Imagination is gaining its reputation as one of the most important skills for the 21st century. An instinctual gift that we are born with, imagination has been used for problem solving way before the invention of written languages. It is one of the key elements behind major changes in the course of human civilization.

The philosophy behind Hong Kong Design Institute (HKDI)’s “Think and Do” approach is to inspire the imagination of our students and at the same time, equip them with the skills and knowledge necessary to transform their imagination into sophisticated and practical designs.

The contemporary curriculum offered at HKDI, covering a wide spectrum of the Design discipline, are reviewed and adjusted periodically to catch up with the latest trends in the design world. Our active collaborations with academic and industry partners ensure that students not only learn in classrooms and studios, but also have the chance to acquire hands-on experience at renowned design companies, take part in lectures and workshops given by visiting scholars, exposed to world-class design exhibitions, and participate in overseas exchange programmes. In short, students get themselves prepared to chart their own course and shape the world for tomorrow with their imagination.

We look forward to welcoming you at HKDI — a starting point to reach your full potential and unleash your creative flair.

Leslie Lu
Principal
Hong Kong Design Institute
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.

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

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

Foster INTERACTION

Enrich INTERNATIONAL Perspective

Instill Social RESPONSIBILITY

Celebrate DIVERSITY

Encourage OPENNESS

Learn with FUN
LECTURE SERIES

Anne Balsamo  Chan Koonchung  Katarina Brieditis
Patricia Moore  Vladan Nikolic  Mark Coulier

Yohji Yamamoto  Ruby Yang  Christopher Le Brun
Katarina Evans  Christophe Lemaître  Rosan Bosch
WORLD-CLASS EXHIBITIONS

Dress Code

Japanese Poster Artists — Cherry Blossom and Asceticism

George Nelson
Architect, Writer, Designer, Teacher

Re Rag Rug: Contemporary rug design by Studio Brieditis & Evans, Sweden

ECAL Diplomas
Best emerging designers from Switzerland

Every Product Tells a Story
Untold matters of Red Dot award-winning designs
AWARDS

Shek Choi Yi
Shell
Commercial Award
Hong Kong Fur Design Competition 2014

Chan Hei Yee, Ho Tsz Wun, Li Ming Yan and Tsui Pui Shan
The Table
Bronze Award
"Animating Hong Kong" 2013 HK4As Student Awards

Wong Man Chung
Cohesion
Champion (Student Group) and ECO Design Award
The 7th Hong Kong Lighting Design Competition

Kane Wong
Floating Community - H2O Hotel
Bronze Award
Asia Pacific Interior Design Awards 2013

Cheng Lok Ting
Let’s Scan Fit
Merit Award (Student Group)
The 31st Hong Kong Watch and Clock Design Competition
Hui Long Sing
Medic Care
Merit Award (Student Group)
The 31st Hong Kong Watch and Clock Design Competition

Chan Wing Sau
Only
First Runner Up
Dared X HKDI Projection Mapping Competition

LI In Kwan
AhaWig
Young Design Talent Award
Hong Kong Young Design Talent Award 2014

Choi Ka Man, Fung Wing Lam
Kwok Wan Ting and Ngai Po Yiu
Integrated Branching City
Silver Award (Interactive Media)
The 19th iFva Awards 2013/2014

Tse Siu Shan
LOST-the stolen thoughts
CreateSmart Young Design Talent Special Award
Hong Kong Young Design Talent Award 2014
Keung Hoi Ming, Billy
Lui Wing Tung, Woodeast
Tam Wah Yan, Francis
Wong Siu Leung, Forza
Yeung Lok Yi, Taurus

Graduates of Higher Diploma in Film and Television

Francis, Billy, Forza, Woodeast and Taurus graduated with a Higher Diploma in Film and Television in 2013. Woodeast has just finished his top-up degree in Visual Communication (Moving Image) at Birmingham City University of UK. With a strong passion in film production since studying, the team participated in the 7th Hong Kong Mobile Film Festival (Drama) and won the Bronze prize with the production of “The Missed Call” in 2013.

