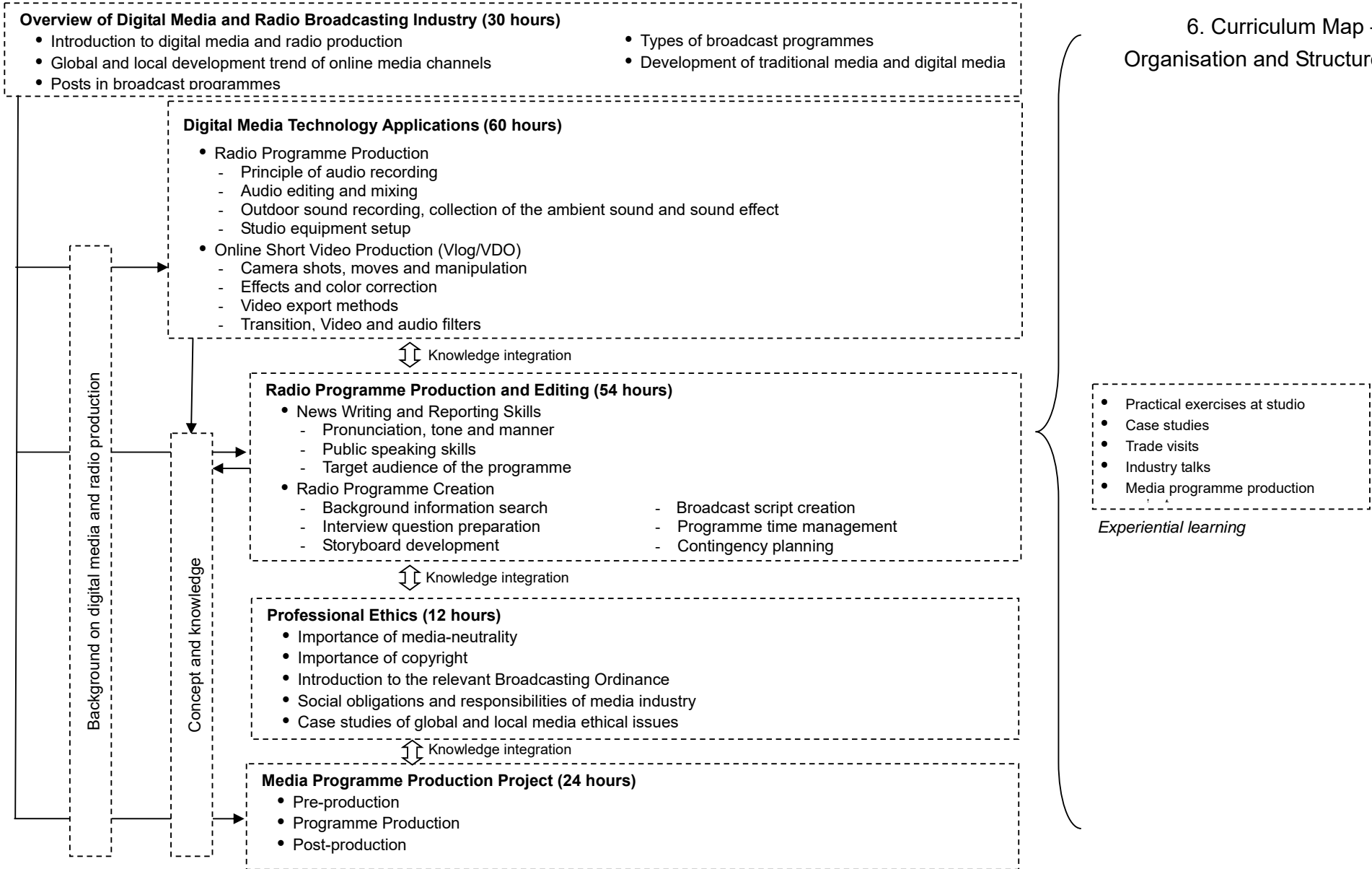


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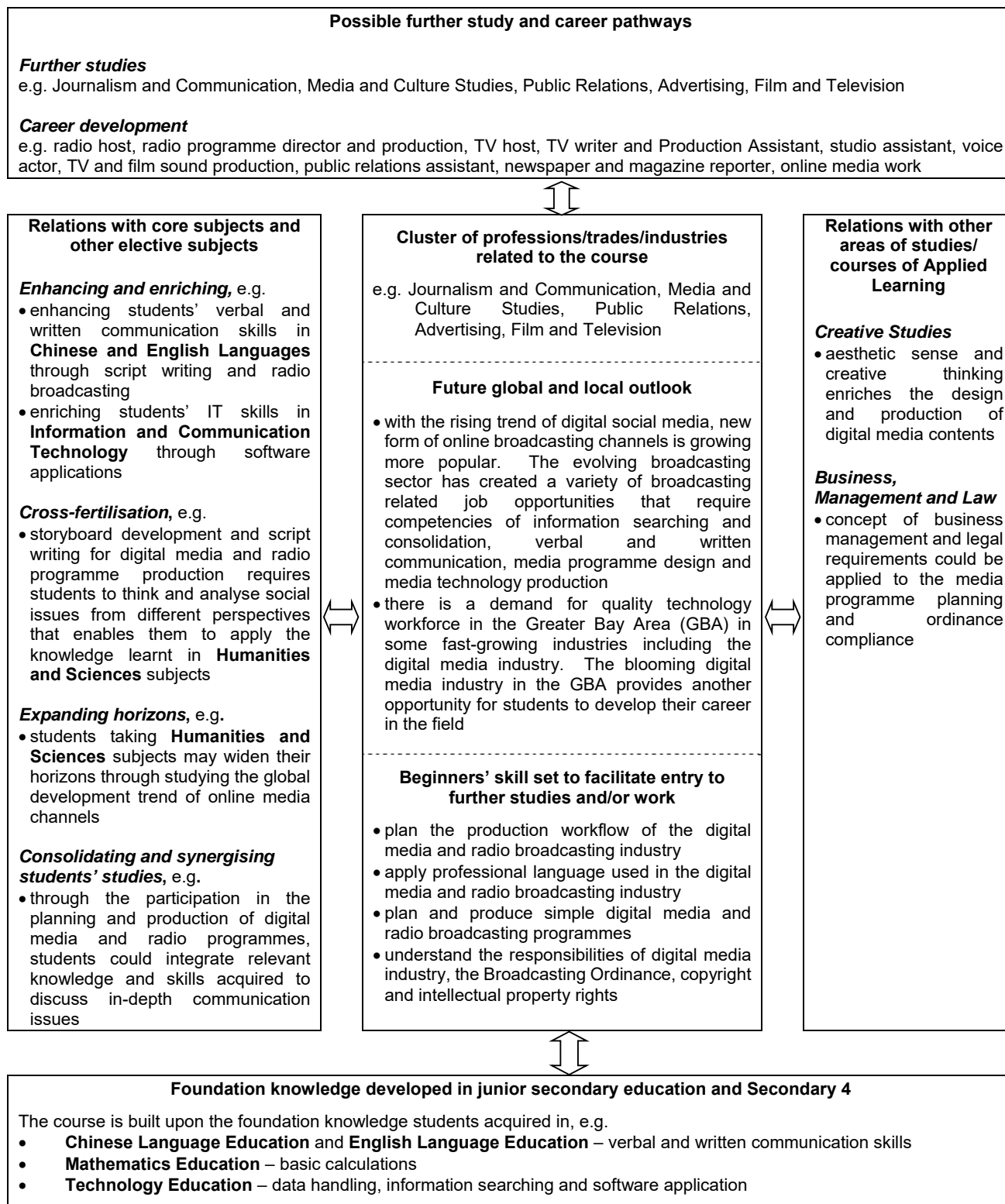
Item	Description
1. Course Title	Digital Media and Radio Production
2. Course Provider	School of Professional and Continuing Education, The University of Hong Kong
3. Area of Studies/ Course Cluster	Media and Communication/ Films, TV and Broadcasting Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> (1) explain the roles, responsibilities and professional conduct of digital media and radio broadcasting industry; (2) apply basic knowledge and skills of digital media and radio production; (3) communicate effectively with target audiences through radio programme production; (4) develop team spirit and time management skills in the digital media and radio programme production; (5) integrate problem-solving, analytical and communication skills in producing radio programmes with contingency plan; and (6) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure



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.



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Learning and Teaching

Course Title : **Digital Media and Radio Production**
Area of Studies : **Media and Communication**
Course Provider : **School of Professional and Continuing Education,
The University of Hong Kong**

In Digital Media and Radio Production, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in the digital media and radio broadcasting industry.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on the overview of the digital media industry, and knowledge and skills of digital media and radio program production) and eye-opening opportunities to experience the complexity of the context (e.g. visits to digital media and radio broadcasting companies and sharing by practitioners).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. practical exercises under simulated working environment with industry grade production software and hardware).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. case studies to learn about the business development of online media channels). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. in the production projects, students integrate knowledge and skills acquired from the course to plan, design and produce the digital media programmes and radio programmes, and demonstrate problem-solving skills to tackle difficulties encountered during the production process).

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Curriculum Pillars of Applied Learning in Context – Digital Media and Radio Production

Upon completion of the course, students should be able to:

- explain the roles, responsibilities and professional conduct of digital media and radio broadcasting industry;
