



中華人民共和國香港特別行政區政府總部教育局
Education Bureau
Government Secretariat, The Government of the Hong Kong Special Administrative Region
The People's Republic of China

本局檔號 Our Ref.: (1) in EDB/CDI/ApL/07-02-21

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13 August 2021

To: Principals of Secondary Schools

Pilot Applied Learning Course — Multimedia Storytelling
(for Secondary 4 in the 2021/22 school year; 2024 HKDSE¹)
Details on Course Arrangements

The purpose of this letter is to inform schools of the details on course arrangements of the “Pilot Applied Learning Course — Multimedia Storytelling” to facilitate interested schools to arrange for Secondary 4 (S4) students in the 2021/22 school year to apply².

Details

2. To explore the future development of Applied Learning (ApL) (including greater engagement of industries), the “Pilot Applied Learning Course — Multimedia Storytelling”³ will be offered in the 2021/22 school year. The organisations participating in this pilot course will include the course provider (the School of Continuing Education of the Hong Kong Baptist University) (“HKBU(SCE)”) and all participating schools. Please refer to Annex 1 for more information.

3. “Pilot Applied Learning Course — Multimedia Storytelling” will be launched in the 2021/22 school year (2024 HKDSE), commencing in January 2022 for S4 students in Mode 2 (i.e. schools could offer the course on their own or through collaboration with other school(s); lessons are in general held on the school campus). Schools intending to offer the course have to reach an initial agreement and formulate the implementation details⁴ with HKBU(SCE), which will include timetabling and teaching arrangements.

¹ HKDSE refers to the Hong Kong Diploma of Secondary Education Examination

² S4 students taking ApL courses for the 2022-24 cohort in the 2021/22 school year should register for entry to ApL subjects in the 2024 HKDSE Examination in the 2023/24 school year when they are at S6.

³ “Pilot Applied Learning Course — Multimedia Storytelling” is a part of the CLAP-TECH project that aims to develop a learning pathway with the engagement of industries. The learning pathway starts with students taking “Pilot Applied Learning Course — Multimedia Storytelling” at the senior secondary level, and provides an opportunity for those with HKDSE results meeting the minimum entry requirements for sub-degree programmes to articulate to a related Higher Diploma programme.

⁴ School intending to offer this pilot ApL course through collaboration with other school(s) should complete and return Annex 2 to express their intention to the EDB on or before 10 September 2021.

4. When schools have reached an initial agreement and formulated the implementation details with HKBU(SCE), please submit applications for students via the “ApL Module” in the WebSAMS during the period from **23 August to 24 September 2021**. Schools may make reference to the WebSAMS application procedures as set out in the “User Manual for Applied Learning” uploaded on the EDB website: cdr.websams.edb.gov.hk/ (path: home page > module information > Applied Learning > user manual).

5. “Pilot Applied Learning Course — Multimedia Storytelling” will also be offered in Mode 1 (lessons are in general held at the venues of the course provider) in September 2022 for students at S5 in the 2022/23 school year (2024 HKDSE). Regarding the arrangements for offering this pilot ApL course at S5⁵, the Education Bureau (EDB) will issue a circular memorandum to schools to announce the details in due course.

Funding Arrangement

6. All aided, government and caput secondary schools, schools under the Direct Subsidy Scheme and special schools operating senior secondary classes offering ApL courses that are approved by the EDB, are eligible for the Diversity Learning Grant (DLG) to pay for the course fees and NO fee should be charged from students. Please refer to the funding and accounting arrangements at Annex 3.

7. Starting from the 2020/21 school year, if individual students take an ApL course as the 4th elective subject, their schools will also be subsidised by the DLG to encourage students to take ApL to broaden their learning experiences.

Enquiry

8. For questions about this pilot course, please contact Ms LEUNG of HKBU(SCE) at 3411 1930. For other enquiries, please contact Ms Amy LAU at 3698 3177 of the Applied Learning Section, Curriculum Development Institute.

