HONG KONG DESIGN INSTITUTE
香港知專設計學院
Member of VTC Group VTC 機構成員

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Prospectus 2024/25



HONG KONG DESIGN INSTITUTE
PROSPECTUS 2024/25

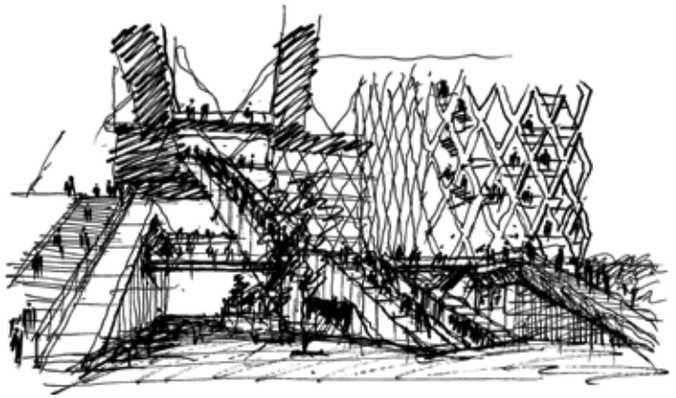
Cover photo credit **Lee Justin Lik Tsz**

About Us

Hong Kong Design Institute (HKDI), a member of VTC Group, was established in 2007 with the mission to provide high-quality education to cultivate knowledge and professionalism, nurturing design talents to support Hong Kong's creative industry development.

HKDI brings together the strengths of its four design departments – Architecture, Interior and Product Design, Communication Design, Digital Media and Fashion and Image Design – to provide over 20 full-time higher diploma design programmes, preparing students for work-readiness with socially conscious solutions.

With a view to providing professional designers for the creative industries, it promotes the "think and do" approach and encourages interdisciplinary synergy in its broad range of design programmes that cultivates students' cultural sensitivities and sense of sustainability. HKDI maintains a strong network with industry and provides its students with essential practical experience and first-hand knowledge of the latest industry trends. Overseas exchanges are actively arranged for students to broaden their international perspective.



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Principal's Message

Welcome to **Hong Kong Design Institute (HKDI)**, a premier design school specialising in creative art and design. Over the years, we have equipped young emerging talents with theoretical knowledge and hands-on skills through top-notch design education and well-rounded extended learning opportunities. We continue to bring international perspectives and regional insights with local relevancy in curriculum design, partnering with industry participants and spearheading the latest technologies to nurture our students.

2023 has been a year of accomplishments in which we extended our work-based projects, collaborating with governmental departments, major enterprises and NGOs, to ensure our students are job-ready when they graduate. The awards we win from world-renowned competitions in Hong Kong, Europe, the USA and Aisia Pacific region are a testament to the excellence of our students and staff. To uplift our students' skills and to master the latest technology, new teaching facilities like Craft Maker Lab, Jewel-Tech Space, advanced Arts Tech equipment, and development opportunities on metaverse are provided to ensure our leading position in design, balancing the conventional and virtual space.

> **"HKDI strives to create impact and nurture young talents in supporting Hong Kong's growth as Asia's creative capital."**

At HKDI, student-centred learning happens not only in classrooms but also through engagement in projects and events. We provide industry-relevant programmes that fosters all our students with a global immersion experience through collaborative projects, such as renovating a commercial property, place-making a public garden, and redesigning graphics for public transportation, to name a few. To bring art and design to a broader community, one can also find our students' designs or projects showcased in public spaces, like libraries, shopping malls, buildings and bridges.
Our academic staff are highly qualified experts in their fields, regularly recognised for excellence in teaching. We aim to inspire students via a more comprehensive range of opportunities beyond the classroom, including master lectures by international design academics and professionals, in-campus world-class exhibitions and industry attachments.

In the 2023-2024 Budget, the Hong Kong Government invested HKD 500 million in the "Creative Smart Initiative" to encourage more cross-sector, cross-disciplinary creative and cultural cooperation projects to enhance the influence of Hong Kong's popular culture and promote the development of cultural and creative industries. This is another great set of opportunities for our graduates to spread their wings in areas of innovation that were once not so readily available, from green innovation, sustainability, and circular design to new initiatives in arts technology, then metaverse, new materials processing, upcycling and many more.

> **"Art and technology are the two domains that drive the future of the creative and design sector. Our state-of-the-art facilities and real-world relevant curriculum provide fertile soil for creativity, innovation and exploration in the design sector."**

Underpinning all this growth are our derived values of "Think and Do": equitable access to vocational and professional education and training, diversity and inclusion, environmentally sustainable practices, respect, resilience, excellence and innovation. These qualities guide our continuing commitment to supporting our city and improving the knowledge, skills, resources, and well-being of everyone in our diverse communities.

We welcome you to learn more about HKDI and join us on your exciting journey of design inspired by new ideas and experiences.



Dr Lay Lian ONG
Principal
Hong Kong Design Institute

Nurturing Future Professionals

WORKPLACE ATTACHMENT



Minimum
90
hours

Our programmes combine theoretical knowledge with practical training, enabling students to gain valuable experiences through workplace attachment programmes or experiential learning.

CAREER PROSPECTS



Average
~90%
employment rate

Our students and graduates are well-recognised for their professional knowledge and skills, and are welcome by corporations and employers.

Source: Employment Survey of Graduates of Full-time IVE / HKDI / ICI programmes in the past 3 years (as at May 2023)

ARTICULATION AND EMPLOYMENT



Source: Employment Survey of Graduates of Full-time IVE / HKDI / ICI programmes in the past 3 years (as at May 2023)

INTERNATIONAL ACADEMIC COLLABORATIONS AND EXCHANGES



41
Global partners from 17 countries and/or regions

Through partnerships with renowned design schools around the world, we offer an opportunity for students to engage in cross-cultural learning.

SCHOLARSHIPS

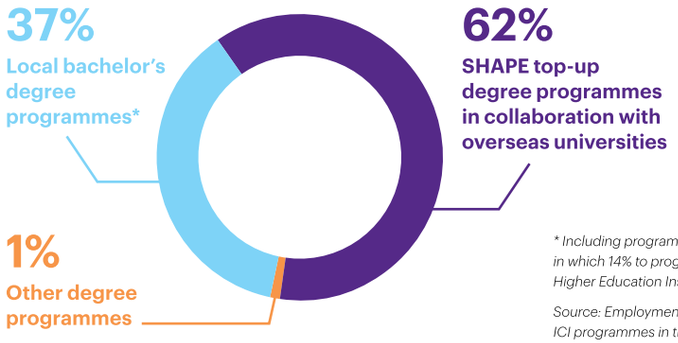


40+
Scholarships awarded
Over HKD 1.67 Million in total for 343 awardees

HKDI receives generous donations of scholarships from various partners. Scholarships are awarded to students in recognition of their outstanding achievements and to encourage their all-rounded development.

Source: HKDI 2022/23 academic year

PROGRESSION TO DEGREE PROGRAMMES



** Including programmes offered by local universities / institutions, in which 14% to programmes offered by the Technological and Higher Education Institute of Hong Kong (THEi)*

Source: Employment Survey of Graduates of Full-time IVE / HKDI / ICI programmes in the past 3 years (as at May 2023)

University Degree Pathway

1 - 2 YEARS

BACHELOR'S DEGREE

高科院 Thei

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Note 2

Nottingham Trent University

Sheffield Hallam University
Knowledge Applied

UWE Bristol | University of the West of England *

Note 3

2 YEARS

HIGHER DIPLOMA

Note 1

HONG KONG DESIGN INSTITUTE

Member of VTC Group

3 YEARS

DVB
Diploma of Vocational Baccalaureate

DVE
Diploma of Vocational Education

Note 6 & 7

HKDSE
Hong Kong Diploma of Secondary Education

1 YEAR

DFS
Diploma of Foundation Studies

DVE
Diploma of Vocational Education

Note 4 & 5

Notes

1. *Higher Diploma (HD) graduates can apply for admission to top-up degree programmes offered by VTC in collaboration with overseas universities or degree programmes offered by local or overseas universities.*

2. *Technological and Higher Education Institute of Hong Kong (THEi) admits eligible Hong Kong Diploma of Secondary Education graduates or applicants with equivalent qualification to its Bachelor's Degree programmes; and students with HD or equivalent sub-degree qualifications in a relevant area of study may be admitted into Year 3 of the degree programme. Duration of study for full-time top-up degree programmes offered by THEi is usually two years. Please visit THEi website for details.*

3. *The duration of Bachelor's Degree programmes offered by our partner universities in collaboration with the School for Higher and Professional Education (SHAPE) are one year (Full-time) and 18-24 months (Part-time) respectively. Please visit SHAPE website for details.*
** The application for registration of the courses in collaboration with UWE Bristol has been submitted to Non-local Courses Registry and is under process.*

4. *Students who have completed Secondary 6 (S6) are eligible for admission to the one-year Diploma of Foundation Studies (DFS) – Design and the Diploma of Vocational Education (DVE) programmes, namely Design and Print Media, Fashion, Interior and Exhibition Design, and Jewellery Design and Technology.*

5. *Holders of the Diploma of Foundation Studies (DFS) and Diploma of Vocational Education (DVE) award, upon successful completion of prescribed modules, are eligible to apply for HD programmes, as well as module exemption based on comparable formal academic achievements, subject to approval. Specific entrance requirements may apply to certain programmes.*

6. *Upon completion of the Diploma of Vocational Baccalaureate (DVB) programme, students can progress to degree or higher diploma programmes in Hong Kong and abroad, subject to their internal and external academic results. Students shall pay attention to the specific entrance requirements of some degree / higher diploma programmes (if applicable).*

7. *Students who have completed Secondary 3 (S3) or above are eligible for admission to the three-year Diploma of Vocational Baccalaureate (DVB) – Design and the Diploma of Vocational Education (DVE) programmes, namely Design and Print Media, Fashion, Hairdressing, Image Design, Interior and Exhibition Design, and Jewellery Design and Technology. For the latest and comprehensive information of the DVE programmes, please visit http://www.vtc.edu.hk/admission*

For specific entrance requirements of each programme, please visit VTC Admissions website.