After graduation, the team produced a lot of videos and blasted online, attracting hundreds of thousands of YouTube viewers and media response. Various renowned branding corporations approached them for their creative ideas and offered them projects. Having developed a name in film-making, they formed the team “Open Video” in April 2014 to continue their career pursuit.

Open Video’s work “Let us help you” was selected as one of the eight programmes out of 300 entries for TVB’s “Unleash Your Creativity” programme in 2014 and was broadcasted in the J2 channel. In future, they will continue to produce high quality films locally and internationally, creating a new form of advertising with their creativity and film-making techniques.

“If you come up with a good idea, don’t think too much, just do it!”

SUCCESS STORY
Wan Ka Hang, Kelvin
Wong King Yi, Joyce
Graduates of Fashion Design and Development

Kelvin Wan and Joyce Wong graduated from HKDI with a Higher Diploma in Fashion Design and Development in 2013. They have a strong passion in fashion design and continued their study at Nottingham Trent University thereafter.

Kelvin is an independent fashion designer best known for his unexpected combination of colours, patterns and forms. In 2012, Kelvin won the “Most Promising Student Award” at the Eco-Chic Design Award, a fashion design competition for Asia’s emerging design talent organised by Redress, a Hong Kong-based charity organisation that drives environmental sustainability in the fashion industry. His work has been reported by various magazines and media and his design pieces have been exhibited in Paris, London and Shanghai.

Joyce is a fashion designer best known for her strong sense of aesthetics. At the age of 19, she has already entered the fashion industry with her first collection and consistently collaborating with different brands. Joyce has also worked with Yan Gent Cheng, a British-based Fashion designer, to present the label.

In 2013, Joyce and Kelvin started their sustainable fashion business and set up their own brand “Wan & Wong”. The objective of Wan & Wong is to create a sustainable future. The philosophy of their collection is minimalism, characterised by clean cuts, sharp lines, soft colours and unique silhouettes with a modern touch, using sustainable production techniques of up-cycling, zero-waste and reconstruction. Their collection were showcased and sold at the “Joyce Talent Shop” at PMQ sponsored by Joyce Cares from August to October 2014.

“Be sustainable for your life, for tomorrow and future. Committed to making a positive impact!”

Wan & Wong
Wan Ka Hang, Kelvin
Wong King Yi, Joyce
Graduates of Fashion Design and Development

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“Be sustainable for your life, for tomorrow and future. Committed to making a positive impact!”
Chak Yun Hei and Rex Hung graduated with a Higher Diploma in Product Design and Technology in 2000 and 2003 respectively. Rex joined Canon Electronics Business Machines (H.K.) Co., Ltd after graduation and worked in a team led by Yun Hei. In 2006, Rex pursued his BA(Hons) degree in Product Design (Industrial Design) at the University of Central England.

With innovative ideas and creative design, their design “X Mark II Calculator” won the “Red Dot: Best of the Best 2013” award for Canon Electronics Business Machines (H.K.) Co., Ltd. Their products have also been exhibited in HKDI Gallery’s “Every Product Tells a Story: Untold Matters of Red Dot Award-Winning Designs” exhibition. They believe that it is important to have a clear understanding of their company’s brand vision and design direction. Their designs combine style and aesthetics with great effort to reduce the impact on the environment.

Rex loves problem-solving and he is eager to find new ways to help people solve problems by means of design. They are committed to their career as product designers and devote themselves to the mission of enhancing people’s standard of living.

“The best design is the one which provides the best solution to a problem.”
NOTE
1 For specific entrance requirements of each programme, please visit the VTC Admissions website at www.vtc.edu.hk/admission for more details.
2 THEI admits eligible Hong Kong Diploma of Secondary Education graduates into its degree programmes; and starting from 2014 entry, THEI can admit graduates from the relevant Higher Diploma into the senior years of its degree programmes.
3 Higher Diploma graduates can apply for admission to top-up degree programmes offered by VTC in collaboration with local and overseas universities or degree programmes offered by local or overseas universities.
4 Holders of the Diploma in Vocational Education award upon successful completion of prescribed modules can apply for Higher Diploma programmes.
Graduates of Higher Diploma (HD) programmes may continue their art and design degree programme studies in Hong Kong via collaborative one-year full time or two-year part-time top-up degree programmes offered by the School for Higher and Professional Education (SHAPE) in collaboration with the following four UK universities:

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

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

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

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

- Broaden the international horizons of students
- Focus on design management
- Enhance research capability
- Are taught by overseas and local experts
- Open up employment opportunities

All universities had their collaborative programmes successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. These collaborative programmes have been awarded the same status as a local degree in the Civil Service Recruitment and Student Financial Support programmes.

