

# HONG KONG DESIGN INSTITUTE



PROSPECTUS

2020/21

# Principal's Message

In today's increasingly globalised society, innovation is key to the success of many organisations, regardless of their scale. Design, as a discipline that cultivates creativity, as a tool for problem-solving, and as a way of thinking, has therefore gained greater importance around the world.

Over the years, **Hong Kong Design Institute (HKDI)** has taken the lead in providing top-notch design education in our city, unleashing the creative potential of students while endowing them with well-rounded international exposure and nuanced cultural perspectives. International student exchange programmes and scholarships with renowned universities, as well as world-class exhibitions in collaboration with international design museums and organisations, are part of our unique global vision. Throughout the curriculum, an emphasis on hands-on experience, design and creative thinking, high-quality teaching, and critical thinking provides students with comprehensive preparation for their career. Via HKDI's collaborations with our long-time academic and industry partners and employers, students get a head start in their future career with various opportunities outside of the classroom, building a solid foundation combining practical skills and experience along the way.

At HKDI, students enjoy the advantage of multiple university degree pathways, whereby Higher Diploma graduates progress towards Bachelor's and Master's Degrees in Hong Kong and beyond. Such flexibility, coupled with robust knowledge and experience in design, equip students with the greatest potential and options for realising their diverse goals.

Join us for a life-changing learning experience – one that will lay the groundwork for your success in a career in design.

**Dr Lay Lian ONG**  
**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 on which staff and students can interact. The learning spaces are an ideal environment to engender the inspired knowledge that is the driving force of the creative process. The exhibition spaces, amongst the best in the region, help bring to HKDI the brightest and the best from all over the world.



## Exhibition Spaces

Open to the public to showcase the breadth of design generated in HKDI and beyond. HKDI Gallery, d-mart and Experience Centre provide a combined exhibition space of over 1,800 square metres. Exhibitions, trade and industry related events, and displays of student works are hosted in these three venues.



## VTC Auditorium

The staging, acoustics and seating in the auditorium make it a world-class space for performances, conferences and fashion shows.

## Learning Environment

### 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 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 base self-study area for students to work and study anytime.



## Knowledge Centres

### HKDI Centre of Design Services and Solutions (CDSS)

CDSS is comprised of big data analytics, e-commerce, design incubation and technology-driven in-store experience. It serves as a knowledge exchange hub for academics and retailers locally, regionally and internationally, with a vision to build business strategies and design solutions for future challenges.



### HKDI Centre of Innovative Material and Technology (CIMT)

CIMT is established as a comprehensive material archive and interactive learning platform to facilitate the exchange of material knowledge and associated applications amongst students, faculty, designers and manufacturers.

## Knowledge Centres



### HKDI Centre for Communication Design

Consisting of the Hong Kong Graphic Archive, Rennie's Mill Press and a research and consultancy unit, the Centre for Communication Design integrates practice, applied research and learning and teaching, aiming to advance knowledge in all areas of graphic communication.



### HKDI Fashion Archive

HKDI Fashion Archive is a unique fashion resource centre within the academic sector in Hong Kong, housing over 1,500 fashion items sourced around the world. The Archive provides wide-ranging real-life fashion resources contributing to teaching and learning and applied research.

### HKDI DESIS Lab

Design for Social Innovation and Sustainability (DESIS) Lab for Social Design Research is a cross-disciplinary action research group. It aims to set up a research platform for social design with an emerging field advocating a new approach to design - 'designers as enablers of social change'.



### HKDI Media Lab

HKDI Media Lab is designed to be a hub to nurture and enhance the integration between innovative ideas, media technologies and collaborations between education, applied research, professional training and industry application.

# Learning Experience

Celebrate **Diversity**

Encourage **Openness**



Make Learning **Fun**

Foster **Interaction**

Inspire **Imagination**



# Master Lecture Series



## Hernan Diaz Alonso

- Director of Southern California Institute of Architecture (SCI-Arc); widely credited with spearheading SCI-Arc's transition to digital technologies; Founder and Principal of Los Angeles-based design practice HDA-x
- Works featured at the world's most important exhibitions and museums, including Venice Architecture Biennale, the London Architecture Biennale, Museum of Modern Art, New York and the Art Institute of Chicago
- Named by DesignIntelligence as one of their 25 Most Admired Educators for 2018-2019; won the 2013 AR+D Award for Emerging Architecture and the American Academy of Arts and Letters Architecture Award in 2019



## Dai Fujiwara

- Former Vice President of Miyake Design Studio and Creative Director of Issey Miyake; designer and engineer of A-POC, an innovative outfitting system that produces self-tailored clothing through mass production
- A designer of exceptional vitality, Mr. Fujiwara is expanding from fashion into wide-ranging international genres, while avidly participating in workshops and lectures in Japan and abroad
- Currently Director of the Muji To Go project and Professor in Tama Art University in Japan

## Prof Dr Ir Richard Goossens

- Full professor of Physical Ergonomics at the department of Industrial Design Engineering, Delft University of Technology
- Chair of the Delft Health Initiative, a campus-wide organisation that connects 350 scientists, engineers and designers with a mission to support sustainable healthcare through innovative technological breakthroughs
- Supervising research for the development of the 'Surgeons Cockpit' and coordinating education and design projects of Medisign students for medical specialists and companies



## Hideshi Hamaguchi

- Concept creator and strategist; creator of Japan's first corporate intranet in 1994 and concept for the first USB flash drive introduced in 2000
- Founder of Monogoto, a business design consultancy in USA; former Executive Vice President of Panasonic USA and Director of New Business Planning of Panasonic Japan



## Fiona Raby

- University Professor of Design and Social Inquiry at The New School, Co-Director of the Designed Realities Lab
- Co-founder of Dunne & Raby, a design studio using design as a medium to stimulate discussion and debate amongst designers, industry and the public about the social, cultural and ethical implications of existing and emerging technologies; received the inaugural MIT Media Lab Award in 2015
- Works exhibited at MoMA in New York, the Pompidou Centre in Paris, and the Design Museum in London, the Victoria and Albert Museum, and the Austrian Museum of Applied Art

# World-Class Exhibitions



Tim Yip: Blue –  
Art, Costumes and Memory



Interactive and Playful –  
Swiss Design from  
Zurich University of the Arts



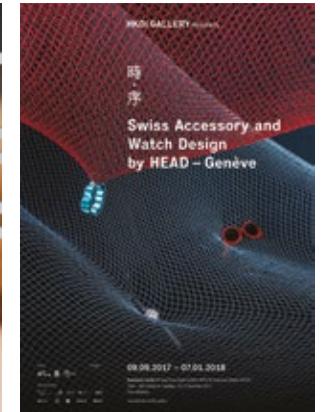
Ronan & Erwan Bouroullec –  
Urban Daydreaming



In Praise of Silk:  
Fashion from China National  
Silk Museum Across Time



Red Dot Design Exhibition  
Homo Ex Data:  
The Natural of the Artificial



Swiss Accessory and Watch  
Design by HEAD – Genève



Ronan & Erwan Bouroullec – Urban Daydreaming



Red Dot Design Exhibition Homo Ex Data: The Natural of the Artificial



Tim Yip: Blue – Art, Costumes and Memory



Interactive and Playful – Swiss Design from Zurich University of the Arts

# International Academic Collaborations & Exchanges

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



- 
- Australia**
    - University of New South Wales
    - Royal Melbourne Institute of Technology
- 
- Belgium**
    - École nationale supérieure des arts visuels de La Cambre
    - Hasselt University
- 
- China**
    - Beijing Film Academy
    - Beijing Institute of Fashion Technology
    - Central Academy of Fine Arts
    - Guangzhou Academy of Fine Arts
    - Shenzhen Polytechnic
    - Shenzhen University
    - Tsinghua University
    - Wuxi Vocational Institute of Arts and Technology
- 
- Colombia**
    - Universidad de Caldas
- 
- Denmark**
    - Aarhus School of Architecture
    - Design School Kolding
    - Royal Danish Academy of Fine Arts (KADK)
- 
- Finland**
    - Aalto University
- 
- France**
    - Camondo School
    - Haute École de Joaillerie
- 
- Israel**
    - Bezalel Academy of Arts and Design
- 
- Italy**
    - Nuova Accademia S.r.l. (NABA and Domus Academy)
    - Istituto Europeo di Design
    - Istituto Marangoni Milano
    - Politecnico di Milano
- 

- 
- Japan**
    - Bunka Gakuen University
    - Bunka Fashion Graduate University
    - Bunka Fashion College
- 
- Netherlands**
    - Amsterdam Fashion Institute
    - ROC van Amsterdam
- 
- Norway**
    - Bergen School of Architecture
    - Oslo School of Architecture and Design
- 
- Poland**
    - Academy of Fine Arts in Gdańsk
    - University of the Arts Poznań
- 
- 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 Glasgow School of Art
    - Kingston University
    - Manchester Metropolitan University
    - University of Gloucestershire
    - University of Lincoln
    - University of Reading
    - University of the Arts London
    - University of Westminster
    - Ravensbourne University London
- 
- US**
    - Southern California Institute of Architecture
    - The New School
-

