Poetry, technology, thoughts and design have again emerged as the primary task and condition of the human agenda in this first phase of the new century; it is now critical for the creative person to recombine these arenas of humanity to advance to the next step. We once dreamt and went to the moon, we now need to rethink the yin and yang of culture and technology to address issues of hunger, global warming, crevices between youth and the aging, security and freedom, the new state of the human condition.

To nurture the next generation of thinking designers, Hong Kong Design Institute (HKDI) emphasises the “Think and Do” approach, embracing open thinking and approaches, to address the complexity and diversity of everyday things, to give certain clarity to those seeking to explore the spectrum of designing, making and thinking. HKDI seeks to provide the broad skills needed to harness thoughts and technology, to identify their relationship enabling our students to think, create and address design issues from the ordinary to the sublime.

Our active collaborations with local and international academic as well as industry partners ensure students the opportunity to go beyond classrooms to acquire hands-on experience at renowned institutions, to partake in lectures and workshops given by scholars and experts, and ample access to world-class design exhibitions, and participation in overseas exchange programmes to expand their horizons.

We welcome you to be a part of HKDI, to become a creative and responsive individual, a true citizen of the world.

Leslie Lu
Principal
Hong Kong Design Institute
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The state-of-the-art HKDI campus at Tseung Kwan O has attracted attention since it opened in 2010. The innovative design of the building encourages a dynamic flow of people and ideas and provides a perfect platform for the staff and students to 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, among the best in the region, help bring to HKDI the best and brightest from all over the world.

**Exhibition Spaces**
Open to the public to showcase the breadth of design generated in or related to HKDI, the HKDI Gallery and d-mart provide a combined exhibition space of up to 1,600 square metres. Exhibitions, trade and industry related events, and displays of student works are hosted in these two venues.

**Learning Resources Centre**
A laboratory for inspired knowledge, the Learning Resources Centre offers students all the information and data tools they need to transform lessons learnt into understanding and creative action.

**VTC Auditorium**
The staging, acoustics and seating in the 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 works.
LEARNING EXPERIENCE

Foster INTERACTION

Make Learning FUN

Encourage OPENNESS

Celebrate DIVERSITY
Yohji Yamamoto
• Japanese fashion designer based in Tokyo and Paris, a master tailor known for his avant-garde tailoring featuring Japanese design aesthetics • Received prestigious awards including Chevalier of Ordre des Arts et des Lettres, Medal of Honour with Purple Ribbon, the Ordre national du Mérite, the Royal Designer for Industry and the Master of Design awarded by Fashion Group International

Chan Koon Chung
• Renowned writer, critic and film producer • Founded the lifestyle magazine “City” in 1976, the most avant garde cultural publication in the 70s and 80s • Produced over 10 movies, and published over a dozen of books in Greater China • “The Fat Years” received critical acclaim worldwide and was translated into 15 languages

Sheila Levant de Bretteville
• Director of the Yale University Graduate Program in Graphic Design • First woman to receive tenure at Yale University School of Art • Named Caroline M. Street Professor • Her work was exhibited at the Museum of Contemporary Art in Los Angeles and Museum of Modern Art in New York

Fiona Raby
• Professor of Industrial Design at the University of Applied Arts in Vienna • Co-founded design partnership “Dunne & Raby”, specializing in using design to stimulate discussions on the social, cultural and ethical implications of existing and emerging technologies • Her work was exhibited at MoMA, the Pompidou Centre, and the Science Museum in London and is in the permanent collections of MoMA, V&A, FRAC and FNAC

Ma Ke
• First Chinese fashion designer invited by the Paris Haute Couture Week • Established a crossover brand between contemporary art and fashion - “Wuyong” in 2006, celebrated for the use of environmentally friendly fabrics and recycled materials • Resulting garments were exhibited in performance, museum, and gallery settings

Boris Berlin
• Russian industrial and graphic designer • Co-founder and partner of KOMPLET Design since 1987 • As part of KOMPLET Design, received numerous design awards and distinctions and is represented in several Design Museums around the world • Co-founder and partner of ISKOS-BERLIN Design since 2010
WORLD-CLASS EXHIBITIONS

01 The Arctic: Architecture and Extreme Environments
   by The Royal Danish Academy of Fine Arts, School of Architecture

02 Weingart Typography
   by Museum für Gestaltung Zürich

03 Urban Regeneration: Past, Present and Future
   by Miralles Tagliabue EMBT, Barcelona

04 ECAL Diplomas
05 Japanese Poster Artists
06 Red Dot Design Award Exhibition
07 Re Rag Rug
INTERNATIONAL ACADEMIC COLLABORATIONS & EXCHANGES

HKDI collaborates with education institutes and industry partners worldwide to provide students with first-hand knowledge from overseas experience and active participation in international events. Exchange students have the opportunity to directly learn from renowned experts in design industries all over the world.

AUSTRALIA • The University of Art and Design Linz
BELGIUM • École de recherche graphique
• École nationale supérieure des arts visuels de La Cambre
• Hasselt University • LUCA School of Arts
CHINA • China Central Academy of Fine Arts
• Guangzhou Academy of Fine Arts • Shanghai Publishing and Printing College • Shenzhen University
• Tsinghua University • Wuhan University
DENMARK • Design School Kolding • The Royal Danish Academy of Fine Arts
FINLAND • Aalto University
FRANCE • Gobelins, l’école de l’image
JAPAN • Bunka Gakuen University • Bunka Fashion Graduate University • Bunka Fashion College
ITALY • Nuova Accademis S.r.l. (NABA and Domus Academy)
• Istituto Europeo di Design • Istituto Marangoni Milano
NORWAY • Bergen Academy of Art and Design
• Bergen School of Architecture • Oslo National Academy of the Arts • Oslo School of Architecture and Design
POLAND • Academy of Fine Arts in Gdański
SWEDEN • Linnaeus University • Malmö University
• University of Boras
SWITZERLAND • École cantonale d’art de Lausanne
• Zurich University of the Arts
UK • Loughborough University • The University for the Creative Arts
US • The New School • Parsons School of Design
AWARDS

Chan King Hei
The World is Your Oyster
CreateSmart Young Design Talent Award
Hong Kong Young Design Talent Award 2015

Lee Yik Ching
Swift
CreateSmart Young Design Talent Special Award
Hong Kong Young Design Talent Award 2015

Cheuk Pui Shing, Chan Chin Fung, Wong Anthea Tsz Wing, Yeung Chun Hay, Yu Hoi Tung, Chan Yuk Yi & Choi Yu Leung
The Good Country Sense for 361 Buy one share one Charity Campaign
Best-of-the-Show and Gold Award
2015 ONESHOW China Youth Creative Competition & Festival

Li Cuien
Without Light With our Shadow
Champion of Student Category
8th Hong Kong Lighting Design Competition

Jim Wing Yan
Full Fur Championship
Hong Kong Fur Design Competition 2015
AWARDS

Lai Yip Lam
Music Lab
Best-of-the-Show Award Interior Design - Best of Students category (Music Lab) and Best of the Best Trophies (Students Category)
A&D Trophy Awards 2015

Chan Cheuk Yan
MIS
Champion (Student Group) 32nd Hong Kong Watch & Clock Design Competition

Chick Chi Wing
Triangle Era
Gold Award in Ladies’ Shoes category 15th Footwear Design Competition Hong Kong

Tsang Yeung, Lee Hiu Wing & Tang Hei Nga
Embrace imperfection
Silver Award of Advertising Innovation 2015 ONESHOW China Youth Creative Competition & Festival
Philip graduated with a Higher Diploma in Product Design from HKDI in 2002, followed by a BA (Hons) Degree in Mechanical Engineering and a Master Degree in Engineering Business Management from the Hong Kong Polytechnic University. His devotion and passion in product design brought him the Red Dot Design Award in 2013.

