Knowledge is power, the power to be extraordinary, create more and design a better world. The vibrant learning environment at HKDI, its spirit of innovation and originality and its dedication to feed the hunger for new understanding creates an atmosphere of Inspired Knowledge. The knowledge we create is inspired by the way our students develop their own unique skills and fresh visions. JOIN US and experience Inspired Knowledge.
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The state-of-the-art HKDI campus at Tiu Keng Leng has been turning heads since it opened in 2010. The innovative design of the building encourages a dynamic flow of people and ideas and provides a perfect platform in which staff and students can interact. The learning spaces are an ideal environment in which to engender the inspired knowledge that is the driving force of the creative process and the exhibition spaces, amongst the best in the region, help bring to HKDI the brightest and the best from all over the world.
Learning Resources Centre
A laboratory for inspired knowledge, the HKDI’s Learning Resources Centre offers students all the information and data tools they need to transform lessons learnt into understanding and creative action.

Auditorium
The staging, acoustics and seating in the HKDI’s auditorium make it a world-class space for performances, conferences and fashion shows. Few artists have such a canvas upon which to display their best work.

Facilities
Lifestyle is a source of creativity. Surrounded by recreational facilities that make the students relax, that is why they are full of inspired ideas.
Learning Experience

“We teach both what and how, theory and practice. And good design always needs both.”

“When I first visited a company where they use design everyday I realised what people mean when they talk about creativity in action.”

Celebrate Diversity

Enrich International Perspective

Foster Interaction

Instill Social Responsibility

Encourage Openness

Learn with Fun
World-class Exhibitions

reddot design award exhibition

Essential Eames Exhibition

“Be passionate about ideas and communicating those ideas and discoveries to others.”
Charles Eames
“Never settle for somebody else's version of success.”
Peter Buffett

“There is no purpose more uplifting than to reweave the wondrous diversity of life that still surrounds us.”
Edward O Wilson

Life is What You Make It - Peter Buffett

Miao Culture and Sustainable Design Exhibition

Outstanding Masters

Cultural Diversity
1 Lau Man Ting
Flowing
Second Runner-up (Student Group), The 12th Hong Kong Jewellery Design Competition

2 Tang Chung Leung
Planning Watch
First Runner-up (Student Group), The 28th Hong Kong Watch and Clock Design Competition

3 Cheung Yan Yu
Break the Mould into Nirvana
Gold Prize, Hong Kong Young Design Talent Award 2011

4 Lo Pak To
Redesign Central Market
Winner, Perspective Student Design Competition 2010

5 Cheng Qi Xing
MIDORI Home Gardening System
Second Runner-up (Individual Group), The 12th Hong Kong Household Electrical Appliances Design and Innovation Competition

6 Sum Wing Kiu
You must transform?
Gold Award and Judges’ Choice (Set Theme Category) Conqueror Identity Design Competition

7 Chan Ying Wai
Time Traveller Captain’s Dream
Champion (Student Group), Art Idol - Hong Kong Figure Design Competition
Awards

8. Liu Keok Wai
The New Nude
Champion, Asia Wedding Art and Design Competition

9. So Yu Kwok
Nude
Winning Design, OPUS Design Award 2010

10. Ng Cho Chun and Poon Ho Ki
Feather Duster - Please do not mind the gap
Merit Award, HK4As Kam Fan Student Awards

11. Lai Chi Hoi
The Flows
Champion, The 1st Young Knitwear Designers’ Contest 2011

12. Choi Chun Fai
Veg Eco
Gold Award, Kan Tai-keung Design Award 2010

13. Wong Mei Yee
Padaung Girls
First Runner-up (Ladies’ Shoes Category), The 11th Footwear Design Competition

14. Tse Yan Lamb
Stone
Second Runner-up (Student Group), The 5th Hong Kong Lighting Design Competition
Mui Lok Him
Student of Film and Television

Him is one of those lucky students who have studied and developed a career path that aligns with their personal interests. His attraction to the movie industry began when he watched an old film whilst he was a secondary student. He has since grown fond of movies, and this led him to study at the HKDI.

Unlike other design projects, film production is not an individual endeavour. It requires sound ideas, good communication skills, strong team work and adequate preparation. Him has managed to develop these valuable skills with the school’s support, its well-equipped facilities, and the professional advice and essential training it has given him. Producing his first film, *Last Thing I Remember*, was a challenge; yet this confident attempt earned his team the Best Cinematography Award in the Student Division of the Fresh Wave 2011 – International Short Film Festival. The recognition has given Him an opportunity to present this movie to an international audience.

“Listen to the dream in your heart, and work towards it with enthusiasm and knowledge.”
Sarah’s interest in design, especially its fashion aspects, began with the experience of undertaking various design assignments during her secondary school days. Afterwards, she deepened her understanding of the fashion world through her studies at the HKDI. Sarah enjoyed her time there. As she puts it: “Studying at the HKDI is inspiring, because the tutors often invite industry experts and arrange seminars and visits to increase our knowledge.” However, the things she appreciated most of all were the coaching and guidance her tutors gave her whilst she was undertaking assignments and competition pieces.