Yours sincerely,



(Ms Joanne WONG)
for Secretary for Education

Encls. Annex 1 to 3

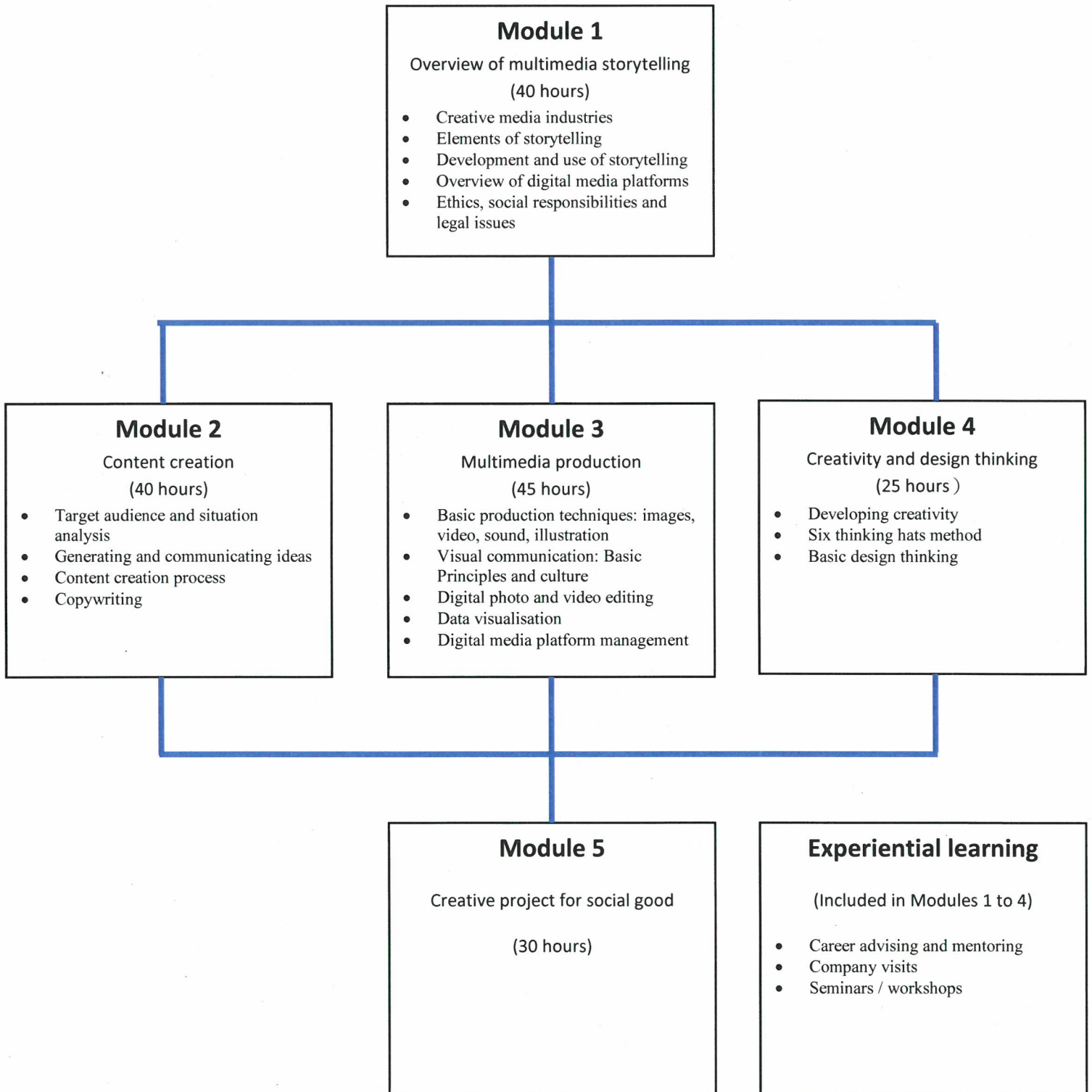
⁵ Schools can arrange for S4 students in the 2021/22 school year to apply to take ApL courses for the 2022-24 cohort when they are at S5 in the 2022/23 school year, and register for entry to ApL subjects in the 2024 HKDSE when they are at S6 in the 2023/24 school year.