Philip believes a successful designer has to be curious, open minded to different cultures and values and has good time management skills. The fact that he didn’t settle in Hong Kong for a rather constrained environment is an embodiment of his belief. Instead, he took a step forward to learn more about Fine Arts and experience a new culture in Beaux-Arts Marseille, France.

In 2010, Philip became the first Hong Kong designer at Lexon, a pioneering design company in France. He designed the minimalistic Flow radio in 2013 which limits the design to an absolute minimum with a transparent case, allowing users to see the industrial elements. The radio won the Red Dot Design Award in the same year with encouragement from Marc Bertier, the renowned designer of the Tykho radio. Philip currently works in France as a product designer.
Kris graduated with a Higher Diploma in Visual Communication Design in 2011. He is fond of Japanese culture and has studied the Japanese language for years. It is the combination of the understanding of a culture and the flexible application of design skills that led to the success of Kris and subsequently to him winning the MUJI Award Gold Prize.

After graduation from HKDI, Kris went abroad to work in a photo studio in Japan for a year, an experience he is thankful for as he gained first-hand knowledge of Japan’s culture and Asian design concepts. The experience later helped him translate his theory and unique ideas into new products suitable for Hong Kong people in a local design firm.

In 2014, Kris won the MUJI Award Gold Prize with the **Storage Book** to help people sort and keep small items in the form of a book. He then worked at MUJI (Hong Kong) Ltd. as a visual merchandiser to highlight the brand image through promotion materials and shop display. The work opens up a new design era of visual merchandising for Kris and provides an open environment for him to gain experience.
Calvin graduated from HKDI in 2011 and showed passion for Fashion Design at an early age. Having won various fashion design competitions during and after his study, Calvin was awarded the CreateSmart Young Design Talent Award in 2015 with his own fashion brand for men.

Calvin is a forward-thinking and independent fashion designer whose specialization lies in Knitwear and Menswear Design. He launched his own menswear label, *The World Is Your Oyster*, soon after graduation. His brand aims to provide essential style and quality for the gentlemen of the new generation. It embraces the characteristics of formal tailoring with a touch of street wear elements.

The distinct aesthetic and unexpected modern twist in his work is widely applauded. His collection is now sold in Hong Kong, Taiwan, China and Italy. In 2014, JOYCE selected Calvin as one of the most promising Hong Kong designers in a Talent Shop Programme, selling *The World Is Your Oyster* clothing in the PMQ pop-up store and inviting Calvin to design S/S 15 uniform for Joyce’s Asia team. Calvin was also selected as a Finalist to showcase his SS16 collection during New York Fashion Week as part of Fashion Guerrilla New York organized by the Fashion Farm Foundation.
NOTE
1 For specific entrance requirements of each programme, please visit the VTC Admissions website at www.vtc.edu.hk/admission for more details.
2 THEi admits eligible Hong Kong Diploma of Secondary Education graduates into its degree programmes; and starting from 2014 entry, THEi can admit graduates from the relevant Higher Diploma into the senior years of its degree programmes.
3 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.
4 Holders of the Diploma of Vocational Education and Diploma of Foundation Studies awards upon successful completion of prescribed modules can apply for Higher Diploma programmes.
Graduates of Higher Diploma (HD) programmes may continue their art and design degree programme studies in Hong Kong via collaborative one-year full time or two-year part-time top-up degree programmes offered by the School for Higher and Professional Education (SHAPE) in collaboration with the following four UK universities:

Birmingham City University (BCU)
Faculty of Arts, Design and Media is a driving force behind the creative provision at Birmingham City University. BCU has a proud tradition dating back to the foundation of the School of Art established in 1843, and an international reputation for the quality of its programmes.

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 Lincoln (UOL)
The University of Lincoln’s award winning city centre campus provides a modern student-centred environment. The Lincoln School of Architecture offers a quality, dynamic, multi-disciplinary, 3D design environment, founded on the research and consultancy interests of its staff and students.

TOP-UP DEGREE PROGRAMMES
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

All universities had their collaborative programmes successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. 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)**

**Birmingham City University**
- BA(Hons) Fine Arts 252577
- BA(Hons) Interior Design 251238
- BA(Hons) Landscape Architecture 252578
- BA(Hons) Product Design 251239
- BA(Hons) Visual Communication (Film and Animation) 251237
- BA(Hons) Visual Communication (Graphic Communication) 251226
- BA(Hons) Visual Communication (Illustration) 252181
- BA(Hons) Visual Communication (Photography) 252180

**Nottingham Trent University**
- BA(Hons) Fashion Design 251504
- BA(Hons) International Fashion Business 251505

**Sheffield Hallam University**
- BA(Hons) Jewellery and Metalwork 252251

**University of Lincoln**
- BA(Hons) Architecture 252460
- BA(Hons) Design for Exhibition and Museums 252461

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. For more details concerning recognition and articulation arrangements, please visit the SHAPE Homepage at www.shape.edu.hk
DESIGN FOUNDATION STUDIES

All students of the two-year Higher Diploma programmes will navigate through interdisciplinary design core modules in their studies. They provide a solid framework for cultivating their art and design know-how in their chosen study pathways as well as fostering lifelong passion for creative engagement. There are three major areas: Creative Thinking, Cultural Studies, and Aesthetics and Semiotics, which also leap into the immersion of the life and culture through the Visual Arts and Culture Programme.

DISCIPLINE CORE MODULES

Creative Thinking motivates students to adopt diverse modes of thinking in their discipline through theory and practice. It actively explores hemispheric and divergent thinking to facilitate definition and analysis of design problems to the generation of ideas, concept development and evaluation. These thinking skills, which are fundamental for creative practitioners, are demonstrated and tested through active class exercises as well as projects.

Cultural Studies encourages critical understanding of how culture inspires today’s arts and design practices. It enriches students’ research skills in reading cultural issues with respect to social, creative and sustainability contexts. The modules also nurture their aesthetic judgement in various cultural contexts.

Aesthetics and Semiotics inspires understanding and application of aesthetics and semiotics in various design disciplines. It explores systematic ways of studying aesthetics and analysing symbols objectively through observation, recognition, classification and evaluation of natural and manmade objects. Gathering inspiration from their daily experience and social environment, students learn creative ways of introducing symbolic meaning in their work.
Higher Diploma in

VISUAL ARTS AND CULTURE

PROGRAMME AIMS
This multidisciplinary programme offers all-rounded immersion in contemporary visual arts media and engages students actively with the cultural industries at large. Through collaborative and innovative works with various arts sectors, the programme creates a lively environment where interdisciplinary arts projects flourish. Graduates are also nurtured to become professional arts practitioners.

From concepts to practical works, the two-year programme provides a dynamic and vibrant environment that inspires students to experiment with ideas and develop their own artistic languages so as to encourage originalities in art creation. Graduates are cultivated to steer and support their art concepts based on theoretical insights, practical skills and understanding of culture. With faculty mentoring, such concepts can be developed as professional fine art works as well as basis for entrepreneurial ideas.