During her final year in HKDI, Sarah flew to Milan to participate in the REMIX International Fur Design Competition for the first time… and she clinched the Gold Prize in the face of opposition from many competitors from around the world. Although the experience astounded Sarah, it hasn’t made her big-headed. “It was just one step on my learning curve. I still need to work hard to realise my dream.” Perhaps Sarah’s humility and desire to learn are also contributing to her success.

“You can develop and do well in the field that interests you.”
Tse Yan Lamb
Student of Product Design

Lamb’s interest in creative solutions emerged whilst she was in secondary school, and it grew further when she pursued her design studies at the HKDI. As a design student, Lamb didn’t just sit and listen. Instead, she worked hard on her research outside school hours, and she sought feedback from her tutors. With their encouragement, she also seized opportunities to participate in several design and culture-related projects and competitions. Lamb’s positive attitude and creativity have gained her high recognition in both local competitions and international challenges. All these learning experiences have familiarised her in advance about practices in the design industry, and they have allowed her to apply her professional knowledge in creating innovative concepts.

Despite having won the Seal of Distinction in the red dot design awards 2011 – Design Concept and the latest HKDI Young Design Talent Education Award from the Hong Kong Design Centre, Lamb will continue to study and explore the world in her quest to become a product designer.

“Hard work doesn’t guarantee success; but you won’t get anywhere without it.”
Development Pathway (Post-secondary 6)

1. For specific requirements of each programme, please visit the Admissions Homepage at www.vc.edu.hk/admission for more details.
2. Higher Diploma graduates can apply for admission to top-up degree programmes offered by VTC in collaboration with local and overseas universities or degree programmes offered by local or overseas universities.
Development Pathway (Post-secondary 7)

1. For specific requirements of each programme, please visit the Admissions Homepage at www.vtc.edu.hk/admission for more details.
2. Higher Diploma graduates can apply for admission to top-up degree programmes offered by VTC in collaboration with local and overseas universities, or degree programmes offered by local or overseas universities.
Top-up Degree Programmes

Graduates of Higher Diploma (HD) programmes may continue their art and design degree programme studies in Hong Kong via collaborative one-year top-up degree programmes offered in conjunction with the following four UK universities:

Birmingham City University (BCU)
One of the country's top 10 universities for art and design research offers delivery-focused, world-class, real-world solutions that focus on priority and emerging themes.

Nottingham Trent University (NTU)
An institution that has gained significant international recognition for its work in art and design, and which makes major contributions to the global design profession.

Sheffield Hallam University (SHU)
One of the UK's most progressive and innovative universities, with an excellent reputation for the quality of its teaching and applied research.

University of the Arts London (UAL)
London College of Fashion is the only college in the UK that specialises in image education, research and consultancy.

The strengths of the programmes are that they:
- Broaden the international horizons of students
- Focus on design management
- Enhance research capability
- Are taught by overseas and local experts
- Open up employment opportunities

Three of the four universities, namely BCU, NTU and UAL, had their collaborative programmes successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications during 2011. These collaborative programmes have been awarded the same status as a local degree in the Civil Service Recruitment and Student Financial Support programmes.

**Overseas Universities (UK)**

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<th>University</th>
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<tr>
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<td>• BA(Hons) in Visual Communication (Illustration)*</td>
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<table>
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<td>• BA(Hons) in International Fashion Business</td>
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| Sheffield Hallam University                         |                       |
| • BA(Hons) in Metalwork and Jewellery*              |                       |

* These programmes are pending approval from the Education Bureau’s Non-Local Courses Registry

It is up to individual employers to decide whether they recognise qualifications resulting from the above programmes. For more details concerning recognition and articulation arrangements, please visit the SHAPE Homepage at [www.vtc.edu.hk/shape](http://www.vtc.edu.hk/shape)
“Create your own visual style... let it be unique for yourself and yet identifiable for others.”
Orson Welles
Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.

Charles Eames
All students entering the 2-year HD programmes will navigate through a broad-based Discipline Core Studies spanning Year 1 and Year 2. It provides a solid foundation for the incubation and integration of myriad design experience in the study pathway as well as the life-long learning in the career development. There are 3 major areas: Creative Thinking, Cultural Studies, Aesthetics and Semiotics.

Key Features
- Awareness in sustainable lifestyle
- Cultural focus
- Exploratory experiences
- Humanistic approaches

Study Areas
- Aesthetics and Semiotics
- Creative Thinking 1: Hemispheric Thinking
- Creative Thinking 2: Strategic Thinking
- Cultural Studies Fundamentals
- Cultural Studies and Design
Communication Design and Digital Media

Advertising Design
Creative Media
Digital Music and Media
Film and Television
Printing and Publishing

Visual Arts and Culture
Visual Communication
Programme Stream
The first semester is a common one. Depending on their interests and academic performance, students then progress to one of the following streams from the second semester onwards:
• Higher Diploma in Advertising Design
• Higher Diploma in Advertising Design (Digital Marketing)

Programme Aims
This course aims to be a leading HD programme in advertising design. It focuses on the balance between creativity and market needs.

By providing its students with the richest possible range of learning experiences, the course equips them to become creative and competitive professionals with transferable skills, cultural awareness, consumer insights and market acumen in advertising, digital marketing and brand promotions. Through hands-on experience, they learn how to use traditional and new media to create innovative advertising, integrated marketing communications, and social and brand messages that engage consumers more fully.

