

HONG KONG DESIGN INSTITUTE  
PROSPECTUS 2017/18

HKDI

# PRINCIPAL'S MESSAGE

Advanced technology aiming to simplify life experiences and create user-friendly interfaces has in the past decade instigated a fundamental paradigm shift in the design industry. The need for design education to simultaneously nurture imagination and develop skills is the new standard all educators must aspire to. The new industries are in dire need of talents who are not only able to create “beauty” but also adept to make forms that truly encompass simple answers to the complex needs and functions of our lives.

The **Hong Kong Design Institute (HKDI)** is uniquely positioned to meet the new challenge. We have, for the past decade, been advocating the duality of “**Think and Do**” to advance vocational education to the next level. The world has finally caught up to the reality of the need to readily apply abstract theory to the making of a better place to be in. HKDI aspires to nurture creativity, enhance cultural sensitivity and broaden global perspective through our contemporary curriculum, active collaborations and exchanges with international academic and industry partners, all these are augmented by a world-class exhibition programme that completes the “didactic” aspect of the learning experience.

Our active collaborations with local and international academic and industry partners provide students the opportunity to step out of the classrooms to acquire hands-on experience at renowned international institutions and participate in overseas exchange programmes to expand their horizons.

We welcome you to join HKDI as the starting point in unleashing your talent and shaping your world.

**Leslie Lu**  
**Principal**  
**Hong Kong Design Institute**

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# LEARNING ENVIRONMENT

The state-of-the-art HKDI campus at Tseung Kwan O 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.

## Centre of Innovative Material and Technology (CIMT)

A comprehensive material achieve and interactive learning platform, CIMT strives to bridge gap between material industry and the world of design, stimulate new ideas, research and developments, as well as cross-disciplinary projects.



## Exhibition Spaces

Open to the public to showcase the breath of design generated in or related to HKDI, 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.

## 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 ENVIRONMENT



## 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.

## Zone 24

With various workstations and different study facilities, Zone 24 opens 24 hours every day and provides an open and flexible home based self-study areas for students to work and study anytime.

## Centre for Independent Language Learning (CILL)

A rich language learning environment is fostered for students to learn English and Putonghua in an inviting and relaxing atmosphere with the support of native English-speaking coordinators stationed in the Centre for Independent Language Learning (CILL).

# LEARNING EXPERIENCE



Inspire  
Imagination

Foster  
Interaction



Make  
Learning  
Fun



Celebrate  
Diversity

Encourage  
Openness



# MASTER LECTURE SERIES



Katarina Brieditis

Patricia Moore

Chan Koon Chung

Samuel Wilkinson

Francesco Sani

Rocco Yin

Nicholas Voelkoff-Erens

Katarina Evans

Henry Steiner

Anne Balsamo

Boris Berlin

Christophe Lemaitre

Neville Brody

Rosan Bosch

Christopher Le Burn

## Rafael Moneo

- Globally-renowned architect, considered one of the greatest Spanish contemporary architects in the world, his designs embrace the uniqueness and the past of their local surroundings that are often ignored, creating works that are timeless
- Teacher, critic and scholar at the world's leading universities
- Received numerous prestigious awards including the Pritzker Prize for Architecture in 1996, the Royal Gold Medal of the Royal Institute of British Architects in 2003, and the Príncipe de Asturias de las Artes Award in 2012



## 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



## Konstantin Grcic

- Internationally acclaimed industrial designer based in Munich, has been designing furniture, products and lighting for the world's leading design companies
- Received numerous design awards including joint Designer of the Year by *Wallpaper\** magazine in 2015 and Best Designer by Salone del Mobile Milano in 2016
- His products are in the permanent collections of MoMA and Centre Georges Pompidou, having received prestigious awards such as Compasso d'Oro



## 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



## Sheila Levrant 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



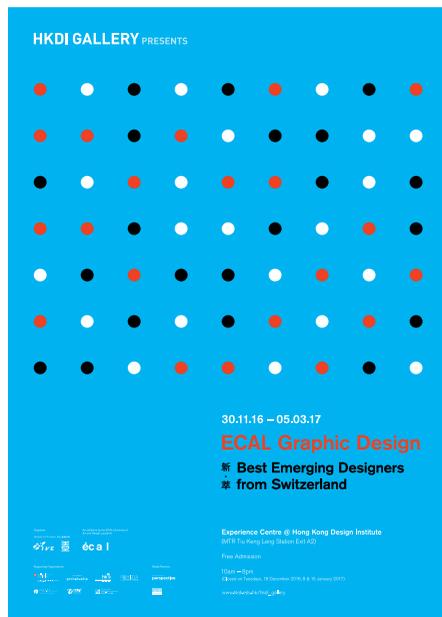
## Ma Ke

- 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

# WORLD-CLASS EXHIBITIONS



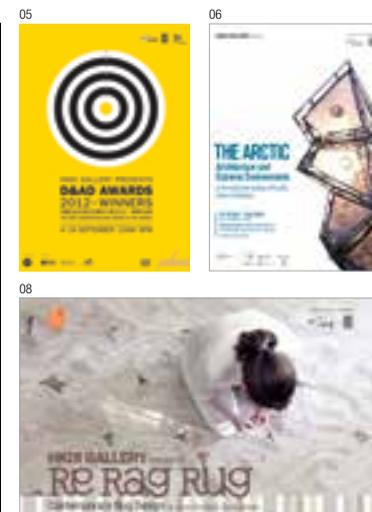
Rafael Moneo  
A Theoretical Reflection from the Professional Practice  
Archive Materials (1961-2013)



ECAL Graphic Design  
Best Emerging Designers from Switzerland



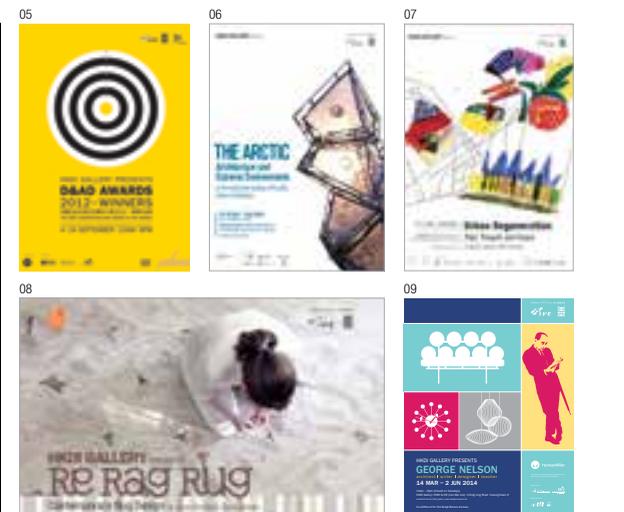
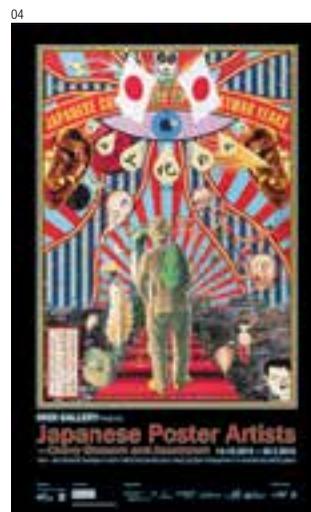
01 Konstantin Grcic – Panorama  
02 Weingart Typography  
03 Red Dot Design Award Exhibition



04 Japanese Poster Artists  
05 D&AD Awards 2012 – Winners  
06 The Arctic



07 Urban Regeneration  
08 Re Rag Rug  
09 George Nelson



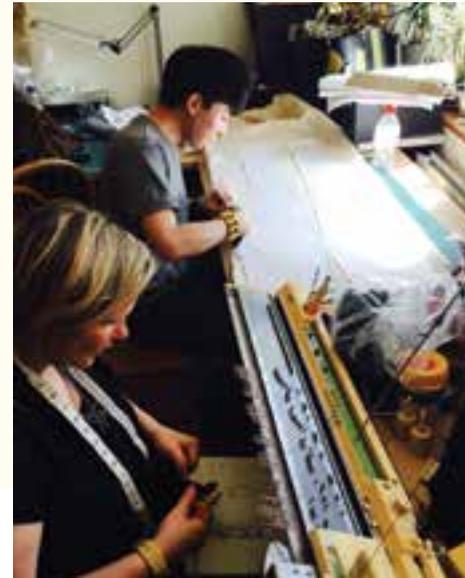
# INTERNATIONAL ACADEMIC COLLABORATIONS & EXCHANGES

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.