Pilot Applied Learning Course — Multimedia Storytelling
Course Information

A. Basic Information

Item	Description
1. Course Title	Multimedia Storytelling
2. Course Provider	School of Continuing Education, Hong Kong Baptist University
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 course, students should be able to:</p> <ol style="list-style-type: none"> (1) identify the structure of a story and forms of storytelling in creative media; (2) evaluate and apply multimedia storytelling in the contexts of branding, news and entertainment content creation, copywriting, and public relations; (3) build up a portfolio paving their career pathway in the field of creative media; (4) explain the ethical, legal, and socially responsible ways of storytelling; (5) apply creative and design thinking concepts for creating multimedia stories for a variety of organisational goals; (6) apply visual communication skills and basic principles of aesthetics for effective multimedia communication across creative media settings; and (7) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure



B. Time Line

Cohort (HKDSE Exam Year)	Course Commencement Date	Course Duration	Mode 1	Mode 2	Application Period (Tentative)
2022-24 (HKDSE 2024)	Jan 2022 (S4)	S4 – S6		✓	Aug – Sep 2021
	Sep 2022 (S5)	S5 – S6	✓		Feb – Apr 2022
2023-25 (HKDSE 2025)	Sep 2022 (S4)	S4 – S5	✓	✓	Apr – Jun 2022
	Sep 2023 (S5)	S5 – S6	✓	✓	Feb – Apr 2023
2024-26 (HKDSE 2026)	Sep 2023 (S4)	S4 – S5	✓	✓	Apr – Jun 2023
	Sep 2024 (S5)	S5 – S6	✓	✓	Feb – Apr 2024

Pilot Applied Learning Course — Multimedia Storytelling
(for Secondary 4 in the 2021/22 school year; 2024 HKDSE¹):
Offering the Course in Collaboration with Other School(s) under Mode 2

Intention of School

- This form should be completed by schools intending to offer Applied Learning (ApL) course(s) in collaboration with other school(s) under Mode 2. Upon receiving the form, the Education Bureau (EDB) will contact the schools to confirm the information provided.
- Please return the completed form to the Applied Learning Section, Curriculum Development Institute, EDB by fax (fax no.: **2337 0371**) **on or before 10 September 2021**.
- For enquiries, please contact the Applied Learning Section, Curriculum Development Institute, EDB at 3698 3186.

Part A - School and Contact Person Information

School name													
School address													
School no.					-					Tel. no.			
Name of contact person						Post							
Tel. no.		Fax no.				Email							

Part B - Declaration by the Principal

I confirm that my school intends to offer the “Pilot Applied Learning Course — Multimedia Storytelling” in collaboration with other school(s) under Mode 2 at Secondary 4 in the 2021/22 school year with details given overleaf.

Signature of Principal : _____
 Name of Principal: _____
 Date: _____



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Part C – Information on Offering “Pilot Applied Learning Course — Multimedia Storytelling” in Collaboration with Other School(s)

(Please put a “✓” in the appropriate box.)

<p>1. Has your school already reached an initial consensus with other school(s) in offering the ApL course through collaboration?</p> <p><input type="checkbox"/> Yes (Please fill in Part D) <input type="checkbox"/> No</p>
<p>2. Is your school willing to provide venues/facilities for conducting ApL lessons for students of other school(s)?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

Part D – Information on Collaborating School(s) *(if applicable)*

School name	Host school (Use “✓” to indicate)	No. of students
1		
2		
3		
4		

Other suggestions / views *(if applicable)*:

**Pilot Applied Learning Course — Multimedia Storytelling
(for Secondary 4 in the 2021/22 school year; 2024 HKDSE¹)
Diversity Learning Grant**

Diversity Learning Grant

1. The Diversity Learning Grant (DLG) supports all aided, government and caput secondary schools, schools under the Direct Subsidy Scheme (DSS) and special schools operating senior secondary classes, in offering a diversified curriculum to cater for students' needs. It is a cash grant for aided secondary schools, caput schools, DSS secondary schools and special schools. For government secondary schools, it is in the form of budget allocation.

2. The DLG will be provided to eligible schools on a yearly basis for the implementation of ApL courses provided by the course providers and approved by the Education Bureau (EDB). Schools receiving the DLG are NOT allowed to charge students any course fees. To streamline school administration, schools are no longer required to draw up a three-year plan on broadening subject choices for a particular cohort of students.