## Awards



1. **So Chun Kit**  
*Awakening*  
HKDI Young Design Talent Award  
DFA Hong Kong Young Design Talent Award 2019
2. **Wong Hin Kok**  
*Disconnected*  
Shima Seiki Award  
The 9th Hong Kong Young Knitwear Designers' Contest
3. **Khan Mohammad Shahrukh**  
*Blossom*  
CreateSmart Young Design Talent Special Award  
DFA Hong Kong Young Design Talent Award 2019
4. **Lee Kam Hi**  
*Mr Bamboo*  
Gold Award (Men's Shoes Category)  
The 18th Footwear Design Competition Hong Kong





5. **Wong Man Ngai**  
*Neigh-Brotherhood*  
 Silver  
 (Space Design Category)  
 Saint-Etienne Design  
 Award 2019

6. **Kwok Chin Fung**  
*Rays of Happiness*  
 Gold  
 (Space Design Category)  
 Saint-Etienne Design  
 Award 2019

5



7. **Wong Sze Wa**  
*UKIYO-E*  
 Champion (Student Group)  
 The 36th Hong Kong Watch & Clock Design Competition

8. **Wong Man Yi, Ma Yee Man, Kwong Tsz Ho, Chik Wai Ling, Chan Wing Tung, Lai Kwai Chi, Chin Ka Yi, Leung Cheuk Yin, Chan Chi Hei, Yim Hon Lam, Sham Tsun Ho, Lo Tsz Wai**  
*My Land My Home*  
 Best of Category - Special Innovation Awards  
 Award of Recognition - Post-Secondary Students  
 Primer Print Awards 2019

9. **Lam Wee Yi, Yip Cheuk Ying, Ma Ching Kei, Tsang Yuk Ling**  
*Gotcha!*  
 Bronze & Hong Kong Best (Animation Category)  
 Global Design Awards 2018

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## Success Story

### Venus Lo

Graduate of Fashion Design



Venus Lo has been fond of art and design since childhood. With her ambition as a designer, she started her dream by studying Higher Diploma in Fashion Design at HKDI, and then furthered her education with the top-up degree of BA (Hons) Fashion Design at Nottingham Trent University. Three years later, with outstanding performance, she won a scholarship for completing a 2-year Master in Fashion Design & Society at Parsons School of Design in New York.

During her study at HKDI, Venus gained a lot of hands-on skills and developed her own creative style after different internship opportunities and competitions. In 2012, Venus achieved the First Runner-up in the 2nd Hong Kong Young Knitwear Designers' Contest, winning an overseas trip to explore more fashion knitting knowledge. In 2019, Venus launched the luxury handcraft and fashion label "Chan Chit Lo" and named it after her Chinese name at the New York Fashion Week 2019. Her brand focuses on textile with attention to precision, riding on the designer's expertise on textile techniques by turning a big pile of yarn and unwanted garments into completely different items by hand knitting, machine knitting and felting. Venus shapes her vision of luxury by emphasising designers' time and effort for the wearers, but not limited to adopting expensive materials. She is always drawn to materials' faults, flaws and the imperfections, making "sustainability" part of her brand and also mission in her life.



## Success Story

### Jordan Lau

Graduate of Product Design



Jordan graduated from the Higher Diploma in Product Design at HKDI in 2019, and then articulated to the third year of BA (Hons) in Product Design at the Hong Kong Polytechnic University this year. In 2018, he participated in a semester exchange at the Royal Danish Academy of Fine Arts, Denmark.

At HKDI, Jordan has been deeply inspired by design thinking and believes that user-centred design process becomes more essential to bring positive change to society. In his final year, he created a better folding cane seat that is lighter with a trendier look as an alternative solution of a hybrid of walking-cane and folding cane seat. He finally designed "Tri Cane", earning him the "Red Dot: Best of the Best" award in 2019, which is a high recognition for ground-breaking product designs. When the user gets tired of walking or standing, Tri Cane can be easily transformed into a chair, increasing the user's mobility and confidence.

He hopes that this low-key cane seat will make it easier for the disabled and elderly to accept the tool for improving their lives. As the prototype of "Tri Cane" was showcased at the Milan Furniture Fair in April 2019, Jordan collected valuable feedback from an international audience and learned how to improve the product. Jordan is looking forward to working with a manufacturer to launch the product and truly help more people in need.



## Success Story

### Kenji Wong

Graduate of Digital Media Design



Staying in focus and identifying his own strength are the keys to success for Kenji, a HKDI graduate from Higher Diploma in Digital Media Design. Having known his interest since secondary school helped Kenji quickly build his path to become a specialist in Multimedia design and co-founder of an advertising agency Sekgamdong Limited.

During Kenji's study at Hong Kong Design Institute, Kenji was taught the concept and flexible design of User Experience with practical projects arranged by the lecturers. He had the chance to work from designing interface to programming for a Chinese learning application. Always fond of challenges, Kenji's experience paved his foundation in understanding the need of users and clients which can be translated into effective advertising strategies.

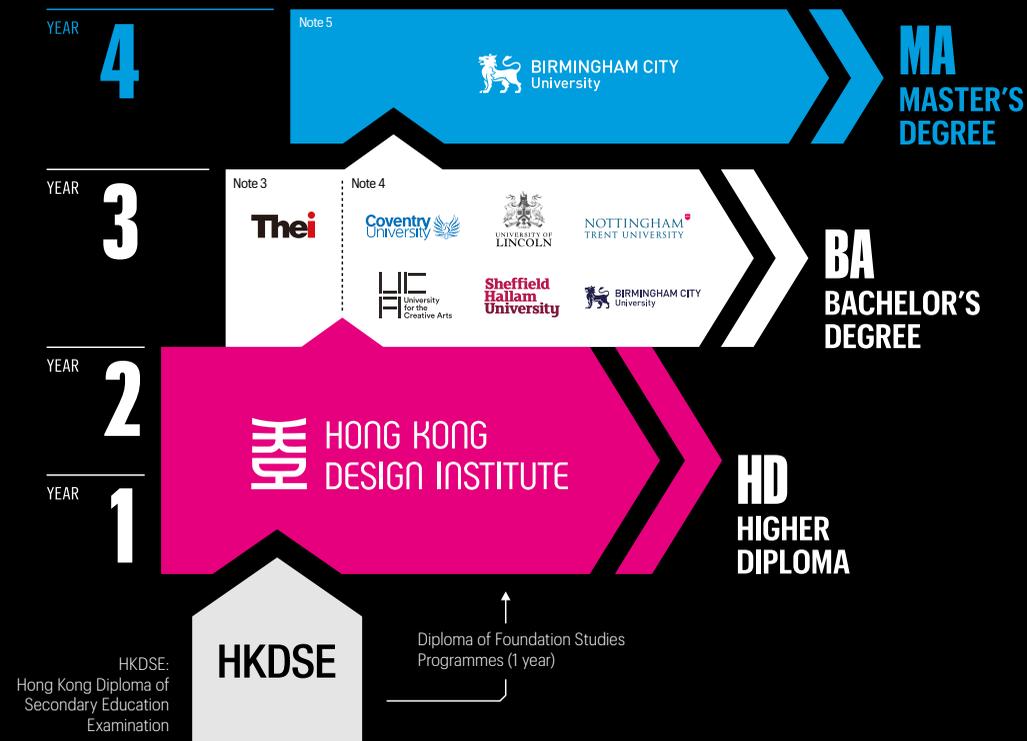
After graduating from HKDI, Kenji pursued study in Birmingham City University, UK to obtain BA (Hons) Visual Communication (Moving Image). In 2016, he established his own digital advertising agency to serve numerous brands such as YSL, Clé de peau and Clinique.



# University Degree Pathway

## Note

- For specific entrance requirements of each programme, please visit the VTC Admissions website at <http://www.vtc.edu.hk/admission> for more details.
- 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.
- Technological and Higher Education Institute of Hong Kong (THEi) admits eligible Hong Kong Diploma of Secondary Education graduates or applicants with equivalent qualification to its Bachelor's Degree programmes; and students with Higher Diploma (HD) or equivalent sub-degree qualifications in a relevant area of study may be admitted into Year 3 of the degree programme. Duration of study for full-time top-up degree programmes offered by THEi is 2 years usually. Please visit the THEi website ([www.thei.edu.hk](http://www.thei.edu.hk)) for more details.
- The 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.
- The duration of Master's Degree programme offered by Birmingham City University, UK in collaboration with the School for Higher and Professional Education (SHAPE) is 2 years (Part-time).
- Holders of the Diploma of Vocational Education award, upon successful completion of prescribed modules, can apply for Higher Diploma programmes.
- Graduates of Diploma of Foundation Studies are eligible to apply for Higher Diploma programmes. However, some programmes may have other specific entrance requirements.





# 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 Morrison Hill) and Youth College (Yeo Chi Man).*

## Discipline Core Modules

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 and Design Thinking, Cultural Studies, and Aesthetics and Semiotics.