### Overseas Universities (UK)

<table>
<thead>
<tr>
<th>University</th>
<th>Registration Number</th>
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<tbody>
<tr>
<td>Birmingham City University</td>
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<tr>
<td>BA(Hons) Interior Design</td>
<td>251238</td>
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<tr>
<td>BA(Hons) Product Design</td>
<td>251239</td>
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<tr>
<td>BA(Hons) Visual Communication (Graphic Communication)</td>
<td>251236</td>
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<tr>
<td>BA(Hons) Visual Communication (Illustration)</td>
<td>252181</td>
</tr>
<tr>
<td>BA(Hons) Visual Communication (Moving Image)</td>
<td>251237</td>
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<tr>
<td>BA(Hons) Visual Communication (Photography)</td>
<td>252180</td>
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<tr>
<td>Nottingham Trent University</td>
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<tr>
<td>BA(Hons) Fashion Design</td>
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<tr>
<td>BA(Hons) International Fashion Business</td>
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<tr>
<td>Sheffield Hallam University</td>
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<td>BA(Hons) Jewellery and Metalwork</td>
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<td>University of Lincoln</td>
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<tr>
<td>BA(Hons) Architecture</td>
<td>252460</td>
</tr>
<tr>
<td>BA(Hons) Design for Exhibition and Museums</td>
<td>252461</td>
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</tbody>
</table>

# The programme will be submitted for a title change to “BA(Hons) Visual Communication (Film and Animation)” to be operated in AY15/16 subject to the approval of Non-local Courses Registry, EDB and of Substantial Change, HKCAAQ.

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

“Design should not dominate things, should not dominate people. It should help people.”

Dieter Rams

Cheng Wing Shan
“Design can have such a positive impact on the way people live and on their relationships and moods.”

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

**DISCIPLINE CORE MODULES**

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

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

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

**PROGRAMME AIMS**
This 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 originality 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 skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

**PROFESSIONAL CORE MODULES**
- Community Project and Cultural Management
- History and Theories of Visual Arts
- Media Art
- New Genre
- Painting
- Visual Arts Practice and Making

**CAREER PROSPECTS**
The Higher Diploma in Visual Arts and Culture nurtures professionals in response to the rapidly growing need for manpower in visual arts related fields in Hong Kong and Asia.

Apart from professional artists, graduates will have full potential to take up other career opportunities. These include graphic designers, illustrators, photographers, exhibition designer, visual merchandisers etc. They can also be art administrators at the assistant level in art centres, galleries or cultural 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 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):

- **The Birmingham City University, UK**
  - BA(Hons) Visual Communication (Graphic Communication) 251236
  - BA(Hons) Visual Communication (Illustration) 252181
  - BA(Hons) Visual Communication (Photography) 252180
  - BA(Hons) Visual Communication (Moving Image)* 251237

* The programme title will be changed to BA (Hons) Visual Communication (Film and Animation) in AY2015/16 subject to HKCAA approval

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

- **Hong Kong Baptist University**: BA(Hons) in Visual Arts
- **The Hong Kong Institute of Education**: BA(Hons) in Creative Arts and Culture

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

Advertising Design
Creative Media
Digital Music and Media
Film and Television
Publication Design and Print Media
Transmedia Design
Visual Communication
Higher Diploma in Advertising Design*

Programme Aims
This programme aims to be the top-of-mind Higher Diploma programme in Advertising Design that focuses on the balance between creativity and market need.