VTC Admissions Website

THEi Website

SHAPE Website

General Information

ENTRANCE REQUIREMENTS

Applicants who wish to apply for full-time post-secondary 6 programmes offered by HKDI in the Academic Year 2024/25 should meet the following general entrance requirements:

Higher Diploma Programmes

Five HKDSE subjects at Level 2 or above, including English Language and Chinese Language;
OR • VTC Foundation Diploma (Level 3) / Diploma of Foundation Studies; OR • VTC Diploma in Vocational Education / Diploma of Vocational Education / Diploma of Vocational Baccalaureate*; OR • Diploma of Applied Education#;
OR • Equivalent

** Upon Completion of the Diploma of Vocational Baccalaureate (DVB) programmes, students can progress to degree or higher diploma programmes in VTC, subject to their BTEC and IGCSE results. Students shall pay attention to the specific entrance requirements of some degree / higher diploma programmes (if applicable)*
 # Formerly named "Yi Jin Diploma" / "Diploma Yi Jin"

Diploma of Foundation Studies / Diploma of Vocational Education

Completion of Secondary 6 (under the New Senior Secondary Academic Structure); OR • Equivalent

ADMISSION DETAILS

This prospectus provides programme information only. For admission details, please refer to the Admissions Homepage at **http://www.vtc.edu.hk/admission**

Remarks:
1. *The study duration of Higher Diploma programmes is normally 2 years.*
2. *The study duration of Diploma of Foundation Studies and Diploma of Vocational Education programmes is normally 1 year.*
3. *An "Attained", "Attained with Distinction (I)" and "Attained with Distinction (II)" in an HKDSE Applied Learning (ApL) subject (Category B subjects) are regarded as equivalent to an HKDSE subject at "Level 2" , "Level 3" and "Level 4" respectively, and a maximum of two ApL subjects (excluding ApL(C)) can be counted for admission purpose.*
4. *A "Grade D or E" and a "Grade C or above" in an HKDSE Other Language subject (Category C subjects) are regarded as equivalent to an HKDSE subject at "Level 2" and "Level 3" respectively, and one Other Language subject can be counted for admission purpose.*
5. *Holders of Diploma in Vocational Education/Diploma of Vocational Education (DVE) (students admitted to DVE in AY2017/18 or before are required to complete prescribed further studies modules) and holders of Diploma of Applied Education (DAE) are considered having met the general entrance requirements of Higher Diploma programmes (not applicable to programmes with specific entrance requirements).*
6. *Individual programmes may have specific entrance requirements. Please refer to the Admissions Homepage (http://www.vtc.edu.hk/admission) for details.*
7. *Offering of study place is subject to the applicants' academic qualifications, interview / test performance (if applicable), other learning experience and achievements, and availability of study places.*

TUITION FEE

- The tuition fees for the 2024/25 academic year are currently under review. These will be determined taking into account inflation, curriculum structure and other relevant factors. Tuition fees are subject to annual reviews.
- The tuition fees for the 2024/25 academic year will be announced on the Admissions Homepage (http://www.vtc.edu.hk/admission) at a later stage.
- The study duration of Higher Diploma programmes is normally 2 years. The tuition fee is payable in two instalments each year.
- The study duration of Diploma of Foundation Studies and Diploma of Vocational Education programmes is normally 1 year. The tuition fee is payable in two instalments.

AY 2023/24 TUITION FEES (For full-time programmes are listed below for reference)

Programmes	**Tuition fees per year (HK$)** *For reference ony*	
	Year 1	**Year 2**
Higher Diploma *(Subvented Programmes)*	$31,570	$31,570
Diploma of Foundation Studies* / Diploma of Vocational Education# *(Subvented Programmes)*	$20,500	N/A

** Formerly named "Foundation Diploma (Level 3)"*
 # Formerly named "Diploma in Vocational Education"

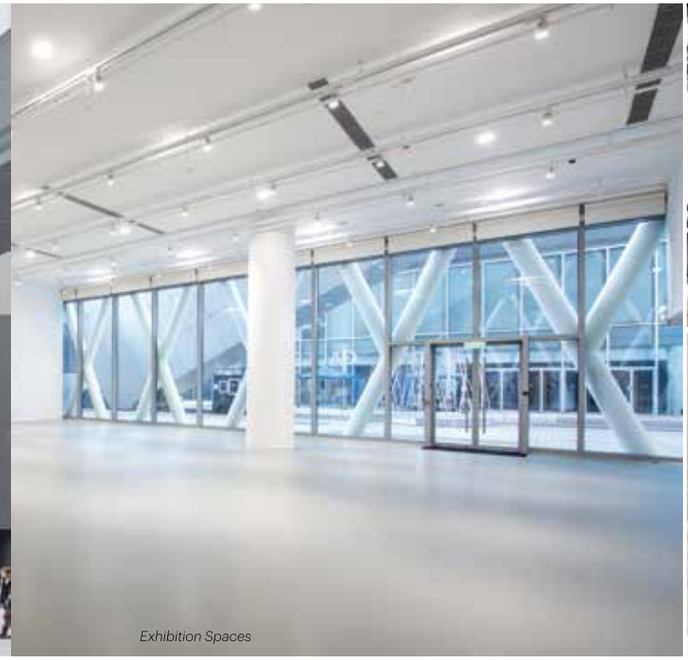
Remarks:
1. *In addition to tuition fees, students will be required to pay other fees, such as caution money and students' union annual fees. Students of Higher Diploma Programmes will be required to pay the study package fees for English modules and Chinese & Putonghua modules.*
2. *Some students may be required to study bridging modules or enhancement programmes to support their study; or to attend additional training, industrial attachments, public examinations for which separate fees will be charged.*
3. *Students of Diploma of Foundation Studies programmes may choose to take the optional module "Foundation Mathematics III" with a separate tuition fee.*
4. *The information listed above is only applicable to local students.*
5. *Tuition fees are subject to annual review.*

APPLY NOW

Learning Environment and Facilities



Design Boulevard



Exhibition Spaces





Learning Resources Centre

CENTRE FOR INDEPENDENT LANGUAGE LEARNING
A rich language learning environment is fostered for students to learn English and Putonghua in an inviting and relaxing atmosphere with the support of native English-speaking Language Assistants stationed in the centre.

DESIGN BOULEVARD
Stretching over 125 meters and conceived as a "breathing space" for the campus, this open area connects the four towers of HKDI, the auditorium and exhibition spaces, offering space for public events, student activities and the interaction of creative minds.

EXHIBITION SPACES
Open to the public to showcase the breadth of design generated in HKDI and beyond. HKDI Gallery, d-mart and Experience Centre provide a combined exhibition space of over 1,800 square metres. Exhibitions, trade and industry related events, and displays of student works are hosted in these three venues.

LEARNING RESOURCES CENTRE
A laboratory for inspired knowledge, the centre offers students all the information and data tools they need to transform lessons learnt into understanding and creative action.

Learning Environment and Facilities *(cont'd)*


Studio Infinity


Maker Commons


Makerspace


VTC Auditorium

STUDIO INFINITY
A multipurpose and comprehensive studio embedded with advanced facilities such as video wall, touch panel, wireless projection, high quality PTZ camera and flexible furniture.

MAKER COMMONS
With various workstations and different study facilities, Maker Commons provides an open and flexible home-based self-study area for students to work and study anytime.

MAKERSPACE
A collaborative space and digital output centre with emerging technologies including 3D printing and scanning, 12 colour large format printing, laser cutting service, UV printing service and photography kiosk.

VTC AUDITORIUM
The staging, acoustics and seating in the auditorium make it a world-class space for performances, conferences and fashion shows.

Knowledge Centres

Through Knowledge Centres, HKDI offers students access to interdisciplinary platforms and enables them to engage in projects with industry partners.



Centre for Communication Design (CCD)

CCD is a knowledge hub associated with the Department of Communication Design at the Hong Kong Design Institute. The Centre bridges theory with real world practices and applications, combining curricula teaching with professional consultancy and applied research projects undertaken by faculty.

Centre of Design Services and Solutions (CDSS)

HKDI's Retail Knowledge Lab — CDSS serves as a multi-disciplinary retail knowledge exchange hub for academics and retailers locally, regionally and internationally, with a vision to build business strategies and design solutions for future challenges by synergizing the latest developments, innovative ideas, and best practices.

Its services comprise the four areas of big data analytics, e-commerce, design incubation, and technology-driven in-store experience, bringing design innovation, creative ideas, and business solutions under one roof.





Centre of Innovative Material and Technology (CIMT)

HKDI's Material Lab – CIMT is a comprehensive material lab for all design disciplines. It aims to inspire the creativity of students and facilitate material innovation, multidisciplinary studies and collaborations. Housing over 2,000 kinds of cross-disciplinary classical, sustainable and innovative materials sourced locally and globally, it offers students first-hand experience of a wide range of cutting-edge materials, unconventional multi-material applications, and innovative end-products from different design industries.