Cheung Kwan Lok



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

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

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



## Architecture, Interior and Product Design

### Architecture, Interior and Landscape Design (Subject Group)

- Architectural Design
- Interior Design
- Landscape Architecture

### Design for Event, Exhibition and Performance (Subject Group)

- Event and Exhibition Design
- Stage and Set Design

### Product, Furniture and Jewellery Design (Subject Group)

- Furniture and Lifestyle Product Design
- Jewellery Design and Technology
- Product Design

# 建築、室內及 產品設計學系

## 建築、室內及園境設計高級文憑(科目組)

- 建築設計高級文憑
- 室內設計高級文憑
- 園境建築高級文憑

## 活動、展覽及表演場境設計高級文憑(科目組)

- 活動及展覽設計高級文憑
- 舞台及佈景設計高級文憑

## 產品、傢俱及珠寶設計高級文憑(科目組)

- 傢俱及時尚產品設計高級文憑
- 珠寶設計及科技高級文憑
- 產品設計高級文憑

## 建築、室內及園境設計高級文憑(科目組)

• **建築設計高級文憑** 幫助有志從事建築設計行業的學生確立設計理念並奠定專業知識和技能的基石，通過包括視覺傳意、二維及三維空間設計、建築理論和歷史、建造方法和施工技術等基本培訓，提升學生的能力。

• **室內設計高級文憑** 培訓學生從歷史、社會、文化、經濟及技術各層面去了解室內設計，並發展其於室內及環境設計的創作能力。同時幫助學生熟習各種研習技巧，培訓學生良好的人際關係技能，以助於工作時與顧客及同業溝通；使學生能夠獨立處理設計問題，並培訓具創意及技術的室內設計專才。

• **園境建築高級文憑** 幫助有志從事園境建築行業的學生確立設計理念，通過包括園境規劃與空間設計、園境建築理論與歷史、種植設計、園境技術和視覺傳意等方面的專門培訓，提升學生的專業知識和技能。在理論及實踐並重的原則下，涵蓋全面的園境建築基礎知識和實際應用技能，為學生開始園境建築職業生涯建立良好的基礎。

## 活動、展覽及表演場境設計高級文憑(科目組)

• **活動及展覽設計高級文憑** 讓學生取得活動及展覽行業上設計和管理所需的知識和技能。學生除了學到基本設計方法及技巧外（包括文化背景及空間設計），更可學到活動及展覽設計、動畫、燈光、互動製作等技巧，以及市場推廣、商貿宣傳、企業形象設計和國際性活動及展覽策劃和管理。

• **舞台及佈景設計高級文憑** 讓有志成為美術指導或舞台設計師的學生了解電影、電視及戲劇的製作流程。學生可以學習到場景及舞台設計的基本美學及設計概念，更可通過活動及多元化的學習經驗，培養創意思維、技術、能力及視野。

## 產品、傢俱及珠寶設計高級文憑(科目組)

• **傢俱及時尚產品設計高級文憑** 課程著重傢俱及時尚產品的設計，引導學生探索當代設計大師的經典作品，並對古今國際傢俱及時尚產品潮流作深入認識。學生的設計習作主要圍繞室內空間、時尚生活風格、傢俱及時尚設計用品的配合。課程亦會為學生提供工作實習機會、與業界及知名品牌合作的專題習作及研討會等。

• **珠寶設計及科技高級文憑** 課程涵蓋珠寶設計、科技及管理三方面。課程除包括多元化的珠寶設計及實習科目外，還教授電腦輔助製造科技及寶石學等，使學生深入認識珠寶設計、工藝、生產、寶石學等。

• **產品設計高級文憑** 讓學生學習到時尚文化和生活模式對產品設計的影響、產品市場趨勢研究和分析、設計技術，以及改良產品或重塑產品的意念。

# Higher Diploma in Architecture, Interior and Landscape Design (Subject Group)

建築、室內及園境設計高級文憑(科目組) — DE110512

## Programme Choice

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

- Higher Diploma in Architectural Design
- Higher Diploma in Interior Design
- Higher Diploma in Landscape Architecture

The 1st semester is a common semester. Students will progress to the professional programmes in the 2nd semester, subject to their programme choice, academic performance and study place availability in specific programmes.

## Programme Aims

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

The spatial and environmental based common curriculum design provides a holistic experience to the year one students and a sound foundation to enable the students to confirm their study programmes within the Department of Architecture, Interior and Product Design.

## Professional Core Modules

- Architectural Visualisation
- Design Studio: Spatial Definition
- Expanded Studies: Local Field Trip
- History and Theory of Design: Introduction
- Principles of Building



# Higher Diploma in Architectural Design

建築設計高級文憑

## 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 practise 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 realise 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
- Professional Practice and Overseas Field Trip

## Career Prospects

Architectural knowledge is the basis of extensive areas of creative industries. 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 museums, exhibitions or galleries, installation artist, painter, and 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> | Registration Number |
| BA (Hons) Architecture#            | 252460              |

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

- **Chu Hai College:** BSc (Hons) in Architecture
- **City University of Hong Kong:** BSc in Architectural Studies
- **The Chinese University of Hong Kong:** BSSc (Architectural Studies)
- **The University of Hong Kong:** BA in Architectural Studies

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.

After completing the top-up degree, some graduates have been admitted to the Master's degree programmes of University of Hong Kong, Chinese University of Hong Kong, Chu Hai College and other renowned overseas Universities, striding forward to be professional architects.

## Professional Recognition

Graduates with the relevant Master's degree can 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). Applicants who are interested to study this programme, please apply for the Higher Diploma in Architecture, Interior and Landscape Design (Subject Group).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE [www.shape.edu.hk](http://www.shape.edu.hk).*



# 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 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, industrial 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.



Wen Zijian

## 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, graduates may work for industries of exhibition, television, furniture, lighting and stage design, etc.

## Articulation To University

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)#:

- **Birmingham City University, UK** Registration Number  
BA (Hons) Interior Architecture and Design# 251238

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

- **The Hong Kong Polytechnic University:** BA (Hons) in Environment and Interior Design

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

## Professional Recognition

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

*Remarks: Applicants who are interested to study this programme, please apply for the Higher Diploma in Architecture, Interior and Landscape Design (Subject Group).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE [www.shape.edu.hk](http://www.shape.edu.hk).*



# Higher Diploma in Landscape Architecture

園境建築高級文憑

## Programme Aims

This programme provides a rich learning experience for students with a passion for the environment and people, who aspire to become landscape architecture professionals. It lays a foundation of both design philosophy and technical competence, providing the background training in landscape planning and spatial design, planting design, landscape architecture theory and history, landscape technology, and visual communication. 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 or to further advance studies 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.

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 and Field Trip

## Career Prospects

Possible careers for graduates of the HD 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 university in collaboration with the School for Higher and Professional Education (SHAPE)#:

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

Graduates are eligible to apply for admission to top-up degree programme(s) 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:** BA (Hons) in Environment and Interior Design
- **The University of Hong Kong:** BA in Landscape Studies

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 Architects.

After completing the top-up degree, some graduates have been admitted to the Master's degree programmes of University of Hong Kong and other renowned overseas universities, striding forward to be professional landscape architects.

## Professional Recognition

Graduates with the relevant Master's degree and attaining the prescribed amount of relevant work experience can 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). Applicants who are interested to study this programme, please apply for the Higher Diploma in Architecture, Interior and Landscape Design (Subject Group).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE [www.shape.edu.hk](http://www.shape.edu.hk).*



# Higher Diploma in Design for Event, Exhibition and Performance (Subject Group)

活動、展覽及表演場境設計高級文憑(科目組) — DE110514

## Programme Choice

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

- Higher Diploma in Event and Exhibition Design
- Higher Diploma in Stage and Set Design

The 1st semester is a common semester. Students will progress to the professional programmes in the 2nd semester, subject to their programme choice, academic performance and study place availability in specific programmes.

## Programme Aims

The Department of Architecture, Interior and Product Design runs a one-semester three-dimensional broad-based curriculum common to all first-year Higher Diploma students studying in Event and Exhibition Design, and Stage and Set Design. The programme aims primarily at students who have completed their secondary school education and expect to take up specialist 3-dimensional space design studies. It is designed to reflect the context of basic design and creative knowledge and skills which serves as an introduction to, and preparation for, the year one students for the next four-semester 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 to enable the students to confirm their study programmes within the Department of Architecture, Interior and Product Design.

## Professional Core Modules

- Computer Aided Design Fundamentals
- Design Drawing and Visualisation
- Exhibition and Stage Structure, Material and Form
- Three-dimensional Space Design Studies



Ng Kai Yin

# Higher Diploma in Event and Exhibition Design

活動及展覽設計高級文憑

## Programme Aims

Hong Kong is one of the most popular places in the world for international companies to showcase their products and services on exhibitions and conferences. As a result, there is a high demand for specialist graduates to design, produce and manage various promotional events every year.