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

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

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

Professional Core Modules
- Art Direction
- Advertising and Marketing Research
- Advertising and Marketing Strategy
- Advertising Photography
- Digital Advertising and Marketing Studio
- Digital Video Production
- Integrated Marketing Communications
- Responsive Web Design

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

Articulation to University
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- Birmingham City University, UK
  Registration Number: 251236

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

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

Graduates are eligible to apply for professional memberships of major design organisations, e.g. D&AD, Chartered Society of Designer, Hong Kong Designers Association, HK4As, etc.
Higher Diploma in Creative Media

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

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

PROGRAMME AIMS
This programme aims to nurture aesthetic and art sense associated with professional knowledge and critical thinking skills. To prepare students to become multimedia professionals, the programme will provide training on different digital media production skills. It will also enable students to adapt new skills and technologies in the future.

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

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

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

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- Birmingham City University, UK
  - BA(Hons) Visual Communication (Moving Image)*
  - Registration Number: 251237
  - * The programme title will be changed to BA(Hons) Visual Communication (Film and Animation) in AY2015/16 subject to HKCAA VQ approval

Graduates can also apply for admission to the following local degree programmes offered by:
- City University of Hong Kong: BA(Hons) in Creative Media

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

INDUSTRY RECOGNITION
Graduates are eligible to apply for memberships of major professional and design organisations, e.g. Society of Motion Picture and Television Engineers (Hong Kong Section), Hong Kong Digital Entertainment Association, and Association of Motion Picture Post Production Professionals.
Anthony Michael Garwood, Chung Yu Ting, Li Man Wai
Li Wen Jie, Tse Yuen Wa, Wong Ka Chun and Shee Hu Tung

Chan Tak Cheong, Ho Lok San
So Hin Man and Wong Hiu Wa

“I warn you against believing that advertising is a science.”
Bill Bernbach
Higher Diploma in

DIGITAL MUSIC AND MEDIA
數碼音樂及媒體高級文憑 DE114104

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

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

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

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

ARTICULATION TO UNIVERSITY
Graduates are eligible to apply for admission to the following degree programme:
• Oxford Brookes University, UK: BSc(Hons) in Sound Technology and Digital Music (direct entry to Year 3)

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

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

INDUSTRY RECOGNITION
Students can become member of Composers and Authors Society of Hong Kong (CASH) or Association of Motion Picture Post Production Professionals after assessments.

Students can also apply for student membership of the Society of Motion Picture and Television Engineers (Hong Kong Section).
Higher Diploma in
FILM AND TELEVISION
電影及電視高級文憑 DE114103

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

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

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

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

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

PROFESSIONAL CORE MODULES
- Commercial, Documentary and Fine Arts Photography
- Multicam Management
- Script Writing Workshop
- Video Effects and Application
- Video Production Workshop

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

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

- Birmingham City University, UK
  BA(Hons) Visual Communication (Moving Image)*
  Registration Number 251237
  BA(Hons) Visual Communication (Photography)
  252180

* The programme title will be changed to BA(Hons) Visual Communication (Film and Animation) in AY2015/16 subject to
HKCAA/VQ approval

INDUSTRY RECOGNITION
Students can apply for student membership of the Society of Motion Picture and Television Engineers (SMPTPE) and
the Hong Kong Digital Entertainment Association.
Students of HD in Digital Music and Media performed in annual flagship event “Music in Motion”

“To design the future effectively, you must first let go of your past.”
Charles J. Givens

Chong Shiu Kei, Li Wai Tak, Ng Tsai Wai, Poon Chun Yee
Tang Kwok Shiu, Wong Wai Yip and Zheng Enling

Chu Shun Ling, Fung Sze Wai, Lau Hek Him
Ng Ka Chun, Tong Nga Ting, Wong Ho Yi and Yeung Ching Nga
PROGRAMME STREAMS

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

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

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

PROGRAMME AIMS

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

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

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

PROFESSIONAL CORE MODULES

- Editorial Design
- Green Printing
- Innovative e-book Design
- Photography and Advanced Retouching
- Sales and Marketing for Printing and Publishing

CAREER PROSPECTS

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

ARTICULATION TO UNIVERSITY

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

- Wuhan University: BA in Printing and Packaging

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

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

- Birmingham City University, UK

  Registration Number 251236

  BA(Hons) Visual Communication (Graphic Communication)

INDUSTRY RECOGNITION

The programme is recognised by the following professional body as satisfying the academic requirements for its student membership: Institute of Print-media Professionals.
PROGRAMME AIMS
The programme aims at nurturing creative talents to become proficient in Transmedia storytelling techniques and knowledgeable about the trends of social network with strong marketing sense.