Fashion Archive

HKDI's Fashion Resource Lab — Fashion Archive is a pioneering and interactive fashion resource lab in Hong Kong, connecting local and international fashion industry and design professionals, facilitating partnerships and alliances between academia and industry and providing space for theme-based fashion and culture exhibitions and workshops.

Housing over 2,000 fashion items sourced around the world, it provides wide-ranging real-life fashion resources contributing to teaching and learning and applied research. The access to iconoclastic fashion items through its physical and digital archiving system helps enhance visitors' understanding in fashion design, culture and history.

HKDI Design for Social Innovation and Sustainability Lab (HKDI DESIS Lab)

HKDI's Social Design Research Lab — HKDI DESIS Lab is a cross-disciplinary social design research platform advocating "designers as enablers of social change" and social design. It is part of the international DESIS Network which comprises about 60 DESIS Labs around the world and aims to advance international knowledge in design for the social good and to develop social practices that benefit Hong Kong society.





Media Lab

Media Lab is a forerunner of innovative media technology and its related applications. Through the experimentation with user experience design and convergent technologies, it aims to nurture and reinforce the integration of innovative ideas, media technologies and collaborations between education, applied research, professional training and industry applications.

HKDI GALLERY

HKDI Gallery is a dynamic exhibition arm of HKDI with unique vision. We engaged with parties at home and abroad, including internationally acclaimed museums, acclaimed designers and curators. With contemporary design as the cornerstone, we present a series of top-notch exhibitions every year ranging on graphic design, architecture, fashion, product design, multimedia and so on. Notable exhibitions from the past includes Waste Age, What can Design do? (2023), Zaha Hadid Architects: Vertical Urbanism (2022), Look: The Graphic Language of Henry Steiner (2021) etc.

Through museum quality exhibitions, HKDI Gallery transforms the exhibition venue into an education hub where HKDI's design students, local design community and general public can exchange design knowledge and exposing themselves to design masters' creations and latest design trends via tailor-made tours, talk and panel discussion.



Waste Age: What Can Design Do?

Master Lecture Series

HKDI regularly invites design masters, academics and professionals from various design disciplines around the world to share with our students their inspiration, experience, perspectives and cultural insights.



International Academic Collaborations and Exchanges

HKDI collaborates with education institutes and industry partners worldwide to provide students with first-hand knowledge from overseas experience and active participation in international events. Exchange students have the opportunity to directly learn from renowned experts in design industries all over the world.

AUSTRALIA

- University of New South Wales
- RMIT University
- University of Technology Sydney

BELGIUM

- École nationale supérieure des arts visuels de La Cambre
- Hasselt University

CHINA

- Central Academy of Fine Arts
- Guangzhou Academy of Fine Arts
- Shenzhen Polytechnic
- Shenzhen University
- Tsinghua University
- Wuxi Vocational Institute of Arts and Technology

DENMARK

- Royal Danish Academy – Architecture, Design, Conservation

FRANCE

- École Camondo

ISRAEL

- Bezalel Academy of Arts and Design

ITALY

- Domus Academy
- Istituto Europeo di Design
- Istituto Marangoni Milano
- Nuova Accademia
- Politecnico di Milano

JAPAN

- Bunka Gakuen University
- Bunka Fashion Graduate University
- Bunka Fashion College

NORWAY

- Bergen School of Architecture

POLAND

- Academy of Fine Arts in Gdańsk
- Magdalena Abakanowicz University of the Arts Poznan

PORTUGAL

- Lusíada University

SOUTH KOREA

- Hongik University

SPAIN

- Istituto Europeo di Design, Spain

SWEDEN

- Linnaeus University
- Malmö University
- University of Borås

SWITZERLAND

- École cantonale d'art de Lausanne
- Haute école d'art et de design Genève
- Zurich University of the Arts

UK

- The Glasgow School of Art
- Manchester Metropolitan University
- Ravensbourne University London
- University of Lincoln
- University of Reading
- University of the Arts London
- University of Westminster

US

- Southern California Institute of Architecture
- The New School



Student Exchange Programmes

HKDI is dedicated to cultivating students' global perspective and cultural sensitivity. Through partnerships with renowned design schools around the world, we offer an opportunity for students to engage in cross-cultural learning supported by overseas exchange scholarships.



"Interacting with other young designers was one of the highlights of the New Designers Show. These exchanges were a two-way street, where I had the opportunity to share my own ideas and receive feedback, while also gaining insights from their innovative processes and methodologies. These interactions were intellectually stimulating that broaden my perspective on design."

Lau Cheung Ling

Higher Diploma in Furniture and Lifestyle Product Design

Outbound exchange to Central Saint Martins, University of the Arts London, UK (Summer 2023)
Supported by Hong Kong Furniture and Decoration Trade Association and A-Fontane International Exchange Scholarship



"During the semester, I came across many stories and friendly encounters, and I came back with a mind full of warmth and richness. I learned valuable skills and views on my stage design practice which all became very precious to me. Being able to dive into another culture is an unforgettable moment of life, one of a value that is hard to convey with words."

Angélina Marie Verschueren

Higher Diploma in Stage and Set Design

Inbound exchange from École nationale supérieure des arts visuels de La Cambre (ENSAV), Belgium (Autumn 2022)



Awards

Our students excel in design and have won numerous well-deserved awards. Find out more about our future industry leaders here.



Pui Hong Yiu
Higher Diploma in Jewellery Design and Technology
"Over Game"
- 1st runner-up (Student group), 40th Hong Kong Watch and Clock Design Competition

Chan Yin Lam, Eva
Higher Diploma in Fashion Image Design
"Flame Dance"
- Student Innovation Award, 2023 World of WearableArt Show





Cheung Hiu Nam, Eunice
Higher Diploma in Visual Communication (Publishing Design and Print Media)
「燈火欄柵」紙品燈飾設計
- Gold Award (Environmental Creative Products), Hong Kong Print Award

Chan Ka To
Higher Diploma in Product Design
"saFe"
- Gold Award in Conceptual Category (Student Product Group), Hong Kong Smart Design Award 2023





Tsui Kai Yuen
Higher Diploma in Film, Television and Photography
"Father and son"
- Winner (Open category), 2021 粵港澳大灣區青少年短片比賽

Awards *(cont'd)*



Chan Kwun Hop, Theo
Higher Diploma in Fashion Design
"Slave Liberation"
- CreateSmart Young Design Talent Special Award, DFA Hong Kong Young Design Talent Award 2022

Chan Hiu Man, Mabel; Lau Ying Nam, Raina
Higher Diploma in Visual Communication (Publishing Design and Print Media)
「字療對對碰」桌遊設計
- Gold Award (School Printing Materials), Hong Kong Print Award





Lee Lik Tsz, Justin
Higher Diploma in Film, Television and Photography
"Geometry"
- Gold in Advertising/ Self-Promotion, Prix de la Photographie, Paris



Young Oi Leng
Higher Diploma in Visual Communication
"The 41st Hong Kong Film Awards – Gala Glam"
- Champion, The 41st Hong Kong Film Awards Student Poster Design Competition

Diploma of Vocational Baccalaureate – Design

Diploma of Vocational Education Programmes Design-Related

Diploma of Foundation Studies – Design

For the latest and comprehensive information of the programmes, please visit http://www.vtc.edu.hk/admission



Peng Ming Hao



Cheng Snowie

FS113840
DIPLOMA OF VOCATIONAL BACCALAUREATE – DESIGN
職專國際文憑 — 設計

PROGRAMME AIMS

The Diploma of Vocational Baccalaureate (DVB) programmes prepare students for recognised qualifications for flexible articulation to higher education locally or overseas.

This programme aims to equip students with generic and vocational knowledge and skills in a specific vocational field, as well as to develop students' transferable skills, attitude and values, so as to facilitate their further studies and / or entry to the employment market. The Design programme covers mainly fundamental knowledge and skills required in various areas including graphic design, 3D and spatial design, media design, and fashion design.

DURATION

3 Years

FURTHER STUDIES

1. Meritorious graduates, based on the internal and / or external academic results, can apply for admission to relevant Degree programmes offered by local and overseas universities, subject to fulfillment of specific entrance requirements, if any. Please check with individual institutions for any specific entrance requirements.

2. Holders of Diploma of Vocational Baccalaureate (DVB) are considered having met the general minimum entrance requirements of VTC's Higher Diploma programmes (not applicable to programmes with specific entrance requirements).

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA).

Remarks: The classes of this programme are held at HKDI and IVE (Lee Wai Lee).

DIPLOMA OF VOCATIONAL EDUCATION PROGRAMMES DESIGN-RELATED

職專文憑 — 設計

PROGRAMME AIMS

The Diploma of Vocational Education (DVE) programmes aim at helping students to develop, through a balanced curriculum with generic and vocational knowledge and skills, and structured whole person development competencies in a specific trade so as to enhance their opportunities for employment and / or further studies.

DURATION

Secondary 6 school leavers can normally obtain a DVE award through one year (three semesters) of full-time study. School leaver from Secondary 3 to Secondary 5 normally takes three years to acquire the DVE award.

FURTHER STUDIES

Holders of Diploma in Vocational Education / Diploma of Vocational Education (DVE) (students admitted to DVE in AY2017/18 or before are required to complete prescribed further studies modules) are considered having met the general entrance requirements of Higher Diploma programmes (not applicable to programmes with specific entrance requirements).