- apply basic knowledge and skills of digital media and radio production;
- communicate effectively with target audiences through radio programme production;
- develop team spirit and time management skills in the digital media and radio programme production;
- integrate problem-solving, analytical and communication skills in producing radio programmes with contingency plan; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the course, students have different learning opportunities, for example:

1. Career-related Competencies

- apply media communication skills such as script writing and storytelling in the production of digital media and radio broadcasting contents;
- outline the development trend of the digital media and radio broadcasting industry;
- describe the career pathways and functions of major posts of radio broadcasting industry;
- integrate and apply technical skills for digital media and radio programme production with reference to industry standards; and
- demonstrate the understanding of radio broadcasting industry competency requirements.

2. Foundation Skills

- strengthen communication skills both in verbal and written forms through broadcasting programme production, presentation, digital media programme production and report preparation;
- apply mathematical knowledge to plan the production budget for digital media and radio programmes; and
- enhance information technology and computer skills through searching information and projects production of digital media programmes with appropriate hardware and software.

3. Thinking Skills

- integrate knowledge from different disciplines, including technology, design, languages and mathematics in planning and organising digital media and radio programmes;
- apply critical thinking skills through discussions on case studies in media industry;
- enhance creativity in radio programme creation; and
- develop problem-solving and decision-making skills through project works which require information search and selection, data analysis and consolidation.

4. People Skills

- apply interpersonal communication and team building skills through group projects in digital media production; and
- appraise the importance of division of work through group projects in radio programme production and develop time management skills under simulated radio broadcasting working environment.

5. Values and Attitudes

- discuss the responsibilities of public broadcasting;
- develop the sense of responsibility through understanding the ethical requirements in the digital media and radio broadcasting industry; and
- appraise and respect for intellectual property through experience sharing by practitioners from the media industry.