

# PROFESSIONAL CERTIFICATE IN DESIGN THINKING

設計思維專業證書 (72hrs) **NEW**



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For Society, Education,  
Service Innovation, User Experience

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**Vplus** Creative Industries

Reimburse 60% of the course fee paid  
Up to a maximum of HK\$36,000

Hong Kong Design Institute (HKDI)  
3 King Ling Road,  
Tseung Kwan O, NT, HK  
(Tiu Keng Leng MTR Station Exit A2)

Enquiry 3928 2777  
peec.hkdi@vtc.edu.hk  
www.hkdi.edu.hk/peec  
www.facebook.com/HKDIPEEC

PEEC website



## Course Introduction

Design Thinking is a global trend of user-centred innovation and is an approach to creativity, collaboration, and problem-solving. The design process is a structured and iterative outline for identifying challenges, gathering information, generating potential solutions, refining ideas, and testing solutions. The Design Thinking course covers the essentials, its enhancements for practitioners and most importantly the implementation of design thinking for organisations' professional practice.

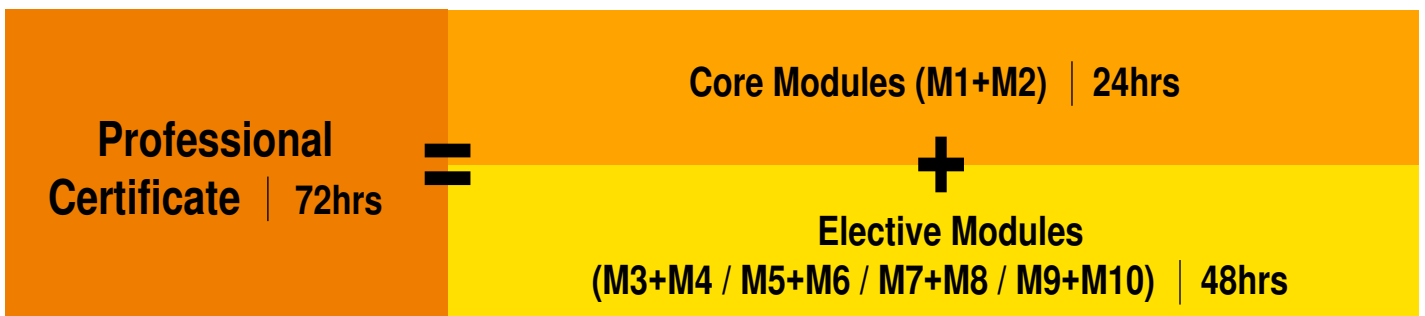
### What makes this course different?

- Providing frameworks and methods with strong academic support for learners to design and plan user-centred innovation projects.
- Introducing concepts with real-life examples to illustrate the effectiveness of design thinking implementation.
- Learners will have an opportunity to connect with renowned local and overseas design thinking practitioners and institutions.
- Flexible course structure allows learners to pick elective modules in 4 different streams for specialisation after completing the core modules.
- **Vplus Creative Industries** government subsidy scheme is available. Successful applicants can be reimbursed 60% of the tuition fees paid, up to a maximum of HK\$36,000.

### After completing this programme, you will be able to:

1. Apply design thinking methods into your workplaces
2. Conduct research to understand users' needs
3. Align your project objectives with users' needs
4. Create prototypes to test your ideas
5. Present the innovation concepts to stakeholders

## Course Structure



Students can obtain one out of the four Professional Certificate by successfully completing the core modules (24hrs) on the fundamentals of design thinking, plus the respective elective modules (48hrs).

## Core Modules | 24hrs

The Core Modules are designed to equip learners the fundamental skills and knowledge of the design thinking, including various models, processes, principles. The course also emphasises on the evaluating, generating and applying effective methods of user-centred innovation and real-life scenarios.

### M1: DCD4001Y - Design Thinking Principles (12hrs)

Intake 2: 2020 Aug 22, 29

Time: Sat, 10am - 1pm ; 2pm - 5pm | Venue: HKDI

### M2: DCD4002Y - User-centred Research for Design (12hrs)

Intake 2: 2020 Sep 19, 26

Time: Sat, 10am - 1pm ; 2pm - 5pm | Venue: HKDI



The programme below is recognized under the Qualifications Framework (QF):

### PC in Design Thinking

QF Level: 4 | QR Registration No.: 19/001118/L4

### PC in Design Thinking in Education

QF Level: 4 | QR Registration No.: 19/001123/L4

### PC in Design Thinking for Service Innovation

QF Level: 4 | QR Registration No.: 19/001128/L4

### PC in Design Thinking and User Experience

QF Level: 4 | QR Registration No.: 19/001133/L4

Validity Period: 01/09/2019 - 31/08/2021

## PC in Design Thinking (DE424141C) **Vplus**

Elective modules for the Professional Certificate in Design Thinking is designed to meet the need by adopting a think-and-do approach to equip those who are highly interested in innovation and user-centred problem solving methodology in planning an achievable and sustainable initiative especially in social or community project.