- Austria** • 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** • Beijing Institute of Fashion Technology • China Central Academy of Fine Arts • Guangzhou Academy of Fine Arts • Shenzhen University • Tsinghua University • Wuhan University
- Colombia** • Universidad de Caldes
- Denmark** • Aarhus School of Architecture • Design School Kolding • The Royal Danish Academy of Fine Arts

- Finland** • Aalto University
- Italy** • Nouva Accademis S.r.L. (NABA and Domus Academy) • Istituto Europeo di Design • Istituto Marangoni Milano
- Japan** • Bunka Gakuen University • Bunka Fashion Graduate University • Bunka Fashion College
- 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 Gdańsk
- Sweden** • Linnaeus University • Malmö University • University of Borås
- Switzerland** • École cantonale d'art de Lausanne • Haute école d'art et de design Genève • Zurich University of the Arts
- UK** • The University for the Creative Arts
- US** • The New School

# AWARDS



**Wong Lai Yu**  
*Backpacker*

CreateSmart Young Design Talent Special Award  
DFA Hong Kong Young Design Talent Award 2016



**Leung Mei Yin**  
*All By Myself*

1st Runner-up  
9th Hong Kong Lighting Design Competition



**Tang Chun Kit**  
*Kaleidoscope*

2nd Runner-up (Open Group)  
33rd Hong Kong Watch & Clock Design Competition



**Lam Kin Yan**  
*Into the Flame*

HKDI Young Design Talent Award  
DFA Hong Kong Young Design Talent Award 2016



**Tai Sze Man**  
*DoReMi Hands*

Young Design Talent Special Mention Award  
DFA Hong Kong Young Design Talent Award 2016

# AWARDS

## Tang Wai Ki

*Antelope*

2nd runner-up (Design & Make Collection Category)  
16th Footwear Design Competition Hong Kong



## Cheung Ka Ming

*Yuru Monogarari (Night Story)*

Best of Category (Interior Design - Student Group)  
A&D Trophy Awards 2016



## Li Wan Ki

*Towards the Opposite*

Gold Award (Student Category)  
24th Asia Pacific Interior Design Awards

## Chan Ming Chun

*Rhapsody*

Official Selection  
Special Interest Group on Computer Graphics and  
Interactive Techniques in Asia 2016

Director Award  
Seoul ICARUS Drone International Film Festival 2016

Winner of Best Use of Virtual Reality in  
Storytelling - Narrative  
Winner of Audience Choice Award  
Society of Motion Picture and Television Engineers –  
Hollywood Professional Alliance Student Film  
Festival 2016



# SUCCESS STORY

*Jane Lee*

*Graduate of Higher Diploma in Graphic Information Design*



Jane Lee has loved to draw since she was a child. With a strong passion in drawing, Jane decided to study Graphic Information Design at HKDI as a first step towards her future career.

During her study at HKDI, she spent a lot of time on illustration and shared her works on the internet, which unexpectedly took her to the international stage. After graduation, she became an up-and-coming illustrator and comic artist with her own design brand "Messy Desk" founded in 2011. Her unique and colourful illustrations brought her numerous awards and recognition, including the "Discovery Scholarship: Art Market and Conviviality in Paris" at L'Institut d'Etudes Supérieures des Arts in 2011 and the Winning Work Prize at JIA Illustration Award in Japan in 2016. In 2015, she was invited by Urban Forms to create a mural "Babel Tower" on a building in Poland, turning it into a colourful landmark in the city.

Her works have been exhibited in many countries, for example Design Festa Tokyo in Japan, Na Modern Spleen in France, the Mahan Gallery's Comics Book Show in the USA and Get Freaky Illustration Exhibition in Berlin. The awards and exhibitions helped her to further develop her brand and encouraged her to continue to cheer people up with her unique colourful illustrations.



# SUCCESS STORY

*Kenneth Lee*

*Graduate of Higher Diploma in Product Design*



After getting a Higher Diploma in Product Design at HKDI in 2008 and working for a few years, Kenneth pursued a top-up degree at Birmingham City University. He found his true passion in design and won the reputable RSA Student Design Award in 2016.

Being a great observer, Kenneth looks thoroughly into problems and does not make compromise when figuring out solutions. His award winning work "50/50" was inspired when he was observing his father handling farm produce with plastic bags. He found out plastic bags hinder the preservation of harvest and destroy the environment, and decided to design an environmental friendly replacement.

In the design process, he tried different materials and considered the pros and cons of each to identify the ideal option, which he eventually found to be areca leaves, which are durable, environmental friendly, good in absorbing moisture to keep produce fresh longer, and more importantly, cheap in cost and easy to find. His persistence and creativity led him to complete his design and won the award. It's also his observation and devotion to provide perfect solution that brought him the recognition by judges.



# SUCCESS STORY

*Nam Tsang & Pauline Yuen*

*Graduate of Higher Diploma in Fashion Design and Development*



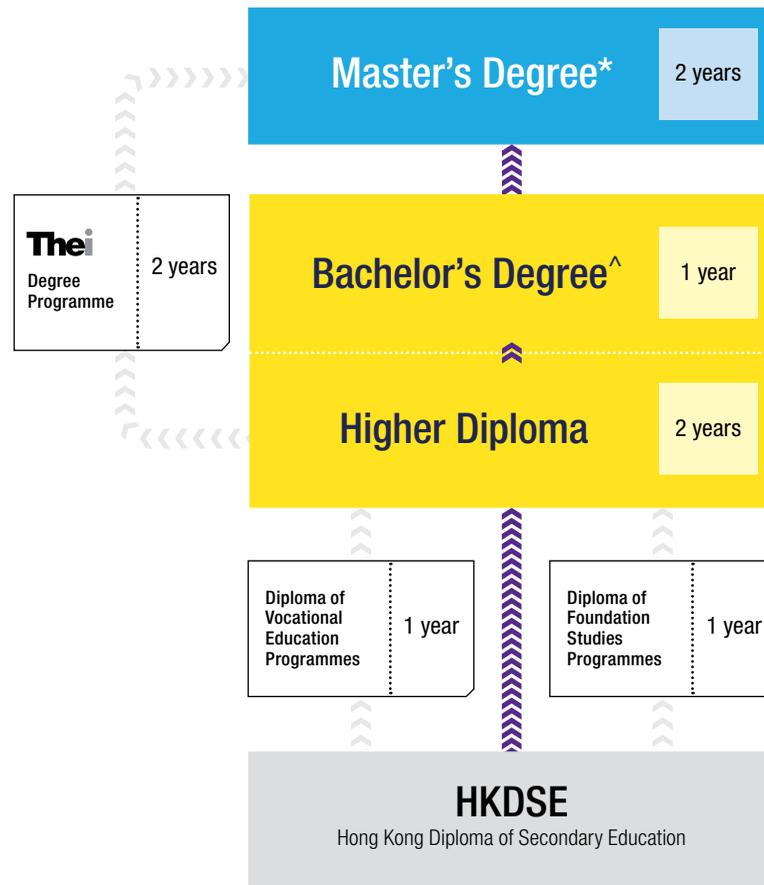
Pauline Yuen and Nam Tsang graduated from HKDI with a Higher Diploma in Fashion Design and Development in 2008 and 2009 respectively. Both of them completed the top-up degree BA (Hons) Fashion Design at Nottingham Trent University thereafter.

After several years of working at fashion companies and travelling around Europe, Nam and Pauline shared the fashion philosophy to sustain traditional craftsmanship. To explore the artistic handicraft elements, innovative forms and silhouettes, they established their own fashion team *A Tentative Atelier* in 2012. Having presented at Paris Fashion Week since 2013, each of their collection portrays a contemporary sense of luxury with a unisex, timeless look. *A Tentative Atelier* clothing is crafted from lavish, natural fabrics to maintain a raw and ageless quality. Suitable for both masculine and feminine wardrobes, each piece is characterised by a sophisticated and easy to style wearability. Collaborating with different boutiques in over 10 countries, their collection is now retailed at Layers (UK), IF New York (USA), H Lorenzo (USA), KOKKO (Canada), OUKAN (Germany), LEFORM (Russia), ink (Hong Kong) etc.

