

Applied Learning (Senior Secondary Level)

2020-22 Cohort

Item	Description
1. Subject Title	PR and Multimedia Communication
2. Course Provider	Hong Kong College of Technology
3. Area of Studies/ Course Cluster	Media and Communication/ Media Production and Public Relations
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ol style="list-style-type: none"> (1) recognise basic concept of public relations and multimedia communication; (2) demonstrate understanding of the professional ethics of public relations and multimedia communication; (3) analyse and apply public relations strategies for branding and professional image building; (4) communicate with target audience effectively by using written and oral communication skills; (5) develop interpersonal skills and team spirit through project learning; (6) integrate the knowledge and skills in public relations and multimedia communication to produce an online project; and (7) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure

Theory

Module 1: Basic Concept of Public Relations and Communication (40 hours)

- Understanding the industry
- Professional ethics and social responsibility
- Introduction to communication and language in multimedia
- Public relations strategies and case studies

Practices

Module 2: Brand Building and Professional Image (20 hours)

- Brand building
 - Principles of brand building
 - Style of brand building
 - Case study
- Professional image
 - Relationship between employee images and brand
 - Appearance and manner in Public Relations

Module 3: Multimedia Communication Skills (28 hours)

- Traditional and multimedia communication skills
 - News release
 - Production promotion
 - Interview and response
 - Negative news clarification

Module 4: Application of Multimedia in Public Relations (56 hours)

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| <ul style="list-style-type: none"> • Data collection and market analysis <ul style="list-style-type: none"> ■ Data collection method ■ Data analysis and organisation ■ Content construction for target audience | <ul style="list-style-type: none"> • Project planning <ul style="list-style-type: none"> ■ Script writing and creation ■ Project promotion ■ Market trends and case study | <ul style="list-style-type: none"> • Basic principles and techniques for image capture and editing <ul style="list-style-type: none"> ■ Relationship between composition, perspective and messages ■ Basic image editing |
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- Production Process
 - Shooting → Casting → Editing → Post-production

Module 5: Final Project on Public Relations and Multimedia Communication (36 hours)

- Research and planning → Image and video production → Post-production → Release → Evaluation and report

7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