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

Yim Hoi Wang



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## Professional Core Modules

- Exhibition and Museum Design
- Exhibition Lighting Design and Technology
- Festival and Event Design
- Sustainable Design for Exhibition

## Career Prospects

The careers for graduates are extensive. Graduates may be employed as designers for events, exhibitions, conferences, multimedia presentations, museums, windows 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 the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE)#:

- **University of Lincoln, UK** Registration Number  
BA (Hons) Design for Exhibition and Museums# 252461

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

- **The Hong Kong Polytechnic University:** BA (Hons) in Environment and Interior Design

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

## Professional Recognition

Students can apply to be student members of Hong Kong Designers Association and Hong Kong Visual Merchandising Art Association.

*Remarks: Applicants who are interested to study this programme, please apply for the Higher Diploma in Design for Event, Exhibition and Performance (Subject Group).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE [www.shape.edu.hk](http://www.shape.edu.hk).*

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# Higher Diploma in Stage and Set Design

舞台及佈景設計高級文憑

## Programme Aims

Facing the globalisation of Chinese films, the expansion of cable and network TV channels and the augmentation of China-Hong Kong film and TV collaborative projects, the demand for creative professionals in media and entertainment has been increasing. 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.

## 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 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. Graduates can apply for admission to relevant degree programme of local university.

- **The Hong Kong Academy for Performing Arts:**  
BFA (Hons) Degree in Theatre and Entertainment Arts

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

*Remarks: Applicants who are interested to study this programme, please apply for the Higher Diploma in Design for Event, Exhibition and Performance (Subject Group).*



Kwok Ka lu

# Higher Diploma in Product, Furniture and Jewellery Design (Subject Group)

產品、傢俱及珠寶設計高級文憑(科目組) — DE110513

## Programme Choice

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

- Higher Diploma in Furniture and Lifestyle Product Design
- Higher Diploma in Jewellery Design and Technology
- Higher Diploma in Product Design

The 1st semester is a common semester. Students will progress to the professional programmes in the 2nd semester, subject to their programme choice, academic performance and study place availability in specific programmes.

## Programme Aims

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

The product, furniture and jewellery design broad-based common curriculum design provides a holistic experience to the year one students and a sound foundation to enable the students to confirm their study programmes within the Department of Architecture, Interior and Product Design.

## Professional Core Modules

- Computer Aided Design Fundamentals
- Design Drawing and Visualisation
- Materials and Forms
- Three-dimensional Design Studies



Kwok Cho Ying

# Higher Diploma in Furniture and Lifestyle Product Design

傢俱及時尚產品設計高級文憑

## 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 products, 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 projects, workshop practices and factory visits. Elegance of detailing and knowledge of new materials and technology are the key objectives. The programme also provides internship opportunities, industrial projects and seminars by renowned design brands and professionals. 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

Liu Yin Lam



## Career Prospects

With the steady growth in the property market and economy of Hong Kong recently, there has been a tremendous need for better interior furniture and lifestyle products to suit various urban and modernised living spaces, including household space in residential buildings, working space in commercial buildings and other recreational spaces like trendy restaurants and boutique hotels. The market simply demands for 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 businesses. 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)#:

- **Birmingham City University, UK** Registration Number  
BA (Hons) Product and Furniture Design# 251239

Graduates are eligible to apply for admission to top-up 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.

- **The Hong Kong Polytechnic University:** Product Design (BA)

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

*Remarks: Applicants who are interested to study this programme, please apply for the Higher Diploma in Product, Furniture and Jewellery Design (Subject Group).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE [www.shape.edu.hk](http://www.shape.edu.hk).*

# Higher Diploma in Jewellery Design and Technology

珠寶設計及科技高級文憑

## Programme Aims

The programme covers jewellery design, technology and management. The programme provides students with the theoretical knowledge and practical skills related to the fields of jewellery design, accessories design such as eyewear and timepiece design, CAD / CAM technology, gemmology, marketing and retailing, etc. The programme enables students to develop students' potential in the modern principles of jewellery design, accessories design, craftsmanship, manufacturing technology, and gemmology. It equips graduates with comprehensive skills for their future careers in the jewellery industry. The programme also aims to enhance the students' abilities in languages in order that they can communicate in English and Putonghua with confidence to capitalise on 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

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

## Career Prospects

This programme is the only programme at sub-degree 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 professionals 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)#:

- **Sheffield Hallam University, UK** Registration Number  
BA (Hons) Jewellery and Metalwork# 252251

Graduates are eligible to apply for admission to top-up 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.

- **The Hong Kong Polytechnic University:** Product Design (BA)

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 and the Hong Kong Gold and Silver Ornament Workers and Merchants General Union.

Students of this programme are eligible to apply for the student membership in the Industrial Designers Society of Hong Kong (IDSHK), the Hong Kong Designers Association (HKDA) and Hong Kong Jewellery Designers Association (HKJDA).

*Remarks: Applicants who are interested to study this programme, please apply for the Higher Diploma in Product, Furniture and Jewellery Design (Subject Group).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE [www.shape.edu.hk](http://www.shape.edu.hk).*



# Higher Diploma in Product Design

產品設計高級文憑

## Programme Aims

Hong Kong aspires to develop into a design hub regionally while China is a major manufacturer globally, and product design in Hong Kong has become more important. The programme will allow 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 trends, master technology and produce concepts 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 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.



Lam Tsz Leung

## 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 may work for product design consultancies or be employed as product designers in a wide range of industries including consumer electronics, electrical appliances, IoT products, 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 the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE)#:

- **Birmingham City University, UK** Registration Number  
BA (Hons) Product and Furniture Design# 251239

Graduates may also apply for admission to the top-up 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.

- **The Hong Kong Polytechnic University:** Product Design (BA)

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).

*Remarks: Applicants who are interested to study this programme, please apply for the Higher Diploma in Product, Furniture and Jewellery Design (Subject Group).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE [www.shape.edu.hk](http://www.shape.edu.hk).*



## Communication Design

Advertising Design

Illustration

Visual Arts and Culture

Visual Communication

# 傳意設計學系

廣告設計高級文憑

插畫設計高級文憑

視覺藝術與文化高級文憑

視覺傳意高級文憑

**廣告設計高級文憑** 為著重平衡創意策略、傳意藝術與製作技能的首選課程。學生將透過培養創作思維的活動來獲得豐富的學習經歷，掌握有競爭力及靈活變通的技能，從而發展傳統和數碼廣告及營銷的商業意識和市場洞察力。學生將創意策略應用於專為推銷和簡報而設的說服性傳意設計。目標是培養學生成為開放、有趣、自信和具有競爭力的事業導向型的廣告創意人才，並鼓勵學生培養良好的觀察力、敢作敢為和敏銳的反應能力，以迎接不斷變化和極具挑戰的廣告業。

**插畫設計高級文憑** 旨在發展學生以創意及媒體應用為基礎的插畫演繹技巧。課程內容包括視覺語言及表達、敘事技巧概念設計、媒體藝術、插畫賞析、字體設計及視覺表達技巧，如素描、繪畫及數碼圖像處理等。課程亦同時提供專業訓練，以培養具備觀察分析能力、視覺傳意方法和插畫演繹技巧的專業插畫從業人員。

**視覺藝術與文化高級文憑** 提供一個融入當代視覺藝術的媒介，鼓勵學生積極參與文化產業創新。從概念到實踐，為期兩年的課程充滿互動與活力的學習氛圍，啟發學生不斷實踐個人想法，發展個人藝術語言，從而創作出有原創性的藝術作品。

**視覺傳意高級文憑** 旨在發展學生以平面設計及創意媒體為基礎的視覺傳意溝通技巧。課程將通過發展字體學、品牌及市場學、宣傳策略、信息設計、用戶體驗設計、數碼出版設計及影像處理，集中訓練學生的分析能力、視覺表達、訊息演繹及運用等設計技巧。

# Higher Diploma in Advertising Design

廣告設計高級文憑 — DE114101

## Programme Aims

This programme aims to be a top-of-mind programme that focuses on the balance between creative strategy, communication art and production skills.

Students experience learning through activities that nurture the creative mind, with competitive transferrable skills that develop commercial awareness and consumer insights applicable to traditional and digital advertising and marketing.

Students apply creative strategies to persuasive communication designs that are practically produced for pitching and presentation. Students are trained to become enterprising advertising creatives who are open-minded, playful, confident, compelling and competitive. We encourage students to be observant, courageous and responsive in the ever-changing and highly challenging world of advertising.

## Professional Core Modules

- Advertising Design Studio
- Art Direction for Advertising
- Digital Video Production
- Marketing and User Experience Research

## 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 programmes offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE)#:

- |                                  |                     |
|----------------------------------|---------------------|
| • <b>Coventry University, UK</b> | Registration Number |
| BA (Hons) Graphic Design#        | 252951              |

Graduates are eligible to apply for admission to top-up 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:** BA Creative Media
- **Hong Kong Baptist University:** BCOMM (Hons) Programme: Public Relations and Advertising Major
- **The Chinese University of Hong Kong:**  
BSSc in Journalism and Communication – Advertising and Public Relations Major
- **The Hong Kong Polytechnic University:**  
BA (Hons) in Communication Design / BA (Hons) in Advertising Design

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 in Advertising Design offered by HKDI is highly recognised by professional bodies, advertising and design industries.

