



UOW
COLLEGE
HONGKONG
香港伍倫貢學院

Part of
UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Associate of Arts in Visual Design

AAVD

FACULTY OF
**SCIENCE AND
TECHNOLOGY**

☎ 2707 3232

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83%*

Faculty Further Studies Rate

* Local / overseas institutions,
including non-government-funded programmes



Programme Features

This cutting-edge design programme in Hong Kong is dedicated to enhancing knowledge and understanding of how visual design impacts culture and society. We believe that visual design should be used for the betterment of society, and our students are encouraged to learn and practice their craft in a socially responsible and sustainable manner. With a commitment to innovation, we strive to push the boundaries of design education, fostering creativity and critical thinking in our students.

Graduate Outcome

Highly skilled and socially responsible designers who possess a deep understanding of how visual design contributes to culture and society.



Competency Achieved

Students will have acquired competencies in creativity, digital design, media production, expressive drawing, visual design and communication, animation, game development, and media storytelling.

Main Subject Areas

Digital Design Fundamentals

- Digital Media Design Fundamentals
- Introduction to Media Production
- Expressive Drawing

Visual Design and Communication

- 3D Modelling and Visualization
- Digital Photography
- Typographic Design
- Global Image Building and Awareness
- Animation Design
- Social Media Design

Animation and Game Development

- Game Development
- 3D Animation

Media and Storytelling

- Media Project
- Introduction to Storytelling

Career Prospects

Graduates of this programme have a wide range of career prospects in the field of visual design and beyond. They can pursue careers as graphic designers, web designers, multimedia artists, animators, game developers, creative directors, art directors, and visual communication specialists. Additionally, they may find opportunities in advertising agencies, design studios, media production companies, digital marketing firms, and other creative industries.

Further Studies Pathways

(below is not exhaustive but only aims to show some examples)

University of Wollongong, Australia

- Bachelor of Communication and Media
- Bachelor of Computer Science

City University of Hong Kong

- Bachelor of Arts in Creative Media
- Bachelor of Arts in Digital Television and Broadcasting
- Bachelor of Arts and Science in New Media
- Bachelor of Science in Creative Media

Hong Kong Baptist University

- Bachelor of Arts (Honours) in Visual Arts
- Bachelor of Arts (Honours) in Film and Television
- Bachelor of Social Science (Honours) in Media and Social Communication

Lingnan University

- Bachelor of Arts (Honours) in Film and Visual Arts

The Hong Kong Polytechnic University

- BA (Hons) Scheme in Design