# Meet Elio.Today

## Emergence of the New-Collar Workforce

*Insights from AI and Creative Industries*

**Elio**
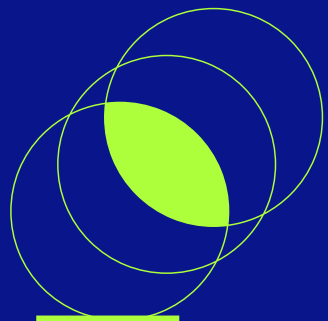
# Founder & Brand Owner

Contact email: basil.cheung@elio.today

As the founder of Elio Brand Consultancy, Basil has always had an eye for inventive strategies that offer brands a touch of tradition as well as a breath of fresh air. Basil brought with him a wealth of business growth experience from numerous industries, in the eye of an insider as marketing director, and he facilitated the IPO completion for global tech unicorns, including Uber and GOGOX. Besides, he left his mark on global advertising agencies for nearly a decade, including Leo Burnett, Ogilvy & Mather, and McCann Erickson where he worked closely with a diverse range of international corporations such as P&G, Pfizer, and Cathay Pacific.

Basil's expertise is shared with future talents through university lectures and enterprise consultation for education institutes on behalf of McKinsey & Company. But when he's not busy working, you can find him on the hunt for the latest hidden gems in coffee and cuisine from around the world. With a refined sense of taste, he knows how to savour the best flavours and aromas.

# The Generation Y&Z Studio

Decentralisation and a dynamic mix of talents are embraced as the creative alliance. A group of Gen Y & Z brand experts with a wide spectrum of insights, plus the network of over 100+ on job specialists from different industries, guaranteed a seamless ecosystem for brand consultation services. The team adapts and evolves with the brand's needs, making the latest trend insights are at the fingertips.

No presenters or dreamers here. Only purpose builders and doers. That's the spirit since Day one. It's what drives the work with brands across FMCG, entertainments, corporations, startups and social enterprises. Remarkable change to be created for you.
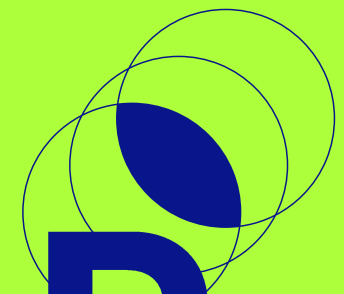
# Purpose Branding, We Do

"Gen Z and millennial generations care about more than just products and prices. They care about what kind of impact brands are making in the world, which has already happened since 2018." – **Forbes**

**Elio**

# Motto

*"Call me by your name and I'll call you by mine."*

Elio, meaning "Sun" in Italian, an award-winning Brand Consultancy transforms brands into stories, stories into connections, and connections into purpose, much like the sun that shines on everyone.

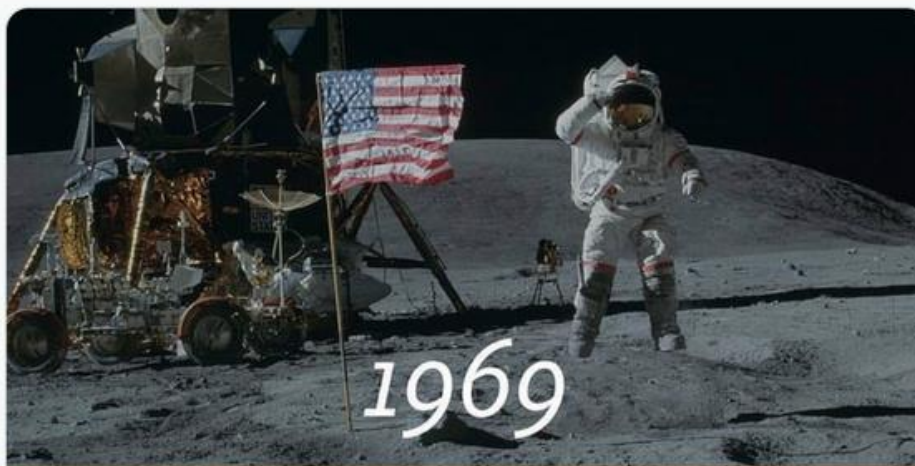"Where do you see yourself in 50 years?"

2022在家兼職推薦
WE ARE HIRING
APPLY TODAY
兼職副業哪裡找

四大支柱產業
已是明日黃花？

本港移民潮持續
上半年15至24歲勞動人口急跌

本港上半年勞動人口變化（按年齡）

15-19歲 -11.8%
20-24歲 -23.4%
25-29歲 -8.6%
30-34歲 -2.1%
60-64歲 +4.5%
65歲或以上 +12.5%
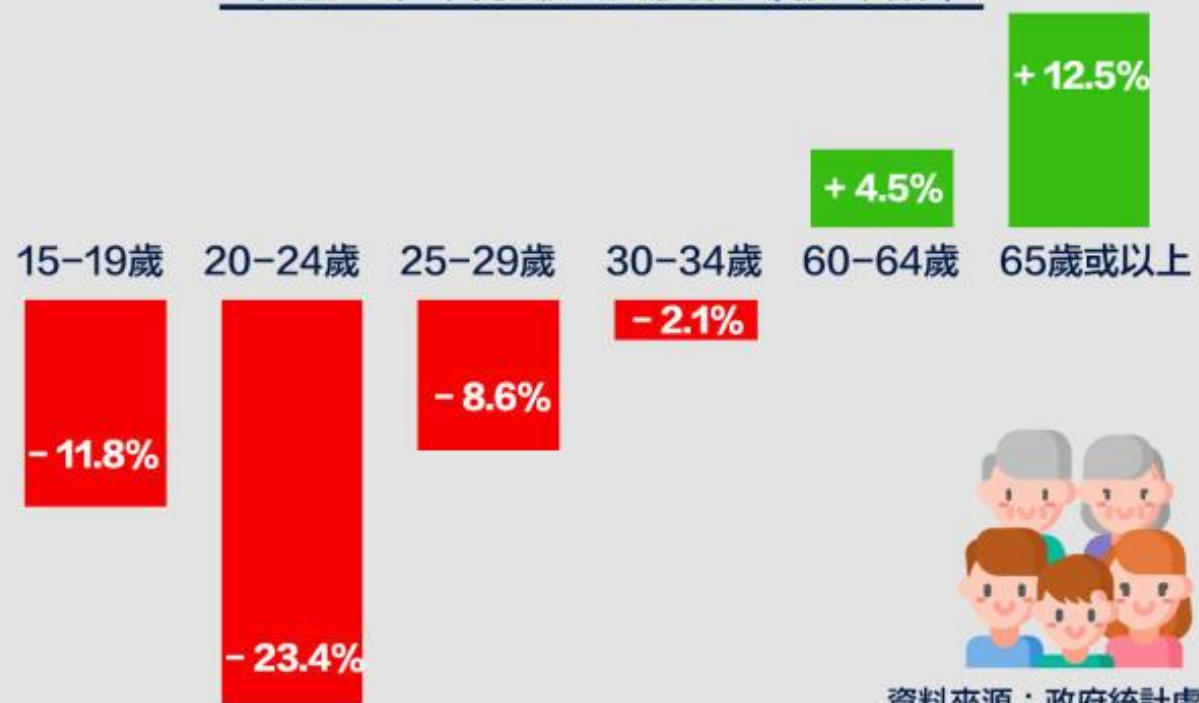
資料來源：政府統計處