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

CAREER PROSPECTS
Graduates can work as Transmedia Designer, Transmedia Writer or Transmedia Producer in the following areas: Art Direction, Event Management, Visual Merchandising, Content Consultancy, Franchise Development, Marketing, Branding, Advertising, Production, Distribution, Project Management.

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

- The New School for Public Engagement, US
  New programme under School of Media Studies*
  * The programmes details are subject to final approval

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

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

INDUSTRY RECOGNITION
Students can apply for student membership of the Society of Motion Picture and Television Engineers (SMPTE) and the Hong Kong Digital Entertainment Association.
PROGRAMME STREAMS
Students may choose one of the following streams so as to enhance professional knowledge and skills in specific areas:
- Higher Diploma in Visual Communication
- Higher Diploma in Visual Communication (Brand Design)
- Higher Diploma in Visual Communication (Information Design)
- Higher Diploma in Visual Communication (Illustration)

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

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

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

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

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

ARTICULATION TO UNIVERSITY
Graduates are also eligible to apply for admission to top-up degree programmes offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- Birmingham City University, UK
  - BA(Hons) Visual Communication (Graphic Communication) 251236
    (for graduates of Visual Communication Stream, Brand Design Stream & Information Design Stream)
  - BA(Hons) Visual Communication (Illustration) 252181
    (for graduates of Visual Communication Stream, Brand Design Stream, Information Design Stream & Illustration Stream)
  - BA(Hons) Visual Communication (Moving Image*) 251237
    (for graduates of Visual Communication Stream)

* The programme title will be changed to BA(Hons) Visual Communication (Film and Animation) in AY2015/16 subject to HKCAA/VQ approval

INDUSTRY RECOGNITION
Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA).
“People believe the only alternative to randomness is intelligent design.”

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

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

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

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

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

This programme is designed to enable students to work in the different areas of fashion branding and buying. Emphasis will also be put on enriching students’ international exposure. Students will find the programme both practical and creative, through different learning experiences such as lectures, tutorials, projects, visits, competitions and industrial attachments. Broad knowledge and skills in fashion branding and marketing, trend

analysis, global business environment, design, materials and technology form the core components of the programme from which students can select one of the specific study scopes in (1) branding and communication, (2) product development and sourcing, (3) retail buying and management, or (4) visual merchandising.

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

PROFESSIONAL CORE MODULES

- Fashion Branding and Marketing
- Fashion Design
- Fashion Materials and Technology
- Fashion Trend Analysis
- Globalisation and Fashion Business Environment

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

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

- Nottingham Trent University, UK

INDUSTRY RECOGNITION
The Higher Diploma programme in Fashion Branding and Buying offered by HKDI is highly recognised by the industry.
“Fashion fades, only style remains the same.”

Coco Chanel
PROGRAMME STREAMS

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

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

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

PROGRAMME AIDS

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

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

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

PROFESSIONAL CORE MODULES

- Competition Studio
- Fashion Design
- Fashion Illustration
- Fashion Workshop
- Industrial Attachment

CAREER PROSPECTS

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

ARTICULATION TO UNIVERSITY

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

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

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

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

INDUSTRY RECOGNITION

The Higher Diploma programme in Fashion Design offered by HKDI is highly recognised by professional bodies such as the Hong Kong Fashion Designers Association, fashion and related industries.
“I design things to help people to hopefully express their personality.”