Integration with the arts community, the programme is promoted through collaborative work with visiting fellows or artists-in-residence, museums or gallery visits, exhibitions and internships. Such synergy not only enhances their passion for creative engagement, but also enriches their practical know-how. The latitude of experience deepens their understanding in the fields of visual arts, culture, curatorial projects and arts management.

This programme is also designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• 2D Visual Expression
• 3D Visual Expression
• Photography and Moving Image
• Digital Media and Sound
• History and Theories of Visual Arts
• Contemporary Hong Kong Art
• Community Project and Cultural Management

CAREER PROSPECTS
The Higher Diploma in Visual Arts and Culture nurtures professionals in response to the rapidly growing need for manpower in visual arts and related fields in Hong Kong and Asia. Apart from professional artists, graduates will have full potential to take up other career opportunities. These include graphic designers, illustrators, photographers, exhibition designers, visual merchandisers etc. They can also be art administrators at the assistant level in art centres, galleries or cultural organisations. The graduates are capable to be future entrepreneurs who can turn concepts into art entrepreneurial ideas or they can be curators, critics, educators, cultural programme administrators in the future.

ARTICULATION TO UNIVERSITY
Graduates are eligible to apply for admission to top-up degree programmes offered by the following universities in collaboration with the School for Higher and Professional Education (SHAPE):
• The Birmingham City University, UK
  BA(Hons) Fine Art 252577
  BA(Hons) Visual Communication (Film and Animation) 251237
  BA(Hons) Visual Communication (Graphic Communication) 251236
  BA(Hons) Visual Communication (Illustration) 252161
  BA(Hons) Visual Communication (Photography) 252180

Graduates can also apply for admission to the following local degree programmes offered by:
• Hong Kong Baptist University: BA(Hons) in Visual Arts
• The Hong Kong Institute of Education: BA(Hons) in Creative Arts and Culture

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

Remarks: The classes of this programme are mostly held at IVE (Morrison Hill)
PROGRAMME AIMS
This programme aims to be the top-of-mind Higher Diploma programme in Advertising Design that focuses on the balance between creativity and market need.

Richest possible learning experiences are provided for students who will become creative and competitive with transferable skills, cultural awareness, consumer insight and market acumen in advertising, digital marketing and brand promotion. Students will learn to create innovative advertising, integrated marketing communications, social and brand messages with greater consumer engagement, experience and participation through traditional and new media.

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

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Art Direction
• Advertising and Marketing Strategy
• Digital Advertising and Marketing Studio
• Expert Workshop
• Integrated Marketing Communications
• Responsive Web Design

CAREER PROSPECTS
Graduates can work from entry level to become:
Creative director, art director, copywriter, account manager, promotion and event manager, studio and production manager, brand manager, web designer, visualiser, digital designer, online advertising designer and social media executive.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
• Birmingham City University, UK
  BA(Hons) Visual Communication (Graphic Communication) 251236

Graduates may also apply for admission to Year 3 of the degree programme offered by:
• Technological and Higher Education Institute of Hong Kong (THEi): BA(Hons) in Advertising

INDUSTRY RECOGNITION
The Higher Diploma programmes offered by HKDI are highly recognised by professional bodies, advertising and design industries.

Graduates are eligible to apply for professional memberships of major design organisations, e.g. D&AD, Chartered Society of Designer, Hong Kong Designers Association, HK4As, etc.
Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:

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

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific streams.

**PROGRAMME AIMS**

This programme aims to nurture student’s aesthetic and art sense associated with professional hands-on skills. With a goal to prepare students to become multimedia professionals, the programme provides trainings on different digital media production knowledge. It will also enable students to adapt to new skills and technologies in the future.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

**PROFESSIONAL CORE MODULES**

- Contemporary Animation Studies
- Global Experience in Creative Media
- Interactivity for Branding and Business
- Mobile Apps Design

**CAREER PROSPECTS**

Graduates can work from entry level to become:
- Animator, assistant digital art director, exhibition designer, graphic designer, mobile app developer, production assistant, video editor, web designer.

**ARTICULATION TO UNIVERSITY**

Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

- **Birmingham City University, UK**
  - Registration Number BA(Hons) Visual Communication (Film and Animation) 251237

Graduates can also apply for admission to the following local degree programmes offered by:

- **City University of Hong Kong**
  - BA(Hons) in Creative Media

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

**INDUSTRY RECOGNITION**

Graduates are eligible to apply for memberships of major professional and design organisations, e.g. Society of Motion Picture and Television Engineers (Hong Kong Section), Hong Kong Digital Entertainment Association, and Association of Motion Picture Post Production Professionals.
“We design our world, while our world acts back on us and designs us.”

Anne-Marie Willis
PROGRAMME AIMS
This programme aims to educate students the techniques for composing, creating, recording and manipulating digital music and sound for media production. In order to provide a new breed of music, sound and audio talents / designers and production specialists for cross-sector activities in media and entertainment industry.

This is the unique programme in Hong Kong that integrates education and training in both music production and audio technology for media production. Adopting “Student-centered” pedagogy to enable students to develop their knowledge through participation in various practices and learning activities, this programme provides a creative, experimental and technically orientated learning experience to students in building up their professionalism.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
- Digital Music Composition and Arrangement
- Recording, Mixing and Media Audio Post-production
- Scoring and Sound Design
- Video Production and Multi-camera Television Production
- Live Sound Production
- Technical Arts and Multi-media Interactive Design for Performing Arts

CAREER PROSPECTS
Graduates can be employed in Music Production as music composer, arranger, sound designer, film and TV music scoring and sound designer, production sound and live sound recording engineer; administrator in stage and arts management, and music related entertainment industry.

ARTICULATION TO UNIVERSITY
Graduates are eligible to apply for admission to the following degree programme:
- Oxford Brookes University, UK (direct entry to Year 3 and study in UK)
  BA(Hons) Music

Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- University of the West of England, Bristol
  Registration Number
  BSc(Hons) Digital Media
  252421

Graduates can also apply for admission to the related degree programmes of local universities. Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

INDUSTRY RECOGNITION
Students are eligible to apply for membership of the following professional bodies:
- Composers and Authors Society of Hong Kong (CASH)
- Hong Kong Composer’s Guild (HKCG)
- Society of Motion Picture and Television Engineers (SMPTE Hong Kong Section)
- Hong Kong Digital Entertainment Association (HDEA)
- Shanghai Computer Music Association (SCMA)
PROGRAMME STREAMS
Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:

• Higher Diploma in Film and Television
• Higher Diploma in Film and Television (Photography)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific streams.

PROGRAMME AIMS
This programme aims to equip students with the technical and professional knowledge, competence, skills, and vision, via the blending of theoretical knowledge and practical application, to enable them to professionally manage the process of photography, video and film making and pursue careers in the Film, Television and Photographic industry.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Digital Video Production
• Multi-cam Management
• Script Writing Workshop
• Studio Photography
• Visual Effects Workshop

CAREER PROSPECTS
Graduates will have opportunities to work in various types of organisations including television stations, film companies, TV production houses, advertising agencies, in-house video production departments, news agencies, web TV companies, magazine and publication media, advertising photography, journalism and image direction, public relations and event companies, multimedia companies and education supporting units, where they may take the roles such as photographer, cinematographer, film editor, scriptwriter, production manager, lighting director, technician, researcher, copywriter, reporter, freelance videographer, or assistant to producer, art director, director of cinematography, film / TV programme director, creative director, visual effects producer, image director, as well as technical director.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programmes offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

• Birmingham City University, UK

BA(Hons) Visual Communication (Film and Animation) Registration Number 251237

INDUSTRY RECOGNITION
Students can apply for student membership of the Society of Motion Picture and Television Engineers (SMPTE) and the Hong Kong Digital Entertainment Association.
HD in Digital Music & Media Students performed their original songs together with multimedia projections and interactive lighting effects at their annual flagship event “Music in Motion”

“Good design is making something intelligible and memorable. Great design is making something memorable and meaningful.”