學者：建議參考外地引入勞動力的政策

01新聞

獨家專訪
雜誌副總編失業 到美國小鎮賣雞蛋仔
香港味道港式奶茶、蛋撻 紅到電視

英國組織調查：
訪問2000名BNO移英港人
65歲以下50%人失業
40%人財務穩定性惡化
99%人沒計劃返港

創業入門
Basics of Entrepreneurship
創業，15位專家最想告訴你的事

hket 香港經濟日報
若強制重返辦公室
76%員工將跳槽
自由選擇
增忠誠度

The younger generation must reimagine themselves to meet an uncertain future.

The New Collar.

# Push Factors for Embracing New Collar Work



**Economic Downturn**

When Employers Have High Expectations but Few Resources



**The Significance of a Backup Plan**

Avoid Overcommitment for Setting an Exit Plan on Time



**Entrepreneurship**

Rekindling the Adventurous Spirit with a Space Age Twist

# Learning

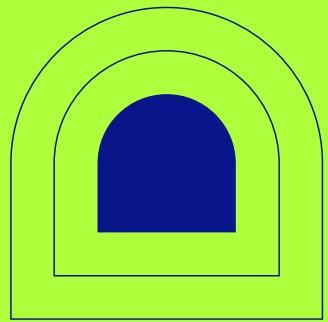*"Revolutionize Our Career Planning Approach"*

It's time to reconsider our current career planning scheme. Today's students can no longer view undergraduate studies as the sole avenue for educational advancement. They must assess the challenges of the job market and redefine their earning strategy.

Students' career achievement define the school.

# How A.I. Revolutionise Creative Industry & Ability Gain

Elio

AP photo

**Elementary school teachers picket against use of calculators in grade school**
The teachers feel if students use calculators too early, they won't learn math concepts

# Math teachers protest against calculator use
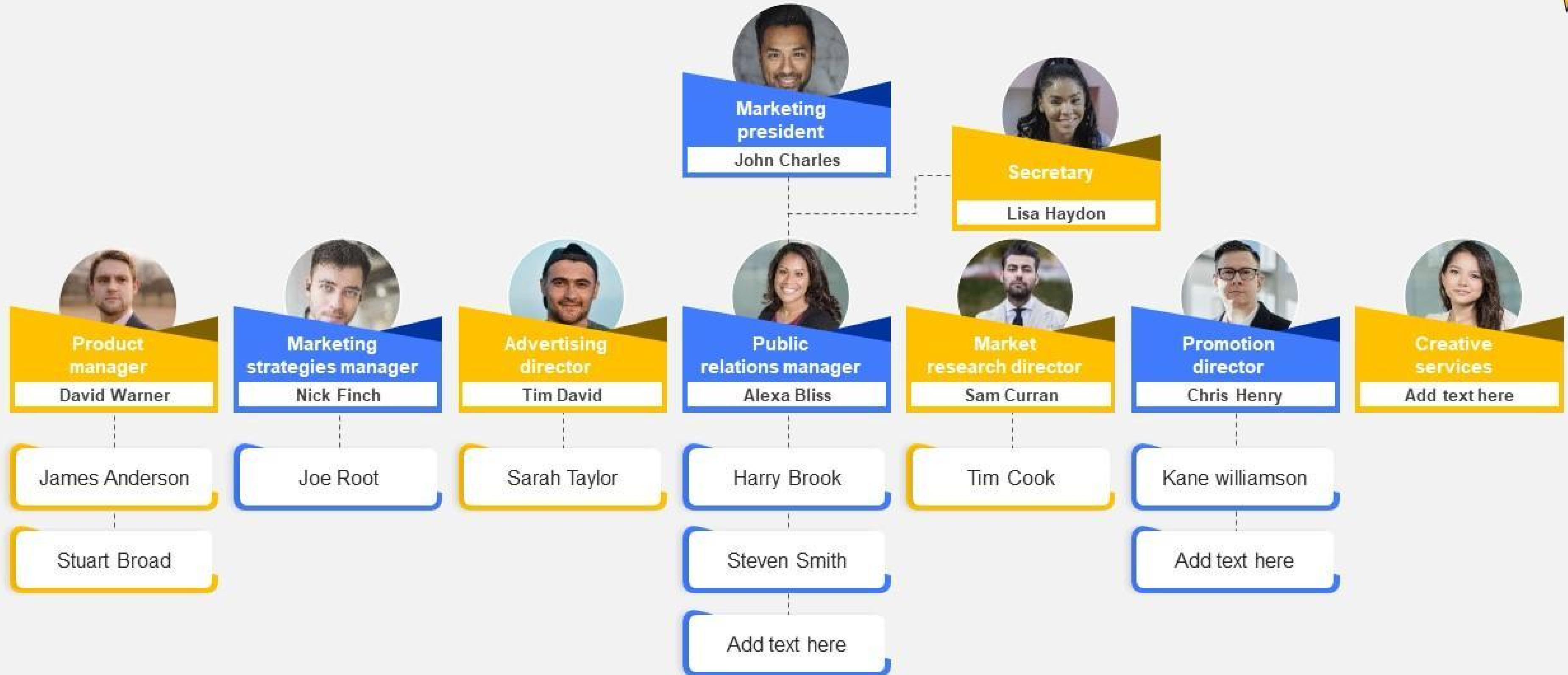
By JILL LAWRENCE

"My older kids don't pay any   strate," he said. "Teachers are

The Purpose of A.I.: Not for Laziness or Replacement.