S6 ENTRY

Youth Collage	Programme Title	Programme Code
Kowloon Bay	Diploma of Vocational Education (Jewellery Design and Technology)	FS113690
Yeo Chei Man	Diploma of Vocational Education (Interior and Exhibition Design)	FS113683
Kwai Chung	Diploma of Vocational Education (Fashion)	FS113686
Kowloon Bay	Diploma of Vocational Education (Design and Print Media)	FS113687

S3 ENTRY

Youth Collage	Programme Title	Programme Code
Kwai Fong, Tuen Mun, Yeo Chei Man	Diploma of Vocational Education (Hairdressing)	FS113352
Kowloon Bay	Diploma of Vocational Education (Jewellery Design and Technology)	FS113390
Tuen Mun, Yeo Chei Man	Diploma of Vocational Education (Interior and Exhibition Design)	FS113383
Tin Shui Wai, Yeo Chei Man	Diploma of Vocational Education (Image Design)	FS113385
Kwai Chung	Diploma of Vocational Education (Fashion)	FS113386
Kowloon Bay	Diploma of Vocational Education (Design and Print Media)	FS113387

For the latest and comprehensive information of the DVE programmes, please visit https://www.vtc.edu.hk/admission

S6 Entry

S3 Entry



Chan Pui Lam

FS113002D

DIPLOMA OF FOUNDATION STUDIES – DESIGN

基礎課程文憑 — 設計

PROGRAMME AIMS

This programme aims to provide students with design fundamentals, language and generic skills for further studies. Through a "think-and-do" interactive approach, the design modules emphasise the conceptual and practical skills, design technology, the creative process, and the key aspects of the design industry. Students also learn presentation, communication and interpersonal skills necessary for the study of design.

DESIGN MODULES

- Creative Studio
- Design Concepts and Methods
- Design Profession and Practice
- Three-dimensional Design and Visualisation

CAREER PROSPECTS

This programme equips students with skills required for employment in the design and creative industries and also prepares them for further studies.

FURTHER STUDIES

Graduates of Diploma of Foundation Studies (DFS) are eligible to apply for VTC's Higher Diploma programmes, which normally require five HKDSE subjects at Level 2 or above, including English Language and Chinese Language.

Remarks: The offering campuses are HKDI, IVE (Lee Wai Lee), IVE (Kwun Tong), IVE (Morrison Hill) and Youth College (Yeo Chei Man).

Architecture, Interior and Product Design

Architecture, Interior and Landscape Design (Subject Group)

- Architectural Design
- Interior Design
- Landscape Architecture

Design for Event, Exhibition and Performance

Product, Furniture and Jewellery Design (Subject Group)

- Furniture and Lifestyle Product Design
- Jewellery Design and Technology
- Product Design

For the latest and comprehensive information of the programmes, please visit http://www.vtc.edu.hk/admission



Yeung Hoi Ki

建築、室內及產品設計

建築、室內及園境設計 (科目組)

- 建築設計
- 室內設計
- 園境建築

活動、展覽及表演場景設計

產品、傢俱及珠寶設計 (科目組)

- 傢俱及時尚產品設計
- 珠寶設計及科技
- 產品設計

建築、室內及園境設計高級文憑 (科目組)

建築設計高級文憑

旨在幫助有志成為建築師及從事建築設計行業的學生確立設計理念並奠定專業知識的基石，通過包括視覺傳意、二維及三維空間設計、建築理論、設計邏輯和海外交流等培訓，提升學生的設計意念和專業知識。

室內設計高級文憑

旨在培訓學生從歷史、社會、文化、經濟及技術各層面去了解室內設計，並發展其於室內及環境設計的創作能力。本課程亦幫助學生熟習各種研習技巧，培訓學生良好的人際關係技能，以助於工作時與顧客及同業溝通；使學生能夠獨立處理設計問題，並培訓具創意及技術的室內設計專才。

園境建築高級文憑

旨在幫助有志從事園境建築行業的學生確立設計理念，通過包括園境規劃與空間設計、園境建築理論和歷史、種植設計，園境技術和視覺傳意等方面的專門培訓，提升學生的專業知識和技能。在理論及實踐並重的原則下，涵蓋全面的園境建築基礎知識和實際應用技能，為學生開始園境建築職業生涯建立良好的基礎。

活動、展覽及表演場景設計高級文憑

旨在讓學生取得相關行業上所需的知識和技能，相關設計範圍包括舞台、演唱會、電影及電視場景、活動、展覽、博物館、櫥窗和商場裝飾等設計。學生除了學到基本設計方法及技巧外(包括文化背景及空間設計)，更會接觸到業界最新及極具創意的製作等技巧。

產品、傢俱及珠寶設計高級文憑 (科目組)

傢俱及時尚產品設計高級文憑

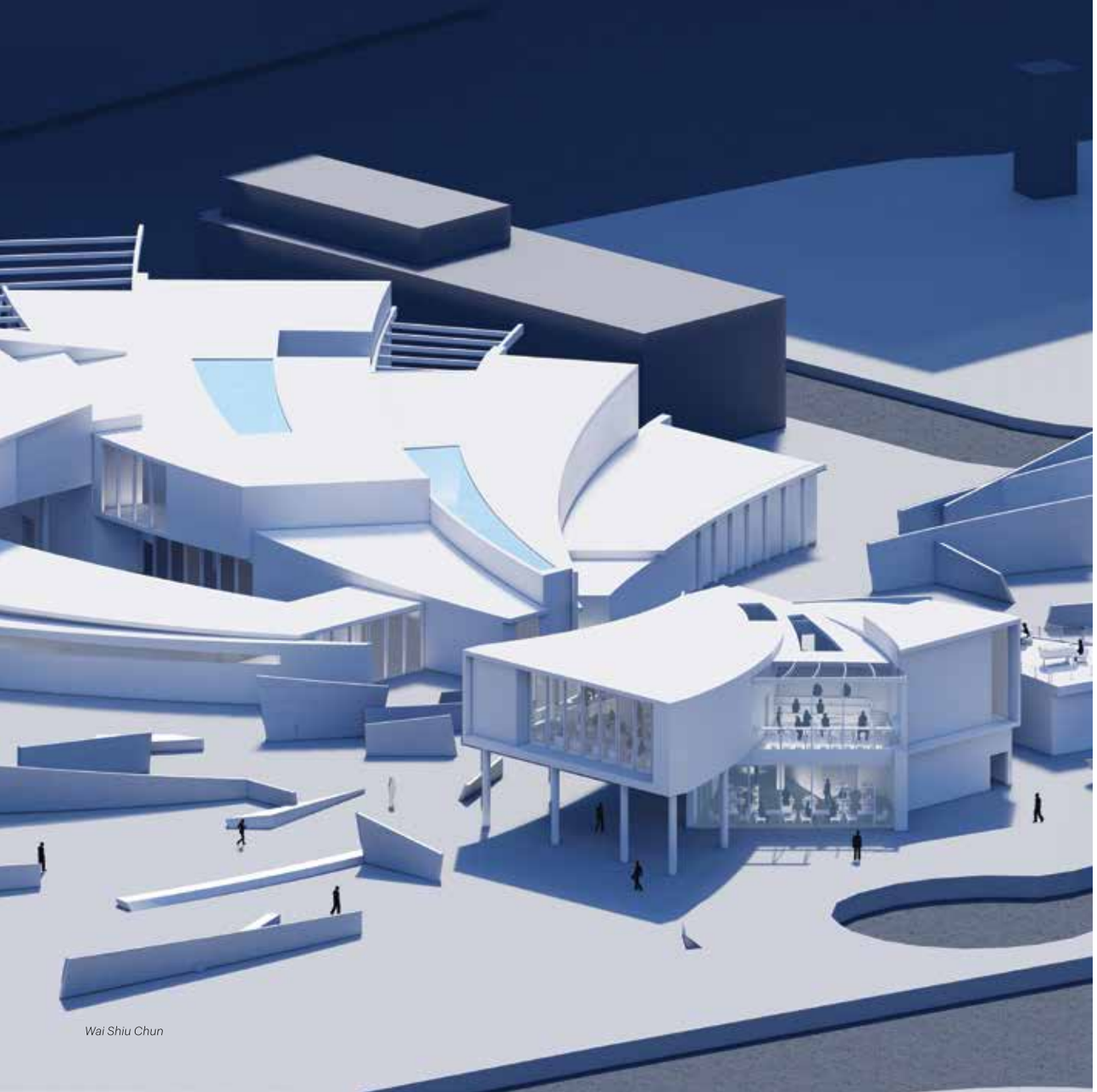
課程著重傢俱及時尚產品的設計，引導學生探索當代設計大師的經典作品，並對古今國際傢俱及時尚產品潮流作深入認識。學生的設計習作主要圍繞室內空間、時尚生活風格、傢俱及時尚設計用品的配合。

珠寶設計及科技高級文憑

課程重點涵蓋珠寶設計、科技及品牌籌劃等三方面。當中包括多元化的珠寶、個人形象產品設計及相關實習科目外，還包括電腦輔助製造科技及寶石學等範疇，學生從學習中獲得廣闊和深入的珠寶設計、工藝、生產、寶石學的專業知識。

產品設計高級文憑

讓學生學習到時尚文化和生活模式對產品設計的影響、產品市場趨勢研究和分析、設計技術，以及改良產品或重塑產品的意念。



Wai Shiu Chun

DE110512

HIGHER DIPLOMA IN ARCHITECTURE, INTERIOR AND LANDSCAPE DESIGN (SUBJECT GROUP)

建築、室內及園境設計高級文憑

PROGRAMME STREAMS

Students will choose one of the following specialised programmes to enhance professional knowledge and skills in specific areas:

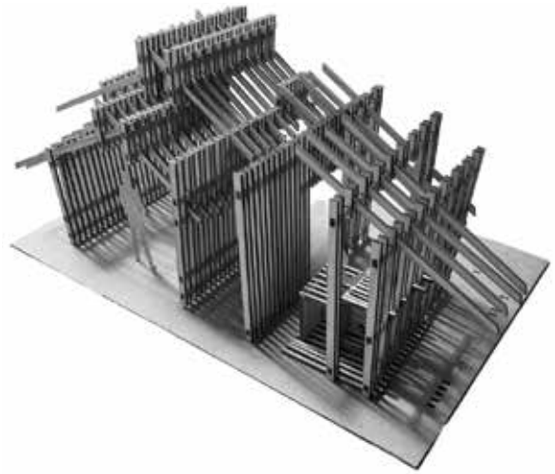
- Higher Diploma in Architectural Design
- Higher Diploma in Interior Design
- Higher Diploma in Landscape Architecture

The 1st semester is a common semester. Students will progress to the professional programmes in the 2nd semester, subject to their programme choice, academic performance and study place availability in specific programme.

