Professional Certificate in Design: Searching for the New Identity of Asian Design
65017C

Seeking potential or new identity of Asian design is a tendency in the new millennium. The course aims to provide an overview of the development of contemporary design, particularly the effects of culture on design, such as the role of Chinese culture in the growth of Asian design. Hence, the interpretation of the Chinese visual images would become the source of inspiration of design. The application of traditional Chinese cultural elements in design would be discussed and analyzed.

In addition, sustainability and responsibilities are important concern in the 21st century Design, for the inevitable, unavoidable and fragile fate of human race – the destruction of Nature. Thus, the course enables practicing designers to analyze contemporary design in order to seek a cultural and responsible identity of Design in the here & now.

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

Course Outline
1. New Design: Globalisation and the Influence of Culture (30 hrs) Module Code DDP4090Y
   This module examines how culture exerts impact on contemporary design.
   • Reconstruction & Affluence after World War II
   • Heritage & Nostalgia

   The module investigates the legacy of Chinese culture and explores its influence on the contemporary Asian design.
   • Irrationalism and Rationalism
   • Chinese Painting
   • Religiousness and Secularization

   The module elaborates the examples in design of sustainability and social responsibility.
   • Sustainability
   • Responsibilities
   • Seeking and case studies

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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