# Organization structure of startup marketing team

The following slide showcases divisional structure of early-stage startup marketing team. The key stakeholders mentioned in slide are marketing president, secretary, product manager, advertising director, public relations (PR) manager, market research director, promotion director, and creative services.

**Marketing president**
John Charles

**Secretary**
Lisa Haydon

**Product manager**
David Warner

**Marketing strategies manager**
Nick Finch

**Advertising director**
Tim David

**Public relations manager**
Alexa Bliss

**Market research director**
Sam Curran

**Promotion director**
Chris Henry

**Creative services**
Add text here

James Anderson

Joe Root

Sarah Taylor

Harry Brook

Tim Cook

Kane williamson
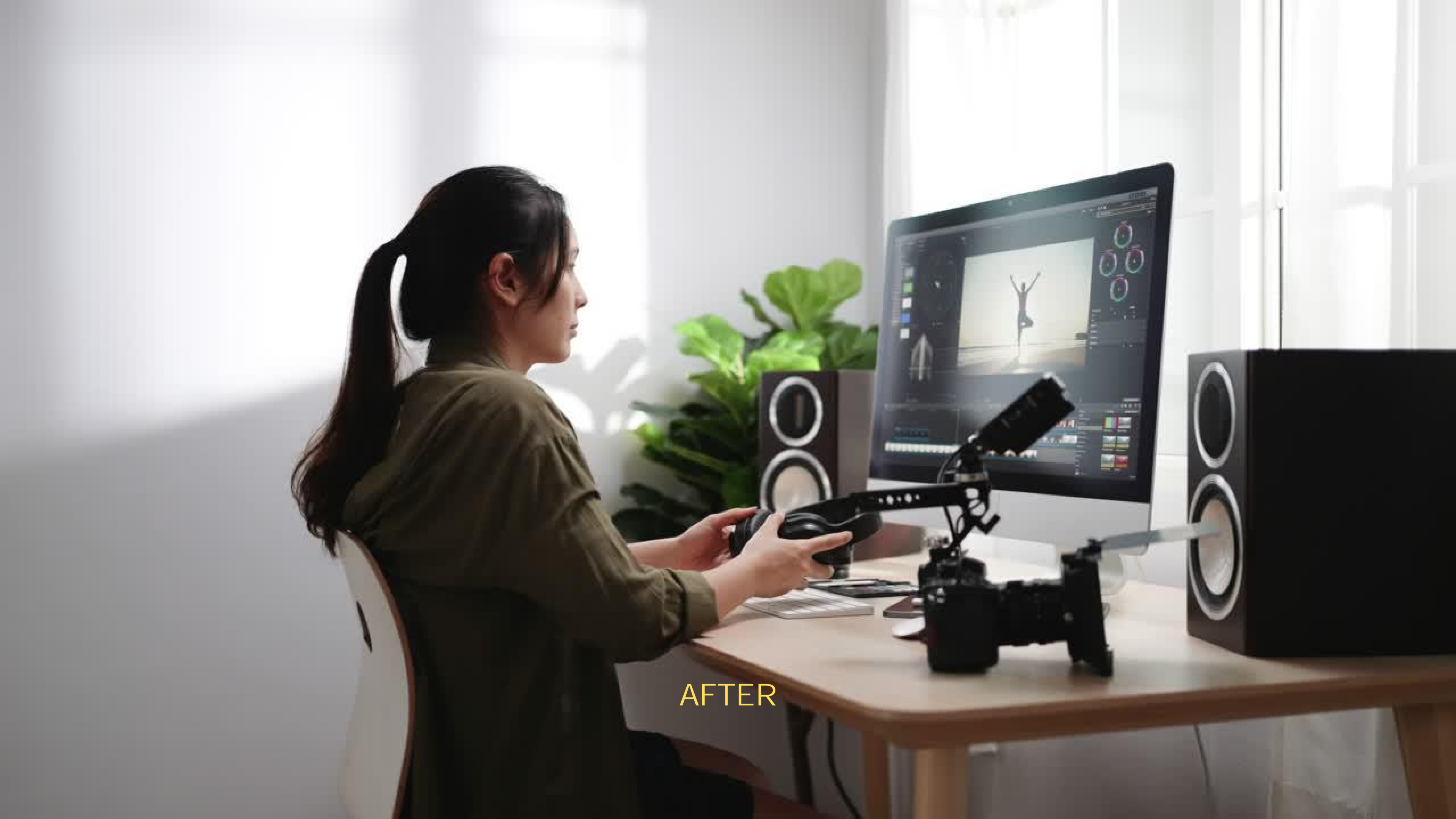
Stuart Broad

Steven Smith

Add text here

Add text here

Yet, A.I. makes creative development from
"Many to One", to "One to Many"

BEFORE

AFTER

The Power of A.I.: Expanding Horizons and Fostering Creativity

| REPLACE THIS | WITH FREE AI |
| --- | --- |
| Excel | Sheets AI |
| Photoshop | Microsoft Designer |
| Google | Bard |
| Premiere Pro | Clipchamp |
| Word | Docs AI |

Paul Couvert

# Challenge

*The Importance of Multitasking and Multitalented Abilities Amongst the Youth*

In today's world, future employers will require employees to possess a diverse set of skills and the ability to multitask, regardless of their experience level. This is particularly true for the use of A.I.-facilitated tools, where it is important to be proficient in order to handle complex tasks.

Thanks to the magic of A.I., students with "disabilities" can now rock their work like total bosses!