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

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

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

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

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

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

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

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

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

INDUSTRY RECOGNITION
The Higher Diploma programme in Fashion Image Design offered by the Hong Kong Design Institute is highly recognised by professional bodies, fashion designers and design industries.
“Fashion is architecture: it is a matter of proportions.”
Coco Chanel
Au Kai Ho

Architectural Design
Furniture and Lifestyle Product Design
Jewellery and Image Product Design
Landscape Architecture
Product, Interior and Exhibition Design (Subject Group)
Exhibition Design
Interior Design
Product Design
Stage and Set Design
Higher Diploma in
ARCHITECTURAL DESIGN
建築設計高級文憑 DE114501

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

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

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

Graduates are also eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
• University of Lincoln, UK BA(Hons) Architecture Registration Number 252460

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

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

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

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

建築設計高級文憑 DE114501
"Good buildings come from good people, and all problems are solved by good design."
— Stephen Gardiner

Students of HD in Architectural Design 2013/14
Higher Diploma in
FURNITURE AND LIFESTYLE PRODUCT DESIGN
傢俱及時尚產品設計高級文憑 DE114507

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

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

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

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

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

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

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

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

CAREER PROSPECTS

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

ARTICULATION TO UNIVERSITY

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

INDUSTRY RECOGNITION

Students of this programme are eligible to apply for the student membership in the Industrial Designers Society of Hong Kong (IDSHK) and the Hong Kong Designers Association (HKDA).
“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.”

Charles Eames
PROFESSIONAL CORE MODULES

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

CAREER PROSPECTS

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

ARTICULATION TO UNIVERSITY

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

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

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

PROFESSIONAL RECOGNITION

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

PROGRAMME AIMS

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

This programme is designed with an emphasis on generic, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.
"Sacred spaces can be created in any environment."

Christy Turlington
Higher Diploma in
PRODUCT, INTERIOR AND EXHIBITION DESIGN
(SUBJECT GROUP)

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

• Higher Diploma in Exhibition Design
• Higher Diploma in Interior Design
• Higher Diploma in Product Design

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

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

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

PROFESSIONAL CORE MODULES
• Computer-aided Design Fundamentals
• Design, Drawing and Visualisation
• Structure, Material and Form
• Three-dimensional Design Studies
PROGRAMME AIMS

Hong Kong is one of the most popular places in the world for international companies to showcase their products and services at exhibitions and conferences. As a result there is a high demand for expert specialist graduates to design, produce and manage many promotional events which take place each year.

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

CAREER PROSPECTS

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

ARTICULATION TO UNIVERSITY

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

- **University of Lincoln, UK**
  - BA(Hons) Design for Exhibition and Museums
  - Registration Number 232461

INDUSTRY RECOGNITION

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

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

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

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

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

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

In view of the fact that the HKSAR government aspires to develop Hong Kong into a design hub in the region, and that a large proportion of the world’s products are manufactured in China, product design is becoming more important. The programme emphasises the study of 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 create concepts to rejuvenate or enhance a product. Students will acquire communication and presentation skills as well as professional practice required by the industries through individual or group projects. Graduate 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, language and communication skills training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

**PROFESSIONAL CORE MODULES**

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

**CAREER PROSPECTS**

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

**ARTICULATION TO UNIVERSITY**

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

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

Graduates may also apply for admission to top-up degree programmes offered by:

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

**INDUSTRY RECOGNITION**

Students of this programme are eligible to apply for the student membership in the Industrial Designers Society of Hong Kong (IDSHK) and the Hong Kong Designers Association (HKDA).
“This is what I like about being a designer: You can’t really get it until you see it.”

Isaac Mizrahi
“The aim of being a good designer is to have an influence. If you design furniture or lifestyle, you should influence the way people evolve globally. It’s good to have an influence.”

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

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

STAGE AND SET DESIGN

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

CAREER PROSPECTS
Graduates will have opportunities to work in various types of organisations including television stations, film companies, TV production houses, advertising agencies, in-house video production departments, news agencies, web TV companies, public relations and event companies, multimedia companies, theatres, art groups and education supporting units, where they may take the roles such as production designer, assistant art director, props master, props designer, set designer, stage designer, stage lighting designer, filmmaker, assistant to producer, art director, creative director, computer visualiser/draftsman, as well as technical director and technician.