Dieter Rams

LET’S REBOOT HONG KONG
Last Hope of Democracy

U.R. Here - Tim Man Liu, Sze Wing Tsang & Wing Man Leung
PROGRAMME STREAMS
Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Publication Design and Print Media (Publication Design)
- Higher Diploma in Publication Design and Print Media (Print Media)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific streams.

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

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

HKDI is the unique education provider offering higher diploma printing programmes in Hong Kong with strong industry support. The employment rates of our graduates always exceeded 95% in the past 30 years.

PROFESSIONAL CORE MODULES
- Editorial Design
- Innovation e-book Design
- Packaging Design and Technology
- Photography and Advanced Retouching
- Sales and Marketing for Printing and Publishing

CAREER PROSPECTS
Graduates will be employed as book designer, production technician, sales representative, customer service representative, and management trainee, in a range of print media and publishing businesses such as design house, publisher, advertising agency, pre-press company, printing equipment supplier, book printing company, and packaging printing company, etc.

ARTICULATION TO UNIVERSITY
Graduates are eligible to apply for admission to the following degree programme:
- Wuhan University: BA in Printing and Packaging

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- Birmingham City University, UK

INDUSTRY RECOGNITION
The programme is recognised by the following professional body as satisfying the academic requirements for its student membership: Institute of Print-media Professionals.
PROGRAMME AIMS

The programme aims at nurturing creative talents to become proficient in Transmedia storytelling techniques and knowledgeable about the trends of social network with strong marketing sense.

Through professional training in areas including story design, game mechanism application, marketing studies, media planning and management, students will be equipped with essential skills to develop a unified story world and brand content across multiple media platforms (e.g. mobile apps, games, films, comics). The acquired competencies will empower students to create media content that fulfills the diverse demands of the next-generation audiences and the market trend of creative industry in the near future.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES

- Big Data Analysis and Marketing Plan
- Experience Design and Alternate Reality Game
- Social Game Design
- Storyworld Visualisation
- Transmedia Principle
- Transmedia Storytelling
- Media Architecture

CAREER PROSPECTS

Graduates can work as Transmedia Designer, Transmedia Writer, Transmedia Producer, Project Coordinator, Project Assistant, Project Producer, Multi-media Producer, Digital Content Writer, Story Writer, Researcher in the following areas:

- Art Direction, Branding & Advertising, Content Marketing, Digital Marketing, Event Management, Franchise Development, Film and Television, Game Design, Visual Merchandising

ARTICULATION TO UNIVERSITY

Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

- Birmingham City University, UK: BA(Hons) Visual Communication (Graphic Communication) 251236
- BA(Hons) Visual Communication (Film and Animation) 251237

Graduates may also apply for admission to Year 3 of the degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA(Hons) in Advertising

INDUSTRY RECOGNITION

Students can apply for student membership of the Society of Motion Picture and Television Engineers (SMPTE) and the Hong Kong Digital Entertainment Association.
PROGRAMME STREAMS

Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Visual Communication
- Higher Diploma in Visual Communication (Brand Design)
- Higher Diploma in Visual Communication (Information Design)
- Higher Diploma in Visual Communication (Illustration)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific streams.

PROGRAMME AIMS

This programme aims to develop students’ ability to communicate creatively by using creative visual and digital media. The focus of the programme is to equip students with visual communication skills on analytical thinking, visual expression and problem solving, message interpretation, manipulation and communication through a wide range of graphic design media including branding and marketing, persuasive strategy, information, interactive design and visual manipulation. We aim at nurturing self-motivated problem-solvers who are observant, curious, passionate and dare to explore new frontiers in visual communication.

The programme also provides a broad educational experience with creativity, project management, interpersonal communication and team-building skills which matches industry demands for flexible, articulate graduates who are able to compete in a dynamic, fast paced and ever changing regional creative environment.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES

- Information Design Studio
- Marketing and Consumer Behaviour
- Narrative Illustration Studio
- Typography (introduction and experimental)
- User Experience Design

CAREER PROSPECTS

Graduates will be recruited as graphic designer, information designer, brand consultant, web / interactive designer, event / promotion art director, packaging designer, book designer, illustrator, storyboard artist and character designer, in areas as diverse as graphic house, design consulting, branding, advertising, magazine and publication media, book design, multimedia and animation, packaging, digital marketing, event and exhibitions, illustration, environmental and spatial graphic, museum display, art / event promotion and image direction. Graduates usually work as individual design practitioners and design entrepreneurs with their own studios.

ARTICULATION TO UNIVERSITY

Graduates are also eligible to apply for admission to top-up degree programmes offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

- Birmingham City University, UK
  - BA(Hons) Visual Communication (Graphic Communication) 251236
  - BA(Hons) Visual Communication (Brand Design Stream & Information Design Stream) 252181
  - BA(Hons) Visual Communication (Film and Animation) 251237
  - BA(Hons) Visual Communication (Illustration Stream) 252181

* Illustration is a new stream of Visual Communication. Articulation is subject to official approval of offering University

INDUSTRY RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA).
A TYPE of Two Cities - A mini exhibition for the typographic collaboration project with K3, Malmö University, Sweden

Central - Ho Sze Wai Joyce
Fashion Branding and Buying
Fashion Design
Fashion Image Design
Fashion Media Design
Costume Design for Performance
Fashion Design Menswear
PROGRAMME STREAMS
Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:

• Higher Diploma in Fashion Branding and Buying (Branding and Communication)
• Higher Diploma in Fashion Branding and Buying (Product Development and Sourcing)
• Higher Diploma in Fashion Branding and Buying (Retail Buying and Management)
• Higher Diploma in Fashion Branding and Buying (Visual Merchandising)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific streams.

PROGRAMME AIMS
Hong Kong is an international fashion business centre. Many international enterprises have regional offices in Hong Kong and their businesses spread over the neighbouring countries. Renowned international fashion brands have also been developing their markets in Hong Kong and China in recent years.

The Fashion Branding and Buying programme consists of a wide range of activities in the spectrum of the whole supply-demand pipeline, including brand promotion, communication, editorial, product development, sourcing, marketing, retail buying, retail operations, visual merchandising and display design, etc.

This programme is designed to enable students to work in the different areas of fashion branding and buying. Emphasis will also be put on enriching students’ international exposure. Students will find the programme both practical and creative, through different learning experiences such as lectures, tutorials, projects, visits, competitions and industrial attachments. Broad knowledge and skills in fashion branding and marketing, trend analysis, global business environment, design, materials and technology form the core components of the programme from which students can select one of the specific study scopes in (1) branding and communication, (2) product development and sourcing, (3) retail buying and management, or (4) visual merchandising.

This programme is also designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• CAD for Fashion Branding and Buying
• Fashion Design
• Fashion Materials
• Fashion Technology
• Fashion Trend Analysis
• Globalisation and Fashion Business Environment
• Principles of Fashion Branding and Marketing

CAREER PROSPECTS
Graduates may be employed as fashion brand executives, fashion brand marketers, fashion editors, product developers, fashion merchandisers, fashion buyers, fashion retail executives, fashion visual merchandisers, etc.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
• Nottingham Trent University, UK
  Registration Number
  251505

INDUSTRY RECOGNITION
The Higher Diploma programme in Fashion Branding and Buying offered by HKDI is highly recognised by the industry.
“The great thing about fashion is that it always looks forward.”