# AI to replace 2.4 million jobs in the US by 2030, many fewer than other forms of automation

It's not all bad news. Poets are safe. And machines will take some jobs no human wants

| Occupation | Percentage |
|---|---|
| Legal occupations | 78% |
| Life, physical, and social science occupations | 61% |
| Office and administrative support occupations | 57% |
| Computer and mathematical occupations | 53% |
| Healthcare practitioners and technical occupations | 50% |
| Architecture and engineering occupations | 48% |
| Business and financial operations occupations | 47% |
| Arts, design, entertainment, sports, and media occupations | 41% |
| Management occupations | 38% |
| Educational instruction and library occupations | 33% |
| Food preparation and serving related occupations | 24% |
| Sales and related occupations | 23% |
| Healthcare support occupations | 21% |
| Personal care and service occupations | 19% |
| Farming, fishing, and forestry occupations | 18% |
| Community and social service occupations | 13% |
| Building and grounds cleaning and maintenance occupations | 7% |
| Production occupations | 7% |
| Installation, maintenance, and repair occupations | 5% |
| Protective service occupations | 4% |
| Construction and extraction occupations | 2% |
| Transportation and material moving occupations | 2% |

# Challenge

*Developing Effective Communication Skills for Students and A.I. Commanders*

In order to effectively handle tasks, students must possess strong communication abilities. Similarly, A.I. technology still requires human intervention in order to properly illustrate ideas and provide task instructions. This entails thorough explanation using <u>descriptive language, adjectives, adverbs, and well-crafted statements.</u>

# Implications

Three Strategies to Bridge the Knowledge Gap in Secondary Schools

- Make good use of universities to supplement the education that secondary schools may lack, especially with regards to A.I. and Technology.
- Train teachers on A.I. and Technology, so that they can serve as mentors for students.
- Collaborate with the industry to identify what skills are in demand, and to help students meet those expectations.

香港浸會大學
HONG KONG BAPTIST UNIVERSITY

# SCHOOL OF CONTINUING EDUCATION FULL-TIME SELF-FINANCING PROGRAMMES 全日制自資課程 2024/25

**HKBU**

# School of Continuing Education (SCE)

- **Established in 1975 with a proud history of over 45 years**

- **4 academic divisions offering self-financing programmes at various levels**

- **Twin campuses in Kowloon Tong and Shek Mun and 4 learning centres along the MTR railway**
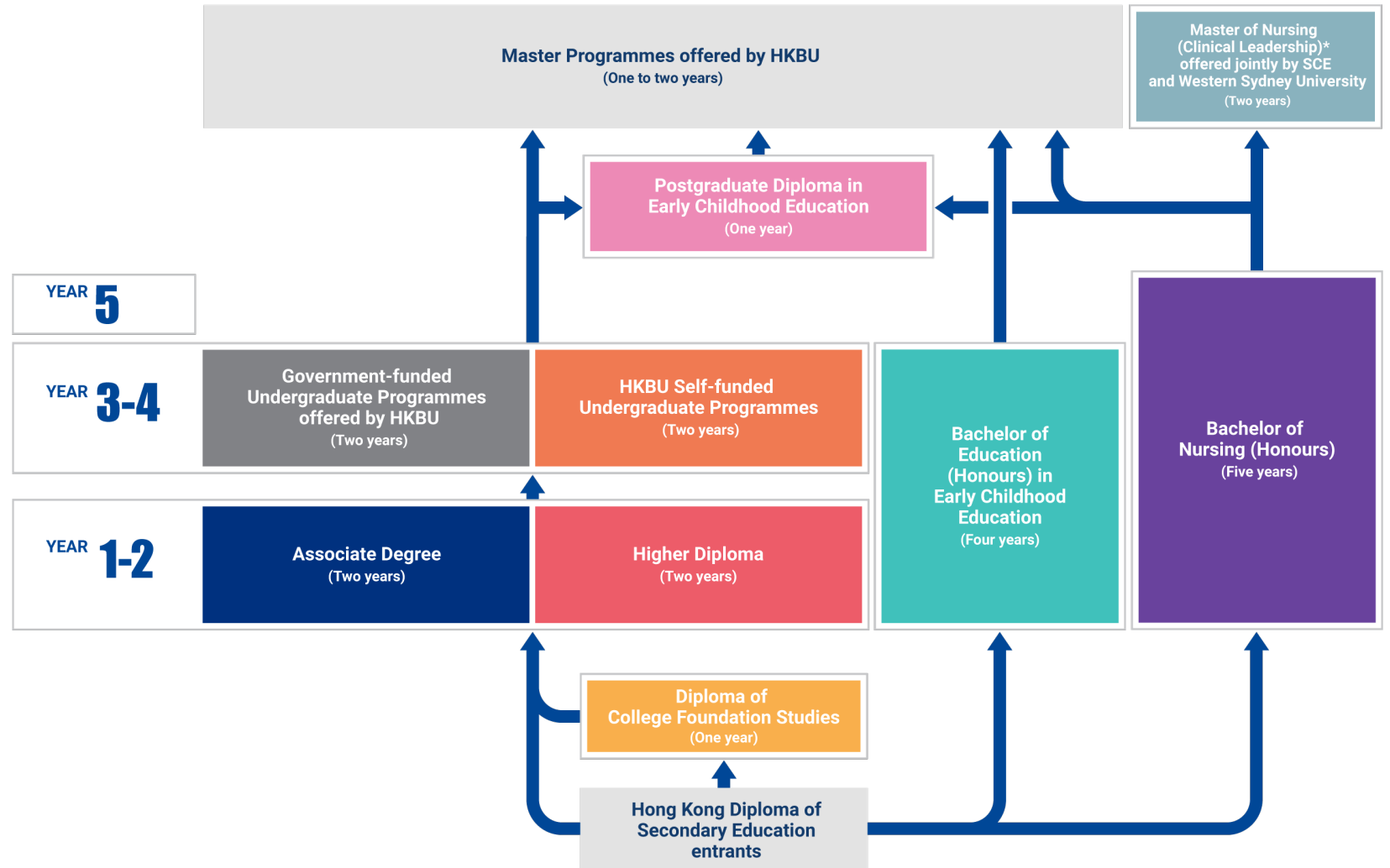
**HKBU**

# Why SCE

- **Programmes fully complied with the HKBU quality assurance mechanism**
- **Academic qualifications (Associate Degree, Higher Diploma and Bachelor's Degree) awarded by HKBU**
- **Comprehensive learning support with ample subsidies and scholarships opportunities**
- **Seamless articulation pathways**
- **Diversified student development service and activities**
- **Extensive alumni and industry networks**