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

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk)*

# Higher Diploma in Illustration

插畫設計高級文憑 — DE114112

## Programme Aims

This programme aims to equip students with creative and effective illustration skills including critical and analytical thinking, graphic manipulation, visual expression and concept visualisation. Areas of studies include visual language and expression, narrative skills, concept visualisation, media art, illustration appreciation, lettering and typography, and visualisation skills such as drawing, painting and computer graphics. Areas of contextual studies will include cultural studies, professional practice and entrepreneurship. The programme also provides professional level training in the observation, exploration of communication methodology and visual interpretation.

The programme provides a broad educational experience with creativity, project management, interpersonal communication and team-building skills, which match 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

- Concept Illustration
- Contemporary Illustration
- Illustration Appreciation
- Narrative Illustration

## Career Prospects

Graduates can be recruited as illustrator, concept artist, character designer, mural artist, storyboard artist, comic artist, graphic designer, event and project coordinator, pre-production artist and visual artist in areas as diverse as illustration, mural, spatial illustration, design studios, design consultants, branding, advertising, magazine, storybook design, event and exhibition promotion, film art direction, pre-visualisation for game and animation design, and packaging design. Graduates frequently work as individual illustrators, artists or design entrepreneurs and set up their own studios.

## Articulation To University

Graduates can pursue relevant degrees locally or overseas. This programme is developing articulation to top-up degree programme offered by university overseas, of which the potential partnering programmes include:

- **Coventry University, UK** Registration Number  
BA (Hons) Illustration and Graphics# 252952

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

- **City University of Hong Kong:** BA Creative Media
- **Hong Kong Baptist University:** BA (Hons) in Visual Arts
- **The Hong Kong Polytechnic University:** BA (Hons) in Advertising Design /  
BA (Hons) in Communication Design / BA (Hons) in Digital Media / BA (Hons) in Social Design

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).

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).*

# 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.

Programme Highlights:

1. Visual Arts Practice and Making
  - 2D Expression
  - 3D Expression
  - Media Art
2. History and Theories of Visual Arts
3. Community Art Project and Cultural Management

## Professional Core Modules

- 2D Visual Expression
- 3D Expression, Installation Arts
- History and Theories of Visual Arts
- Photography and Video Making, Creative Media

## Career Prospects

This programme 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 designers, visual merchandisers, etc. They can also be arts administrators at the assistant level in art centres, galleries, cultural and educational organisations 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 programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE)# :

- |   |                     |
|---|---------------------|
| • <b>Birmingham City University, UK</b> | Registration Number |
| BA (Hons) Fine Art#                     | 252577              |

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

- **Hong Kong Baptist University:** BA (Hons) in Visual Arts
- **Lingnan University:** BA (Hons) in Visual Studies
- **The Chinese University of Hong Kong:** BA (Fine Arts)
- **The Education University of Hong Kong :** BA (Hons) in Creative Arts and Culture
- **The Hong Kong Polytechnic University:** Product Design (BA)

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).*

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).*

# Higher Diploma in 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 (Publishing Design and Print Media)
- Higher Diploma in Visual Communication (User Experience Design)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability 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 areas including typography, branding and marketing, persuasive strategy, information design, user experience design, digital publishing design and visual manipulation. It aims at nurturing self-motivated problem-solvers who are observant, curious, passionate and dare to explore new frontiers in visual communication.

Under a user-centric approach, the programme also provides a broad educational experience with creativity, project management, interpersonal communication and team-building skills, which match 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
- Print Media Production: Fundamental
- Typography: Editorial Design
- User Experience Design

## Career Prospects

Graduates can be recruited as graphic designer, information designer, brand consultant, user experience designer, user interface designer, event / promotion art director, packaging designer, book designer, illustrator, storyboard artist and character designer, in areas as diverse as graphic houses, design consultants, branding, advertising, magazine and publication media, book design, printing, 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. This programme is developing articulation to top-up degree programme offered by university overseas, of which the potential partnering programmes include:

- **Coventry University, UK** Registration Number  
BA (Hons) Graphic Design# 252951

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

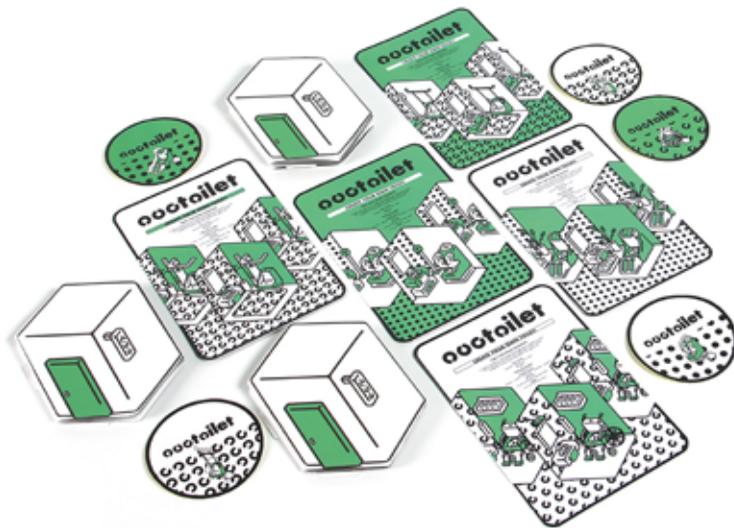
- **City University of Hong Kong:** BA Creative Media
- **Hong Kong Baptist University:** BA (Hons) in Visual Arts
- **The Hong Kong Polytechnic University:** BA (Hons) in Advertising Design /  
BA (Hons) in Communication Design / BA (Hons) in Interactive Media / BA (Hons) in Social Design

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).

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).*



Left (top):  
Ip Ling Fung  
Left (bottom):  
Leung Man Kin  
Too Hui Lam  
Lee Chun Him  
Right:  
Ho Ka Wing





## Digital Media

Animation and Visual Effects

Creative Media

Digital Music and Media

Film, Television and Photography

Transmedia

## 數碼媒體學系

動畫及視覺特效高級文憑

創意媒體高級文憑

數碼音樂及媒體高級文憑

電影電視及攝影高級文憑

超媒體高級文憑

**動畫及視覺特效高級文憑** 旨在提供各種當代的動畫及視覺特效製作的專業知識及技術，包括動畫製作、美術設計、角色及道具設計、視覺特效、故事創作技巧等，附以實際製作技術培訓，並培養學生的藝術觸覺，以發展學生將來能夠運用新技術的能力。

**創意媒體高級文憑** 旨在提供尖端設備供學生體驗新媒體科技應用，訓練學生運用與時並進的互動媒體、流動應用程式及網站設計技術等，製作改善及美化人類生活的創意媒體產品。

**數碼音樂及媒體高級文憑** 全港唯一將音樂製作及聲效科藝深化於媒體製作的課程。旨在讓學生掌握媒體製作中音樂製作及相關科藝之應用，如數碼音樂及聲效的編寫、創作、錄製及處理技巧，並包括錄像製作、互動多媒體編寫、及舞台劇製作等，為媒體及娛樂工業培養音樂科藝、聲效設計及媒體製作相關的專才。

**電影電視及攝影高級文憑** 旨在提供電影、電視及硬照攝影的專業製作知識，通過活動及實戰式的學習經驗，讓學生掌握電影及電視的前期創作、中期拍攝及後期製作技巧，以至硬照攝影的技術，培養學生在相關專業上的技能及視野。

**超媒體高級文憑** 因應創意工業發展投向數碼平台的大趨勢，本課程提供切合網絡觀眾文化的敘事創作訓練，利用互動遊戲技術（如虛擬實境、擴增實境）製作娛樂內容；教授企劃營銷廣告策略直達目標觀眾。學生可自選主修科目包括影片拍攝、後期特效、聲音設計、圖像傳意、二維動畫及角色設計、遊戲編寫等。

# Higher Diploma in Animation and Visual Effects

動畫及視覺特效高級文憑 — DE114110

## Programme Streams

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

- Higher Diploma in Animation and Visual Effects (Animation)
- Higher Diploma in Animation and Visual Effects (Visual Effects)

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

## Programme Aims

This programme aims to nurture aesthetic and art sense associated with professional knowledge and hands-on skills, with a goal to prepare students to become animation and visual effects professionals. The programme will provide training regarding state-of-the-art knowledge of animation, art direction, character design, scene design, visual effects design and storytelling skills to enable students to adapt to new trends for their career development and articulation.

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

- Animation Production
- Art Direction
- Character Design
- Visual Effect Production

## Career Prospects

Graduates may work from entry level to become:

Animator, art director, motion graphic designer, graphic designer, character designer for animation/film, visual effect artist, producer assistant and video editor, etc.