Oscar de la Renta
Higher Diploma in FASHION DESIGN* 時裝設計高級文憑 DE124301 *Self-financed programme

PROGRAMME STREAMS
Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:

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

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific streams.

PROGRAMME AIMS
Hong Kong is one of the key fashion centres in the world. The fashion industry is extensive and includes fashion clothing and accessory design, research and development, merchandising, retailing, brand promotion and management.

This programme is designed to enable students to work in the fashion design and product development field. Students will find the programme both practical and creative, learning through fashion shows, live projects, design competitions, working with visiting practitioners and organisations from fashion and related industries. Students will be expected to acquire the techniques in design concept generation, pattern making and sewing of fashion products. The Knitwear Design and Accessories Design streams will further provide students a more comprehensive learning scope as needed in the market.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
- Competition Studio
- Fashion Design
- Fashion Illustration
- Fashion Workshop
- Industrial Attachment

CAREER PROSPECTS
Graduates may be employed as fashion designers, fashion knitwear designers, fashion accessories designers, fashion coordinators, stylists, product development executives, fashion buyers, fashion visual merchandisers and fashion editor etc.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

- Nottingham Trent University, UK
  Registration Number 251504
  BA(Hons) Fashion Design

Graduates may also apply for admission to Year 3 of the degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi):
  BA(Hons) in Fashion Design

INDUSTRY RECOGNITION
The Higher Diploma programme in Fashion Design offered by HKDI is highly recognised by professional bodies such as the Hong Kong Fashion Designers Association, fashion and related industries.
Higher Diploma in FASHION IMAGE DESIGN
時裝形象設計高級文憑 DE114303

PROGRAMME STREAMS
Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:

• Higher Diploma in Fashion Image Design (Hair and Make-up Styling)
• Higher Diploma in Fashion Image Design (Styling and Photography)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific streams.

PROGRAMME AIMS
Image design has been accepted as a new profession specialising in make-up, hair styling, fashion styling and fashion photography to create the best and most appropriate image and styling for individual, brand and corporate.

This programme aims to provide graduates with systematic and professional training to enter the fashion image design, advertising, film, TV and media, costume / art direction industries.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Editorial and Media Hair and Make-up Design
• Fashion and Costume Accessories Technology
• Fashion Photography
• Fashion Styling
• Hair Styling
• Make-up

CAREER PROSPECTS
Employment opportunities in the image design industries also extend to magazine editorial, photography shoots, TV commercials, advertising campaigns, film and TV industries. Graduates may be employed as fashion stylists, fashion image consultants, magazine stylists, make-up or hair stylists and fashion photographers.

ARTICULATION TO UNIVERSITY
Fashion Image Design programme is developing articulation to top-up degree programmes offered by overseas universities. Graduates can also apply for admission to related degree programmes of local universities.

INDUSTRY RECOGNITION
The Higher Diploma programme in Fashion Image Design offered by the HKDI is highly recognised by professional bodies, fashion designers and design industries.
PROGRAMME AIMS
Renowned international fashion brands have been developing their markets in Hong Kong and China in recent years, with the severe competitions facing globally and regionally, fashion brands start to build up their own media channels in order to enhance their competitiveness. With the advanced technology and the popularity of online activities, fashion brands are seeking new development and opportunities in the media strategy which need a pool of young talented practitioners.

The High Diploma in Fashion Media Design consists of a wide range of activities in the spectrum of the whole communication system and channels including media strategy, journalism, social media, blogging for business, webpage and app design, etc to achieve a modern and all-rounded fashion communication solution.

This programme is designed to enable students to work in the different areas of fashion media design. Emphasis will also be put on enriching students’ international exposure. Students will find the programme both practical and creative, through different learning experiences such as lectures, tutorials, projects, visits, competitions and industrial attachments. Broad knowledge and skills in fashion film, fashion journalism, new media strategy, social media and blogging for business form the core components of the programme.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Blogging for Business
• Computer Graphic Design
• Fashion Film
• Fashion Journalism
• New Media Strategy
• Social Media for Fashion
• Styling and Photography
• Webpage and App Design

CAREER PROSPECTS
Graduates may be employed as fashion media design specialists such as Fashion Stylists / Editors, Fashion Bloggers, Fashion & Lifestyle Public Relations Specialists, Brand Online Editors, Digital Marketing Executives, Brand Communications Officers and Fashion Marketing Officers.

ARTICULATION TO UNIVERSITY
The Higher Diploma in Fashion Media Design is developing articulation to top-up degree programmes offered by universities overseas. Graduates can also apply for admission to the related degree programmes of local universities.

INDUSTRY RECOGNITION
The Higher Diploma in Fashion Media Design offered by HKDI is highly recognised by the industry.
COSTUME DESIGN FOR PERFORMANCE

PROGRAMME AIMS
To cope with the ever changing economic environment and business development of the Fashion and Image Design industry, this programme is designed to fill the talent demand of the rigorous and demanding industries in the Film, TV, Entertaining and show business sectors.

The programme aims to nurture graduates and develop designers for character and fashion design in connection with the performance requirements to enter the niche of the fashion and entertainment market.

With a strong fashion archive supports and through a series of structured studio practice, master lectures, working professionals and collaborations with the industries; graduates are capable to work independently developing from concept to realization of the outputs in eastern and western period costumes; props, accessories and character design for performance.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Costume Design
• History of Eastern and Western Costumes
• Draping and 3-D Modelling Techniques
• Hair Design for Performing Art
• Illustration for Stage Performance
• Make-up for Performing Art
• Costume Making and Technologies

CAREER PROSPECTS
Graduates can be employed as Costume Designers for Film, TV and Theatre Performance, Fashion Stylists, Hair and Make-up Stylists for Film and TV, Theme Park Stylists/Costumers. Additional opportunities are available in advertising campaigns, corporate entertainment, events, festivals, circus, pageants, concerts and light entertainment.

ARTICULATION TO UNIVERSITY
The Higher Diploma programme in Costume Design for Performance is developing articulation to top-up degree programmes offered by overseas universities. Graduates can also apply for admission to the related degree programmes of local universities.

INDUSTRY RECOGNITION
The Higher Diploma programme in Costume Design for Performance offered by the HKDI is highly recognised by professional bodies, fashion designers and design industries.
PROGRAMME AIMS
Menswear Design is a highly sought profession in the international fashion world and it is gaining its momentum in the Hong Kong and Mainland China markets.

This programme explores the creative process of menswear design from research to the realization and production of contemporary fashion menswear. It encompasses style and sensibility through innovative cutting, fabric sourcing, proportion and construction in both structured and unstructured clothing, and operates across a range of market levels with an international perspective.

The objective of the programme is to develop the young creative talents who plan to become professional fashion designers in the menswear design field. Students will find the programme both practical and creative, learning through fashion shows, design competitions, master classes, Industry-led projects and workplace attachment. Students will be equipped with suitable level of design and technical proficiency in the creation of an innovative and individual menswear collection.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Fashion Design Concept
• Menswear Collection Development
• Fashion Illustration
• Fabrication and Colour Theory
• Menswear Construction
• Flat Pattern Making
• Menswear Tailoring
• Digital Design for Menswear

CAREER PROSPECTS
Graduates may be employed in the menswear design field as fashion designers, fashion coordinators, stylists, product development executives, fashion buyers, fashion visual merchandisers and fashion editors, etc.