Students are shown how to apply their creativity persuasively and realistically by transforming big ideas into compelling messages that sell. Furthermore, they are trained to become adventurous, open-minded, playful, confident, compelling and competitive advertising creatives. They are also encouraged to be observant, critical and responsive to the ever-changing and challenging world of advertising.

The course emphasises generic and language training, whole-person development and workplace experience to prepare students for further studies and employment after they graduate.

Professional Core Modules
• Digital Marketing
• Introduction to Search Engine Marketing
• Mobile Advertising and Email Marketing
• Online Advertising

Careers Prospects
Graduates will be able to join the industry at entry level, and later become professionals such as creative directors, art directors, copywriters, graphic designers, design managers, promotion and event managers, brand managers, studio managers, web designers, multimedia designers, visualisers and media planners.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
BA(Hons) in Visual Communication (Graphic Communication), Birmingham City University, UK
BA(Hons) in Visual Communication (Moving Image), Birmingham City University, UK
BA(Hons) in Advertising, Technological and Higher Education Institute of Hong Kong, VTC, HK
BA(Hons) in Design, Hong Kong Polytechnic University, HK
Programme Stream
The first semester is a common one. Depending on their interests and academic performance, students will progress to one of the following streams from the second semester onwards:

- Higher Diploma in Creative Media
- Higher Diploma in Creative Media (Animation and Visual Effects)
- Higher Diploma in Creative Media (Interactive Media)

Programme Aims
The aim of this course is to nurture the students’ aesthetic and artistic sense, together with their professional knowledge and critical thinking skills. To prepare them to become multimedia professionals, it provides training in various digital media production skills. In addition, it equips students with the ability to acquire new skills and use new technologies in the future.

The course emphasises generic and language training, whole-person development and workplace experience, in order to prepare students for further studies and employment after they graduate.

Professional Core Modules
- Contemporary Animation Studies
- Global Experience in Creative Media
- Interactivity for Branding and Business
- Mobile App Design

Career Prospectus
Graduates will be equipped to become animators, assistant digital art directors, exhibition designers, graphic designers, mobile app developers, producer assistants, video editors and web designers.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
- BA(Hons) in Visual Communication (Illustration), Birmingham City University, UK
- BA(Hons) in Visual Communication (Moving Image), Birmingham City University, UK
- BA(Hons) in Creative Media, City University of Hong Kong, HK
- BA(Hons) in Design, Hong Kong Polytechnic University, HK
- BA(Hons) in Digital Media, Hong Kong Polytechnic University, HK
- BA(Hons) in Digital Graphic Communication, Hong Kong Baptist University, HK
- BFA(Hons) in Film and Television, Hong Kong Academy for Performing Arts, HK
“Design is intelligence made visible.”

Alina Wheeler
Programme Aims
This programme aims to equip students with solid foundation of creative musical and audio technology engineering skills applied in media production, stage performance, music production and audio post production. It prepares students for continued learning and participation as sound designer, audio engineer, composer, arranger and producer on various projects. Students will develop an informed and critical aesthetic vision on digital music and media production and function effectively in a profession that is constantly changing and evolving.

The programme is unique for its comprehensiveness and pedagogy, which, in addition to the core learning modules, covers the essential components, including languages, whole-person development, cultural study and industrial attachment. Putting emphasis on artistic and professional excellence and exposure to resident and visiting professionals, students will acquire cutting edge knowledge and good communication skills necessary to be competitive.

Professional Core Modules
- Digital Music Composition and Arrangement
- Recording, Mixing and Media Audio Post Production
- Scoring and Sound Design
- Technical Arts and Multimedia Interactive Design for Performing Arts

Career Prospects
Graduates will be eligible for employment as sound designers, film and TV sound designers, music scoring composers, production sound and live sound recording engineers, film and video sound effect specialists and music producers in the media and entertainment industries.

Articulation to University
Graduates are eligible to articulate to the final year of the BSc(Hons) in Sound Technology and Digital Music programme at Oxford Brookes University, UK and to apply for admission to the following degree programmes:
- BA(Hons) in Digital Media, Hong Kong Polytechnic University, HK
- BA(Hons) in Music, Hong Kong Baptist University, HK
- BDes in Multimedia Design, Swinburne University of Technology, Australia, administered by SCOPE, City University of Hong Kong, HK
- BMus(Hons) in Education (Contemporary Music and Performance Pedagogy), Hong Kong Institute of Education, HK
- BSc(Hons) in Multimedia and Entertainment Technology, Leeds Metropolitan University, UK
Film and Television

Programme Aims
This programme aims to furnish students with technical and professional knowledge, competence, skills and vision by blending theoretical knowledge with practical application. It enables them to manage the process of video and film making professionally, and to pursue careers in the film and television industries.

It emphasises generic and language training, whole-person development and workplace experience in order to prepare students for further studies and employment after they graduate.