## Articulation To University

Graduates can pursue relevant degrees locally or overseas. This programme is developing articulation to top-up degree programmes offered by universities overseas, of which the potential partnering programmes include :

- |                                  |                     |
|----------------------------------|---------------------|
| • <b>Coventry University, UK</b> | Registration Number |
| BA(Hons) Media#                  | 252720              |

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

- **City University of Hong Kong:** BA Creative Media / BSc Creative Media
- **Hong Kong Baptist University:** BA (Hons) in Visual Arts
- **The Hong Kong Polytechnic University:** BA (Hons) Digital Media / BA (Hons) Scheme in Design

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 or affiliate membership of Hong Kong Association of Motion Picture Post Production Professionals (AMP4), Hong Kong Designers Association (HKDA), Hong Kong Digital Entertainment Association (HKDEA) and Society of Motion Picture and Television Engineers (Hong Kong Section).

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).*

Chow Kwan Kin



Yu Chun Yan



# 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 (Interactive Media)
- Higher Diploma in Creative Media (Mobile App and Web)

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

## Programme Aims

In response to the advancement of digital media and new technology, this programme provides cutting-edge creative applications for students to experience the new technology, and equips students with digital literacy and technical competency in working with interactive media, mobile applications and website design techniques to reconfigure our relationship with the world towards smart cities and new lifestyle.

This programme is designed with an emphasis on 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

- Interactive Exhibition and Entertainment Experience
- Interactive Media Arts
- Mobile App and Web
- Smart Design

## Career Prospects

Graduates may work from entry level to become:

Art director, graphic designer, interactive exhibition designer, interactive media designer, mobile app designer, smart media designer, user experience designer, user interface designer, and web designer, etc.

## Articulation To University

Graduates can pursue relevant degrees locally or overseas. This programme is developing articulation to top-up degree programmes offered by universities overseas, of which the potential partnering programmes include:

- **Coventry University, UK** Registration Number  
BA (Hons) Media# 252720

Graduates can also apply for admission to relevant degree programmes of local universities. Some examples are:

- **City University of Hong Kong:** BA Creative Media / BSc Creative Media / BAS New Media
- **Hong Kong Baptist University:** BA (Hons) in Visual Arts / BCOMM (Hons) - Film Major (Animation and Media Arts Concentration)
- **The Hong Kong Polytechnic University:** BA (Hons) Scheme in Design / BA (Hons) Digital Media / BA (Hons) Interactive Media

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 or affiliate membership of Hong Kong Association of Motion Picture Post Production Professionals (AMP4), Hong Kong Designers Association (HKDA), Hong Kong Digital Entertainment Association (HKDEA) and Society of Motion Picture and Television Engineers (Hong Kong Section).

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).*

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 on music production and related technology for composing, creating, recording and manipulating digital music and sound, and video production, multimedia production and theatre production, etc., in order to provide a new breed of music, sound and audio talents / designers and production specialists for cross-sector activities in media and entertainment industry.

This is a unique programme in Hong Kong that integrates education and training in both music production and audio technology for media production. Adopting “student-centred” pedagogy to enable students to acquire 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 training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

## Professional Core Modules

- Digital Music Composition and Arrangement
- Recording, Mixing and Media Audio Post-production
- Scoring and Sound Design
- Technical Arts and Multi-media Interactive Design for Performing Arts

## Career Prospects

Graduates can be employed in music production as music composer, arranger, sound designer, film & TV music scoring and sound designer, production sound and live sound recording engineer; administrator in stage & arts management, and 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(s) offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE)#:

- |                                  |                     |
|----------------------------------|---------------------|
| • <b>Coventry University, UK</b> | Registration Number |
| BA (Hons) Media#                 | 252720              |

Graduates are eligible to apply for admission to the following top-up degree programme:

- **Oxford Brookes University, UK:** BA (Hons) Music

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

- **City University of Hong Kong:** BA Creative Media / BSc Creative Media / BAS New Media
- **Hong Kong Baptist University:** BA (Hons) Music
- **The Chinese University of Hong Kong:** BA (Hons) Music / Bachelor of Creative Arts (Digital Media)
- **The Education University of Hong Kong:** BA (Hons) in Creative Arts and Culture (Music)
- **The Hong Kong Academy for Performing Arts:**  
BMus (Hons) Degree / BFA (Hons) Degree in Theatre and Entertainment Arts
- **The Hong Kong Polytechnic University:** BA (Hons) in Digital Media
- **The University of Hong Kong:** BA (Hons) Music

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 become “associate writer member” of Composers and Authors Society of Hong Kong (CASH) after assessment. Students are eligible to apply for student or affiliate membership of Hong Kong Association of Motion Picture Post Production Professionals (AMP4), Hong Kong Designers Association (HKDA), Hong Kong Digital Entertainment Association (HKDEA) and Society of Motion Picture and Television Engineers (Hong Kong Section).

# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).



# Higher Diploma in Film, Television and Photography

電影電視及攝影高級文憑 — DE114111

## 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, Television and Photography (Cinematography)
- Higher Diploma in Film, Television and Photography (Directing and Scriptwriting)
- Higher Diploma in Film, Television and Photography (Photography)
- Higher Diploma in Film, Television and Photography (Post-Production)

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

## Programme Aims

This programme aims to equip students with necessary skills and production knowledge for film, television and photography industry with an approach to hands-on, practical learning on pre-production, production and post-production skills.

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

- Digital Film Production
- Script Writing and Directing
- Studio Photography
- Television Programme Production
- Video and Sound Editing

## Career Prospects

Graduates will have opportunities to work in various 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 and education supporting units, where they may take the roles such as cinematographer, photographer, director, producer, film/video editor, scriptwriter, production manager, lighting director, art director, creative director, television technical director, digital imaging technician and visual effects producer.

## Articulation To University

Graduates can pursue relevant degrees locally or overseas. This programme is developing articulation to top-up degree programmes offered by universities overseas, of which the potential partnering programmes include:

- **Coventry University, UK** Registration Number  
BA (Hons) Media# 252720

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

- **City University of Hong Kong:** BA Creative Media / BSc Creative Media
- **Hong Kong Baptist University:** BCOMM (Hons) - Film Major
- **The Hong Kong Academy for Performing Arts:** BFA (Hons) Degree in Film and Television
- **The Hong Kong Polytechnic University:** BA (Hons) in Digital Media

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 or affiliate membership of Hong Kong Association of Motion Picture Post Production Professionals (AMP4), Hong Kong Designers Association (HKDA), Hong Kong Digital Entertainment Association (HKDEA) and Society of Motion Picture and Television Engineers (Hong Kong Section).

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).*



# 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.

The investment of creative industries is migrating to digital platforms. In response to this changing media ecology, the programme's training focus is on the following areas:

- Storytelling strategies that cater to the consumption behavior of online audience
- Application of interactive game technologies (e.g. VR, AR) in entertainment content
- Construction of digital marketing plan to engage target audience
- Multiple skills - students are offered diverse workshop training including filmmaking / visual effects / sound design / graphics communication / 2D animation and character design / game design

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

- Animation and Games
- Digital Advertising and Marketing
- Film Production
- Storytelling

## Career Prospects

Graduates can work as transmedia designer, digital content writer, project coordinator, multimedia producer in the following areas:

art direction, branding and advertising, content marketing, digital marketing, event management, franchise development, film and television, ani-com design and game design, 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 university in collaboration with the School for Higher and Professional Education (SHAPE)#:

- **Coventry University, UK** BA (Hons) Media# Registration Number 252720

Graduates are eligible to apply for admission to top-up 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:** BA Creative Media / BSc Creative Media / BAS New Media
- **Hong Kong Baptist University:** BCOMM - Film Major (Animation and Media Arts Concentration)
- **The Hong Kong Polytechnic University:** BA (Hons) Scheme in Design

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 or affiliate membership of Hong Kong Association of Motion Picture Post Production Professionals (AMP4), Hong Kong Designers Association (HKDA), Hong Kong Digital Entertainment Association (HKDEA) and Society of Motion Picture and Television Engineers (Hong Kong Section).

# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).