ARTICULATION TO UNIVERSITY
The Higher Diploma programme in Fashion Design Menswear is developing articulation to top-up degree programmes offered by overseas universities. Graduates can also apply for admission to the related degree programmes of local universities.

INDUSTRY RECOGNITION
The Higher Diploma programme in Fashion Design Menswear offered by the HKDI is highly recognised by professional bodies, fashion designers and design industries.
PRODUCT AND INTERIOR DESIGN

Architectural Design
Furniture and Lifestyle Product Design
Jewellery and Image Product Design
Jewellery Design and Technology
Landscape Architecture
Product, Interior and Exhibition Design (Subject Group)
Exhibition Design
Interior Design
Product Design
Stage and Set Design
PROGRAMME AIMS
This programme lays a foundation of both design philosophy and technical knowledge for students who intend to pursue a profession in architecture, providing the background training in visual communication, basic two and three dimensional designs, architectural theory and history, and basic building methodology and construction technology for students to practise and to continue with further study in architecture. It equips students with technical aptitude, professional knowledge and skills together with the necessary legal and managerial knowledge, leadership qualities, interpersonal and other generic skills, initially at a para-professional level, via the blending of theoretical knowledge and practical application, to enable them to pursue careers in the profession of architecture. It also aims to cultivate a holistic approach to design education that encompasses both conceptual and professional concerns cultivating graduates’ capability of independent decision-making.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Architectural Design Studio
• Architectural Visualisation
• History and Theory of Design
• Principles of Building
• Professional Practice

CAREER PROSPECTS
Architectural knowledge is the basis of extensive areas of creative industry. Even if students prefer not to continue their study in architecture, the career prospect for graduates from this programme remains promising. Potentially interesting, challenging and rewarding positions include: architectural assistant, architectural draftsman, architectural visualiser, architectural renderer, project manager, project coordinator, contractor, interior draftsman, interior designer, furniture designer, exhibition designer, retail designer, window display designer, set designer, stage designer, game designer, curator for museum, exhibition or gallery, installation artist, painter, sculptor, etc.

ARTICULATION TO UNIVERSITY
The programme prepares students for articulation to further education in architecture so as to advance their careers as architects and architectural project managers.

Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
• University of Lincoln, UK

They can hence continue their further studies in relevant Master’s degree programmes, sit for professional examinations for membership in professional organisations and be qualified as Registered Architects.

PROFESSIONAL RECOGNITION
Graduates with relevant Master’s degrees could sit for professional examinations for membership in professional organizations and be qualified as Registered Architects.

Remarks: The classes of this programme are mostly held at IVE (Kwun Tong)
“Architecture is a visual art, and the buildings speak for themselves.”

Julia Morgan
**PROGRAMME AIMS**

This programme is designed to equip students with furniture and lifestyle product design knowledge and skills. Students will learn the worldwide trend of furniture and lifestyle products from the past to present through exploring the masterpieces by modern design masters. Design projects will emphasise the integration of lifestyle, furniture and lifestyle design objects so as to achieve a total design outcome.

Students will be equipped with all necessary professional knowledge of furniture production through design projects, workshop practice and factory visits. Elegant detailing, knowledge of new materials and technology is a key objective. The programme also provides internship opportunities, industry projects and seminars by renowned design professionals and design brands. Graduates will possess technical competence, presentation skills and project management skills to work in professional design studios of furniture and lifestyle products.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

**PROFESSIONAL CORE MODULES**

- Branding and Retail Business of Furniture and Lifestyle Product
- Contemporary Trend and Style of Living Space Design
- Furniture Design
- Furniture Workshop
- Interior Product Design

**CAREER PROSPECTS**

In view of the continuous growth of the local property market in recent years, there will be a tremendous need for better interior furniture and lifestyle products to suit various types of urban and modernised living spaces, including household space in residential buildings, working space in office buildings and other recreational spaces like trendy restaurants and boutique hotels. The market simply demands for more choices and variety in home furniture, office system furniture, designer furniture and other related interior lifestyle products.

Graduates of this programme can work in furniture production companies, lifestyle product design companies, furniture brand shops and other furniture retail business. Alternatively, they may work in interior design firms specialised in living space and furniture design.

**ARTICULATION TO UNIVERSITY**

Graduates are eligible to apply for admission to Year 3 of the degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA(Hons) in Product Design

The programme is processing articulation to top-up degree programmes offered by universities overseas.
Higher Diploma in

JEWEellery AND IMAGE
PRODUCT DESIGN

PROGRAMME AIMS
Hong Kong is the world’s leading exporter of jewellery, timepiece, eyewear and other image products. The programme aims to provide students with a balanced knowledge in design, fabrication technologies, and cultural awareness in preparation for a professional career in the jewellery and image product design business. The programme emphasises creative explorations, conceptual development, visualisation and realisation skills. Students will also acquire fundamental knowledge of marketing, branding, jewellery, timepiece, eyewear, personal accessories, leather goods…etc.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
• Image Product Branding
• Jewellery Design
• Manufacturing and Making
• Marketing Strategy
• Personal Accessories and Image Product Design
• Styling Photography
• Timepiece and Eyewear Design

CAREER PROSPECTS
Graduates may be employed in a wide range of industries such as jewellery design, timepiece design, eyewear design, product design, fashion and trend journalist, retail executive or developing their own brands / products.

ARTICULATION TO UNIVERSITY
Graduates are eligible to apply for admission to Year 3 of the degree programme offered by:
• Technological and Higher Education Institute of Hong Kong (THEi): BA(Hons) in Product Design

The programme is processing articulation to top-up degree programmes offered by universities overseas.

INDUSTRY RECOGNITION
Students of this programme are eligible to apply for the student membership in the Industrial Designers Society of Hong Kong (IDSHK) and the Hong Kong Designers Association (HKDA).
PROGRAMME AIMS
The main aims of this programme are to develop the students’ abilities in jewellery design, manufacturing, and technology. The programme also provides students with the theoretical knowledge and practical skills related to the fields of Jewellery Design, Computer Aided Design, Jewellery Making and Manufacturing, etc. The programme aims to develop students’ potential in the modern principles of jewellery design, craftsmanship, manufacturing technology, and latest market trends. The programme equips graduates with the all-round skills required to enable them to develop in their future careers in the jewellery industry. The programme will enhance the students’ abilities in languages in order that they may use and speak English and Putonghua with confidence to take advantage of the growth in business relationships in the mainland and around the world.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
- Gemmology
- Jewellery Design Studies
- Manufacturing Technology for Jewellery
- Computer Aided Industrial Design

CAREER PROSPECTS
The jewellery industry in Hong Kong is one of the six largest exported industry earners among all manufacturing industries and the largest in the world in terms of output. Industry demand is so great that the graduate employment is almost guaranteed. They will work as design profession in the jewellery industry and eventually become fully fledged jewellery designers. They may also join as customer service coordinators, quality controllers, merchandisers, jewellery supervisor or jewellery marketing executives, etc.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- Sheffield Hallam University, UK
  BA(Hons) Metalwork and Jewellery  252251

Graduates are eligible to apply for admission to Year 3 of the degree programme offered by:
- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Product Design

INDUSTRY RECOGNITION
This programme is strongly supported by the Hong Kong Jewelry Manufacturers’ Association and the Hong Kong Gold & Silver Ornament Workers and Merchants General Union.
“Design is not making beauty, beauty emerges from selection, affinities, integration, love.”

