Professional Certificate in Design: Modernism, Utopias in Modern Day Design  65015C

This course investigates art developments and movements in the western world around the 20th century and its influence in modern day perspective, attitude and style. Its challenge on conventional forms of visual thinking and representation has developed into new ways of seeing still enlightening to designers nowadays. The course will also include the influence of culture, technology, consumerism and their effects on abstract forms and aesthetics of utilitarian objects. Contemporary examples in various design sectors will be used to illustrate these influences and as inspirations for design solutions.

This course enables practicing designers to build depth and meaning in visual forms in the design context and propose creative solutions through analysis of the hidden agendas and ideologies of Modernism. This course is appropriate for professionals of any design discipline.

Successful completion of this course will contribute to the award of the Professional Diploma in Design: Visionary Perspectives.

Course Outline
   The module examines the relationship between industrialization and the rise of modern art & design
   • Realism, Photography and Modernism
   • Ornament, Art & Crafts and Art Nouveau
   • Impressionism and Post-Impressionism

2. 20th Century Art & Design 1 – The Mechanical Paradise (30 hrs) Module Code DDP4039Y
   The module elaborates the ideologies behind the forms of modern art and design
   • Science, Spirituality & Abstraction
   • The Power of Abstraction
   • The Institutionalization of Abstraction

3. 20th Century Art & Design 2 – Disorientation (18 hrs) Module Code DDP4037Y
   The module investigates the changes of thinking and form in art and design in the face of wars.
   • Anti-Art
   • Unconscious

4. 20th Century Art & Design 3 – Consumerism (18 hrs) Module Code DDP4038Y
   The module analyses the influences of consumerism on modern art and the role of design in consumerism.
   • The Objecthood
   • The Commodities

Duration: 90 hours
Tuition: $12,300 (payment in full or by single module is available)
Payment, Timetable & Venue: see TIMETABLE & TUITION in www.hkdi.edu.hk/peec

Minimum Entry Requirements
5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.
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