ARTICULATION TO UNIVERSITY
Set Design programme is developing articulation to top-up degree programmes offered by overseas universities. Graduates can also apply for admission to the related degree programmes of local universities.
PROGRAMME AIMS
To provide students with the design fundamentals, language and generic skills they will require for further studies. Through a “think and do” interactive approach, the design modules emphasise conceptual and practical skills, design technology, creative process, and key aspects of the design industry. Students also learn the presentation, communication and interpersonal skills they will need in design studies.

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

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

FURTHER STUDIES
Foundation Diploma (Level 3) graduates will be eligible to apply for VTC’s Higher Diploma programmes, which normally require five HKDSE subjects at Level 2 or above, including English Language and Chinese Language.
PROFESSIONAL EDUCATION AND ENGAGEMENT CENTRE (PEEC)

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

Most of the programmes have attained the status of Qualifications Framework Level 4 and many programmes have been approved by the Continuous Education Fund (CEF) to provide local professionals with financial assistance in lifelong learning.

*Your objectives drive ours, we keep you staying on the forefront of the industry and we care about your advancement.*

Scan to visit our website
Areas of training excellence and knowledge expertise include:

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

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

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

**Fashion Design and Image Styling**
- Accessory Design
- Fashion Design and Illustration
- Fashion Photography
- Fashion Material Analysis and Technology
- Fashion Pattern Design and Fitting
- Fashion Modeling Training
- Menswear Collection Design
- Total Look Styling
- Professional Hair Styling and Make-up
- Upcycling Fashion Design

**Jewellery, Furniture and Product Design**
- Hand Drawing, Rhino and jewel CAD
- Contemporary Jewellery Design
- Contemporary Eyewear Design
- Innovative Furniture Design
- Product Design and Management
- Jewellery Branding and Marketing
- Shoe Design
- Solidworks
- Timelapse Design

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

**Songwriting and Electronic Music**
- Ableton Live
- Logic Pro
- Pro Tools
- Music Making in 24 hours

**Enquiry**
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W www.hkdi.edu.hk/peec
FB www.facebook.com/HKDIPEEC

Chan Yu Tung  Ivan Cheng  Tong Tsz Yan  Winnie Ronald Chon  Post Production Office  Project 360
ENTRANCE REQUIREMENTS
Applicants who wish to apply for full-time post-secondary 6 programmes offered by HKDI in the Academic Year 2015/16 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); OR VTC Diploma in Vocational Education; OR Yi Jin Diploma; OR Equivalent

FOUNDATION DIPLOMA (LEVEL 3) PROGRAMMES
Completion of Secondary 6 (under the New Senior Secondary Academic Structure); OR Equivalent

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

ADMISSION DETAILS
This prospectus provides programme information only. For admission details, please refer to the Admissions Homepage at www.vtc.edu.hk/admission.

TUITION FEE
- The tuition fees for the 2015/16 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 2015/16 academic year will be announced on the Admissions Homepage at www.vtc.edu.hk/admission at a later stage.
- The study duration of Higher Diploma programmes is normally 2 years. The tuition fee is payable in two instalments each year.
- The study duration of Foundation Diploma (Level 3) programmes is normally 1 year. The tuition fee is payable in two instalments.

AY 2014/15 TUITION FEES FOR FULL-TIME PROGRAMMES ARE LISTED BELOW FOR REFERENCE

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Tuition fees per year (HK$) for reference only</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st Year</td>
</tr>
<tr>
<td>Higher Diploma (Subvented Programmes)</td>
<td>$30,800</td>
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<tr>
<td>Higher Diploma (Self-financed programmes)</td>
<td>$48,600</td>
</tr>
<tr>
<td>Foundation Diploma (Level 3) (Subvented Programmes)</td>
<td>$20,500</td>
</tr>
</tbody>
</table>

NOTE
1. In addition to tuition fees, students will be required to pay other fees, such as caution money, students’ union fees and English Module Benchmarking Fee.
2. Students of Foundation Diploma (Level 3) programmes may choose to take the optional module “Foundation Mathematics II” with a separate tuition fee.
3. Some students may be required to study bridging modules or enhancement programmes to support their study, or to attend additional training and industrial attachments, for which separate fees will be charged.