PROGRAMME AIMS

This programme aims primarily at students who have completed their secondary school education and expect to take up specialist spatial and environmental design studies. The Department of Architecture, Interior and Product Design runs a one-semester spatial and environmental based curriculum common to all first-year Higher Diploma students studying in Architecture, Interior and Landscape Design which reflects the context of basic design and creative knowledge and skills which serve as an introduction to, and preparation for, the year one students for the next four to five-semester study in their respective professional design programmes.

- Architectural Visualisation
- Design Studio: Spatial Definition
- Expanded Studies: Local Field Trip
- History and Theory of Design: Introduction
- Principles of Building



Ngai Pak Ching

Higher Diploma in Architectural Design
建築設計高級文憑

PROGRAMME AIMS

This programme lays a foundation of both design philosophy and technical practicality for students who intend to pursue the architectural profession, providing the background training in visual communication, two and three dimensional designs, architectural theory and history, building principles and overseas field trips for the students to practise or to continue with further study in architecture. Students can design projects in various scales gradually such as house, entertainment centre, exhibition complex or urban space. The design scope can range from the unique external form to the atmospheric internal space. This programme also places emphasis on the chance for students to realise their designs and to join overseas exchange activities.

PROFESSIONAL CORE MODULES

- Architectural Design Studio
- Architectural Visualisation
- History and Theory of Design
- Professional Practice and Overseas Field Trip

CAREER PROSPECTS

Graduates may be employed as architectural designer, architectural assistant, architectural draftsman, architectural visualiser, architectural renderer, project coordinator, BIM designer, and other positions related to built environment design.

ARTICULATION TO UNIVERSITY

Graduates can apply for admission to relevant degree programmes of local universities:

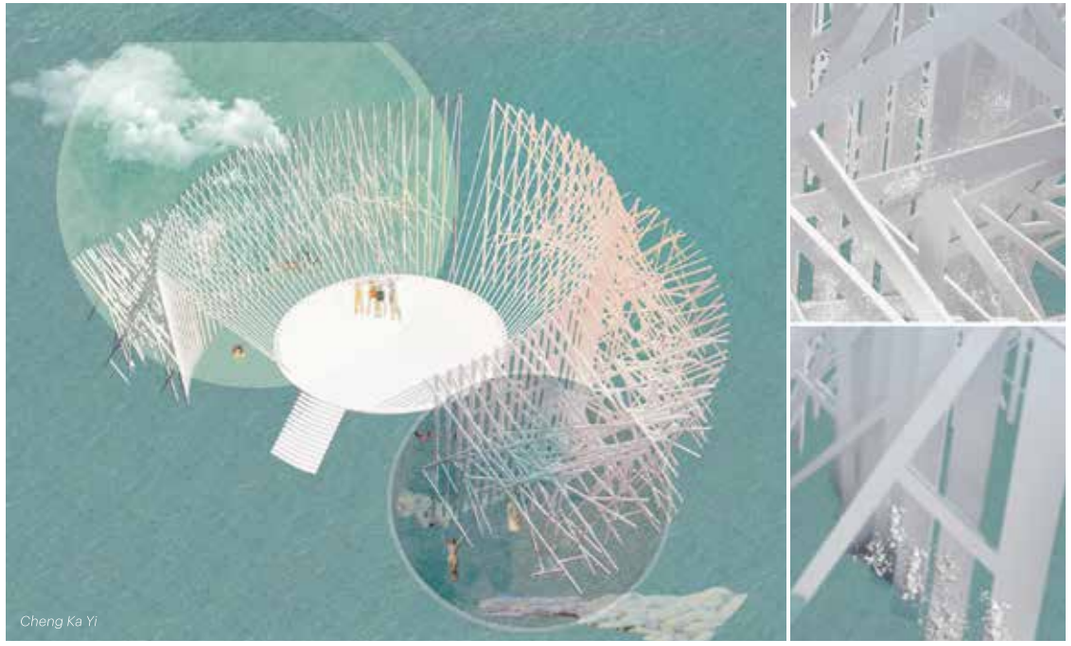
- Chu Hai College of Higher Education:
  BSc (Hons) in Architecture
- City University of Hong Kong:
  BSc (Hons) Architectural Studies
- The Chinese University of Hong Kong:
  BSSc Architectural Studies
- The University of Hong Kong:
  BA in Architectural Studies

They can continue to further their studies in relevant Master's degree programmes, sit for professional examinations for membership in professional organisations and be qualified as Registered Architects.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Institute of Architects (HKIA). Graduates with relevant Master's degree can sit for professional examinations for membership in professional organisations and be qualified as Registered Architects.

Remarks: Applicants who are interested to study this programme, please apply for the "Higher Diploma in Architecture, Interior and Landscape Design (Subject Group) ".



Cheng Ka Yi

Higher Diploma in Interior Design
室內設計高級文憑

PROGRAMME AIMS

Interior designers work to create harmonious, practical and aesthetically pleasing environments and spaces we live in. This programme helps students learn to achieve this by understanding how historical, social, cultural, economic and technical considerations help to make good designs, as well as to learn how to research, develop and present creative ideas and concepts. Students will be equipped with professional and technical design skills through individual and team projects. This programme provides internship opportunities, industrial projects and seminars by renowned design professionals, through which students will understand industry requirements and acquire valuable and practical experience. Graduates will possess confidence, technical competence, presentation skills and project management skills to work in a professional design studio.

PROFESSIONAL CORE MODULES

- Computer Aided Design
- Interior Design Studies
- Interior Technology
- Professional Practice

CAREER PROSPECTS

Graduates can work for small or large-scale architectural and interior design firms in corporate, residential, hospitality, retail, food and beverage, and leisure developments, etc. Graduates may also work for industries related to built environment design.

ARTICULATION TO UNIVERSITY

Graduates can apply for admission to relevant degree programmes of local universities:

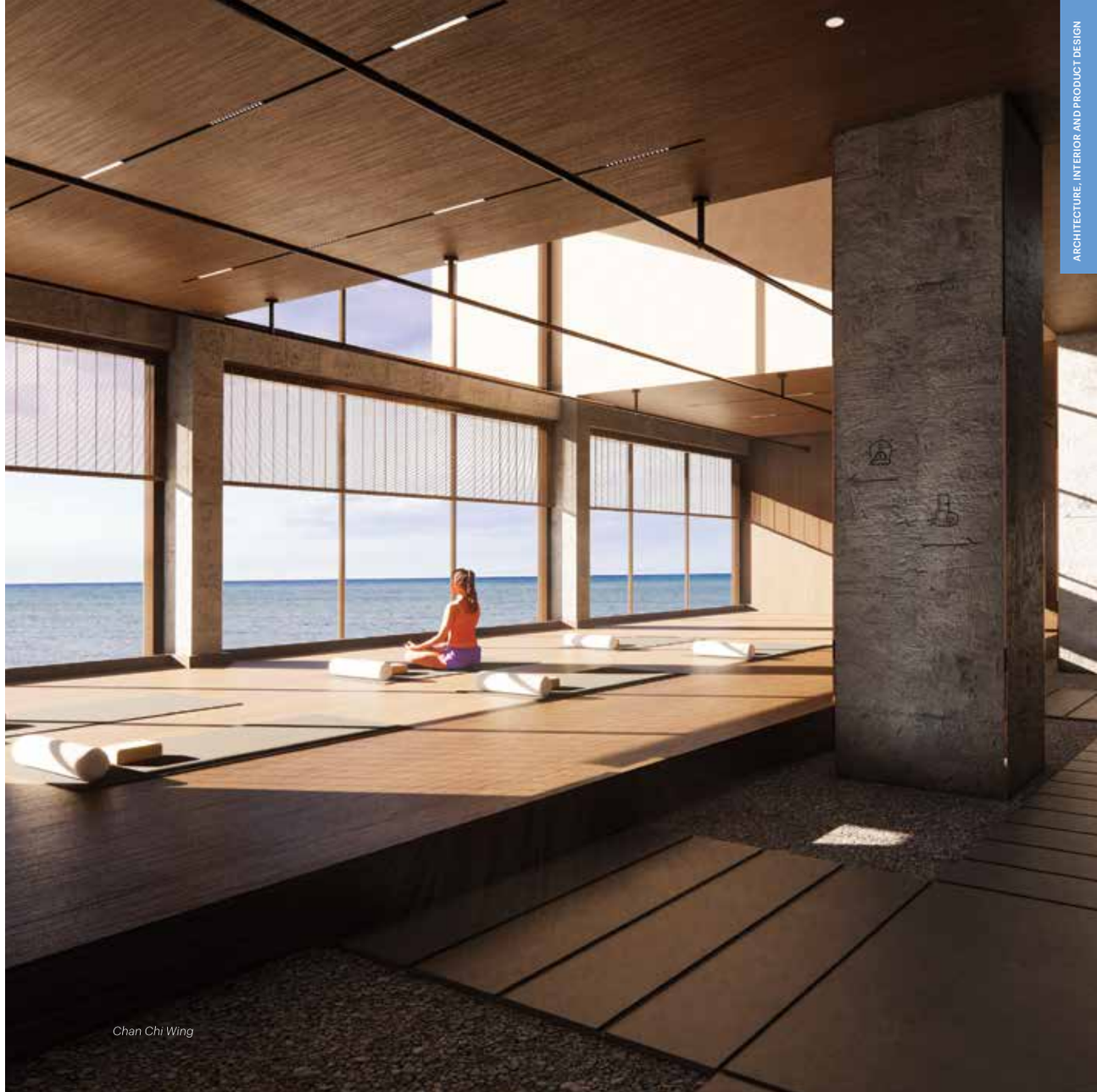
- The Hong Kong Polytechnic University: BA (Hons) in Environment and Interior Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA) and the Hong Kong Interior Design Association (HKIDA).