In 2014, Pauline clinched an Italy Vogue Talent Award with a scholarship to study a master's programme at Domus Academy in Italy. In 2015, Nam won the Perspective 40 under 40 Design Award. Both awards recognised their outstanding effort and significant progression in their fashion design journey.



# UNIVERSITY DEGREE PATHWAY



## NOTE

- 1 For specific entrance requirements of each programme, please visit the VTC Admissions website at [www.vtc.edu.hk/admission](http://www.vtc.edu.hk/admission) for more details.
- 2 Technological and Higher Education Institute of Hong Kong (THEi) admits eligible Hong Kong Diploma of Secondary Education graduates or equivalent into its degree programmes; and THEi admits graduates from the relevant Higher Diploma programmes into the senior years of its degree programmes. Duration of Bachelor's Degree programmes offered by THEi is 4 years (Full-time).
- 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 award upon successful completion of prescribed modules can apply for Higher Diploma programmes.
- 5 Graduates of Diploma of Foundation Studies are eligible to apply for Higher Diploma programmes. However, some programmes may have other specific entrance requirements.

<sup>^</sup> Duration of Bachelor's Degree programmes offered by our partner universities in collaboration with the School for Higher and Professional Education (SHAPE) are 1 year (Full-time) and 18-24 months (Part-time) respectively.

<sup>\*</sup> Duration of Master's Degree programme offered by Birmingham City University (BCU) in UK in collaboration with the School for Higher and Professional Education (SHAPE) is 2 years (Part-time).



# Diploma of Foundation Studies (Design)

基礎課程文憑 (設計) FS113002D

## 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 necessary for the study of design.

## DESIGN MODULES

- Creative Studio
- Design Concepts and Methods
- Design Profession and Practice
- Three-dimensional Design and Visualisation

## 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.

*Remarks: The offering campuses are IVE (Kwun Tong) and Youth College (Yeo Chei Man).*



## Communication Design and Digital Media

Advertising Design  
Creative Media  
Digital Music and Media  
Film and Television  
Publication Design and Print Media  
Transmedia  
Visual Communication

Higher Diploma in

# ADVERTISING DESIGN\*

廣告設計高級文憑 DE124101 \*Self-financed programme

## PROGRAMME AIMS

This programme aims to be the top-of-mind HD 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 promotions. Students will learn to create innovative advertising, integrated marketing communications, social and brand messages with greater consumer engagement, experience and participation with through-the-line 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 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, digital marketer, 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 can pursue relevant degrees locally or overseas. They are 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):

- |                                                        |                            |
|--------------------------------------------------------|----------------------------|
| • <b>Birmingham City University, UK</b>                | <b>Registration Number</b> |
| BA (Hons) Visual Communication (Graphic Communication) | 251236                     |

Graduates may also 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 Advertising

Graduates can also apply for admission to relevant degree programmes of local universities.

- |                                       |                                               |
|---------------------------------------|-----------------------------------------------|
| • <b>City University of Hong Kong</b> | • <b>The Chinese University of Hong Kong</b>  |
| • <b>Hong Kong Baptist University</b> | • <b>The Hong Kong Polytechnic University</b> |

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

## PROFESSIONAL RECOGNITION

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

Graduates are eligible to apply for memberships of major design organisations, e.g. The One Club, D&AD, HK4As, Hong Kong Designers Association etc.

Higher Diploma in

# CREATIVE MEDIA

創意媒體高級文憑 DE114102

## PROGRAMME STREAMS

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 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 also covers generic, language and communication skills training, whole-person development and workplace experience, in order 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 and web designer.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They 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):

- |                                                     |                            |
|-----------------------------------------------------|----------------------------|
| • <b>Birmingham City University, UK</b>             | <b>Registration Number</b> |
| BA (Hons) Visual Communication (Film and Animation) | 251237                     |

Graduates can also apply for admission to relevant degree programmes of local universities:

- **City University of Hong Kong**
- **Hong Kong Baptist University**
- **The Hong Kong Polytechnic University**

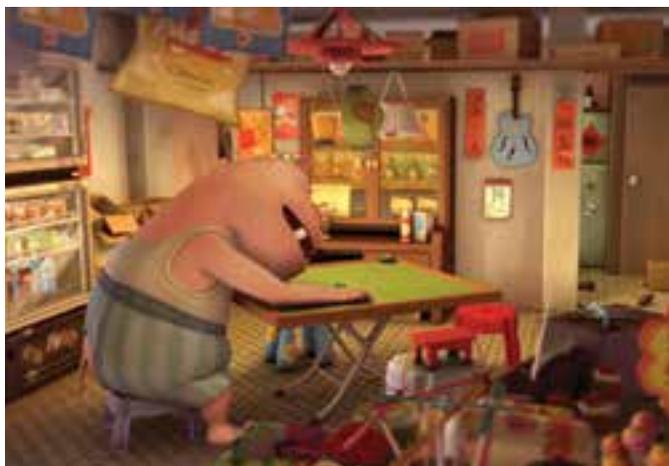
Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

## PROFESSIONAL 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.



Ng Ka Kit  
Leung Ka Chun  
Mak Chun Kit  
Cheung Wing Ho



Cheung Tsz Ki  
Lau Hing Nga  
Kong Wing Yiu  
Tang Oi Tung  
Chan Siu Lam



Chow Hung Yui, Wong Kwun Ting

Higher Diploma in

# DIGITAL MUSIC AND MEDIA

數碼音樂及媒體高級文憑 DE114104

## PROGRAMME AIMS

This programme aims to educate students the music production and related technology for composing, creating, recording and manipulating digital music and sound; also including video production, multimedia production, and theater production etc, in order to provide a new breed of music, sound and audio talents / designers and production specialists for cross-sector activities in the music 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, wholeperson development and workplace experience to better prepare students for further studies and employment after graduation.



## PROFESSIONAL CORE MODULES

- Digital Music Composition, Arrangement and Production
- Audio Recording, Mixing and Post-production
- Film Scoring and Sound Design
- Technical Arts and Interactive Multimedia Design for Musical Theatre
- Video and TV Multi-cam Production

## CAREER PROSPECTS

Graduates can be employed in the music industry as music composer, arranger, sound designer, film & TV music scores writer, production sound and live sound engineer; administrator in theatre & arts management in the music related entertainment industry.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

- |                                                                 |                                      |
|-----------------------------------------------------------------|--------------------------------------|
| • <b>Coventry University, UK</b><br>BSc (Hons) Music Technology | <b>Registration Number</b><br>252664 |
|-----------------------------------------------------------------|--------------------------------------|

Graduates are also eligible to apply for admission to the following overseas degree programmes:

- **Oxford Brookes University, UK** (direct entry to the final year of study in UK)  
BA (Hons) Creative Music Production  
BSc (Hons) Music

Graduates can also apply for admission to the related degree programmes of local universities.

- **Hong Kong Baptist University**
- **The Hong Kong Education University**
- **The Hong Kong Academy for Performing Arts**

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

## PROFESSIONAL RECOGNITION

Students are eligible to become members of Composers and Authors Society of Hong Kong (CASH) or Association of Motion Picture Post Production Professionals after assessments. Students can also apply for student membership of the Society of Motion Picture and Television Engineers (Hong Kong Section).

# Higher Diploma in FILM AND TELEVISION

電影及電視高級文憑 DE114103

## 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 industries.

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

## PROFESSIONAL CORE MODULES

- Script Writing
- Cinematography Workshop
- Visual Effects Workshop
- Fine Art Photography
- Studio Photography

## CAREER PROSPECTS

Graduates can be employed in Film, Television and Photographic industries as director, cinematographer, film editor, scriptwriter, visual effects designer, assistant to producer, art director, creative director, image director, photojournalist, photographic artist, photo retouching artist as well as technical director.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

• <b>Birmingham City University, UK</b>	<b>Registration Number</b>
BA (Hons) Visual Communication (Film and Animation)	251237
BA (Hons) Visual Communication (Photography)	252180

Graduates can also apply for admission to relevant degree programmes of local universities.

- **City University of Hong Kong**
- **Hong Kong Baptist University**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Society of Motion Picture and Television Engineers (SMPTE) and the Hong Kong Digital Entertainment Association.