# HKBU

# Further Study and Career

**97.1%**

Employment and
Further Study

**2.9%**
Others

**Bachelor of Education
(Honours) in Early
Childhood Education**

**97.8%**

Employment and
Further Study

**2.2%**
Others
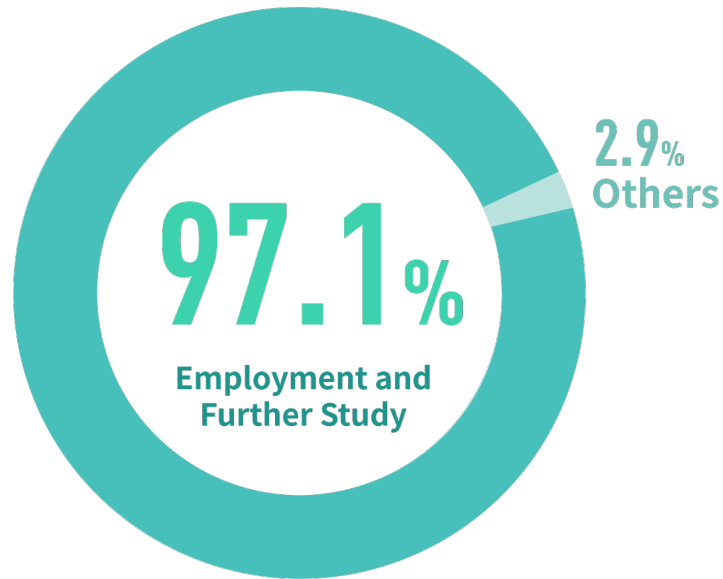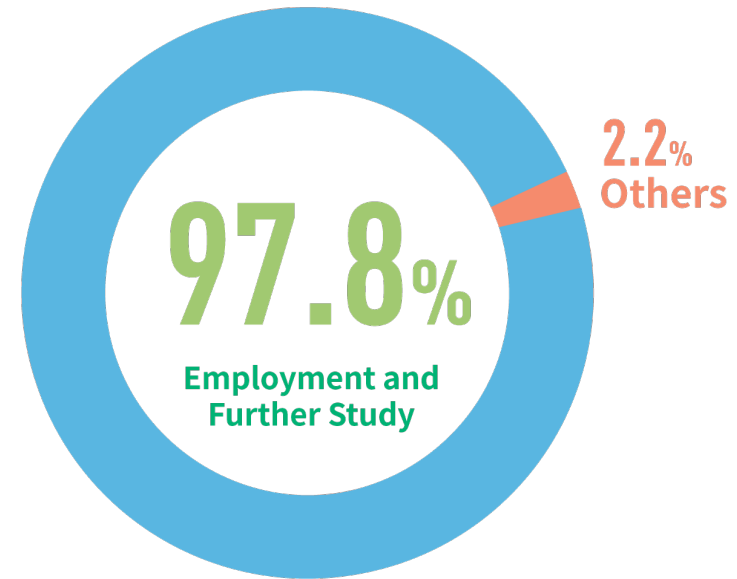
**Sub-degree Programmes**

*Calculation based on responses received
in the Graduate Follow-up/ Destination Survey

# Further Study and Career

## Diploma of College Foundation Studies

**100%**

**Articulate to Associate Degree/ Higher Diploma#**

**51.7%** Associate Degree

**48.3%** Higher Diploma

# Among the respondents who continued their studies, 100 % of them articulated to the Higher Diploma or Associate Degree Programmes

*Calculation based on responses received in the Graduate Follow-up/ Destination Survey 2023
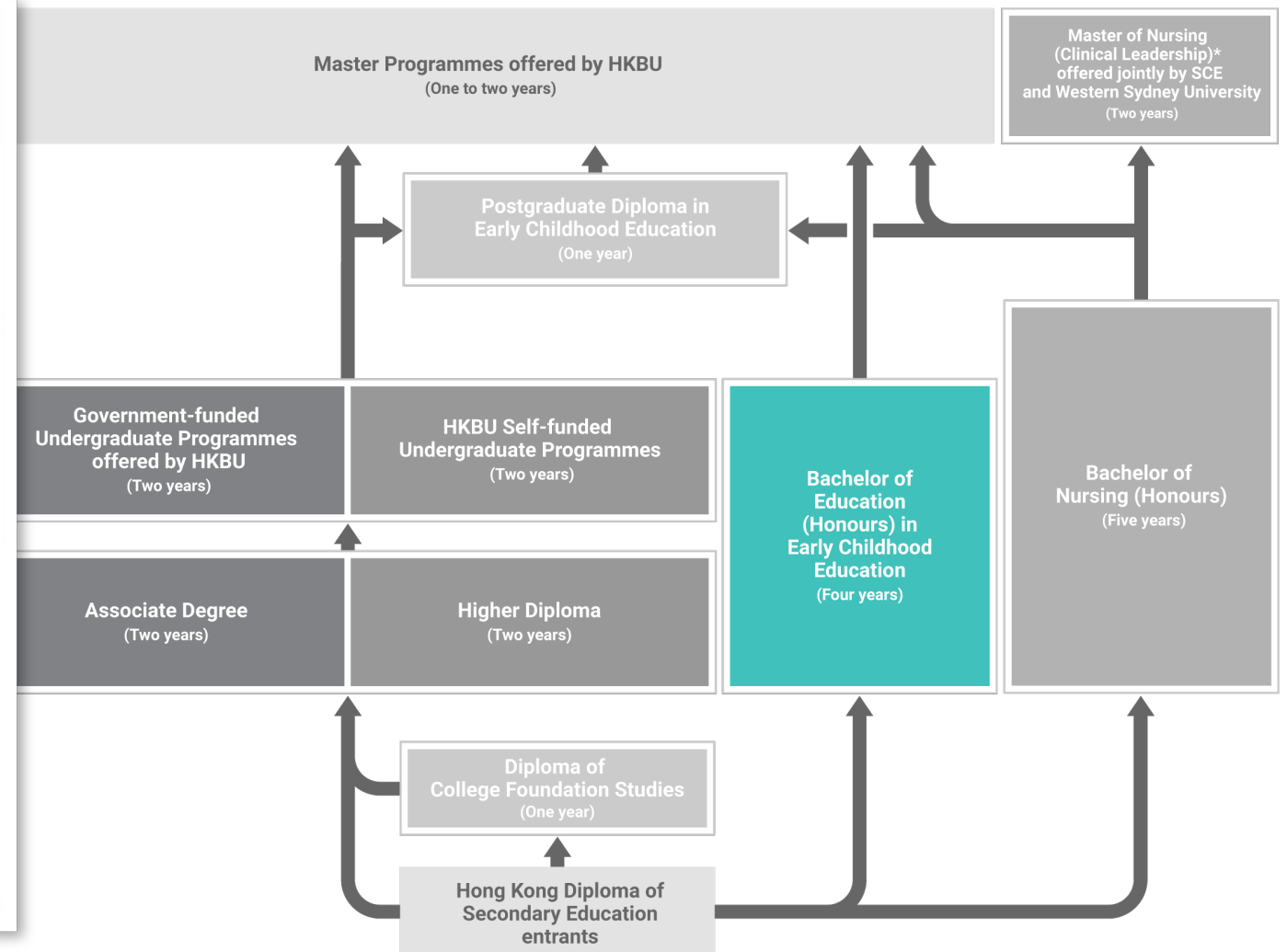
# HKBU