Professional Core Modules
- Multi-cam Management
- Scriptwriting Workshops
- Video Effects and Applications
- Video Production Workshops

Career Prospectus
Graduates will have opportunities to work in various types of companies, including television stations, film companies, TV production houses, advertising agencies, in-house video production departments, news agencies, web TV companies, public relations and event companies, multimedia companies and education supporting units. They will be able to take up roles such as cinematographers, film editors, scriptwriters, production managers, lighting directors, technicians, researchers, copywriters, reporters, freelance videographers, and assistants to producers, art directors, directors of cinematography, film and TV programme directors, creative directors and technical directors.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
- BA(Hons) in Visual Communication (Moving Image), Birmingham City University, UK
- BA(Hons) in Creative Media, City University of Hong Kong, HK
- BA(Hons) in Digital Media, Hong Kong Polytechnic University, HK
“Designers meant to be loved, not to be understood.”

Fabien Barral

Students of Digital Music and Media
Programme Stream
The first semester is a common one. Depending on their interests and academic performance, students then progress to one of the following streams from the second semester onwards:
• Higher Diploma in Printing and Publishing
• Higher Diploma in Printing and Publishing (e-Publishing)
• Higher Diploma in Printing and Publishing (Publication Design)

Programme Aims
The programme aims to offer students a comprehensive understanding of state-of-the-art publishing and printing technologies in the areas of design, commercial printing, book publishing, e-publishing, publication design and packaging, together with essential knowledge and skills about effective selling, marketing and management functions within diverse sectors of the printing and publishing industry.

It emphasises generic and language training, whole-person development and workplace experience in order to prepare students for further studies and employment after they graduate.

The HKDI is the only provider of HD printing programmes in Hong Kong, and it has the industry’s strong support. Throughout the past 30 years, the employment rates of its graduates have always exceeded 95%.

Professional Core Modules
• Colour Management System
• Editorial Design
• Multi-platform Design
• Photography and Retouching
• Print Publishing Management
• Printing and Publishing
• Sales and Marketing for Printing and Publishing

Career Prospectus
Graduates will be able to take up employment as sales executives, customer service representatives, management trainees, print buyers, assistant designers and production technicians in many different types of print media and publishing businesses, such as design houses, publishers, advertising agencies, print brokers, pre-press companies, printing equipment suppliers, book printing companies and packaging printing companies.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
BA(Hons) in Visual Communication (Visual Communication), Birmingham City University, UK
BA(Hons) in Digital Media, Hong Kong Polytechnic University, HK
BDes in Communication Design, Swinburne University of Technology, Australia, administrated by SCOPE, City University of Hong Kong, HK
BEng in Printing Engineering, Wuhan University, China
BSocSc in Integrated Communication Management, Hong Kong Baptist University, HK
Programme Aims
This course aims to encourage students to learn about the visual arts and culture from a variety of aesthetic, theoretical, scientific, sociological and cultural viewpoints. It also helps them to develop their practical skills in these areas.
It emphasises generic and language training, whole-person development and workplace experience in order to prepare students for further studies and employment after they graduate.

Professional Core Modules
- Appreciation of Visual Arts and Culture
- Creative and Critical Ways of Thinking
- Creative Approach to New Value Systems
- The Practice of Making Art

Career Prospects
The HD in Visual Arts and Culture is responding to the rapidly growing demand for professional human resources in visual arts-related fields in Hong Kong and elsewhere in Asia.
Graduates of the HD in Visual Arts and Culture programme will be capable of becoming visual arts entrepreneurs who will create value for the community and business sector in the future; as well as assistant art administrators in museums and art centres, and assistant curators of cultural programmes and art exhibitions.

Articulation to University
The Visual Arts and Culture programme is developing articulation arrangements for top-up degree programmes offered by overseas universities.
Graduates are eligible to apply for admission to the following degree programmes:
BA(Hons) in Creative Arts and Culture, The Hong Kong Institute of Education, HK
BA(Hons) in Visual Arts, Hong Kong Baptist University, HK
BA in Fine Arts, The Chinese University of Hong Kong, HK
Programme Stream
The first semester is a common one. Depending on their interests and academic performance, students then progress to one of the following streams from the second semester onwards:

• Higher Diploma in Visual Communication
• Higher Diploma in Visual Communication (Brand Design)
• Higher Diploma in Visual Communication (Information Design)
• Higher Diploma in Visual Communication (Photography)

Programme Aims
This programme aims to develop the ability of students to communicate creatively by using creative visual and digital media. It focuses on equipping them with visual communication skills for analytical thinking, visual expression and problem solving; as well as message interpretation, manipulation and communication via a wide range of graphic design media, including branding and marketing, persuasive strategy, information, interactive design and visual manipulation. Its goal is to nurture self-motivated problem-solvers who are observant, curious, passionate and unafraid to explore new frontiers in visual communication.

The programme also provides students with a broad educational experience that will encompass creativity, project management, interpersonal communication and team-building skills to match the industry’s demand for flexible, articulate graduates who can compete in a dynamic, fast-paced and ever-changing regional creative environment.

It emphasises generic and language training, whole-person development and workplace experience in order to prepare students for further studies and employment after they graduate.

Professional Core Modules
- Introduction to Brand Design
- Marketing and Consumer Behaviour
- Typography (Introductory and Experimental)
- User-Centred Design and Utility

Career Prospects
Graduates will be ready to join consultancies specialising in a wide range of design areas, including graphic houses, branding, advertising, publication design, multimedia and animation, packaging, digital marketing, exhibition display and illustration. They may also set up their own studios as design practitioners and entrepreneurs.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
- BA(Hons) in Visual Communication (Graphic Design), Birmingham City University, UK
- BA(Hons) in Visual Communication (Illustration), Birmingham City University, UK
- BA(Hons) in Visual Communication (Moving Image), Birmingham City University, UK
- BA(Hons) in Visual Communication (Photography), Birmingham City University, UK
- BA(Hons) in Design, Hong Kong Polytechnic University, HK
- BA(Hons) in Visual Arts, Hong Kong Baptist University, HK
“Design creates culture. 
Culture shapes values. 
Values determine the future.”