Higher Diploma in

# PUBLICATION DESIGN AND PRINT MEDIA

出版設計及印刷媒體高級文憑 DE114108

## 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 course is designed with an emphasis on generic, language and communication 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
- e-Publishing Design
- Packaging Design and Technology
- Photography and Retouching
- Experimental Application of Printing Material
- Sales and Marketing for Printing and Publishing

## CAREER PROSPECTS

Graduates can be employed as book designer, production technician, sales representative, customer service representative, and management trainee, in a range of print media and publishing business 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 can pursue relevant degrees locally or overseas. They are 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):

- |                                                        |                            |
|--------------------------------------------------------|----------------------------|
| • <b>Birmingham City University, UK</b>                | <b>Registration Number</b> |
| BA (Hons) Visual Communication (Graphic Communication) | 251236                     |

Graduates are also eligible to apply for admission to the following degree programme:

- **Wuhan University**  
BA in Printing and Packaging

Graduates can also apply for admission to relevant degree programmes of local universities.

- **City University of Hong Kong**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

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



# Higher Diploma in TRANSMEDIA

超媒體高級文憑 DE114109

## PROGRAMME AIMS

The programme aims at nurturing creative talents to become proficient in Transmedia storytelling techniques, knowledgeable about the trends of social network and 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, game, film, 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 nearer future.

This programme is designed with an emphasis on generic, language and communication 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 and Media Architecture

## CAREER PROSPECTS

Graduates can work as transmedia designer, transmedia writer, transmedia producer, project coordinator / assistant, project producer, multi-media producer and digital content writer / researcher / producer in following areas:

Art direction, Art & Cultural Management, Branding & Advertising, Content Marketing, Digital Marketing, Event Management, Franchise Development, Film And Television, Game Design, Visual Merchandising.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

	Registration Number
• <b>Birmingham City University, UK</b>	
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

Graduates can also apply for admission to relevant degree programmes of local universities.

- **City University of Hong Kong**
- **Hong Kong Baptist University**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

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

# VISUAL COMMUNICATION

視覺傳意高級文憑 DE114106

## 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 training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

## PROFESSIONAL CORE MODULES

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

## CAREER PROSPECTS

Graduates can 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 consultant, 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 frequently work as individual design practitioners and design entrepreneurs setting up their own studios.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

• <b>Birmingham City University, UK</b>	<b>Registration Number</b>
BA (Hons) Visual Communication (Graphic Communication) <i>(for graduates of Visual Communication Stream, Brand Design Stream &amp; Information Design Stream)</i>	251236
BA (Hons) Visual Communication (Illustration) <i>(for graduates of Visual Communication Stream &amp; Illustration Stream)</i>	252181
BA (Hons) Visual Communication (Film and Animation) <i>(for graduates of Visual Communication Stream)</i>	251237

Graduates can also apply for admission to relevant degree programmes of local universities.

- **City University of Hong Kong**
- **Hong Kong Baptist University**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA).



Chiu Wing Ki



Chong Yik



# Design Foundation Studies

Visual Arts and Culture  
Visual Journalism

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.

### 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 module also nurtures 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.



Lau Ching Lai

Higher Diploma in

# VISUAL ARTS AND CULTURE

視覺藝術與文化高級文憑 DE114105

## PROGRAMME AIMS

This interdisciplinary programme offers all-rounded immersion in contemporary visual arts media and engages students actively with the cultural industries at large. Through collaboration and innovation with the arts sector, the programme creates a lively environment where interdisciplinary arts projects flourish. Graduates are also nurtured to become professional arts practitioners.

From the conceptual to the practical, the two-year programme provides a dynamic and vibrant environment that inspires students to experiment with ideas and develop their own artistic language 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 is promoted through collaborative work with visiting fellows or artists-in-residence, museum 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 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 Expression and Installation Arts
- Community Project and Cultural Management
- Photography and Video Making
- Interactive Media Design
- History and Theories of Visual Arts

## CAREER PROSPECTS

The Higher Diploma in Visual Arts and Culture is developing professionals in response to the rapid growing need of manpower in visual arts 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 designer, visual merchandisers, etc. They can also be art administrators at the assistant level in art centres, gallery or cultural organisation to run cultural programmes or art exhibitions. 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 can pursue relevant degrees locally or overseas. They are 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):

<b>The Birmingham City University, UK</b>	<b>Registration Number</b>
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)	252181
BA (Hons) Visual Communication (Photography)	252180

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

- **City University of Hong Kong**
- **Hong Kong Baptist University**
- **The Chinese University of Hong Kong**
- **The Education University of Hong Kong**

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).*

Higher Diploma in

# VISUAL JOURNALISM

視覺新聞高級文憑 DE114701

NEW PROGRAMME

## PROGRAMME AIMS

This programme aims to provide students industrial techniques of audio-visual, storytelling skills, reporting and editing, art and culture knowledge and ethical judgment in journalism aspect, together with IT, interpersonal and design related skills for employment and further study.

The programme offers both practical and theoretical journalism knowledge to the students through media workshops, real cases studies, competition, master classes, industrial collaboration projects and workplace attachments. Students will be equipped with the competence of media application and critical thinking in visual journalism, in order to better prepare students for further studies and employment after graduation.

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

## PROFESSIONAL CORE MODULES

- Art and Culture Reportage
- Introduction to Visual Journalism
- Mobile Journalism
- News Reporting and Editing
- News and Society
- Photo Reportage
- Video Reportage

## CAREER PROSPECTS

Graduates can be employed as video journalist, photojournalist, video producer, video editor, copywriter, editor, reporter, graphic designer, media coordinator and publication designer in the following areas: press media, online media, media broadcast, television production, film, multimedia, magazine, publication, digital production.

## ARTICULATION TO UNIVERSITY

This programme is developing articulation to top-up degree programmes offered by overseas universities. Graduates can apply for admission to the related degree programmes of local universities:

- **City University of Hong Kong**
- **Hong Kong Baptist University**
- **The Chinese University of Hong Kong**
- **The University of Hong Kong**

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

## PROFESSIONAL RECOGNITION

Students can apply for student membership of Hong Kong Journalists Association and Hong Kong Press Photographers Association.



## Fashion and Image Design

Costume Design for Performance  
Fashion Branding and Buying  
Fashion Design  
Fashion Design Menswear  
Fashion Image Design  
Fashion Media Design

Higher Diploma in

# COSTUME DESIGN FOR PERFORMANCE

演藝造型設計高級文憑 DE114306

## PROGRAMME AIMS

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

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 realisation of the outputs in eastern and western period costumes; props, accessories and character design for performance.

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

## PROFESSIONAL CORE MODULES

- Costume Design
- Costume History
- Draping and 3D Modelling Techniques
- Hair Design for Performing Art
- Illustration for Stage Performance
- Make-up for Performing Art
- Stage Props and Scenic Arts

## 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

This programme is developing articulation to top-up degree programmes offered by overseas universities.

Graduates can apply for admission to the related degree programmes of local universities.

- **The Hong Kong Academy for Performing Arts**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

The Higher Diploma programme offered by the Hong Kong Design Institute is highly recognised by professional bodies, fashion designers and design industries.

Higher Diploma in

# FASHION BRANDING AND BUYING

時裝品牌策劃及採購高級文憑 DE114304

## 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 (Buying and Retail Management)
- Higher Diploma in Fashion Branding and Buying (Product Development and Sourcing)
- 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 renowned fashion enterprises and brands have regional offices in Hong Kong and spread their businesses over the neighbouring countries. The fascinating fashion businesses have high manpower demand for their dynamic development.

The fashion Branding and Buying Programme is designed to incubate new forces for the evergreen fashion industry. It consists of a wide range of subjects that provides practical knowledge and skills for students who want to have their career in fashion. Comprehensive curriculum is planned along the fashion demand and supply pipeline, including brand management and marketing, media and communication, fashion journalism, public relations, fashion buying, retail operations, fashion styling and photography, fashion merchandising, global sourcing, product development and visual merchandising. Emphasis will also be put on enriching students' global visions and exposures. Students will find the programme both practical and creative through different learning experiences such as pop-up store projects, overseas exchanges, master classes, fashion event planning, community projects, industry-initiated competitions and industrial attachments in established fashion companies. The programme is a unique platform for students to sharpen their fashion sense and gain career-specific knowledge in diverse perspectives.