## Minimum Admission Requirements

### 3-3-2-A-3-3

Level 3 in Chinese Language and English Language;
Level 2 in Mathematics;
"Attained" in Citizenship and Social Development; and
Level 3 in two elective subjects

## Graduate Prospects

- Kindergarten Teacher
- Kindergarten Principal
- Child Care Worker
- Child Care Supervisor
- Special Child Care Worker



**Master Programmes offered by HKBU**
(One to two years)

**Master of Nursing (Clinical Leadership)*** offered jointly by SCE and Western Sydney University
(Two years)

**Postgraduate Diploma in Early Childhood Education**
(One year)

**Government-funded Undergraduate Programmes offered by HKBU**
(Two years)

**HKBU Self-funded Undergraduate Programmes**
(Two years)

**Bachelor of Education (Honours) in Early Childhood Education**
(Four years)

**Bachelor of Nursing (Honours)**
(Five years)

**Associate Degree**
(Two years)

**Higher Diploma**
(Two years)

**Diploma of College Foundation Studies**
(One year)

**Hong Kong Diploma of Secondary Education entrants**

# HKBU

**Minimum Admission Requirements**

**2-2-2-2-2**
Level 2 in five subjects (including Chinese Language and English Language)

**Graduate Prospects**

AD graduates have broad degree articulation opportunities, including:

- UGC-funded Degree Programmes via non-JUPAS application;
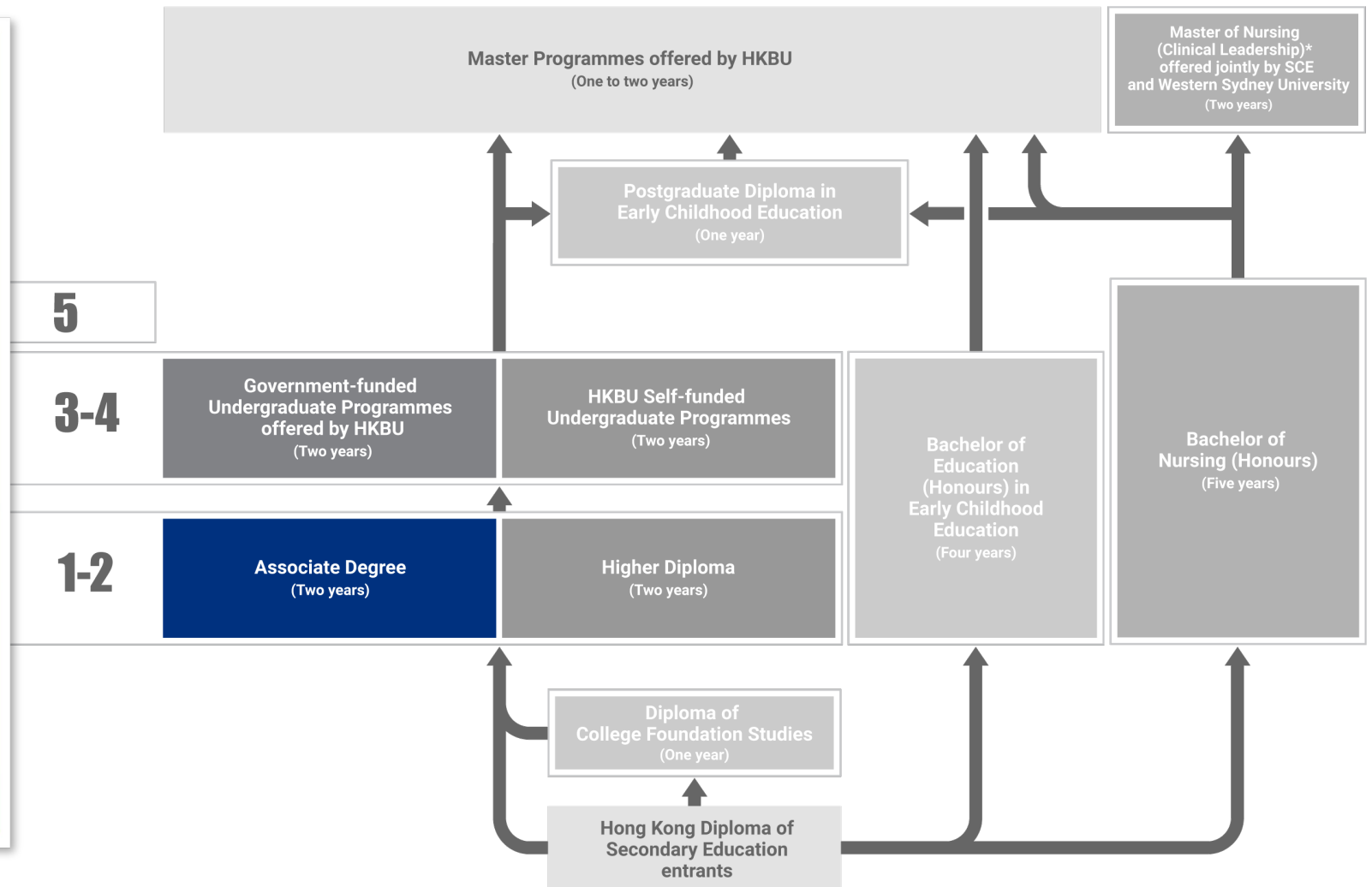- HKBU Self-funded Undergraduate Programmes; and
- Undergraduate Programmes offered by other universities both locally and overseas

