Professional Certificate in Design: Post-Modernism in 21st Century Design     65016C

This course investigates art developments and movements in the Post-Modern era. For the dissolution of the hierarchy of value, the emphasis of minorities and the visual impact of the Post-Modern Art in contemporary design are prominent. This course aims to equip the practitioners with different methodologies that they would employ to interpret the multileveled features of art and design work. Practitioners would also recognize the rise of Post-Modernist Strategies and analyze how Simulation and Appropriation affect the ideas of Originality and Innovation.

This course enables professionals to exercise critical theories & Post-Modernist thinking to search for significance and to grasp the Post-Modernist concepts that exert influences on business of design, such as: Feminism (Body Shop), Ethnicity (United Colors of Benetton), Ecology (Shell/Canon).

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

Course Outline
1. Post-Modernism and Strategies of Art and Design Movements (60 hrs) Module Code DDP4095Y
   The module examines the Post-Modernist Strategies in creating their works.
   • Construction of Postmodernism
   • Strategies of Postmodernists
   • Disenchantment and the Dissolution of the hierarchy of Value
   • Resistance
   • Post-Colonialism

2. Methodologies of Art and Design (30 hrs) Module Code DDP4088Y
   The module elaborates different approaches in interpreting works of art and design.
   • Searching for Significance
   • Critical theories
   • Post-Modernist Theories

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.

Enquiry
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