

AQF LEVEL	AQF LEVEL 7 CRITERIA – BACHELOR DEGREE		PROGRAM LEARNING OUTCOMES
<b>PURPOSE</b>	The Bachelor Degree qualifies individuals who apply a broad and coherent body of knowledge in a range of contexts to undertake professional work and as a pathway for further learning.		
<b>KNOWLEDGE</b>	Graduates of a Bachelor Degree will have a broad and coherent body of knowledge, with depth in the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.	Graduates of the Bachelor of Digital Media (HK) will demonstrate a broad and coherent understanding of the fundamental principles of Design and their creative application, with depth in the underlying principles of innovation in a digital landscape. They will also have taken steps on a pathway to independent lifelong learning.	
<b>SKILLS</b>	Graduates of a Bachelor Degree will have: <ul style="list-style-type: none"> <li>• cognitive skills to review critically, analyse, consolidate and synthesise knowledge</li> <li>• cognitive and technical skills to demonstrate a broad understanding of knowledge with depth in some areas</li> <li>• cognitive and creative skills to exercise critical thinking and judgement in identifying and solving problems with intellectual independence</li> <li>• communication skills to present a clear, coherent and independent exposition of knowledge and ideas</li> </ul>	Graduates of the Bachelor of Digital Media (HK) will have: <ul style="list-style-type: none"> <li>• cognitive skills to formulate an analysis that reflects upon the theory and practice of creative disciplines</li> <li>• cognitive and creative skills to work independently through an effective use of creative technologies</li> <li>• cognitive technical and practical skills to investigate and analyse complex and theoretical knowledge in relation to problem solving and generate innovative solutions</li> <li>• cognitive and creative skills to exercise critical thinking and judgement in identifying and solving problems and investigate and analyse information, concepts and theories to apply established theory to different bodies of knowledge and practice in the field of digital media with intellectual independence</li> <li>• communication skills to present a clear and coherent explication of knowledge and ideas in the field of digital media; orally, textually and visually, to a variety of audiences.</li> </ul>	

**APPLICATION OF  
KNOWLEDGE &  
SKILLS**

Graduates of a Bachelor Degree will demonstrate the application of knowledge and skills:

- with initiative and judgement in planning, problem solving and decision making in professional practice and/or scholarship
- to adapt knowledge and skills in diverse contexts
- with responsibility and accountability for own learning and professional practice and in collaboration with others within broad parameters

Graduates of the Bachelor of Digital Media (HK) will demonstrate the application of knowledge and skills:

- with responsibility and accountability for own learning and professional practice and in collaboration with others to plan and execute applied creative thinking to deadlines and project briefs
- to adapt knowledge and skills in diverse contexts, effective deployment of creative and technological means to solve complex problems
- with initiative and judgement in planning, problem solving and decision making in professional practice and/or scholarship
- to adapt knowledge and skills in diverse contexts, with responsibility and accountability for own learning and professional practice and in collaboration with others within broad parameters
- to reflect on performance feedback, both independently and from external critique, to identify and action learning and self-improvement opportunities.