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

## PROFESSIONAL CORE MODULES

- Fashion Brand Management & Marketing
- Fashion Buying
- Fashion Product Design & Development
- Fashion Visual Merchandising
- Fashion Styling & Photography
- Fashion Trend Analysis

## CAREER PROSPECTS

Graduates will have the opportunities to work in various fashion companies, including local and international fashion brands, fashion magazines, social media marketing companies, public relations companies, event planning production houses, garment trading companies and manufacturing enterprises. They may take the roles of fashion brand management executive, fashion buyer, fashion marketer, fashion public relations executive, fashion event planner, fashion editor, fashion blogger, fashion stylist and photographer, fashion retail management trainee, fashion merchandiser, fashion product developer, retail store designer and visual merchandiser.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They 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):

- **Nottingham Trent University, UK**  
BA (Hons) International Fashion Business  
*(for graduates of all streams)*  
Registration Number 251505
- **University for the Creative Arts, UK**  
BA (Hons) Fashion Promotion and Imaging  
*(for graduates of Branding and Communication Stream, Buying and Retail Management Stream & Visual Merchandising Stream)*  
Registration Number 252646

Graduates can also apply for admission to relevant degree programmes of local universities.

- **City University of Hong Kong**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

The Higher Diploma programme offered by Hong Kong Design Institute is highly recognised by the industry.

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, international exchange program, 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.

Fashion Design students and graduates have significant achievements in various design competitions. Starting from 2006, fashion design students have been awarded the Young Design Talent Award organized by the Hong Kong Design Centre for 10 years, with scholarships amount ranging from HK\$250,000 to HK\$500,000 every year for overseas studies including Central Saint Martins, London College of Fashion, Birmingham City University, MOD'ART International Paris and internship at renowned Fashion Design companies including Alexander Wang in USA, Iris Van Herpen in Holland, Jean-Paul Gaultier in Belgium and Gaspard Yurkievich in France.

This programme is designed with an emphasis on generic, language and communication 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
- Industrial Attachment
- Textiles Design Studio
- Pattern Making Workshop
- Garment Manufacturing Workshop

## 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, fashion editor etc.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They 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):

- |                                               |                            |
|-----------------------------------------------|----------------------------|
| • <b>Nottingham Trent University, UK</b>      | <b>Registration Number</b> |
| BA (Hons) Fashion Design                      | 251504                     |
| BA (Hons) International Fashion Business      | 251505                     |
| • <b>University for the Creative Arts, UK</b> | <b>Registration Number</b> |
| BA (Hons) Fashion Promotion and Imaging       | 252646                     |

Graduates may also 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 Fashion Design

Graduates can also apply for admission to relevant degree programmes of local universities.

- **The Hong Kong Academy for Performing Arts**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

The Higher Diploma programme offered by Hong Kong Design Institute is highly recognised by professional bodies such as the Hong Kong Fashion Designers Association, fashion and related industries.



Higher Diploma in

# FASHION DESIGN MENSWEAR

男裝時裝設計高級文憑 DE114307

## 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 realisation 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 program is the development of the young creative talents who plan to become professional fashion designers in the Menswear Design field. Students will find the program both practical and creative, learning through fashion shows, design competitions, master class, 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 training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

## PROFESSIONAL CORE MODULES

- Menswear Collection Development
- Menswear Flat Pattern Making and Construction
- Fashion Drawing and Illustration
- Digital Design for Menswear
- Menswear Tailoring
- Menswear Production
- Menswear Fabrication and Colour

## CAREER PROSPECTS

Graduates can be employed in the menswear design field as fashion designers, fashion coordinators, stylists, product development executives, fashion buyers, fashion visual merchandisers, fashion editor etc.

## ARTICULATION TO UNIVERSITY

This programme is developing articulation to top-up degree programme offered by overseas universities. Graduates can apply for admission to relevant degree programmes of local universities.

- **The Hong Kong Academy for Performing Arts**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

The Higher Diploma programme offered by the Hong Kong Design Institute is highly recognised by professional bodies, fashion designers and design industries.

Choi Hung Shing



Tsui Yat Sing



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 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
- Periodic Hair Styling
- Character Make-up Design

## CAREER PROSPECTS

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

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

- |                                               |                            |
|-----------------------------------------------|----------------------------|
| • <b>University for the Creative Arts, UK</b> | <b>Registration Number</b> |
| BA (Hons) Fashion Promotion and Imaging       | 252646                     |

Graduates can also apply for admission to relevant degree programmes of local universities.

- **The Hong Kong Academy for Performing Arts**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

The Higher Diploma programme offered by the Hong Kong Design Institute is highly recognised by professional bodies, fashion designers and design industries.



Higher Diploma in

# FASHION MEDIA DESIGN

時裝媒體設計高級文憑 DE114305

## 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 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, fashion blogging, 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 fashion blogging form the core components of the programme.

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

## PROFESSIONAL CORE MODULES

- Fashion Blogging
- Computer Graphic Design
- Fashion Film
- Fashion Journalism
- New Media Strategy
- Social Media for Fashion
- Fashion Image Creations
- Webpage and App Design

## CAREER PROSPECTS

Graduates can 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, fashion marketing officer, fashion film director and fashion photographer.

## ARTICULATION TO UNIVERSITY

This programme is developing articulation to top-up degree programme offered by overseas universities. Graduates can apply for admission to relevant degree programmes of local universities.

- **City University of Hong Kong**
- **Hong Kong Baptist University**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

The Higher Diploma programme offered by Hong Kong Design Institute is highly recognised by the industry.



## 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

Higher Diploma in

# ARCHITECTURAL DESIGN

建築設計高級文憑 DE114501

## PROGRAMME AIMS

This programme lays a foundation of both design philosophy and technical practicality for students who intend to pursue the architectural profession, providing the background training in visual communication, two and three dimensional designs, architectural theory and history, building principles and overseas field trips for the students to practice or to continue with further study in architecture. Students can design projects with various scales gradually such as house, entertainment centre, exhibition complex or urban space. The design scope can range from the unique external form to the atmospheric internal space. This programme also places emphasis on the chance for students to realize their designs and to join overseas exchange activities.

It will equip students with the technical aptitude, professional knowledge and skills together with the necessary legal faculty, professional language, 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 leading to graduates capable of independent decision-making.

This programme is designed with an emphasis on generic, language and communication 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 the students prefer not to further study in architecture, the job 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 can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

- |                                    |                            |
|------------------------------------|----------------------------|
| • <b>University of Lincoln, UK</b> | <b>Registration Number</b> |
| BA (Hons) Architecture             | 252460                     |

Graduates can also apply for admission to relevant degree programmes of local universities.

- **City University of Hong Kong**
- **The Chinese University of Hong Kong**
- **The University of Hong Kong**