Robert L. Peters
Fashion and Image Design

International Fashion Business
Fashion Image Design
Fashion Design
Programme Stream
The first semester is a common one. Depending on their interests and academic performance, students will then progress to one of the following streams from the second semester onwards:

- Higher Diploma in Fashion Design
- Higher Diploma in Fashion Design (Accessories Design)
- Higher Diploma in Fashion Design (Knitwear Design)

Programme Aims
Hong Kong is one of the world’s key fashion centres. The fashion industry is extensive, and it includes fashion clothing and accessory design, research and development, merchandising, retailing, brand promotion and management.

This course will prepare students to work in the fashion design and product development field. Both practical and creative, it includes fashion shows, live projects, design competitions, and working with visiting practitioners and organisations in the fashion and related industries. Students will acquire knowledge about techniques for generating design concepts, pattern-making and sewing fashion products. The Knitwear Design and Accessories Design streams also offer students greater scope to learn about how to satisfy the market’s requirements.

The course emphasises generic and language training, whole-person development and workplace experience to prepare students for further studies and employment after they graduate.

Professional Core Modules
- Fashion Design
- Fashion Design Competition
- Fashion Illustration
- Fashion Workshop (Pattern Making and Garment Sewing)
- Industrial Attachments

Career Prospects
Graduates may be employed as fashion, fashion knitwear and fashion accessory designers, as well as fashion coordinators, stylists, product development executives, buyers, visual merchandisers and editors.

Articulation to University
Graduates are eligible to apply for admission to the following top-up degree programmes:

BA(Hons) in Fashion Design, Nottingham Trent University, UK
BA(Hons) in International Fashion Business, Nottingham Trent University, UK
Programme Streams
The first semester is a common one. Depending on their interests and academic performance, students will then progress to one of the following streams from the second semester onwards:
• Higher Diploma in Fashion Image Design (Hair and Make-up Styling)
• Higher Diploma in Fashion Image Design (Styling and Photography)

Programme Aims
Image design has become accepted as a new profession that specialises in using make-up, hairstyling, fashion styling and fashion photography to create the best and most appropriate image and styling for individuals, brands and corporations.

This course aims to provide graduates with systematic and professional training that will enable them to enter the fashion image design, advertising, film, TV, media, costume and art direction industries.

It emphasises generic and language training, whole-person development and workplace experience to prepare students for further studies and employment after they graduate.

Professional Core Modules
• Fashion Photography
• Fashion Hairstyling
• Fashion Make-up
• Fashion Styling

Career Prospects
Employment opportunities within the image design profession include working on magazine editorial, photography shoots, TV commercials and advertising campaigns, as well as in the film and TV industries. Graduates may be employed as fashion stylists and image consultants, magazine stylists, make-up or hair stylists and fashion photographers.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
BA(Hons) in Fashion: Hair and Make Up, London College of Fashion, University of the Arts London, UK
BA(Hons) in Fashion: Styling and Photography, London College of Fashion, University of the Arts London, UK
Higher Diploma

International Fashion Business

Programme Streams
The first semester is a common one. Depending on their interests and academic performance, students will then progress to one of the following streams from the second semester onwards:

- Higher Diploma in International Fashion Business
- Higher Diploma in International Fashion Business (Branding)
- Higher Diploma in International Fashion Business (Merchandising)
- Higher Diploma in International Fashion Business (Visual Merchandising)

Programme Aims
Hong Kong is a global centre for the fashion industry. Many international enterprises have regional offices in the city, and their businesses extend throughout the neighbouring countries. A number of renowned international fashion brands have also been building their presence in Hong Kong and Mainland China during recent years.

The fashion industry consists of a wide range of activities that cover the entire supply-demand pipeline. These include production, merchandising, brand management, marketing, retailing, visual merchandising and other supporting areas.

Both practical and creative, this course prepares students to work in various aspects of the fashion industry, and it emphasises enriching their international exposure. Students undergo a number of different learning experiences, such as lectures, tutorials, projects, visits, competitions and industrial attachments. The core components of the course are the broad knowledge and skills related to the fashion business, fashion design, fashion materials and technology. Furthermore, students can opt to join either a general study stream or one devoted to branding, merchandising or visual merchandising.

