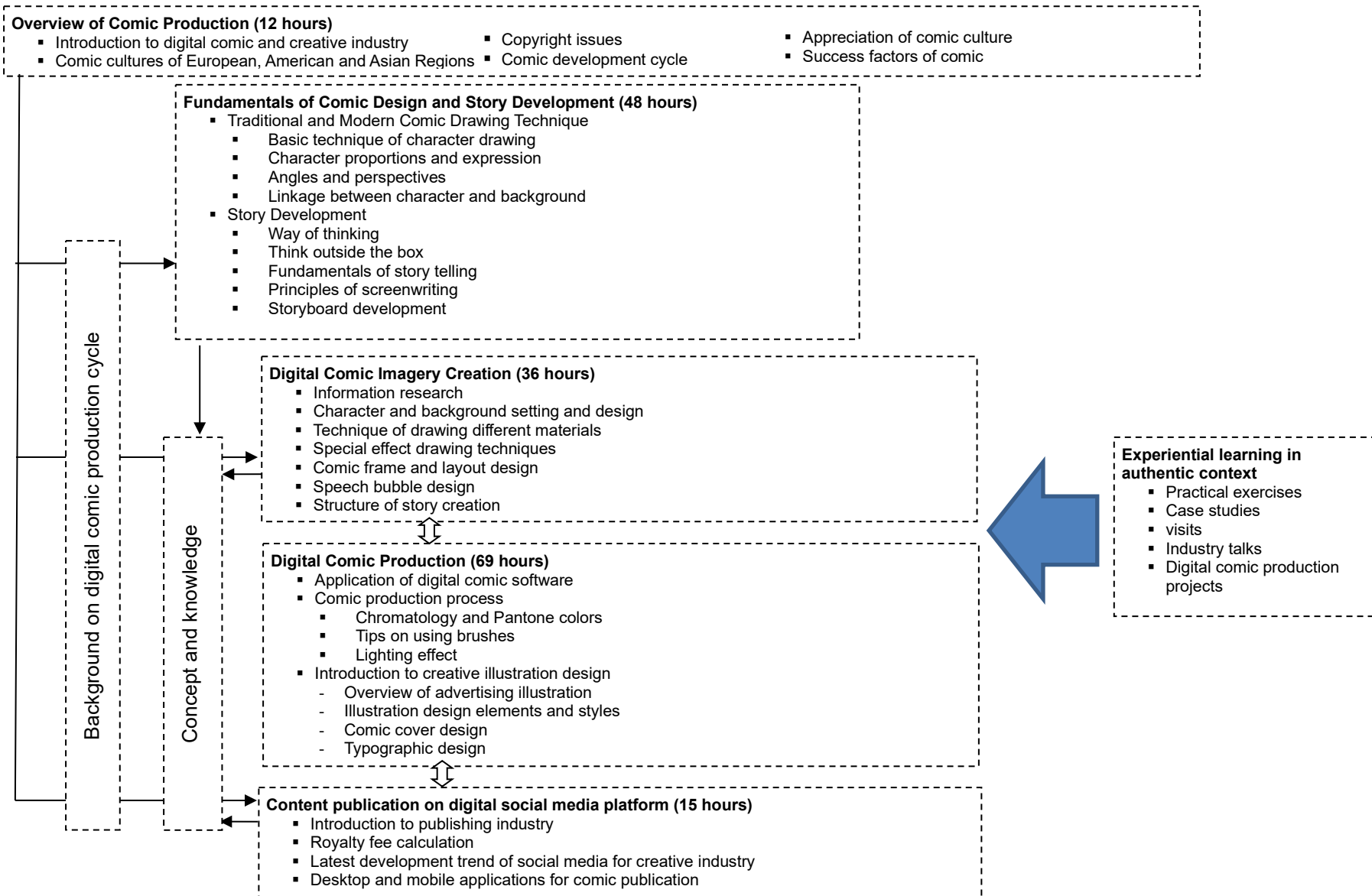


Applied Learning

2026-28 Cohort; 2028 HKDSE

Item	Description
1. Course Title	Digital Comic Design and Production
2. Course Provider	School of Professional and Continuing Education, The University of Hong Kong
3. Area of Studies/ Course Cluster	Creative Studies/ Media Arts
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">(i) demonstrate an understanding of the functions of various job positions in the comic industry;(ii) demonstrate creative thinking and storytelling skills through expressing ideas in innovative ways in the story development process;(iii) apply comic design principles and technical skills to produce digital comic content;(iv) integrate problem-solving, analytical and communication skills to solve digital comic design and production related problems through teamwork;(v) demonstrate a basic understanding of the work ethics and proper values of the comic and creative industry; and(vi) enhance self-understanding and explore directions on further studies and career pursuits.