*[According to 2023 graduate survey, 90.7% of HKBU AD graduates articulated to Undergraduate Programmes and 47.6% of them articulated to UGC-funded Undergraduate Programmes.]*

**Master Programmes offered by HKBU**
(One to two years)

**Master of Nursing (Clinical Leadership)* offered jointly by SCE and Western Sydney University**
(Two years)

**Postgraduate Diploma in Early Childhood Education**
(One year)

**5**

**3-4**

**Government-funded Undergraduate Programmes offered by HKBU**
(Two years)

**HKBU Self-funded Undergraduate Programmes**
(Two years)

**Bachelor of Education (Honours) in Early Childhood Education**
(Four years)

**Bachelor of Nursing (Honours)**
(Five years)

**1-2**

**Associate Degree**
(Two years)

**Higher Diploma**
(Two years)

**Diploma of College Foundation Studies**
(One year)

**Hong Kong Diploma of Secondary Education entrants**

# HKBU

**Minimum Admission Requirements**

**2-2 or**
**1-1 + at least 6 points in the best five subjects**

Level 2 in English Language and Chinese Language; OR
Level 1 in English Language and Chinese Language AND at least 6 points in the best five subjects

**Graduate Prospects**

Articulate to Associate Degree or Higher Diploma

Master Programmes offered by HKBU
(One to two years)

Master of Nursing
(Clinical Leadership)*
offered jointly by SCE
and Western Sydney University
(Two years)

Postgraduate Diploma in
Early Childhood Education
(One year)

Government-funded
Undergraduate Programmes
offered by HKBU
(Two years)

HKBU Self-funded
Undergraduate Programmes
(Two years)

Bachelor of
Education
(Honours) in
Early Childhood
Education
(Four years)

Bachelor of
Nursing (Honours)
(Five years)

Associate Degree
(Two years)

Higher Diploma
(Two years)

Diploma of
College Foundation Studies
(One year)

Hong Kong Diploma of
Secondary Education
entrants

# Bachelor of Education (Honours) in Early Childhood Education

- 4-year full-time programme

- Teaching practicum conducted in each year throughout the programme

- Extensive mentor and industry networks

- Recognised professional qualifications including:
  - Kindergarten Teacher
  - Kindergarten Principal
  - Child Care Worker
  - Child Care Supervisor
  - Special Child Care Worker

# **HKBU**

# **Bachelor of Nursing (Honours)**

- **5-year full-time programme**

- **Accredited by the Nursing Council of Hong Kong**

- **Eligible for obtaining license to practise as Registered Nurse (General) in Hong Kong**

- **Integrated curriculum with elements of Western and Chinese medicinal nursing**

- **Nursing laboratories designed with reference to private hospitals**

- **Comprehensive clinical practice opportunities at public and private hospitals, clinics and community settings**

# HKBU

# Associate Degree

- 2-year full-time programme

- A wide selection of 27 Concentration Studies covering 5 divisions including Applied Science, Arts and Languages, Business, Communication and Social Sciences

- Multiple articulation pathways in the "2+2" study mode to enable students to obtain an HKBU Bachelor's degree in 4 years

6.7% Employment
2.6% Others

2023
Articulation Rate
90.7%
Articulate to Undergraduate Programmes
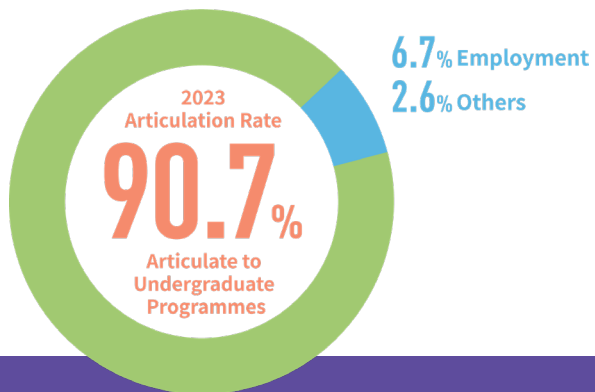
Obtain an HKBU Honours Degree in 4 years

# HKBU

# Higher Diploma in Commercial Design

- 2-year full-time programme

- Diverse learning experiences

- A practical-oriented programme to equip students
  with the skills and knowledge to perform
  design-related roles in design industry

- Articulation opportunities include both local
  and overseas undergraduate programmes

# Higher Diploma in Management

- 2-year full-time programme
- 3 Specialisations including
    - Aviation Administration
    - Justice Administration and Law Enforcement
    - Sport and Healthy Living
- Diverse learning experiences
- A practical-oriented programme with a unique blend of theoretical knowledge and business applications to enable students to pursue the chosen career
- Articulation opportunities include both local and overseas undergraduate programmes

# **HKBU**

# **Higher Diploma in Data Science**

- **2-year full-time programme**
- **Supported by industry partners**
  **IBM, Microsoft, Towngas, UBS AG, ASTRI,**
  **Equinix, Hong Kong Jockey Club (Division of**
  **Information Technology and Sustainability), etc**
- **Availability of Internship and Mentorship**
- **Provision of Bootcamp in Mathematics and Programming**
- **Graduates are eligible to apply for**
  **Associate Membership of HKCS**
- **Articulation opportunities include both local**
  **and overseas undergraduate programmes**

# HKBU

# Higher Diploma in Early Childhood Education

- **2-year full-time programme**
- **Curriculum covering professional knowledge, skills, strategies and ethics**
- **Teaching practicum conducted in each year throughout the programme**
- **Recognised professional qualifications including:**
  - **Kindergarten Teachers**
  - **Child Care Workers**
  - **Child Care Supervisors**
- **Articulation to Year 3 of Bachelor of Education (Honours) in Early Childhood Education**

# Diploma of College Foundation Studies

- 1-year full-time programme

- May apply via the Special Admissions Scheme to Associate Degree and Higher Diploma (Commercial Design / Management) offered by the School

- English as the main medium of instruction to enhance students' language abilities in listening, speaking, reading and writing

- A wide selection of elective courses including Economics, Business and Sports Coaching

- Entrance scholarships are provided for articulation to Higher Diploma and Associate Degree

- Subject to satisfactory fulfilment of the prescribed requirements, graduates may articulate to undergraduate programmes in the Business School of Edinburgh Napier University in the UK.