Remarks: Applicants who are interested to study this programme, please apply for the "Higher Diploma in Architecture, Interior and Landscape Design (Subject Group) ".



Chan Chi Wing

Higher Diploma in Landscape Architecture
園境建築高級文憑

PROGRAMME AIMS

This programme provides a rich learning experience for students with a passion for the environment and people, who aspire to become landscape architecture professionals. It lays a foundation of both design philosophy and technical knowledge for students who intend to pursue the landscape architecture profession, providing the background training in landscape planning and spatial design skills, planting design, landscape architecture theory and history, landscape technology, and visual communication, for students to practise or to advance to further studies in landscape architecture. It equips students with technical aptitude, professional knowledge and skills together with the necessary legal and managerial knowledge, professional language, leadership qualities, interpersonal and other generic skills, initially at a para-professional level, through the blending of theoretical knowledge and practical application, to enable them to pursue careers in the profession of landscape architecture. It also aims to cultivate a holistic approach to design education that encompasses both conceptual and professional concerns leading to graduates capable of independent decision-making.



Chan Yin Chun Ryan

PROFESSIONAL CORE MODULES

- Landscape Design Studio
- Landscape History and Theory
- Landscape Visualisation
- Principles of Landscape
- Professional Practice and Field Trip

CAREER PROSPECTS

Graduates may be employed as landscape architectural assistant, project assistant and technical officer in landscape architectural firm, contractor, developer, public sector, arboriculture, horticulture and other positions related to the built environment.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by:

Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Landscape Architecture

Graduates can also apply for admission to relevant degree programmes of local universities:

- The Hong Kong Polytechnic University: BA (Hons) in Environment and Interior Design
- The University of Hong Kong: BA in Landscape Studies

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Institute of Landscape Architects (HKILA) and the Hong Kong Designers Association (HKDA). Graduates with a relevant Master's degree and attaining the prescribed amount of relevant work experience can sit for professional examinations for membership in professional organisations and be qualified as Registered Landscape Architects.

Remarks: Applicants who are interested to study this programme, please apply for the "Higher Diploma in Architecture, Interior and Landscape Design (Subject Group)".

DE114511

HIGHER DIPLOMA IN DESIGN FOR EVENT, EXHIBITION AND PERFORMANCE

活動、展覽及表演場景設計高級文憑

PROGRAMME AIMS

Hong Kong is one of the most popular places in the world for international events, exhibitions and performances. As a result, there is a high demand for specialist graduates to design, produce and manage various activities every year. This unique programme will give students the knowledge and skills to work as designers for stage, concert, film and TV set, event, exhibition, museum, window display and shopping mall decoration and festival design. Students will learn design methodology and techniques including cultural context and spatial design, and also creative production skills.



Tang Ming Sin Sophia

PROFESSIONAL CORE MODULES

- Storytelling Spatial Design
- Location Set Design for Media Performance
- Props Making and Technology
- Indoor Event and Exhibition Design

CAREER PROSPECTS

Graduates can be employed as designers for stage, concert, film and TV set, theatre set, props, event, exhibition, conference, museum, window display and shopping mall decoration and festival design, and also eligible to work as project coordinator for event and activity's planning and logistic co-ordinations.

ARTICULATION TO UNIVERSITY

Graduates can apply for admission to relevant degree programmes of local universities:

- The Hong Kong Academy for Performing Arts: BFA (Hons) in Theatre and Entertainment Arts
- The Hong Kong Polytechnic University: BA (Hons) in Environment and Interior Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA), the Hong Kong Visual Merchandising Art Association (HKVMAA) and Hong Kong Association of Theatre Technicians & Scenographers (HKATTS).



Ma Kwan Lam

DE110513

HIGHER DIPLOMA IN PRODUCT, FURNITURE AND JEWELLERY DESIGN (SUBJECT GROUP)

產品、傢俱及珠寶設計高級文憑(科目組)

PROGRAMME STREAMS

Students will choose one of the following specialised programmes to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Furniture and Lifestyle Product Design
- Higher Diploma in Jewellery Design and Technology
- Higher Diploma in Product Design

The 1st semester is a common semester. Students will progress to the professional programmes in the 2nd semester, subject to their programme choice, academic performance and study place availability in specific programme.

PROGRAMME AIMS

This programme aims primarily at students who have completed their secondary school education and expect to take up specialist product, furniture and jewellery design studies. The Department of Architecture, Interior and Product Design runs a one-semester product, furniture and jewellery design broad-based curriculum common to all first-year Higher Diploma students studying in Product Design, Furniture and Lifestyle Product Design, and Jewellery Design and Technology which reflects the context of basic three-dimensional design and creative knowledge and skills, which serves as an introduction to, and preparation for year one students for the next four-semester study in their respective professional product, furniture and jewellery design programmes.

PROFESSIONAL CORE MODULES

- Computer Aided Design Fundamentals
- Design Drawing and Visualisation
- Materials and Forms
- Three-dimensional Design Studies



Fung Chi Yin

Higher Diploma in Furniture and Lifestyle Product Design
傢俱及時尚產品設計高級文憑

PROGRAMME AIMS

This programme is purposely developed and designed to focus on furniture and lifestyle product design. Students will be guided to explore masterpieces by modern masters and the worldwide trend of furniture and lifestyle products, from the past to the present era. Design projects will be emphasised on integration of living style, furniture and lifestyle design objects to achieve a total design outcome.

PROFESSIONAL CORE MODULES

- Branding and Design of Furniture and Lifestyle Product
- Contemporary Trend and Style of Living Space Design
- Furniture Design
- Furniture Workshop
- Interior Product Design

CAREER PROSPECTS

With the steady growth in property market and economy of Hong Kong recently, there has been a tremendous need for better interior furniture and lifestyle products to suit various urban and modernised living spaces, including household space in residential buildings, working space in commercial buildings and other recreational spaces like trendy restaurants and boutique hotels. The market simply demands for variety in home furniture, office system furniture, designer furniture and other related interior lifestyle products.

In this connection, graduates can work in furniture production companies, lifestyle product design companies, furniture brand shops and other furniture retail business. Alternatively, they may work in interior design firms specialised in living space and furniture design.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

Sheffield Hallam University, UK
BA (Hons) Product Design#
Registration Number: 253188

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Product Design

Graduates can also apply for admission to relevant degree programme of local university:

- The Hong Kong Polytechnic University: BA (Hons) in Product Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on an individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA) and the Industrial Designers Society of Hong Kong (IDSHK).

Remarks: Applicants who are interested to study this programme, please apply for the "Higher Diploma in Product, Furniture and Jewellery Design (Subject Group) ".

 # It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).



Chim Hoi To

Higher Diploma in Jewellery Design and Technology
珠寶設計及科技高級文憑

PROGRAMME AIMS

This programme covers jewellery design, technology and management, which provides students with the theoretical knowledge and practical skills related to the fields of jewellery design, personal accessories and image product design such as eyewear and timepiece, CAD / CAM technology, gemmology, marketing and retailing. It enables students to develop their potential in the modern principles of jewellery design, craftsmanship, manufacturing technology, and gemmology. Graduates are equipped with comprehensive skills for building their careers in the jewellery, personal accessories and image product design industry.

PROFESSIONAL CORE MODULES

- Gemmology
- Jewellery Design
- Jewellery Illustration
- Manufacturing Technology for Jewellery

CAREER PROSPECTS

This programme is the only sub-degree level programme in Hong Kong which provides training in the field of jewellery design and manufacturing technology. The jewellery industry in Hong Kong is one of the six largest export industries among all manufacturing industries, and the largest earner in the world in terms of output. Industry demand is so great that graduate employment is almost guaranteed. They will work as design professionals in the jewellery industry and eventually become fully fledged jewellery designers. Students will also acquire fundamental knowledge of marketing, branding, timepiece, eyewear, personal accessories, etc. Graduates can work in a wide range of industries as jewellery designer-maker, timepiece designer, eyewear designer, quality controller, merchandiser, supervisor, marketing executive, developing their own brand / product.



Chan Kwan In

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally.

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Product Design

Graduates can also apply for admission to relevant degree programmes of local universities:

- The Hong Kong Polytechnic University: BA (Hons) in Product Design
- Hong Kong Baptist University: BA (Hons) in Visual Arts

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on an individual basis.

