Professional Certificate in Exhibition and Commercial Event Design  

This course enables students to integrate a broad range of knowledge and skills to achieve holistic exhibition design solutions with a customer-centric approach.

Practitioners will learn graphic applications including production, visualization and industry standard presentation. The course will also cover 3D computer modeling and animation, lighting and rendering, extending to the aesthetics and functional aspects of exhibition design. Practitioners will also learn the relationship between creator and visitors, the role of customer as a producer.

Successful completion of this course will contribute to the award of the Professional Diploma in Exhibition and Commercial Event Design.

Course Outline

1. Graphic Design for Exhibition (30 hrs)  Module Code DDP4016X
   - Introduction to Graphic Design in Exhibition
   - Contemporary Graphics Skills
   - Advanced Graphics applications

2. Animation for Exhibition (30 hrs)  Module Code DDP40003X
   - Introduction to Computer Animation
   - 3-dimensional Computer Modeling and Animation
   - Lighting and Rendering
   - Walkthrough Animations

3. Fundamental Exhibition Design (30 hrs)  Module Code DDP4020X
   - Introduction to aesthetic and functional aspects of basic exhibition design
   - Identification of critical issues through research
   - Execution of the design processes
   - Application of visualization skills

4. Interactive Experience Design (30 hrs)  Module Code DDP4014X
   - Interactive Experiential Design Approach
   - Cross-Discipline Application
   - Customer Behavior
   - Design and Executing and Interactive Experience projects

Duration: 120 hrs
Tuition: $16,350 (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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