Louis Kahn
PROGRAMME AIMS
This programme lays a foundation of both design philosophy and technical knowledge for students who intend to pursue the landscape architecture profession, providing the background training in basic design skills, planting design, landscape architecture theory and history, technology, and visual communication, for the students to practice or to advance to further studies in landscape architecture. It equips students with technical aptitude, professional knowledge and skills together with the necessary legal and managerial knowledge, professional language, leadership, interpersonal and other generic skills, initially at a para-professional level, via the blending of theoretical knowledge and practical application, to enable them to pursue careers in the profession of landscape architecture. It also aims to cultivate a holistic approach to design education that encompasses both conceptual and professional concerns leading to graduates capable of independent decision-making.

It prepares students for articulation to further education in landscape architecture so as to advance their careers as landscape architects and project managers in landscape architecture. Graduates can apply for admission to the degree programme offered by THEI. They can hence continue their further studies in relevant Master’s degree programmes, sit for professional examinations for membership in professional organisations, and be qualified as Registered Landscape Architect.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

CAREER PROSPECTS
Possible careers for graduates are landscape architectural assistants, project assistants and technical officers in landscape architecture firms, contractors, developers, and government sectors.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

- Birmingham City University, UK
  BA(Hons) Landscape Architecture  Registration Number 252978

Graduates are eligible to apply for admission to Year 3 of the degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEI): BA(Hons) in Landscape Architecture

They can hence continue their further studies in relevant Master’s degree programmes, sit for professional examinations for membership in professional organisations and be qualified as Registered Landscape Architects.

PROFESSIONAL RECOGNITION
Graduates with relevant Master’s degrees could sit for professional examinations for membership in professional organizations and be qualified as Registered Landscape Architects.

Remarks: The classes of this programme are mostly held at IVE (Kwun Tong)
“Space is the breath of art.”

Frank Lloyd Wright
Higher Diploma in

PRODUCT, INTERIOR AND EXHIBITION DESIGN
(SUBJECT GROUP)

Students may choose one of the following specialised programmes so as to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Exhibition Design
- Higher Diploma in Interior Design
- Higher Diploma in Product Design

The 1st semester is a common semester. Students will progress to the professional programmes in the 2nd semester, subject to their choice, academic performance and availability of places in specific programmes / streams.

PROGRAMME AIMS

The Department of Product and Interior Design runs a one-semester three-dimensional broad-based curricula common to all first year Higher Diploma students studying in Product Design, Interior Design and Exhibition Design. The programme aims primarily at students who have completed their secondary school education and expect to take up specialist three-dimensional design studies. It is designed to reflect the context of basic design and creative knowledge and skills which serve as an introduction to and preparation for, the year one students for the next four semesters’ study in their respective professional design programmes.

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

PROFESSIONAL CORE MODULES

- Computer-aided Design Fundamentals
- Design, Drawing and Visualisation
- Structure, Material and Form
- Three-dimensional Design Studies
Higher Diploma in

EXHIBITION DESIGN

PROFESSIONAL CORE MODULES
- Exhibition Design
- Exhibition Lighting Design and Technology
- Exhibition Material and Technology
- Interactive Experience Design

CAREER PROSPECTS
The careers which are open to graduates are extensive. They are able to find employment as designers for exhibitions, conferences, multimedia presentations, museums, and shopping mall displays. In addition there are also opportunities for careers in event promotion, coordination and organisation.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- University of Lincoln, UK Registration Number BA(Hons) Design for Exhibition and Museums 252461

INDUSTRY RECOGNITION
Students can apply to be student members of Hong Kong Designers Association (HKDA).

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 a high demand for expert specialist graduates to design, produce and manage many promotional events which take place each year.

The Higher Diploma programme in Exhibition Design will give you the knowledge and skills to work as both a designer and a manager in the exhibition industry. You will learn the basic design methodology and techniques including cultural context and spatial layouts, and also creative production skills for exhibition design, animation, lighting and interactive presentations. You will also learn about marketing, trade promotions, corporate image design and how international events are managed.

PROGRAMME AIMS
展覽設計高級文憑

PROFESSIONAL CORE MODULES
- Exhibition Design
- Exhibition Lighting Design and Technology
- Exhibition Material and Technology
- Interactive Experience Design

CAREER PROSPECTS
The careers which are open to graduates are extensive. They are able to find employment as designers for exhibitions, conferences, multimedia presentations, museums, and shopping mall displays. In addition there are also opportunities for careers in event promotion, coordination and organisation.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- University of Lincoln, UK Registration Number BA(Hons) Design for Exhibition and Museums 252461

INDUSTRY RECOGNITION
Students can apply to be student members of Hong Kong Designers Association (HKDA).
PROGRAMME AIMS
Interior designers work to create harmonious, practical and aesthetically pleasing environments and the spaces we live in. Students learn to achieve this by understanding how historical, social, cultural, economic and technical considerations help to make good designs. Students will learn how to research, develop and present creative ideas and concepts. Students will be equipped with professional and technical design skills through individual and team projects. The programme provides internship opportunities, industry projects and seminars by renowned design professionals, through which students will understand industry requirements and acquire valuable practical experience. Graduates will possess confidence, technical competence, presentation skills and project management skills to work in a professional design studio.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES
- Computer-aided Design
- Interior Design Studies
- Interior Technology
- Professional Practice

CAREER PROSPECTS
With the current rapid economic development in Asia, employment opportunities for interior design graduates are abundant. Graduates can work for small or large-scale architectural and interior design firms in corporate, residential, hospitality, retail, food and beverage, and leisure developments etc. Alternatively they may work for industries such as exhibition, television, furniture, lighting or stage design.

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- Birmingham City University, UK
  BA(Hons) Interior Design
  Registration Number 251238

INDUSTRY RECOGNITION
Students of this programme are eligible to apply for the student membership in the Hong Kong Interior Designers Association (HKIDA).
PROFESSIONAL CORE MODULES
- Computer Aided Industrial Design
- Product Design Studies: A Business Context
- Product Design Studies: A Social Context
- Professional Practice: Design and Business
- Visualisation and Drafting for Product Design

CAREER PROSPECTS
Graduates may work for product design consultancies or be employed 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 also eligible to apply for admission to top-up degree programmes offered by the following universities in collaboration with the School for Higher and Professional Education (SHAPE):
- Birmingham City University, UK
  BA(Hons) in Product Design
  Registration Number 251239

Graduates may also apply for admission to top-up degree programmes offered by:
- Technological and Higher Education Institute of Hong Kong (THEi): BA(Hons) in Product Design

INDUSTRY RECOGNITION
Students of this programme are eligible to apply for the student membership in the Industrial Designers Society of Hong Kong (IDSHK) and the Hong Kong Designers Association (HKDA).
PROGRAMME AIMS

Facing the globalisation of Chinese film market, the growing number of cable and network TV channels, and the more common cases of mainland-Hong Kong funded film and TV projects, the demand for creative professionals in media and entertainment surely will be making new heights. This programme outlines the big picture of film, TV and theatre production through the aspiring eye of an Art Director or Stage Designer to-be. It not only introduces students to the essentials of aesthetics and design methods, but also nourish students’ creative thinking, technique, ability and vision, by integrating diverse learning experience with a hands-on curriculum.