# **HKBU**

# **Admissions Information Hub**



## **http://hkbusce.hk/ft**

# HKBU

# Contact Us

| Programme | Phone | Email |
|---|---|---|
| **Bachelor of Education (Honours) in Early Childhood Education** | **3411 4300** | **bubedece@hkbu.edu.hk** |
| **Bachelor of Nursing (Honours)** | **3411 5426** | **hkbudne@hkbu.edu.hk** |
| **Associate Degree Higher Diploma in Art Tech Design** | **3411 3240** | **applycie@hkbu.edu.hk** |
| **Higher Diploma in Commercial Design Higher Diploma in Data Science Higher Diploma in Management** | **3411 5452** | **hdiploma@hkbu.edu.hk** |
| **Higher Diploma in Early Childhood Education** | **3411 4333** | **buhdece@hkbu.edu.hk** |
| **Diploma of College Foundation Studies** | **3411 5428** | **scedcfs@hkbu.edu.hk** |

# What is
# Art Tech Design?
# 藝術科技設計？

Art and Technology Design can encompass various forms of creation, such as virtual reality (VR), augmented reality (AR), interactive art, digital art, and installation art.

藝術科技設計可以包括**虛擬現實、擴增實境、互動藝術、數位藝術、裝置藝術**等不同形式的創作。

Art Tech Design enhances the connection between the artwork and the audience. By integrating art and technology, it showcases creativity and aesthetics, as well as explores new modes of expression and audience participation.

藝術科技設計增強了作品內容和觀眾之間的聯繫，透過融合藝術和科技去展示創意和美學，以至探索**新的表達方式**和**觀眾參與方式**。

# Our Programme
## 藝術科技設計高級文憑課程

By leveraging HKBU's unique advantages in creative arts and media, a new program that integrates information technology, art, and communication studies.
藉著浸大在**創意藝術及傳理**方面的獨有優勢，結合資訊科技、藝術及傳播學的新課程

By adopting an interdisciplinary approach, the program integrates artificial intelligence into new media creation, such as teaching students how to use various mediums like VR/AR to create immersive experiences.
以跨學科手法將人工智能融入新科技媒體創作，例如會教導同學用不同媒界例如VR / AR 製作出**沉浸式體驗**

The curriculum emphasizes the relationship between artworks and audiences, cultivating students' keen insights and utilizing the power of technology to create works that are centered around people.
課程設計上特別強調**作品與受眾間的關係**，培育同學具備敏銳的洞察力，利用科技的力量製作出從人出發的作品

*Artistic and design knowledge*

Image source: http://artistic-vision.com/

*Art technology application skills*

Image source: https://www.teamlab.art/

*Business thinking*

Image course: https://www.inc.com/cox-business/

# Programme Structure
**課程結構**

This is a 2-year full-time programme consisting of 19 courses.
本課程為兩年全日制，課程包括19個科目。

## 1st year

- ✓ Personal Growth and Development
- ✓ Writing Academic English
- ✓ Art History and Appreciation
- ✓ Design Thinking for Creativity and Innovation
- ✓ Introduction to Explainer
- ✓ Fiction and Avatar Development
- ✓ Data Visualisation Aesthetic
- ✓ Culture and Style
- ✓ Motion Graphics
- ✓ Digital Literacy and Problem Solving NEW
- ✓ ART TECH Voyage

## 2nd year

- ✓ English for Business
- ✓ Practical Chinese Writing
- ✓ Gamification Theories and Practice
- ✓ Emerging Technologies NEW
- ✓ User Experience Design (UI/UX)
- ✓ Business Concepts and Entrepreneurship
- ✓ Team Work and Collaboration
- ✓ Final Year Project

香港浸會大學
HONG KONG BAPTIST UNIVERSITY

CIE COLLEGE OF 國際學院
INTERNATIONAL EDUCATION

# Industry Partners
## 業界夥伴

The programme is supported by many industry partners. The industry partners provide activities and workplace experiences such as mentorships, internships, company visits, workshops and guest seminars to arouse students' interest and enrich their generic and technical skills.

課程獲業界夥伴支持以提供多元化的職場體驗活動，包括師友計劃、實習、企業探訪、工作坊及嘉賓講座等，使學生循序漸進地加深對行業的興趣，並增進他們的職場技能。

# What are the articulation and career opportunities?
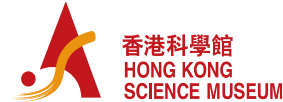
**畢業生有什麼升學選擇? 將來有什麼就業機會?**

Graduates will be able to take up entry-level positions in Art Tech and media design sectors, such as
畢業生可投身各類與藝術科技及媒體設計相關的工作，例如：

### Junior content curators
初級內容策展人員

### Graphic designer
平面設計師

### Web designers
網站設計師

### Animators
動畫製作助理

Alternatively, graduates can also choose to articulate to the UGC-funded Senior Year Places (Year 3) through the non- JUPAS scheme to obtain a bachelor degree. Self-funded undergraduate programs offered by the Division of Communication, HKBU CIE are also opportunities opened for graduates for their further study:
畢業生亦可循非聯招途徑報讀**教資會資助高年級(三年級)學士學位**，或報讀由
**國際學院傳理學部開辦的自資學士學位課程**：

- Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media
  **新媒體及影視創意寫作文學士（榮譽）學位**
- Bachelor of Social Sciences (Honours) in Integrated Communication Management
  **綜合傳播管理學社會科學學士（榮譽）學位**
- Bachelor of Social Sciences (Honours) in Media and Social Communication
  **媒體及社會傳播社會科學學士（榮譽）學位**

# Tuition Fee & Scholarships
**學費及獎學金**

## Tuition Fee 學費

The tuition fee of the two-year programme should be paid in 4 instalments with HK$29,925 per semester. One year in total: HK$59,850.

兩年學費分四期繳交，每個學期港幣$29,925，每年合共港幣$59,850。

## Scholarships 獎學金

The College provides a number of scholarships to recognize students with outstanding academic qualifications or other unique achievements.

本學院提供多項獎學金，以表揚學業成績或在其他方面有傑出表現的同學。