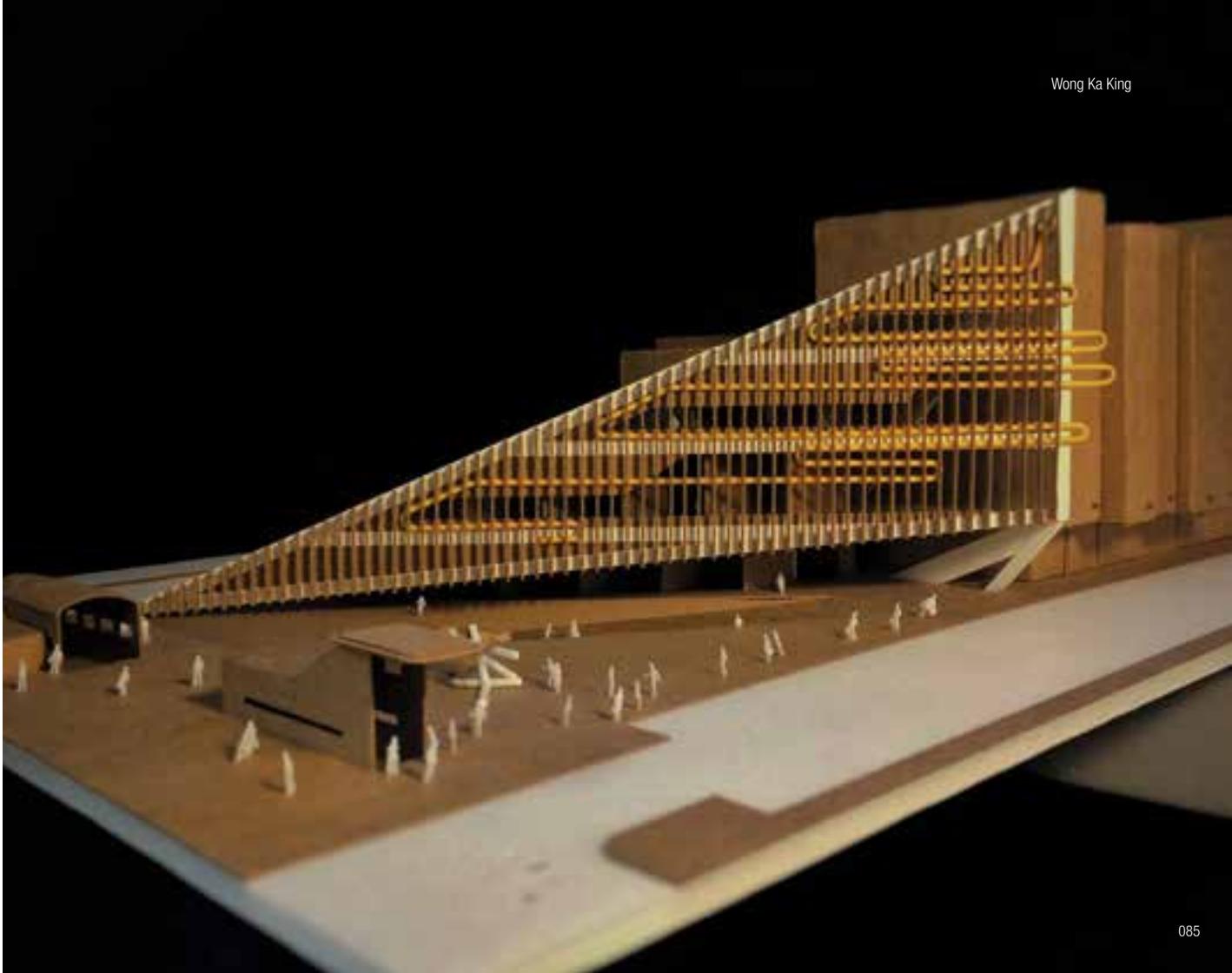
Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

They can hence continue to further their 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 organisations and be qualified as Registered Architects.

*Remarks: The classes of this programme are mostly held at IVE (Kwun Tong).*



Higher Diploma in

# FURNITURE AND LIFESTYLE PRODUCT DESIGN

傢俱及時尚產品設計高級文憑 DE114507

## PROGRAMME AIMS

The programme is purposely developed and designed to focus on furniture and lifestyle product design. Students will be guided to explore the masterpieces by modern masters and the worldwide trend of furniture and lifestyle product, from the past to present era. Design projects will be emphasised on integration of living style, 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 project, workshop practice and factory visits. Elegant detailing and 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 confidence, and 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 training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

## PROFESSIONAL CORE MODULES

- Branding and Design of Furniture and Lifestyle Product
- Contemporary trend and style of living space design
- Furniture Design
- Furniture Workshop
- Interior Product Design

## CAREER PROSPECTS

With the continuous prosperity in property market and economic growth of Hong Kong in recent years, there has been 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.

In this connection, graduates of this programme can work in furniture production companies, lifestyle product design companies, furniture brand shops and other furniture retail business. And alternatively, they may work in interior design firms specialised in living space and furniture design.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

- |                                         |                            |
|-----------------------------------------|----------------------------|
| • <b>Birmingham City University, UK</b> | <b>Registration Number</b> |
| BA (Hons) Product Design                | 251239                     |

Graduates may also 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

Graduates can also apply for admission to relevant degree programme of local universities.

- **The Hong Kong Polytechnic University**

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

Higher Diploma in

# JEWELLERY AND IMAGE PRODUCT DESIGN

珠寶及形象產品設計高級文憑 DE114506

## PROGRAMME AIMS

Hong Kong is the world's leading exporter of jewellery, timepiece, eyewear and other image products. The programme aims to provide students 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 emphasizes creative explorations, conceptual development, visualisation, computer 3D design and realization 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 and language training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

## PROFESSIONAL CORE MODULES

- Image Product Branding and Marketing Strategy
- Jewellery Design
- Manufacturing and Making
- Personal Accessories and Image Product Design
- Timepiece and Eyewear Design

## CAREER PROSPECTS

Graduates can be employed in a wide range of industries 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 can pursue relevant degrees locally or overseas. They are 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):

- |                                                                               |                                      |
|-------------------------------------------------------------------------------|--------------------------------------|
| • <b>Birmingham City University, UK</b><br>BA (Hons) Product Design           | <b>Registration Number</b><br>251239 |
| • <b>Sheffield Hallam University, UK</b><br>BA (Hons) Jewellery and Metalwork | <b>Registration Number</b><br>252251 |

Graduates can also apply for admission to relevant degree programmes of local universities.

- **Hong Kong Baptist University**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL 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).

Higher Diploma in

# JEWELLERY DESIGN AND TECHNOLOGY

珠寶設計及科技高級文憑 DE114509

## PROGRAMME AIMS

The main aims of this programme are to develop the students' abilities in jewellery design, technology and management. The programme also provides students with the theoretical knowledge and practical skills related to the fields of Jewellery Design, CAD / CAM Technology, Gemmology, Marketing & Retailing, etc.

The programme aims to develop students' potential in the modern principles of jewellery design, craftsmanship, manufacturing technology, and gemmology. The programme equips graduates to become all-round talents for 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 and language training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

## PROFESSIONAL CORE MODULES

- Jewellery Design
- Jewellery Illustration
- Gemmology
- Manufacturing Technology for Jewellery

## CAREER PROSPECTS

This programme is the only programme at Higher Diploma level in Hong Kong which provides training in the field of Jewellery Design and Manufacturing Technology. The jewellery industry in Hong Kong is one of the six largest export industries among all manufacturing industries and the largest earner in the world in terms of output. Industry demand is so great that the graduate employment is almost guaranteed. They will work as design professions in the jewellery industry and eventually become fully fledged jewellery designers. They may also join as jewellery designer-makers, quality controllers, merchandisers, jewellery supervisor or jewellery marketing executives, etc.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

- |                                          |                            |
|------------------------------------------|----------------------------|
| • <b>Sheffield Hallam University, UK</b> | <b>Registration Number</b> |
| BA (Hons) Jewellery and Metalwork        | 252251                     |

Graduates may also 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

Graduates can also apply for admission to relevant degree programmes of local universities.

- **Hong Kong Baptist University**
- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

This programme is strongly supported by the Hong Kong Jewelry Manufacturers' Association (HKJMA) and the Hong Kong Gold & Silver Ornament Workers and Merchants General Union (HKGSGU).



Higher Diploma in

# LANDSCAPE ARCHITECTURE

園境建築高級文憑 DE114502

## PROGRAMME AIMS

This programme provides a rich learning experience for students with a passion for the environment and people, who intend to pursue careers in the landscape architecture profession. It 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 landscape planning and spatial design skills, planting design, landscape architecture theory and history, landscape 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 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 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 top-up degree programme offered by overseas partner university, Birmingham City University; and degree programme offered by Technological and Higher Education Institute of Hong Kong (THEi). They can hence continue to further their 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 and language training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

## PROFESSIONAL CORE MODULES

- History and Theory
- Landscape Design Studio
- Landscape Visualisation
- Principles of Landscape
- Professional Practice

## CAREER PROSPECTS

Possible careers for graduates of the Higher Diploma in Landscape Architecture include landscape architectural assistants, project assistants and technical officers in landscape architectural firms, contractors, developers, and governmental sectors.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to top-up degree programme offered by the following universities in collaboration with the School for Higher and Professional Education (SHAPE):

- |                                         |                            |
|-----------------------------------------|----------------------------|
| • <b>Birmingham City University, UK</b> | <b>Registration Number</b> |
| BA (Hons) Landscape Architecture        | 252578                     |

Graduates may also 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

Graduates can also apply for admission to relevant degree programmes of local universities.

