING COMMUNITIES VIA COMMUNICATION

### Creating Social Impact with Hong Chi Association through Service-Learning

At HKBU, service-learning seamlessly bridges academic theory with practical execution, empowering students to transform classroom knowledge into tangible societal impact. In the “Consumer Perspectives in Public Relations and Advertising” course, students collaborated with the Hong Chi Association (HCA 匡智會) to put consumer behaviour theory into practice. Through field observations, students aimed to move away from sympathy-based purchasing by developing innovative marketing strategies that highlight the exceptional quality and craftsmanship of HCA trainees’ products, encouraging purchases driven by genuine appreciation.

Working as student agencies, they delivered comprehensive, adoptable solutions tailored to the social enterprise’s needs: one team redesigned the e-commerce platform to drive sales; another produced story-driven social media content showcasing trainees at

work; and a third applied sensory marketing techniques, such as background music and store atmosphere, to optimise the physical retail environment. By translating strategy into actionable campaigns, students from the School of Communication injected fresh creative thinking into a community partner while acquiring competitive, hands-on experience. This collaboration perfectly illustrates how HKBU students master core professional skills while driving positive change within the community.

Learn More



# ADVANCED RESOURCES, INFINITE POSSIBILITIES 優質資源，無限可能

## State-of-the-Art Teaching and Learning Facilities at the School of Communication

### 傳理學院先進教學設施



Jockey Club Creative Media and Innovation Studio  
賽馬會創意媒體室



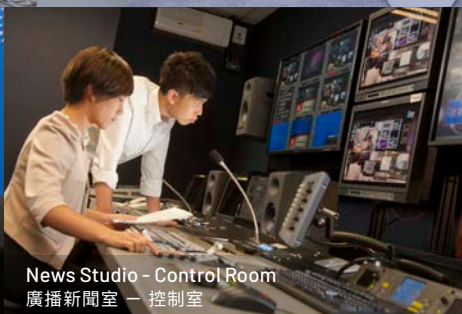
AI Media Centre  
人工智能媒體研究中心



Virtual Station  
虛擬工作室



Dorothy Shen Wong News Studio  
黃沈慧珍廣播新聞室



News Studio - Control Room  
廣播新聞室 - 控制室



Bloomberg Terminal  
彭博終端機



Graphic Design Studio  
平面設計工作室



Game Design and Animation Studio  
遊戲設計與動畫工作室



Strategic Communication Labs - Fusion Strategy Studio & Clip Creator Capsule



The information provided in this leaflet is intended for general reference purposes only and is subject to change.  
For the latest updates, please visit the website of the School of Communication.

#### Course Enquiries 課程查詢

JS2310



comm.hkbu.edu.hk



3411 5200



commadmission@hkbu.edu.hk

JS2370



imd.hkbu.edu.hk



3411 2804



imd-gda@hkbu.edu.hk

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浸大傳理修課式碩士課程

小红书 浸大傳理學院