Professional Core Modules
- Fashion Branding and Marketing
- Fashion Materials and Technology
- Fashion Trend Analysis
- Globalisation and the Fashion Business Environment

Career Prospects
Graduates may be employed as fashion buyers, merchandisers, brand executives, marketers, coordinators, retail executives, visual merchandisers, editors, etc.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
- BA(Hons) in Fashion: Styling and Photography, London College of Fashion, University of the Arts London, UK (for graduates of the branding stream only)
- BA(Hons) in Fashion Design, Nottingham Trent University, UK
- BA(Hons) in International Fashion Business, Nottingham Trent University, UK

This course emphasises generic and language training, whole-person development and workplace experience to prepare students for further studies and employment after they graduate.
“Remember it takes a lot of shit, to create a beautiful flower.”
Jacob Cass
Product and Interior Design

Architectural Design
Landscape Architecture
Exhibition Design
Interior Design
Product Design
Programme Aims

This programme lays foundations of design philosophy and technical practicality for students who intend to enter the architectural profession. It also provides background training in visual communication, basic two and three-dimensional design, architectural theory and history, and basic building methodology and construction technology for students wishing to practise architecture or pursue further studies in the subject. It equips them with technical aptitude, professional knowledge and skills, together with an understanding of the necessary legal framework, professional language, leadership qualities, interpersonal and other generic skills that will enable them to pursue careers in the architectural profession. Initially, this is done at a para-professional level by blending theoretical knowledge with practical application. The course also aims to cultivate a holistic approach to design education that encompasses both conceptual and professional concerns, giving graduates the ability to make decisions independently.

Professional Core Modules

- Architectural Design Studio
- Architectural Visualisation
- History and Theory of Design
- Principles of Building
- Professional Practice
- Graduation Project

Career Prospects

The knowledge conveyed by the course will give students the grounding to enter creative industries. Even if they choose not to study architecture further, they will still enjoy many job opportunities in potentially interesting, challenging and rewarding positions as a result of taking the programme. These include architectural assistants, draftsmen, visualisers and renderers, as well as project managers and coordinators, contractors, interior draftsmen and designers, and furniture, exhibition, retail, window display, set, stage and game designers. They may also take up positions as museum and exhibition and gallery curators, installation artists, painters and sculptors.

Articulation to University

The course prepares students to advance their careers as architects and architectural project managers via articulation to further education in architecture. The HKDI plans to explore a top-up degree programme that will allow HD graduates to articulate to an architectural Bachelor’s degree programme. This would open the way for them to continue their studies in relevant Master’s degree programmes, sit for professional examinations for membership of professional organisations, and qualify as registered architects.

Offering Campus

IVE (Kwun Tong), in which home-based studio space for individual students would be provided.
Programme Aims
This programme lays a foundation of both design philosophy and technical knowledge for students who intend to become landscape architects. It also provides background training in basic design skills, planting design, landscape architecture theory and history, landscape technology, and visual communication. This will allow them either to become practitioners or else to advance to further studies in landscape architecture. Moreover, by integrating theoretical knowledge with practical application, it will equip students with technical aptitudes, professional knowledge and skills, together with essential legal and managerial knowledge, professional language, leadership qualities, and interpersonal and other generic skills. Initially, this will be at a para-professional level, but it will also enable them to pursue future careers as professional landscape architects. In addition, the course aims to cultivate a holistic approach to design education that encompasses both conceptual and professional concerns, and it will equip graduates to make independent decisions.

The course emphasises generic and language training, whole-person development and workplace experience to prepare students for further studies and employment after they graduate.

Professional Core Modules
- History and Theory of Landscape Architecture
- Landscape Design Studio
- Landscape Visualisation
- Principles of Landscape Architecture
- Professional Practice
- Graduation Project

Career Prospects
Possible careers for graduates of the HD in Landscape Architecture include landscape architectural assistant, project assistant and technical officer in government, landscape architectural, consulting, engineering and contracting firms, as well as private corporations and land developers.

Articulation to University
The course prepares students for articulation to further education in landscape architecture in order to advance their careers as landscape architects. The HKDI is also planning to explore a top-up degree programme that will allow HD graduates to articulate to a Bachelor’s degree programme. From there, they will be able to continue furthering their studies in a relevant Master’s degree programme, sit professional examinations for membership of professional organisations and qualify as registered landscape architects.

Offering Campus
IVE (Kwun Tong), in which home-based studio space for individual students would be provided.
“Beauty is the ultimate defense against complexity.”

John Carmack
Product, Interior and Exhibition Design (Subject Group)

Product and Interior Design

Programme Streams
The first semester is a common one. Depending on their interests and academic performance, students will then progress to one of the following streams from the second semester onwards:

- Higher Diploma in Exhibition Design
- Higher Diploma in Interior Design
- Higher Diploma in Product Design
- Higher Diploma in Product Design (Jewellery)
- Higher Diploma in Product Design (Timepieces and Lifestyle Products)

Programme Aims
The Department of Product and Interior Design runs a one semester three-dimensional broad-based curriculum for all first-year HD students who are studying Product Design, Interior Design and Exhibition Design. This programme is primarily for students who have completed their secondary school education and who expect to take up specialist three-dimensional design studies. It focuses on the context of basic design and creative knowledge and skills in order to serve as an introduction and preparation for the students' studies in their chosen professional design stream during the following four semesters.

The three-dimensional broad-based common curriculum provides a holistic experience for year-one students and a sound foundation for enabling them to confirm their study programmes and streams within the Department of Product and Interior Design.

Professional Core Modules
- Computer-aided Design Fundamentals
- Design Process and Visualisation
- Structure, Material and Form
- Three-dimensional Design Studies

Career Prospects
Refer DE141503 / DE141504 / DE141505

Articulation to University
Refer DE141503 / DE141504 / DE141505
Programme Aims
Hong Kong is one of the most popular places in the world for international companies to showcase their products and services at exhibitions and conferences. As a result, there is strong demand for expert specialist graduates who can design, produce and manage the many promotional events that take place every year.