- **The Hong Kong Polytechnic University**
- **The University of Hong Kong**

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

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

## PROFESSIONAL RECOGNITION

Graduates with relevant Master's degree and attaining the prescribed amount of relevant work experience, could sit for professional examinations for membership in professional organisations and be qualified as Registered Landscape Architects.

*Remarks: The classes of this programme are mostly held at IVE (Kwun Tong).*

Higher Diploma in

# PRODUCT, INTERIOR AND EXHIBITION DESIGN (SUBJECT GROUP)

產品、室內及展覽設計高級文憑（科目組）DE110510

## PROGRAMME STREAMS

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 streams in the 2nd semester, subject to their choice, academic performance and availability of places in specific programmes.

## PROGRAMME AIMS

The Department of Product and Interior Design runs a one-semester three-dimensional broad-based curriculum common to all first year Higher Diploma students studying in Product Design, Interior Design and Exhibition Design. The programme is aimed primarily at students who have completed their secondary school education and expect to take up specialist 3-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 for 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



Hung Ka Kit

Higher Diploma in

# EXHIBITION DESIGN

展覽設計高級文憑

## 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 the many promotional events which take place each year.

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

## 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. Graduates can be employed as designers for exhibitions, conferences, multimedia presentations, museums and shopping malls displays. In addition, there are opportunities for careers in event promotion, coordination and organisation.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are 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):

- |                                             |                            |
|---------------------------------------------|----------------------------|
| • <b>University of Lincoln, UK</b>          | <b>Registration Number</b> |
| BA (Hons) Design for Exhibition and Museums | 252461                     |

Graduates can also apply for admission to relevant degree programme of local universities.

- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

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

Higher Diploma in

# INTERIOR DESIGN

室內設計高級文憑

## 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 and 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 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 can pursue relevant degrees locally or overseas. They are eligible to apply for admission to top-up degree programme offered by the following universities in collaboration with the School for Higher and Professional Education (SHAPE):

- |                                         |                            |
|-----------------------------------------|----------------------------|
| • <b>Birmingham City University, UK</b> | <b>Registration Number</b> |
| BA (Hons) Interior Design               | 251238                     |

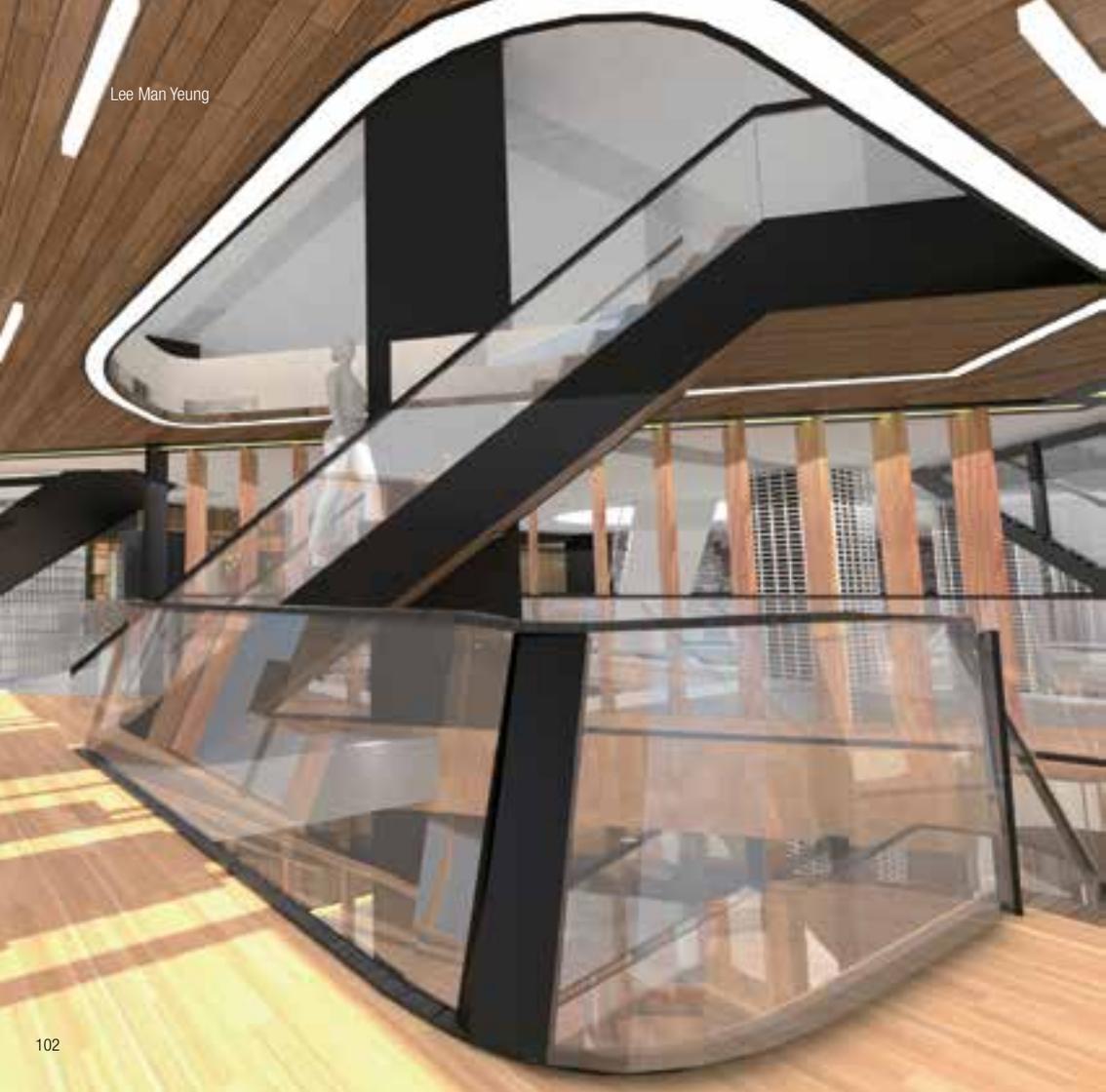
Graduates can also apply for admission to relevant degree programme of local universities.

- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL RECOGNITION

Students of this programme are eligible to apply for the student membership in the Hong Kong Interior Designers Association (HKIDA).



# Higher Diploma in PRODUCT DESIGN

產品設計高級文憑

## PROGRAMME AIMS

With a view that the government of the HKSAR aspires to develop Hong Kong into a design hub in the region and the fact that a large proportion of the world's products are manufactured in China, product design is growing more important. The programme allows students to study culture and lifestyle and how these factors influence the design of a product. Students will also learn to conduct research, analyse product and market trend, master technology and produce concept to rejuvenate or enhance products. The programme will provide individual or group projects in collaboration with industries, through which students will acquire communication, presentation skills and the professional practice required by industries. Graduates will be confident, technically competent, creative and culturally sensitive, ready to embark on a career as a product designer.

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

## PROFESSIONAL CORE MODULES

- Computer Aided Industrial Design
- Product Design Studies: A Business Context and A Social Context
- Professional Practice: Design and Business
- Visualisation and Drafting for Product Design

## CAREER PROSPECTS

Graduates can 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 and lifestyle products.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to top-up degree programme offered by the following universities in collaboration with the School for Higher and Professional Education (SHAPE):

- |                                         |                            |
|-----------------------------------------|----------------------------|
| • <b>Birmingham City University, UK</b> | <b>Registration Number</b> |
| BA (Hons) in Product Design             | 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

Graduates can also apply for admission to relevant degree programme of local universities.

- **The Hong Kong Polytechnic University**

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

## PROFESSIONAL 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).

Higher Diploma in

# STAGE AND SET DESIGN

舞台及佈景設計高級文憑 DE114508

## 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 nourishes 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 training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

Sin Yuk Shan



## 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 maker, props designer, assistant set designer in film productions, assistant theatre set designer, assistant theatre lighting designer, computer visualiser / draftsman, as well as assistant technical director and technician.

## ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to top-up degree programme offered by the following universities in collaboration with the School for Higher and Professional Education (SHAPE):

- |                                                                      |                                      |
|----------------------------------------------------------------------|--------------------------------------|
| • <b>Birmingham City University, UK</b><br>BA (Hons) Interior Design | <b>Registration Number</b><br>251238 |
|----------------------------------------------------------------------|--------------------------------------|

Graduates can also apply for admission to relevant degree programme of local universities.