PROFESSIONAL RECOGNITION

This programme is strongly supported by the Hong Kong Jewelry Manufacturers' Association (HKJMA). Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA), the Hong Kong Jewellery Designers Association (HKJDA) and the Industrial Designers Society of Hong Kong (IDSHK).

Remarks: Applicants who are interested to study this programme, please apply for the "Higher Diploma in Product, Furniture and Jewellery Design (Subject Group)".

Higher Diploma in Product Design
產品設計高級文憑

PROGRAMME AIMS

Hong Kong aspires to develop into a design hub regionally while China is a major manufacturer globally, and product design in Hong Kong has become more important. This programme allows students to study culture and lifestyle and how these factors influence the design of a product. Students also learn to conduct research, analyse product and market trend, master technology and produce concept to rejuvenate or enhance products. The programme provides individual or group projects in collaboration with industries, through which students acquire communication, presentation skills and professional practice required by industries. Graduates will be confident, technically competent, creative and culturally sensitive, ready to embark on a career as a product designer.

PROFESSIONAL CORE MODULES

- Computer Aided Industrial Design
- Product Design Studies: Business Context and Social Context
- Professional Practice: Design and Business
- Visualisation and Drafting for Product Design

CAREER PROSPECTS

Graduates may work for product design consultancies or be employed as product designer in a wide range of industries including consumer electronics, electrical appliances, IoT products, household products, toys and lifestyle products.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

Sheffield Hallam University, UK
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PROFESSIONAL RECOGNITION

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Lui Chung Lok

Communication Design

Advertising Design

Illustration

Visual Arts And Culture

Visual Communication

For the latest and comprehensive information of the programmes, please visit http://www.vtc.edu.hk/admission



Ho Tsz Yin Hayzl

傳意設計

廣告設計

插畫設計

視覺藝術與文化

視覺傳意

廣告設計高級文憑

旨在成為著重平衡創意策略、傳意藝術與製作技能的首選課程。學生將透過培養創作思維的活動來獲得豐富的學習經歷，掌握具競爭力和可靈活變通的技能，從而發展適用於傳統和數碼廣告及營銷的商業意識和市場洞察力。學生將創意策略應用於專為推銷和簡報而設的說服性傳意設計。目標是培養學生成為開放、有趣、自信和具有競爭力的事業導向型的廣告創意人才，並鼓勵學生培養良好的觀察力、敢作敢為和敏銳的反應能力，以迎接不斷變化和極具挑戰的廣告業。

插畫設計高級文憑

旨在發展學生以創意及媒體應用為基礎的插畫演繹技巧。課程內容包括視覺語言及表達、敘事技巧概念設計、媒體藝術、插畫賞析、字體設計及視覺表達技巧，如素描、繪畫及數碼圖像處理等。研究領域包括文化研究，實踐和創業。課程亦同時提供專業訓練，以培養具備觀察分析能力、視覺傳意方法和插畫演繹技巧的專業插畫從業人員。

視覺藝術與文化高級文憑

課程提供一個全面融入當代視覺藝術的媒介，鼓勵學生積極參與文化產業創新及創作。從概念到實踐，課程提供了一個充滿互動與活力的學習氛圍，啟發學生不斷實踐個人想法以及發展屬於個人的藝術語言，從而創作出有原創性的藝術作品。

視覺傳意高級文憑

旨在發展學生的視覺傳意溝通技巧，以傳統及電子媒介創作效用和創意兼備的傳意設計。課程將通過發展字體學、品牌及市場學、宣傳策略、信息設計、用戶體驗設計、數碼出版設計及影像處理，集中訓練學生的分析能力、視覺表達、訊息演繹及運用等設計技巧。

DE114101

HIGHER DIPLOMA IN ADVERTISING DESIGN

廣告設計高級文憑

PROGRAMME AIMS

This programme aims to be a top-of-mind programme that focuses on the balance between creative strategy, communication art and production skills. Students experience learning through activities that nurture the creative mind, with competitive transferrable skills that develop commercial awareness and consumer insights applicable to traditional and digital advertising and marketing. Students apply creative strategies to persuasive communication designs that are practically produced for pitching and presentation. Students are trained to become enterprising advertising creatives who are open-minded, playful, confident, compelling and competitive. We encourage students to be observant, courageous and responsive in the ever-changing and highly challenging world of advertising.

PROFESSIONAL CORE MODULES

- Advertising Design Studio
- Art Direction for Advertising
- Digital Video Production
- Marketing and User Experience Research

CAREER PROSPECTS

Graduates can become creative director, art director, copywriter, digital marketer, promotion and event manager, studio and production manager, brand manager, web designer, visualiser, digital designer, online advertising designer, social media executive, etc.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

University of the West of England, Bristol, UK
BA (Hons) Graphic Design[#]
Registration Number: 253266

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Digital Advertising

Graduates can also apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA Creative Media
- Hong Kong Baptist University: BCOMM (Hons) Public Relations and Advertising Major
- The Chinese University of Hong Kong: BSSc in Journalism and Communication
- The Hong Kong Polytechnic University: BA (Hons) in Advertising Design / BA (Hons) in Communication Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student memberships of major design organisations, e.g. D&AD, HK4As, Hong Kong Designers Association (HKDA), etc.

[#] It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).



Chung Kam Ho Alvin, Ma Kwan Yau Horace, Yang Hau Gi

DE114112

HIGHER DIPLOMA IN ILLUSTRATION

插畫設計高級文憑

PROGRAMME AIMS

This programme aims to equip students with creative and effective illustration skills including critical and analytical thinking, graphic manipulation, visual expression and concept visualisation. Areas of studies include visual language and expression, narrative skills, concept visualisation, media art, illustration appreciation, lettering and typography, and visualisation skills such as drawing, painting and computer graphics.



Areas of contextual studies include cultural studies, professional practice and entrepreneurship. The programme also provides professional level training in the observation, exploration of communication methodology and visual interpretation.

PROFESSIONAL CORE MODULES

- Concept Illustration
- Contemporary Illustration
- Media Art
- Narrative Illustration

CAREER PROSPECTS

Graduates can be recruited as illustrator, concept artist, character designer, mural artist, storyboard artist, comic artist, graphic designer, event and project coordinator, pre-production artist and visual artist in areas as diverse as illustration, mural, spatial illustration, design studio, design consultant, branding, advertising, magazine, storybook design, event and exhibition promotion, film art direction, pre-visualisation for game and animation design, and packaging design. Graduates usually work as individual illustrator, artist or design entrepreneur and set up their own studios.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programmes offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

University of the West of England, Bristol, UK
BA (Hons) Fine Art#
Registration Number: 253254

BA (Hons) Illustration#
Registration Number: 253265

Graduates can apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA Creative Media
- Hong Kong Baptist University: BA (Hons) in Visual Arts
- The Hong Kong Polytechnic University: BA (Hons) in Advertising Design / BA (Hons) in Communication Design / BA (Hons) in Digital Media / BA (Hons) in Social Design



Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA). Students can become associate member of the Hong Kong Society of Illustrators (HKSI) through it's selection process.

 # It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).

DE114105

HIGHER DIPLOMA IN VISUAL ARTS AND CULTURE

視覺藝術與文化高級文憑


Peng Yi Cheng

PROGRAMME AIMS

This programme offers all-rounded immersion in contemporary visual arts media and engages students actively with the cultural industries at large. Through collaboration and innovation with the arts sector, the programme creates a lively environment where interdisciplinary arts projects flourish. Graduates are also nurtured to become professional arts practitioners.

From the conceptual to the practical, the programme provides a dynamic and vibrant environment that inspires students to experiment with ideas and develop their own artistic language to encourage originalities in art creation. Graduates are cultivated to steer and support their art concepts based on theoretical insights, practical skills and understanding of culture. With faculty mentoring, such concepts can be developed as professional fine art works as well as basis for entrepreneurial ideas.

Integration with the arts community is promoted through collaborative work with visiting fellows or artists-in-residence, museum or gallery visits, exhibitions and internships. Such synergy not only enhances their passion for creative engagement, but also enriches their practical know-how. The latitude of experience deepens their understanding in the fields of visual arts, culture, curatorial projects and arts management.

PROFESSIONAL CORE MODULES

- 2D Visual Expression
- 3D Expression, Installation Arts
- History and Theories of Visual Arts
- Photography and Video Making, Creative Arts

CAREER PROSPECTS

Apart from professional artists, graduates will have full potential to take up other career opportunities. These include graphic designer, illustrator, photographer, exhibition designer, visual merchandiser, etc. They can also be art administrator at the assistant level in art centre, gallery, cultural and educational organisation to run cultural programmes or art exhibitions. The graduates are capable to be future entrepreneurs who can turn concepts into art entrepreneurial ideas or they can be curator, critic, educator, cultural programme administrator in the future.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

University of the West of England, Bristol, UK
BA (Hons) Fine Art#
Registration Number: 253254

Graduates can also apply for admission to relevant degree programmes of local universities:

- Hong Kong Baptist University: BA (Hons) in Visual Arts
- Lingnan University: BA (Hons) in Visual Studies
- The Chinese University of Hong Kong: BA in Fine Arts
- The Education University of Hong Kong : BA (Hons) in Creative Arts and Culture (Visual Arts)
- The Hong Kong Polytechnic University: BA (Hons) in Product Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL REGNITION

Students are eligible to apply for student membership of the Graphic Arts Association of Hong Kong (GAAHK) and the Hong Kong Designers Association (HKDA).