## Fashion and Image Design

Costume Design for Performance

Fashion Branding and Buying

Fashion Design

Fashion Design Menswear

Fashion Image Design

Fashion Media Design

# 時裝及 形象設計學系

演藝造型設計高級文憑

時裝品牌策劃及採購高級文憑

時裝設計高級文憑

時裝設計男裝高級文憑

時裝形象設計高級文憑

時裝媒體設計高級文憑

**演藝造型設計高級文憑** 旨在培育舞台、表演藝術相關的服裝設計人才，訓練學生成為表演藝術及娛樂行業的造型與時裝設計師，以應對時裝和形象設計行業不斷變化的經濟環境和業務發展要求。

**時裝品牌策劃及採購高級文憑** 培育學生具備從事時裝品牌策劃及採購不同領域工作的能力。課程設計以時裝品牌及市場策劃、潮流分析、環球商業環境、設計、物料及工藝等方面的廣泛知識及技能為核心。

**時裝設計高級文憑** 培育學生從事時裝設計及產品開發行業。課程著重創意及實務訓練，通過時裝表演、專題習作、設計比賽，國際交流，及與時尚界的機構合作，使學生獲得時裝設計理念、服裝製版和服裝縫製方面的技巧。

**時裝設計男裝高級文憑** 探討男裝設計從研究到實踐的創作過程，以及當代時尚男裝的製作。課程通過創新裁剪、面料採購、比例和構造，以及縫製工藝，賦予結構化和非結構化服裝風格，並以國際視角，為學生提供參與不同市場層面活動的機會。

**時裝形象設計高級文憑** 時尚形象設計已成為一個新的專業，透過化粧效果、髮型設計、時裝造型及攝影去為個人、品牌及機構建立一個最合適的形象及服飾。課程旨在使學生掌握最新的時尚形象創意的傳訊策略、知識和技能。

**時裝媒體設計高級文憑** 透過開展一系列包含時裝媒體範疇中不同的環節，如媒體策略、新聞編採、社交媒體、商業博客、網站及應用程式設計等，以實現全方位的時裝傳播方案。課程旨在培育學生具備從事時裝媒體設計不同領域工作的能力。

# 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 of 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 the strong support of Fashion Archive and through a series of structured studio practices, master lectures and collaborations with the industries, graduates are capable of working independently from developing concepts to realising 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
- Draping 3D Modelling Techniques
- Hair Design for Performing Arts
- Make-up for Performing Arts

## Career Prospects

Graduates of the programme could be employed as :

- Costume designer for film, TV and theatre performance
- Costume consultant
- Hair and make-up stylist for film, TV and theatre performance
- Theme park stylist / costumier
- Additional opportunities are available in advertising campaigns, corporate entertainment, professional performing companies, events, festivals, circus, pageants, concerts and light entertainment.

## Articulation To University

Graduates 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)#:

- **University for the Creative Arts, UK** Registration Number  
BA (Hons) Fashion Promotion and Imaging# 252646

Graduates are eligible to apply for admission to top-up 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:**  
BFA (Hons) in Theatre and Entertainment Arts - Costume Technology  
BFA (Hons) in Theatre and Entertainment Arts - Set and Costume Design

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 offered is highly recognised by professional bodies, fashion designers and design industries.

# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).



# 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 from one of the following streams in the 2nd semester:

- 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 and Branding)

## Programme Aims

This programme consists of a wide range of interesting activities in the supply-demand pipeline, including brand promotion, product development, sourcing, e-marketing, fashion buying, visual merchandising and display design to enrich students' international exposure. Broad knowledge and skills in fashion e-branding, trend analysis, global business environment, design, materials and technology form the core components of the programme.

## Professional Core Modules

- Fashion Buying and Merchandising
- Fashion Trend Analysis
- Fashion Visual Merchandising Design
- Online Offline Fashion Marketing and Branding

## Career Prospects

Graduates may be employed in local and international fashion enterprises as brand management executives, fashion buyers, fashion event planners, fashion retail management executives, fashion journalists, product developers and visual merchandisers. Job scopes include brand management, marketing and communications, product development, trading and merchandising, visual merchandising and display design.

## 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#  
Registration Number 251505
- **University for the Creative Arts, UK**  
BA (Hons) Fashion Promotion and Imaging#  
*(for graduates of all streams except Product Development and Sourcing)*  
Registration Number 252646

Graduates are eligible to apply for admission to top-up degree programme offered by:

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

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

- **The Hong Kong Polytechnic University:** BA (Hons) Scheme in Fashion and Textiles

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 highly recognised by the industry.

# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).



Leung Yan Yiu, Fan Man Fei, Ho Chi Ho, Chung Sui Man,  
Chan Ka Kin, Tse Chun Hei, Chow Yik Shun, Tang Ho Yi

# Higher Diploma in Fashion Design

時裝設計高級文憑 — DE114308

## 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 stream choice, academic performance and study place availability in specific streams.

## Programme Aims

Hong Kong is one of the key fashion centres in the world. The extensive fashion industry covers 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 programme, 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 with 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 DFA Young Design Talent Award organised by the Hong Kong Design Centre for over 10 years, with scholarships amount up to HK\$750,000 every year for overseas studies including Central Saint Martins, London College of Fashion, Birmingham City University, MOD'ART International Paris and internships 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

- Fashion Accessories Design
- Fashion Design
- Fashion Knitwear Design
- Pattern Making and Garment Sewing

## Career Prospects

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

## Articulation To University

Graduates are 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><br>BA (Hons) Fashion Design#                     | Registration Number<br>251504 |
| • <b>University for the Creative Arts, UK</b><br>BA (Hons) Fashion Promotion and Imaging# | Registration Number<br>252646 |

Graduates are eligible to apply for admission to top-up 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 Polytechnic University:** BA (Hons) Scheme in Fashion and Textile Studies

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 highly recognised by professional bodies such as the Hong Kong Fashion Designers Association, fashion and related industries.

# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).



Left: Kau Ka Man, Right: Siu Sin Yan

# Higher Diploma in Fashion Design Menswear

時裝設計男裝高級文憑 — 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 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 programme is the development of the young creative talents who aspire to become professional fashion designers in the menswear design field. Students will find the programme both practical and creative, learning through fashion shows, design competitions, master classes, industry-led projects and workplace attachments. Students will be equipped with a 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

- Digital Design for Menswear
- Fashion Menswear Design Concept
- Menswear Flat Pattern Making
- Menswear Tailoring

## Career Prospects

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

## Articulation To University

Graduates 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)#:

- **Nottingham Trent University, UK** Registration Number  
BA (Hons) Fashion Design# 251504
- **University for the Creative Arts, UK** Registration Number  
BA (Hons) Fashion Promotion and Imaging# 252646

Graduates are eligible to apply for admission to top-up 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 Polytechnic University:** BA (Hons) Scheme in Fashion and Textile Studies

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 highly recognised by professional bodies, fashion designers and design industries.

*# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).*



Left:  
Fung Mei Ki  
Right:  
Chung Lai Yau



# 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 stream choice, academic performance and study place availability in specific streams.

## Programme Aims

Fashion Image Design has emerged 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 individuals, brands and corporations. The programme seeks to enable students to master the most up-to-date communication strategies, knowledge and skills of the image creative sector for fashion.

The programme offers students opportunities to work with industry professionals, and exposure of the newest trends by industry guest seminars. Students of this programme will be taught with systematic and professional training in enhancing the abilities of both individual and collaborative practice. By the time of programme completion, graduates are ready to contribute in various roles of creative talents in fashion communication, advertising, film, TV and media, and art direction, etc.

The course is also designed with an emphasis on generic, language and communication training, whole-person development and workplace experience to prepare students in holistic approach for further studies and career advancement after graduation.

## Professional Core Modules

- Editorial and Media Hair and Make-up Styling
- Fashion and Costume Accessories Technology
- Fashion Photography
- Fashion Styling

## Career Prospects

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

## Articulation To University

Graduates 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)#:

- **University for the Creative Arts, UK** Registration Number  
BA (Hons) Fashion Promotion and Imaging# 252646

Graduates are eligible to apply for admission to top-up 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:**  
BFA (Hons) in Theatre and Entertainment Arts - Costume Technology  
BFA (Hons) in Theatre and Entertainment Arts - Set and Costume Design
- **The Hong Kong Polytechnic University:** BA (Hons) Scheme in Fashion and Textile Studies

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 highly recognised by professional bodies, fashion designers and design industries.

# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).



Left:  
Lui Wing Chin  
Ho Kui Cheuk  
Right:  
Ho Hing Ping  
Lam Yuen Ho



# Higher Diploma in Fashion Media Design

時裝媒體設計高級文憑 — DE114305

## Programme Aims

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 for fashion, fashion blogging, fashion film, webpage and app design, etc. to achieve a modern and all-rounded fashion communication solution.

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

This programme is 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.

Shum Nga Lee, Lee Tsz Kwan,  
Lai Wing Sze, Hau Yuk Lun, Wong Cheuk Yiu

## Professional Core Modules

- Fashion Film
- Fashion Journalism
- Social Media for Fashion
- Webpage and App Design

## Career Prospects

Graduates may be employed as fashion media design specialists: Fashion stylist / editor, fashion blogger, fashion and lifestyle public relations, brand online editor, digital marketing executive, brand communications officer, fashion marketing officer, fashion photographer, fashion film director.

## Articulation To University

Graduates 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)#:

- **University for the Creative Arts, UK** Registration Number  
BA (Hons) Fashion Promotion and Imaging# 252646

Graduates are eligible to apply for admission to top-up degree programme offered by:

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

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

- **City University of Hong Kong:** BA Creative Media
- **Hong Kong Baptist University:** Bachelor of Communication (Honours)
- **The Hong Kong Polytechnic University:** BA (Hons) in Digital Media

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 highly recognised by the industry.

# It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE at [www.shape.edu.hk](http://www.shape.edu.hk).

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 18-24 months 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)

Ranked top 15 university in the UK for 5 years running by the Guardian University Guide (2016-2020). Coventry combines an academic heritage dating back to 1843, with a dynamic and modern approach to education to be consistently highest ranking modern university in England 2013-2019 (Guardian University Guide). Offering practical, hands-on study and strong connections to large global organisations, the university has been awarded 5 QS Stars Overall rating (QS Stars University Ratings 2019). Media, Illustration & Graphics and Graphic Design degrees are now available at SHAPE.