- **The Hong Kong Academy for Performing Arts**

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



UNIVERSITY OF  
LINCOLN

NOTTINGHAM  
TRENT UNIVERSITY



Sheffield  
Hallam  
University



## Bachelor's Degree 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 UK universities:

### Birmingham City University (BCU)

The 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.

### Coventry University (CU)

Coventry University is highly recognised for the strong connections to major global organisations which enable the University to review and develop the programmes in response to market needs.

### Nottingham Trent University (NTU)

An institution steeped in history that has gained significant international recognition for its innovative work in art and design, and which makes major contributions to the global fashion industry.

### Sheffield Hallam University (SHU)

Sheffield Institute of Arts, part of SHU, has been offering creative courses since 1843. SHU is in the top two modern universities in the UK for art and design research, with 81% ranked internationally excellent (REF, 2014). Their tutors are experienced, inspirational practitioners, teachers and researchers, encouraging students to explore, experiment and develop innovative approaches.

### University for the Creative Arts (UCA)

UCA is a top 40 UK university, this year entering the Guardian University Guide league table at position 39. For over 150 years the University for the Creative Arts in Canterbury, Epsom, Farnham, Maidstone and Rochester has been leading the way for art and design education.

### 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.

### 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

The following collaborative degree programmes accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications enjoys similar status of locally-accredited bachelor's degree programmes.

### Overseas Universities (UK)

#### Birmingham City University (BCU)

BA (Hons) Fine Art\*

(QR Registration No.: 15/003023/L5, Validity Period: 19/10/2015 – 18/10/2019)

BA (Hons) Interior Design\*

(QR Registration No.: 15/002214/L5, Validity Period: 01/09/2015 – 31/08/2019)

BA (Hons) Landscape Architecture\*

(QR Registration No.: 15/003024/L5, Validity Period: 19/10/2015 – 18/10/2019)

BA (Hons) Product Design\*

(QR Registration No.: 15/002215/L5, Validity Period: 01/09/2015 – 31/08/2019)

BA (Hons) Visual Communication (Film and Animation)\*

(QR Registration No.: 15/002212/L5, Validity Period: 01/09/2015 – 31/08/2019)

BA (Hons) Visual Communication (Graphic Communication)\*

(QR Registration No.: 15/002213/L5, Validity Period: 01/09/2015 – 31/08/2019)

BA (Hons) Visual Communication (Illustration)\*

(QR Registration No.: 13/000085/L5, Validity Period: 01/09/2013 – 31/08/2019)

BA (Hons) Visual Communication (Photography)\*

(QR Registration No.: 13/000084/L5, Validity Period: 01/09/2013 – 31/08/2019)

#### Coventry University (CU)

BSc (Hons) Music Technology\*

(QR Registration No.: 16/000829/L5, Validity Period: 19/09/2016 – 18/09/2020)

#### Nottingham Trent University (NTU)

BA (Hons) Fashion Design\*

(QR Registration No.: 15/002828/L5, Validity Period: 01/09/2015 – 31/08/2019)

BA (Hons) International Fashion Business\*

(QR Registration No.: 15/002829/L5, Validity Period: 01/09/2015 – 31/08/2019)

### Registration Number

252577

251238

252578

251239

251237

251236

252181

252180

252664

251504

251505

#### Sheffield Hallam University (SHU)

BA (Hons) Jewellery and Metalwork\*

(QR Registration No.: 14/003086/L5, Validity Period: 01/09/2014 – 31/08/2018)

252251

#### University for the Creative Arts (UCA)

BA (Hons) Fashion Promotion and Imaging\*

(QR Registration No.: 16/000353/L5, Validity Period: 01/09/2016 – 13/08/2020)

252646

#### University of Lincoln (UOL)

BA (Hons) Architecture\*

(QR Registration No.: 14/003288/L5, Validity Period: 01/09/2014 – 31/08/2018)

252460

BA (Hons) Design for Exhibition and Museums\*

(QR Registration No.: 14/003289/L5, Validity Period: 01/09/2014 – 31/08/2018)

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](http://www.shape.edu.hk)

\* This programme is recognised under the Qualifications Framework (QF Level 5).



Yeung Chi Ho



# Master's Degree Programme

## Overseas University (UK)

### Birmingham City University (BCU)

Master of Arts in Design Management

## Registration Number

252619-22

Master of Arts in Design Management collaborated with Birmingham City University (BCU) isn't simply about the management of design or designers, it provides the knowledge and skills to work with, and communicate effectively across design and business disciplines. This is a multi-disciplinary programme aimed at ambitious designers and non-designers working in the design industry, who want to accelerate their careers by gaining business and marketing insight.

Led by highly respected industry professionals in both Hong Kong and the UK, the curriculum has a distinctive professional focus and embraces business management, marketing, design strategy, entrepreneurship, innovation, sustainability, design leadership and design practice including project management, intellectual property law and finance. Strong emphasis is placed on the development of evidence based decision-making, high level leadership and communication skills. Students can focus within their chosen area of specialisation and relate their study directly to the workplace if they wish to.

## 7 Strengths of the programme:

- First UK MA Design Management Programme in Hong Kong
- Convenient teaching sites: HKDI & Wan Chai Campus
- English Exemption for SHAPE's UK Degree Alumni
- Strong Business and Creative Industry Network
- UK Academic Experts and International Professional Teaching Team
- International and Regional Seminar Speakers on key topics
- Supported by Trade Organisations and Professional Associations



## Professional Diploma Professional Certificate

### PROFESSIONAL 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.



Visit our website



PEEC facebook



Fashion.Trend.Model facebook



Creative Illustration facebook

## 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
- Ecotech
- Freehand Visualisation
- Green Interior
- Sustainable Architecture
- Interior Design

### BIM Management

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

### 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
- Visual Communication
- Infographic
- Typography

### 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
- Interactive Design
- 3D Modeling & Texturing
- Maya, Zbrush, Mari

### 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 Portfolio Development
- Fashion Model Training
- Menswear Collection Design
- Image Styling
- Professional Hair Styling and Make-up

### 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
- Wax Carving

### Corporate Training

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

### Songwriting and Digital Music

- Ableton Live
- Logic Pro
- Pro Tools

### Enquiry

T 3928 2777

E [peec.hkdi@vtc.edu.hk](mailto:peec.hkdi@vtc.edu.hk)

W [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)

FB [www.facebook.com/HKDIPEEC](https://www.facebook.com/HKDIPEEC)

Furniture Design by Vicky Ho



Fashion Design by Yeung Chin



Product Design by Valentino Chow



Illustration by Chow Lee



Hollywood Visual Effects by Diego Gonzalez



Interior Design by Enoch Hui



Aerial Shooting by Rex Ngan



# GENERAL INFORMATION

## ENTRANCE REQUIREMENTS

Applicants who wish to apply for full-time post-secondary 6 programmes offered by HKDI in the Academic Year 2017/18 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](http://www.vtc.edu.hk/admission) for details.
- 7 Offering of study place is subject to the applicants' academic qualifications, interview / test performance (if applicable), other learning experience and achievements, and availability of study places.

## ADMISSION DETAILS

This prospectus provides programme information only. For admission details, please refer to the Admissions Homepage at [www.vtc.edu.hk/admission](http://www.vtc.edu.hk/admission).

## TUITION FEE

- The tuition fees for the 2017/18 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 2017/18 academic year will be announced on the Admissions Homepage at [www.vtc.edu.hk/admission](http://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 2016/17 TUITION FEES FOR

*FULL-TIME PROGRAMMES ARE LISTED BELOW FOR REFERENCE*

Programmes	Tuition fees per year (HK\$) for reference only	
	1st Year	2nd Year
Higher Diploma ( <i>Subvented Programmes</i> )	\$31,570	\$31,570
Higher Diploma ( <i>Self-financed Programmes</i> )	\$53,400	\$53,400
Diploma of Foundation Studies* / Diploma of Vocational Education* ( <i>Subvented Programmes</i> )	\$20,500	-
Diploma of Foundation Studies* ( <i>Self-financed Programmes</i> )	\$25,500	-

\* 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 annual 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 III" 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, industrial attachments, and public examinations for which separate fees will be charged.

# CONTACT US



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HONG KONG  
DESIGN  
INSTITUTE  
香港  
設計學院

*Member of VTC Group*  
VTC 機構成員