### M3: DCD4003Y - Design Thinking Ideation Tools (12hrs)

Date: Coming in 2020

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI

### M4: DCD4004Y - User-centred Innovation Project (36hrs)

Date: Coming in 2020

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI

## PC in Design Thinking in Education (DE424142C) **Vplus**

Elective modules for the Professional Certificate in Design Thinking in Education is designed to meet the need by adopting a think-and-do approach to equip educators with the competences of education innovation.

### M5: DCD4005Y - Design Thinking in Learning and Teaching (12hrs)

Date: 2020 Nov 3, 5, 10, 12

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI

### M6: DCD4006Y - Education Innovation Project (36hrs)

Date: 2020 Nov 17, 19, 24, 26, Dec 1, 3, 8, 10, 15, 17, 2021 Jan 5, 7

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI

## PC in Design Thinking in Service Innovation (DE424143C) **Vplus**

Elective modules for the Professional Certificate in Design Thinking for Service Innovation is designed to meet the need by adopting a think-and-do approach to equip public service strategists and participants with the competences of human-centric service design.

### M7: DCD4007Y - Design Thinking for Service Design (12hrs)

Date: 2020 Sep 1, 3, 8, 10

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI

### M8: DCD4008Y - Service Innovation Project (36hrs)

Date: 2020 Sep 15, 17, 22, 24, 29, Oct 6, 8, 13, 15, 20, 22, 29

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI

## PC in Design Thinking and User Experience (DE424144C) **Vplus**

Elective modules for the Professional Certificate in Design Thinking and User Experience (UX) is designed to meet the need by adopting a think-and-do approach to equip UX strategists and designers with the competences of user research and UX innovation.

### M9: DCD4009Y - User Journey Mapping (12hrs)

Date: Coming in 2021

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI

### M10: DCD4010Y - User Experience Innovation Project (36hrs)

Date: Coming in 2021

Time: Tue & Thu, 7pm - 10pm | Venue: HKDI



**Keith Tam**  
Associate Director  
HKDI Design Thinking Team

Keith is a Luma Institute-certified design thinking practitioner, educator and academic leader who has practised in Canada, UK and Hong Kong. With a user-centred approach at the core of his practice, Keith specialises in information design and typography. In addition to his role as Head of Communication Design at HKDI, he is also a consultant for large corporations, such as Microsoft, Monotype, HSBC and Pleco Software. In 2016, Keith received a 'Best Design Educator' award from the Hong Kong Designers Association.



**Edwin Wong**  
Lead facilitator  
HKDI Design Thinking Team

Edwin has been practising design thinking as an art director in different creative firms. In the past 10 years, he has devoted himself to tertiary education with a focus on human-centred design. As a champion of design thinking at the Hong Kong Design Institute, Edwin has led numerous design thinking initiatives. He is currently a PhD student researching on the topic of design thinking implementation in education. Edwin is a Luma Institute-certified design thinking practitioner.



**Elaine Ann**  
Founder of Interaction Design Association  
Hong Kong Chapter

Elaine has years of experience in user experience and design thinking. In 2002, she founded Kaizor Innovation, a strategic innovation consultancy serving multinational and local clients. She has taught executive courses, MBA programmes and designer courses at the Hong Kong Polytechnic University, the Hong Kong University of Science and Technology and the Hong Kong Design Institute. Elaine has led the Interaction Design Association Hong Kong Chapter (IxDHK) since 2006.



**Wendy Tam**  
UX Advisor

Wendy is a UX Advisor who helps strategic teams to apply systematic innovation and agile execution to deliver mobile and digital experience that create value for their customers and their organizations. Building on a decade of experiences heading UX and new product teams in a digital consultancy business, Wendy has consulted and created solutions for a wide range of clients, including Hong Kong Trade Development Council, Ocean Park, BBC, Lane Crawford, Hang Seng Bank, BOCI Security Limited, Hong Kong University of Science and Technology and Hong Kong Express.

		Standard Fee	with Vplus Creative Industries	
			After Vplus	Save
Professional Course (Core + Elective)	Full Fee	HK\$14,400	<b>HK\$5,760</b>	HK\$8,640
	Early bird (10% off)*	HK\$12,960	<b>HK\$5,184</b>	HK\$7,776
Core Modules	Full Fee	HK\$4,800	<b>HK\$1,920</b>	HK\$2,880
Elective Modules	Full Fee	HK\$9,600	<b>HK\$3,840</b>	HK\$5,760
Single Module	12hrs Module	HK\$2,400	<b>HK\$960</b>	HK\$1,440
	36hrs Module	HK\$7,200	<b>HK\$2,880</b>	HK\$4,320

\* Early Bird Discount Deadline: 2020 Apr 3  
Fees paid are non-refundable and non-transferable unless the course is cancelled.