## 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)

Awarded University of the Year for Teaching Quality by The Times and Sunday Times University Guide 2020, 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 The Times / Sunday Times 'Modern University of the Year 2019' and the No.1 Specialist Creative University in all three major UK league tables. Ranking 13th of all UK universities in the main Guardian League Table 2020, the University is also proud to hold the TEF Gold award for teaching quality from the Office for Students.

## University of Lincoln (UOL)

The University of Lincoln's Gold TEF award is evidence of its exciting teaching, great support for students and excellent employment outcomes. The Lincoln School of Architecture and the Built Environment is home to a research-led academic community and offers a multi-disciplinary, 3D design environment with industry-standard facilities.

## The Strengths of the Programmes:

- Broadening the international horizons of students
- Enhancing research capability
- Focusing on design management
- Opening up employment opportunities
- Taught by overseas and local experts

The following collaborative degree programmes accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications enjoy 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 – 31/08/2023)
- BA (Hons) Interior Architecture and Design\*\*  
(QR Registration No.: 19/001097/L5, Validity Period: 01/09/2019 – 31/08/2023)
- BA (Hons) Landscape Architecture\*\*  
(QR Registration No.: 15/003024/L5, Validity Period: 19/10/2015 – 31/08/2023)
- BA (Hons) Product and Furniture Design\*\*  
(QR Registration No.: 19/001098/L5, Validity Period: 01/09/2019 – 31/08/2023)

### Coventry University (CU)

- BA (Hons) Graphic Design\*\*  
(QR Registration No.: 19/001095/L5, Validity Period: 01/09/2019 – 31/08/2023)
- BA (Hons) Illustration and Graphics\*\*  
(QR Registration No.: 19/001096/L5, Validity Period: 01/09/2019 – 31/08/2023)
- BA (Hons) Media\*\*  
(QR Registration No.: 17/000514/L5, Validity Period: 01/09/2017 – 31/08/2021)

## Registration Number

252577

251238

252578

251239

252951

252952

252720

## Nottingham Trent University (NTU)

- BA (Hons) Fashion Design\*\*  
(QR Registration No.: 15/002828/L5, Validity Period: 01/09/2015 – 31/08/2023) 251504
- BA (Hons) International Fashion Business\*\*  
(QR Registration No.: 15/002829/L5, Validity Period: 01/09/2015 – 31/08/2023) 251505

## Sheffield Hallam University (SHU)

- BA (Hons) Jewellery and Metalwork\*\*  
(QR Registration No.: 14/003086/L5, Validity Period: 01/09/2014 – 31/08/2022) 252251

## University for the Creative Arts (UCA)

- BA (Hons) Fashion Promotion and Imaging\*\*  
(QR Registration No.: 16/000353/L5, Validity Period: 01/09/2016 – 31/08/2020) 252646

## University of Lincoln (UOL)

- BA (Hons) Architecture\*\*  
(QR Registration No.: 14/003288/L5, Validity Period: 01/09/2014 – 31/08/2023) 252460
- BA (Hons) Design for Exhibition and Museums\*\*  
(QR Registration No.: 14/003289/L5, Validity Period: 01/09/2014 – 31/08/2023) 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)

A **non-means-tested annual subsidy of HK\$32,100\*** will be provided to eligible students pursuing full-time locally accredited top-up degree programmes.

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

^ The QF level of this programme accredited by the HKCAAVQ is the same as that of locally-accredited honours bachelor's degree programmes.

# For the latest information related to the subsidy scheme and eligibility requirement, please visit [www.cspe.edu.hk/nmtss](http://www.cspe.edu.hk/nmtss).



## Master's Degree

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### Overseas University (UK)

### Registration Number

#### **Birmingham City University (BCU)**

Master of Arts in Design Management  
(Study Mode and Duration: Part time, 24 months)

252619-22

Master of Arts in Design Management in collaboration 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.

Led by highly respected industry professionals in both Hong Kong and the UK, the curriculum has a distinctive professional focus and embraces perspectives on interdisciplinary subjects such as business management, marketing, design, technology, 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



**Vplus Creative Industries**

The new government subsidy scheme is now available for more than 200 design programmes at QF level 3 to 5.

# Standalone Certificate Professional Certificate Professional Diploma International Programme Corporate Training and Workshop

**Professional Education and Engagement Centre (PEEC)** offers strategic lifelong learning opportunities, specialising in creative industries, for corporations, academic institutions, government departments and professionals through short courses, seminars, workshops, and study missions to Mainland China and other cities. The objective is to develop creativity and talent, multidisciplinary knowledge and skills, for the cross-over of ideas and practices for business growth and career development.

Most of the programmes have attained the status of Qualifications Framework ranging from Level 3 to 5 which can provide local professionals with various financial assistance in lifelong learning. Many programmes have been approved by the new government subsidy, Vplus Creative Industries. Eligible applicants can be reimbursed 60% of the course fees paid, up to a maximum of HK\$36,000 per person.

Students can choose other subsidy schemes including Vplus Engineering, Continuing Education Fund (CEF) and Extended Non-means-tested Loan Scheme (ENLS) for QF level 4 programmes. Construction Innovation and Technology Fund (CITF) and Reindustrialisation and Technology Training Programme (RTTP) are also available for those advanced technologies related programmes.



Visit our website



PEEC Facebook



PEEC Instagram



Creative Illustration  
Facebook



Vplus Creative  
Industries

Areas of training excellence and knowledge expertise include:

#### Architecture and Interior Design

- Creative Lighting Design
- Retail and Exhibition Design
- Freehand Visualisation
- Green Interior
- Sustainable Architecture
- Interior Design\*
- ArchiCAD

#### Design Thinking, Management and Marketing

- Design Thinking
- Design Research
- Digital Marketing
- Online Advertising
- Online Business Development
- Project Management
- Search Engine Marketing and Optimization
- Social Media Advertising and Marketing
- Visual Communication
- Infographic
- Typography

#### BIM Management

- BIM Fundamentals
- BIM Architectural Studies
- Collaborative BIM
- Sustainable BIM
- Revit

#### Digital Media and Illustration

- Adobe Premiere Pro
- Visual Effects Design and Animation\*
- Creative Multimedia Illustration\*
- Final Cut Pro
- Microfilm
- Aerial Shooting
- Interactive Design
- 3D Modeling & Texturing
- Maya, Zbrush, Mari
- 3ds Max / V-Ray

#### Fashion Design and Image Styling

- Contour Fashion
- Fashion Design\*
- Fashion Illustration
- Fashion Photography\*
- Fashion Material Analysis and Technology
- Fashion Pattern Design
- Fashion Garment Making and Fitting
- Fashion Portfolio Development
- Fashion Model Training
- Fashion Bodywear and Sportswear
- Fashion Sport Shoe Design
- Image Styling
- Professional Hair Styling and Make-up
- Traditional QiPao Tailor-Making

#### Corporate Training

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

#### 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
- SolidWorks
- Timepiece Design
- Wax Carving and Stone Setting

#### Songwriting and Electronic Music

- Ableton Live
- Logic Pro
- Pro Tools

#### Enquiry

T 3928 2777  
 E peec.hkdi@vtc.edu.hk  
 W www.hkdi.edu.hk/peec  
 FB www.facebook.com/HKDIPEEC

\*Graduates from those Professional Diploma Programmes are eligible to apply for our top-up degree programmes.  
 For details, please visit HKDI or SHAPE websites.

Interior Design by Danny Tang



Creative Multimedia Illustration by Chow Lee



Aerial Shooting by Dawn Cheng



Traditional QiPao Tailor Making



Fashion Sport Shoe Design



Contemporary Jewellery Design by Mandy Cheng



# General Information

## Entrance Requirements

Applicants who wish to apply for full-time post-secondary 6 programmes offered by HKDI in the Academic Year 2020/21 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", "Attained with Distinction (I)" and "Attained with Distinction (II)" in an HKDSE Applied Learning (ApL) subject (Category B subjects) are regarded as equivalent to an HKDSE subject at "Level 2", "Level 3" and "Level 4" respectively, and a maximum of two ApL subjects (excluding ApL(C)) 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) (students admitted to DVE in AY2017/18 or before are required to complete prescribed further studies modules) and holders of Yi Jin Diploma/Diploma Yi Jin are considered having met the general requirements of Higher Diploma programmes (not applicable to programmes with specific entrance requirements).
6. Individual programmes may have specific entrance requirements. Please refer to the Admissions Homepage (<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 <http://www.vtc.edu.hk/admission>.

## Tuition Fee

- The tuition fees for the 2020/21 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 2020/21 academic year will be announced on the Admissions Homepage (<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 2019/20 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 (Subvented Programmes)	\$31,570	\$31,570
Higher Diploma (Self-financed Programmes)	\$56,600	\$56,600
Diploma of Foundation Studies* / Diploma of Vocational Education† (Subvented Programmes)	\$20,500	-

\* 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 and Chinese 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 elective module "Mathematics 3E": Mathematics for Further Studies, 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.
5. Tuition fees are subject to annual review.

## Contact Us



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