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

PROFESSIONAL CORE MODULES

• Construction and Design Detailing for Set and Props Design
• Location Set Design for Film Production
• Stage Lighting Design and Technology
• Theatre Scenic Design

CAREER PROSPECTS

Graduates will have opportunities to work in various types of organisations 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, theatres, art groups and education supporting units, where they may take the roles such as production designer, assistant art director, props master, props designer, set designer, stage designer, stage lighting designer, filmmaker, assistant to producer, art director, creative director, computer visualiser/draftsman, as well as technical director and technician.

ARTICULATION TO UNIVERSITY

Set Design programme is developing articulation to top-up degree programmes offered by overseas universities. Graduates can also apply for admission to the related degree programmes of local universities.
DIPLOMA OF FOUNDATION STUDIES (DESIGN)

PROGRAMME 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
To equip students with skills required for employment in the design and creative industries and prepare them for further studies.

FURTHER STUDIES
Diploma of Foundation Studies (Design) graduates will be eligible to apply for VTC’s Higher Diploma programmes, which normally require five HKDSE subjects at Level 2 or above, including English Language and Chinese Language.
PROFESSIONAL DIPLOMA
PROFESSIONAL CERTIFICATE
SHORT COURSE / WORKSHOP

For part-time students who want to enhance their knowledge and skills for academic advancement and career development

Professional Education and Engagement Centre (PEEC) develops a diverse range of training courses, workshops and seminars, which are tailor-made for part-time students to enhance the competitiveness of individuals and corporations, as well as to facilitate business growth and career advancements.

Most of the programmes have attained the status of Qualifications Framework Level 4 and many programmes have been approved by the Continuing Education Fund (CEF) to provide local professionals with financial assistance in lifelong learning.
Areas of training excellence and knowledge expertise include:

Architecture and Interior Design
- Brand Retail Interior Design
- Creative Lighting Design
- LED Lighting for Interior and Exterior Use
- Sustainable Lighting Design
- Lighting Design Software
- Retail and Exhibition Design
- Freehand Visualization
- Green Interior
- Sustainable Architecture
- Interior Design

Design Management and Marketing
- Design Research
- Digital Marketing
- Online Advertising
- Online Business Development
- Project Management
- Search Engine Marketing and Optimization
- Social Media Advertising and Marketing
- Transmedia Storytelling

Fashion Design and Image Styling
- Accessory Design
- Fashion Design and Illustration
- Fashion Photography
- Fashion Material Analysis and Technology
- Fashion Pattern Design
- Fashion Garment Making and Fitting
- Fashion Model Training
- Menswear Collection Design
- Image Styling
- Professional Hair Styling and Make-up
- Upcycling Fashion Design

Corporate Training
- Branding and Marketing
- Business English
- Coaching for Leaders
- Consultative Selling Skills
- Customer Relationship
- Effective Negotiation Skills
- Presentation Skills
- Risk Management
- Team Building

BIM Management
- BIM Fundamentals
- Collaborative BIM
- Sustainable BIM
- Revit
- ArchiCAD

Digital Media and Illustration
- Adobe Premiere
- Visual Effects Design and Animation
- App Book Design
- Creative Multimedia Illustration
- Digital Marketing
- Final Cut Pro
- iPhone App Design and Development
- Mac OS X support and Service Trainings
- Microfilm
- Aerial Shooting

Jewellery, Furniture and Product Design
- Hand Drawing, Rhino and Jewel CAD
- Contemporary Jewellery Design
- Contemporary Eyewear Design
- Innovative Furniture Design
- Product Design and Management
- Jewellery Branding and Marketing
- Shoe Design
- SolidWorks
- Timepiece Design

Songwriting and Electronic Music
- Ableton Live
- Logic Pro
- Pro Tools

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FB www.facebook.com/HKDIPEEC
ENTRANCE REQUIREMENTS

Applicants who wish to apply for full-time post-secondary 6 programmes offered by HKDI in the Academic Year 2016/17 should meet the following general entrance requirements:

HIGHER DIPLOMA PROGRAMMES

Five HKDSE subjects at Level 2 or above, including • English Language and Chinese Language; OR • VTC Foundation Diploma (Level 3) / Diploma of Foundation Studies; OR • VTC Diploma in Vocational Education / Diploma of Vocational Education; OR • Yi Jin Diploma / Diploma Yi Jin; OR • Equivalent

DIPLOMA OF FOUNDATION STUDIES / DIPLOMA OF VOCATIONAL EDUCATION

Completion of Secondary 6 (under the New Senior Secondary Academic Structure); OR • Equivalent

NOTE

1. The study duration of Higher Diploma programmes is normally 2 years.
2. The study duration of Diploma of Foundation Studies and Diploma of Vocational Education programmes is normally 1 year.
3. An “Attained” and an “Attained with Distinction” in an HKDSE Applied Learning (ApL) subject (Category B subjects) are regarded as equivalent to an HKDSE subject at “Level 2” and “Level 3” respectively, and a maximum of two ApL subjects can be counted for admission purpose.
4. A “Grade D or E” and a “Grade C or above” in an HKDSE Other Language subject (Category C subjects) are regarded as equivalent to an HKDSE subject at “Level 2” and “Level 3” respectively, and one Other Language subject can be counted for admission purpose.
5. Holders of Diploma in Vocational Education / Diploma of Vocational Education (DVE) award upon successful completion of prescribed modules are eligible to apply for Higher Diploma Programmes.
6. Some programmes are not applicable to holders of Diploma in Vocational Education / Diploma of Vocational Education (DVE) / Yi Jin Diploma / Diploma Yi Jin. Some programmes may have other specific entrance requirements. Please refer to the Admissions Homepage www.vtc.edu.hk/admission for details.

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 2016/17 academic year 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.
• The tuition fees for the 2016/17 academic year will be announced on the Admissions Homepage at www.vtc.edu.hk/admission at a later stage.
• The study duration of Higher Diploma programmes is normally 2 years. The tuition fee is payable in two instalments each year.
• The study duration of Diploma of Foundation Studies and Diploma of Vocational Education programmes is normally 1 year. The tuition fee is payable in two instalments.

AY 2015/16 TUITION FEES FOR FULL-TIME PROGRAMMES ARE LISTED BELOW FOR REFERENCE

Programmes Tuition fees per year (HK$) for reference only 1st Year 2nd Year

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Higher Diploma (Subvented Programmes)</th>
<th>Higher Diploma (Self-financed Programmes)</th>
<th>Diploma of Foundation Studies* / Diploma of Vocational Education† (Subvented Programmes)</th>
<th>Diploma of Foundation Studies* / Diploma of Vocational Education* (Self-financed Programmes)</th>
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<tr>
<td>Higher Diploma (Subvented Programmes)</td>
<td>$31,570</td>
<td>$31,570</td>
<td>$20,500</td>
<td>$25,000</td>
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<td>$52,400</td>
<td>$52,400</td>
<td>$20,500</td>
<td>-</td>
</tr>
</tbody>
</table>

* Formerly named “Foundation Diploma Level 3”
† Formerly named “Diploma in Vocational Education”

NOTE

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. Students of Higher Diploma Programmes will be required to pay the fee for the study packages of English modules.
2. Students of Diploma of Foundation Studies programmes may choose to take the optional module “Foundation Mathematics B” with a separate tuition fee.
3. Students of Diploma of Vocational Education programmes may choose to take the optional module “Mathematics 3G” with a separate tuition fee.
4. 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.

GENERAL INFORMATION

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CONTACT US

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