Ambit

3. Students in eligible schools studying the senior secondary curriculum recommended by the Curriculum Development Council and studying ApL courses are subsidised under the DLG². Each eligible student is entitled to funding for a maximum of two ApL courses (excluding Applied Learning Chinese (for non-Chinese speaking students)). In addition, from the 2020/21 school year onwards, if individual students take an ApL course as the 4th elective subject, the school will also be subsidised by the DLG³.

4. The DLG for ApL courses (2022-24 cohort) can only be used to subsidise students to take ApL courses for the 2022-24 cohort and cannot be mixed with the DLG for other cohorts of ApL courses. The funding must be used for the payment of ApL course fees to be charged by the course providers. It must not be used for Other Languages and Other Programmes (which are supported by other categories of the DLG), and other purposes such as capital purchases, overheads or maintenance, etc.

Funding Arrangement

5. Schools offering the pilot course will be allocated with an amount of DLG which is equal to the total course fee of the pilot ApL course enrolled by eligible students. If the schools offer the pilot course at Secondary 4 in 2021/22 school year, the DLG for ApL courses (2022-24 cohort) will be allocated to schools in three equal instalments during the three-year course duration. The first instalment of the DLG will be provisionally disbursed to schools in November 2021; the second and third instalments of the DLG will be provisionally disbursed in August 2022 and August 2023 respectively. For government secondary schools, the DLG will be provided to schools in the form of budget allocations. Adjustments to the DLG, if any, will be made by the EDB based on the actual

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² Students no longer meeting the requirements as stated in paragraph 3 above due to any reason (e.g. departed from schools) will not be eligible for the DLG for ApL. However, if such students have successfully completed their first year study of ApL courses, they may continue to complete the ApL courses at their own expense with the consent of the respective course providers and the EDB.

³ In case a student also takes the adapted ApL course(s), each adapted ApL course will be counted as an ApL course in the funding arrangement.

number of students taking ApL courses (2022-24 cohort) (as at 31 January 2022 of the first school year and as at 30 September of the second and third school years) and the information submitted by schools.

Accounting Arrangements

6. Schools should make use of the DLG to pay course fees to the course providers in three equal instalments. Instalments of course fees would be calculated based on the number of students as at 31 January 2022 of the first school year and 30 September of the second and third school years. Besides, schools may apply for course fee reduction from the course providers should there be venues, facilities, equipment provided or school teachers contributing to the teaching of ApL courses, etc.. If necessary and under special circumstances, schools can deploy the resources tabulated below for the payment of ApL course fees:

School Type	Resources to be Deployed by Schools
Aided Secondary Schools	<ul style="list-style-type: none"> • Capacity Enhancement Grant (CEG) • Surplus in the General Domain of Operating Expenses Block Grant (OEBG) / Expanded OEBG • Substitute Teacher Grant / Teacher Relief Grant (TRG) • Senior Secondary Curriculum Support Grant (SSCSG) • Schools' own funds
Government Secondary Schools	<ul style="list-style-type: none"> • Expanded Subject and Curriculum Block Grant • TRG • SSCSG
Caput Schools	<ul style="list-style-type: none"> • CEG • SSCSG • Fee Subsidy • Schools' own funds
DSS Secondary Schools	<ul style="list-style-type: none"> • CEG • DSS Subsidy • Schools' own funds

If schools still have financial difficulties in offering the ApL course after deploying other resources, schools may approach the EDB to explain the practical difficulties they faced. The EDB will consider providing appropriate support taking into account the specific situation of individual schools.

7. For aided secondary schools, caput schools, DSS secondary schools and special schools, a separate ledger account named “**DLG for ApL courses (2022-24 cohort)**” should be kept in the school ledger account under the **Government Fund** to properly record all income and expenditure chargeable to ApL courses. The surplus in the ledger account can be carried forward to the next school year until **31 August 2024**. Any unspent balance of the DLG will be clawed back. In case of deficit in the ledger account, schools can top up the DLG by deploying other resources by the end of the respective school years.

8. For government secondary schools, the expenditure should be charged to the user code assigned for ApL courses (2022-24 cohort). Unspent balance of the allocations as at the end of each financial year (**i.e. 31 March of each year during the three-year course duration**) cannot be carried forward to the subsequent financial year and will lapse. In case of deficit, schools can top up the DLG by deploying the resources as set out above (paragraph 6).