The HD course gives students the knowledge and skills they will need to work as designers and managers in the exhibition industry. They learn basic design methodology and techniques, including cultural contexts and spatial layouts, as well as creative production skills for exhibition design, animation, lighting and interactive presentations. They also gain knowledge about marketing, trade promotions, corporate image design and event management.

^ This programme is a progression pathway for a HD in Product, Interior and Exhibition Design (Subject Group)

Professional Core Modules
- Exhibition Design
- Exhibition Material and Technology
- Exhibition Lighting Design and Technology
- Interactive Experience Design

Career Prospects
Many careers will be open to course graduates. They will be able to seek employment as designers for exhibitions, conferences, multimedia presentations, museums, and shopping mall displays. In addition, there will be opportunities for careers in event promotion, coordination and organisation.

Articulation to University
Graduates are eligible to apply for admission to the following degree programmes:
- BA(Hons) in Interior Design, Birmingham City University, UK
- BA(Hons) in Design for Exhibitions and Museums, University of Lincoln, UK

On admission to relevant degree programmes, graduates will be eligible to apply for credit exemption. The level of exemption will be calculated on an individual basis.
“Design is not the narrow application of formal skills, it is a way of thinking.”

Chris Pullman
Programme Aims
Interior designers work to create harmonious, practical and aesthetically pleasing living environments and spaces. Students of the programme learn how to achieve this by understanding the ways historical, social, cultural, economic and technical considerations help to make good designs. They are equipped with professional and technical design skills through individual and team projects. The course provides internship opportunities, industry projects and seminars by renowned design professionals, through which students can understand the industry’s requirements and acquire valuable practical experience. Graduates will possess the confidence, technical competence, presentation skills and project management skills they will need to work in a professional design studio.

The course emphasises generic and language training, whole-person development and workplace experience to prepare students for further studies and employment after they graduate.

Professional Core Modules
• Computer-aided Design
• Interior Design Studies
• Interior Technology
• Professional Practice

Career Prospects
Rapid economic development currently taking place in Asia is creating abundant employment opportunities for interior design graduates. They will be able to work for small or large-scale architectural and interior design firms on corporate, residential, hospitality, retail, food and beverage, leisure and other types of developments. Alternatively, they may opt to work in the exhibition, television, furniture, lighting, stage design and other industries.

Articulation to University
Graduates are eligible to apply for admission to the BA(Hons) in Interior Design degree programme at Birmingham City University, UK. On admission to this programme, they will be eligible to apply for credit exemption. The level of exemption will be calculated on an individual basis.

^ This programme is a progression pathway for a HD in Product, Interior and Exhibition Design (Subject Group)
Product Design

Programme Streams
The first semester is a common one. Depending on their interests and academic performance, students will then progress to one of the following streams from the second semester onwards:

- Higher Diploma in Product Design
- Higher Diploma in Product Design (Jewellery)
- Higher Diploma in Product Design (Timepieces and Lifestyle Products)

Programme Aims
Product design is becoming increasingly important in Hong Kong. This is because the HKSAR government wishes to see the city develop into a regional design hub, and the fact that a large proportion of the world's products are manufactured in China. The course allows students to study culture and lifestyles, and how these influence product design. They also learn how to conduct research, analyse products and market trends, master technologies and produce concepts that can rejuvenate or enhance products. It includes both individual and group projects in collaboration with various industries that allow students to acquire the communication and presentation skills and professional practices they require. Graduates will be confident, technically competent, creative, culturally sensitive, and ready to embark on careers as product designers.

The course emphasises generic and language training, whole-person development and workplace experience to prepare students for further studies and employment after they graduate.

^ This programme is a progression pathway for a HD in Product, Interior and Exhibition Design (Subject Group)

Professional Core Modules
- Computer-aided Industrial Design
- Digital Timepiece Design
- Jewellery Design – Advanced Applications
- Material and Fabrication Process
- Product Design – a Social Context
- Professional Practice: Design and Business

Career Prospects
Graduates may work in product design consultancies or as product designers in a wide range of industries, including consumer electronics, electrical appliances, household products, toys, jewellery, timepieces, eyewear and lifestyle products.

Articulation to University
Graduates are eligible to apply for admission to the BA(Hons) in Product Design (Industrial Design) degree programme at Birmingham City University, UK. On admission to this programme, they will be eligible to apply for credit exemption. The level of exemption will be calculated on an individual basis.
New Foundation Diploma

New Foundation Diploma (Design Stream)

Programme Aims
This course aims to provide students with the design fundamentals, language and generic skills they will require for further studies. Through a “think and do” interactive approach, the design modules emphasise conceptual and practical skills, design technology, creative process and key aspects of the design industry. Students also learn the presentation, communication and interpersonal skills they will need in design studies.

Design Modules
• Design Profession and Industry
• Design Concepts and Methods
• User Experience in Design
• Creative Studio

Career Prospects
This course provides students with the knowledge and skills they will require for employment in the design and creative industries, and prepare them for further studies.