6. Curriculum Map – Organisation and Structure



7. The Context

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

Possible further study and career pathways

Further studies

- e.g. courses related to arts and design, digital media and entertainment, animation, communication, advertisement, information technology

Career development

- e.g. digital asset assistant, comic artist, graphic and illustration designer, comic cover designer, animator

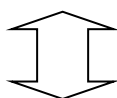
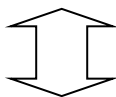
Complementarity with core subjects and other elective subjects

Enhancing and enriching, e.g.

- enriching the breadth and depth of studies of **Visual Arts**, such as aesthetics elements, forms and colors by applying knowledge in comic design of this course
- enriching the breadth and depth of technology knowledge and skills of **Information and Communication Technology** such as software application by applying practical skills in digital comic production with reference to industry standard of this course

Expanding horizons, e.g.

- students taking **Economics, Geography, History, and/or Business, Accounting and Financial Studies** may broaden their views and knowledge in visual communication and digital content creation



Relations with other Areas of Studies/ courses of Applied Learning

e.g.

Business, Management and Law

- knowledge on the requirements of intellectual property and copyright issues, operations of publishing industry and royalty fee calculation developed in this subject can enhance students' understanding of the business ideas and legal concept in the area of studies of **Business, Management and Law**

Foundation knowledge developed in junior secondary education

The course is built upon the foundation knowledge students acquired in, e.g.

- **Chinese Language Education** and **English Language Education** – verbal and written communication
- **Mathematics Education** – basic calculations, measurement and scale handling
- **Technology Education** – data handling, information searching and software application
- **Arts Education** – arts appreciation

8. Learning and Teaching

In this course, 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 digital comic design and production.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on the overview of the Hong Kong digital comic industry development) and eye-opening opportunities to experience the complexity of the context (e.g. visits to local and/or mainland digital comic production companies, practical exercises at industry standard, and sharing sessions and career talks by the digital comic industry 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 given opportunities to consolidate their learning and demonstrate entrepreneurship and innovation (e.g. in the projects, students generate ideas of comic design, make use of the knowledge acquired and apply practical skills at industrial standard to tackle digital comic design and production related issues with multi-disciplinary knowledge, and prepare reports and group presentation so as to demonstrate problem-solving skills and proper values and attitudes required in the industry).

9. Curriculum Pillars of Applied Learning

Through related contexts, students have different learning opportunities, for example:

(i) **Career-related Competencies**

- understand the future development trend of the local and global digital comic industry through lectures, industry visits, sharing and career talks by practitioners;
- understand the functions of various job positions in the comic industry;
- develop basic industry competency including storyboard telling skills, comic graphic design and production skills, through practical exercises which are designed with reference to the industry standard; and
- describe the cultural differences of local and overseas comic design.

(ii) **Foundation Skills**

- strengthen communication skills both in verbal and visual forms through participation in design idea presentation, digital comic design and project report;
- apply mathematical knowledge to solve digital comic design problems such as drawing scale manipulation; and
- enhance information technology skills through information search and analysis for assignments, projects and the application of comic design software.

(iii) **Thinking Skills**

- integrate knowledge in technology, design, languages and mathematics in tackling comic design and production related problems;
- apply critical thinking through discussions on real life cases and practical exercises;
- enhance creativity through design exercises, comic appreciation and industry visits; and
- develop skills in problem-solving and decision-making through practical and project works which require information search and filtering, and results analysis and consolidation.

(iv) **People Skills**

- apply interpersonal skills and team building skills in group discussion and teamwork;
- understand the importance of division of work through group projects and activities; and
- apply time management skills under simulated comic design working environment and follow industry practices.

(v) **Values and Attitudes**

- develop the sense of responsibility and enhance understanding of the ethical requirements in the creativity industry; and
- understand the concept of copyright and respect intellectual property of other people through experience sharing by tutors and practitioners.