Further Studies
Upon satisfactory completion of the course, New Foundation Diploma graduates will be eligible to apply for VTC HD programmes, which require three HKDSE subjects at Level 2 or above (if English Language is not one of these subjects, applicants must also attain Level 1 in it), or equivalent.
Courses for Professionals

Professional Education and Engagement Centre (PEEC)

HKDI-PEEC offers design and related training for corporations, academic institutions, government departments, and professionals through short courses, seminars and workshops, and study missions to Mainland China and other cities.

The purpose is to develop creativity and talent, multidisciplinary knowledge and skills, crossover of ideas and practices for business growth and career advancements.

Our programmes are industry specific, highly practical and applicable to the work environment. They are especially designed for busy professionals who are seeking new knowledge and skills to advance their careers to the next level and/or broaden their professionalism to new areas. All programmes have attained the status of Qualifications Framework Level 4 and many programmes have been approved by the Continuous Education Fund (CEF) to provide local professionals with financial assistance in life-long learning.

Courses are module-based. Upon successful completion, students will be awarded a module certificate contributing to the award of a Professional Certificate or Professional Diploma.
Study Areas

Design Management
A one-stop course that integrates strategy, business, culture, quality management, marketing, logical thinking and design research. Suitable for designers aiming for management and leadership roles.

Fashion Design and Illustration
In addition to design research, design and presentation, learn professional fashion illustration styles and techniques.

Freehand Visualisation
Train your hand drawn and perspectives drawing skills to complement your computer skills to enhance visualisation - a must-take course for idea development and client presentation.

iPhone Apps Design
A unique course that combines design, technology and marketing allowing you to practise iPhone application development as a profession. It includes user interface design, application development and Apps publishing.

Exhibition Design
An intensive and comprehensive course covering the essential technical and professional knowledge and skills enabling practitioners to pursue a career in exhibition and conference design, installation arts, museum and shopping mall displays.

Jewellery Design
Give meaning and depth to contemporary jewellery design. Be inspired by the culture and environment around you. Learn the creative use of materials both natural and man-made.

Enquiry
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FB www.facebook.com/HKDIPEEC

For more programmes, please visit HKDI® PEEC website.
Entrance Requirements
Applicants who wish to apply for full-time programmes offered by the HKDI in the academic year 2012/13 should meet the following general entrance requirements:

Higher Diploma Programmes (5 semesters) – Post-secondary 6
Five HKDSE subjects at Level 2 or above, including English Language and Chinese Language; OR VTC Diploma in Vocational Education; OR equivalent.

Higher Diploma Programmes (5 semesters) – Post-secondary 7
One HKALE A-Level subject OR two AS-Level subjects at Grade E or above; AND Five HKCEE subjects at Grade E / Level 2 or above; including English Language and Chinese Language [HKCEE English Language taking in 2006 or before should be at Grade E or above in Syllabus B / Grade C or above in Syllabus A]; OR equivalent.

New Foundation Diploma Programmes (2 semesters)
Three HKDSE subjects at Level 2 or above (if English Language is not one of these subjects, applicants are required to attain Level 1 in it); OR Equivalent.

Notes
1. Applicants possessing “Attained / Attained with Distinction” performance in an HKDSE Applied Learning (ApL) subject are deemed to have attained “Level 2 / Level 3” respectively in one HKDSE subject with a maximum of two ApL subjects can be counted for admission purpose.
2. Holders of DVE award upon successful completion of prescribed modules are eligible to apply for Higher Diploma Programmes.
3. Study duration of Higher Diploma / New Foundation Diploma Programmes is normally 2 to 3 semesters during one academic year.
4. Admission is subject to availability of study places.
5. Applicants are required to submit a personal portfolio of creative works and attend an interview.
6. Some programmes may have other specific requirements. Please refer to the Admissions Homepage at www.vtc.edu.hk/admission
7. VTC reserves the right to cancel any programme, revise programme name, content or change the offering campus(es) before class commencement if circumstances so warrant.

Admission Details
This prospectus provides programme information only. For admission details, please refer to the Admissions Homepage at www.vtc.edu.hk/admission
**Tuition Fee**

The tuition fees for the academic year 2012/13 are currently under review. These will be determined taking into account inflation, curriculum structure and other relevant factors. Tuition fees are subject to annual reviews.

Tuition fees for the following programmes will be charged on a semester-based; and different disciplines may charge different rates.

**AY2011/12 Tuition Fees Per Semester (For Reference Only)**

<table>
<thead>
<tr>
<th>Programmes (AY2011/12)</th>
<th>Subvented Programmes</th>
<th>Self-financed Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Diploma</td>
<td>$13,800</td>
<td>$21,000</td>
</tr>
<tr>
<td>Foundation Diploma</td>
<td>$8,600</td>
<td>$13,750</td>
</tr>
</tbody>
</table>

Notes:
1. In addition to tuition fees, students will be required to pay other fees, such as caution money, students’ union fees and English Module Benchmarking fee.
2. Some students may be required to study bridging modules or enhancement programmes to support their study; or to attend additional training and industrial attachments, for which separate fees will be charged.
3. The above tuition fees are not applicable to non-local applicants. Non-local applicants may visit the homepage of VTC International Students Office (www.vtc.edu.hk/is/o) for details.
4. The tuition fees for the AY2012/13 will be announced on the Admissions Homepage at www.vtc.edu.hk/admission at a later stage.
Contact Us

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