 # It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).

DE114106

HIGHER DIPLOMA IN VISUAL COMMUNICATION

視覺傳意高級文憑

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Visual Communication
- Higher Diploma in Visual Communication (Brand Design)
- Higher Diploma in Visual Communication (Information Design)
- Higher Diploma in Visual Communication (Publishing Design and Print Media)
- Higher Diploma in Visual Communication (User Experience Design)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability in specific streams.

PROGRAMME AIMS

This programme aims to develop students' ability to communicate visually through conventional and digital means that is effective as well as creative. The focus of the programme is to equip students with visual communication skills on analytical thinking, visual expression and problem solving, message interpretation, manipulation and communication through a wide range of graphic design areas including typography, branding and marketing, persuasive strategy, information design, user experience design, digital publishing design and visual manipulation. It aims at nurturing self-motivated problem-solvers who are observant, curious, passionate and dare to explore new frontiers in visual communication.

PROFESSIONAL CORE MODULES

- Seminar: Social Innovation and Service Design
- Studio: Brand Identity Design
- Studio: Design to Print
- Studio: Design to Promote
- Studio: Editorial Infographics

CAREER PROSPECTS

Graduates can become graphic designer, information designer, brand consultant, user experience designer, user interface designer, event / promotion art director, packaging designer, book designer, illustrator, storyboard artist and character designer, in areas as diverse as graphic house, design consultant, branding, advertising, magazine and publication media, book design, printing, packaging, digital marketing, event and exhibitions, illustration, environmental and spatial graphic, museum display, art / event promotion and image direction. Graduates usually work as individual design practitioners and design entrepreneurs setting up their own studios.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programmes offered by the following



university in collaboration with the School for Higher and Professional Education (SHAPE):

University of the West of England, Bristol, UK
BA (Hons) Graphic Design#
Registration Number: 253266

BA (Hons) Illustration#
Registration Number: 253265

Graduates can apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA Creative Media
- Hong Kong Baptist University: BA (Hons) in Visual Arts
- The Hong Kong Polytechnic University: BA (Hons) in Advertising Design / BA (Hons) in Communication Design / BA (Hons) in Interactive Media / BA (Hons) in Social Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA).

 # It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).

Digital Media

Animation and Visual Effects

Arts Technology

Creative Media

Film, Television and Photography

Music Production

For the latest and comprehensive information of the programmes, please visit
http://www.vtc.edu.hk/admission



Lee Lik Tsz Justin

數碼媒體

動畫及視覺特效

藝術科技

創意媒體

電影電視及攝影

音樂製作

動畫及視覺特效高級文憑

旨在提供各種當代的動畫及視覺特效製作的專業知識及技術，包括動畫製作、美術設計、角色及道具設計、視覺特效、故事創作技巧等，輔以實際製作技術培訓，並培養學生的藝術觸覺，以發展學生將來能夠運用新技術的能力。

藝術科技高級文憑

藝術與科技的融合已成為藝術/創意工業發展的全球大勢。有見及此，本課程旨在裝備學生的藝術觸覺及製作能力，從而培育新人才應用不同科技於藝術創作、現場表演設計、互動參與及沉浸式體驗等領域，以回應本地市場對藝術科技專才日益增加的需求。

創意媒體高級文憑

旨在提供尖端設備供學生體驗新媒體科技應用，訓練學生運用與時並進的互動媒體、流動應用程式及網站設計技術等，製作改善及美化人類生活的創意媒體產品。

電影電視及攝影高級文憑

旨在提供電影、電視及硬照攝影的專業製作知識，通過活動及實戰式的學習經驗，讓學生掌握電影及電視的幕前表演、前期創作、中期拍攝及後期製作技巧，以至硬照攝影的技術，培養學生在相關專業上的技能及視野。

音樂製作高級文憑

融合理論與實務訓練於流行音樂製作，旨在裝備學生掌握必要知識及技巧投身音樂相關行業，當中涵蓋音樂，電影及電視範疇。採用以學生為中心的教學法，教授作曲、編曲、錄音、混音、歌唱技巧等知識及技術，透過多樣化的實踐及學習活動，學生將獲得具創意、實驗性及技術導向的學習經驗，並培養成為能勝任音樂工業不同崗位的專才。

DE114110

HIGHER DIPLOMA IN ANIMATION AND VISUAL EFFECTS

動畫及視覺特效高級文憑

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Animation and Visual Effects (Animation)
- Higher Diploma in Animation and Visual Effects (Visual Effects)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability in specific streams.

PROGRAMME AIMS

This programme aims to nurture aesthetic and art sense associated with professional knowledge and hands-on skills, with a goal to prepare students to become animation and visual effects professionals. This programme provides training regarding state-of-the-art knowledge of animation, art direction, character design, scene design, visual effects design and storytelling skills, enables students to adapt to new trends for their career development and articulation.

PROFESSIONAL CORE MODULES

- Animation Production
- Art Direction
- Character Design
- Visual Effects Design and Post Production

CAREER PROSPECTS

Graduates may become animator, art director, motion graphic designer, graphic designer, character designer for animation / film, visual effect artist, producer assistant, video editor, etc.

ARTICULATION TO UNIVERSITY

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Cinematic Arts and Technology

Graduates can also apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA Creative Media
- Hong Kong Baptist University: BCOMM (Hons) in Game Design and Animation
- The Hong Kong Polytechnic University: BA (Hons) in Digital Media / BA (Hons) Scheme in Design
- Hong Kong Metropolitan University: BFA (Hons) in Animation and Visual Effects

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student or affiliate membership of the Hong Kong Association of Motion Picture Post Production Professionals (AMP4), the Hong Kong Designers Association (HKDA), the Hong Kong Digital Entertainment Association (HKDEA) and the Society of Motion Picture and Television Engineers (Hong Kong Section).



Yuen Him Ching

DE114201

HIGHER DIPLOMA IN ARTS TECHNOLOGY

藝術科技高級文憑

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Arts Technology (Show and Performance)
- Higher Diploma in Arts Technology (Virtual Production)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability in specific streams.

PROGRAMME AIMS

The integration of arts and technology has become a new trend in arts development. In the 2020 policy address, Arts Tech has been one of the strategic initiatives in which the HKSAR government will invest resources to support and promote its development.

In response to the foreseen manpower demand for arts tech talents in the arts and creative industries, this programme aims to equip students with artistic sensibility as well as production competence to apply technologies (such as augmented reality, extended reality, real-time animation, etc.) expanding the possibilities of artistic creation, interactive engagement and immersive experience.

PROFESSIONAL CORE MODULES

- Digital Avatar
- Environment and Scene Modelling
- Immersive and Interactive Audio and Visual
- Real-time Virtual Visualisation

CAREER PROSPECTS

Graduates may work from entry level to become arts tech specialist, virtual art director, technical designer, Extended Reality (XR) producer, XR stage designer, interactive VFX designer, digital human designer, real-time animation artist, etc.

ARTICULATION TO UNIVERSITY

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Cinematic Arts and Technology

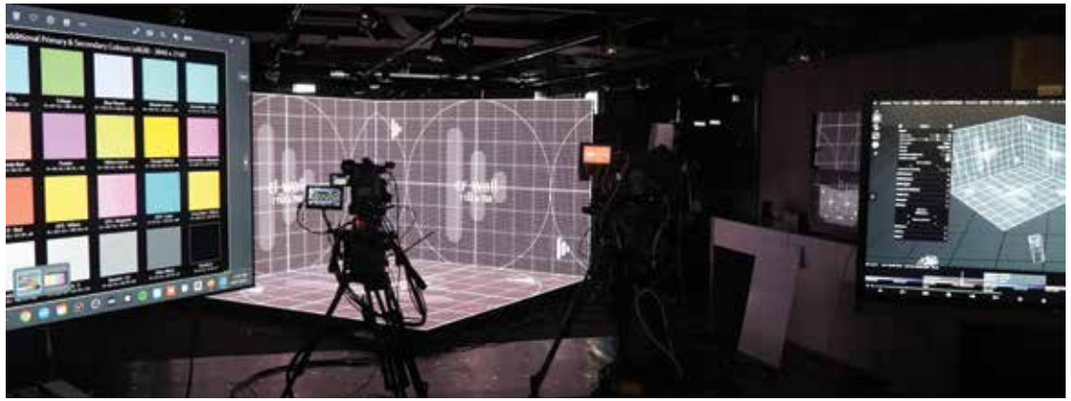
Graduates can also apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA Creative Media / BSc Creative Media / BAS New Media
- Hong Kong Baptist University: BAS (Hons) in Arts and Technology
- The Hong Kong Academy for Performing Arts: BFA (Hons) in Theatre and Entertainment Arts
- The Hong Kong Polytechnic University: BA (Hons) in Digital Media / BA (Hons) Scheme in Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student or affiliate membership of the Hong Kong Association of Motion Picture Post Production Professionals (AMP4), the Hong Kong Designers Association (HKDA), the Hong Kong Digital Entertainment Association (HKDEA), the Hong Kong Extended Reality Association (HKXRA) and the Society of Motion Picture and Television Engineers (Hong Kong Section).



DE114102

HIGHER DIPLOMA IN CREATIVE MEDIA

創意媒體高級文憑

PROGRAMME STREAMS

Since the academic year of 2022-23, only the following stream has been offered:

- Higher Diploma in Creative Media (Mobile App and Web)

PROGRAMME AIMS

In response to the advancement of digital media and new technology, this programme provides cutting-edge creative applications for students to experience the new technology, equips students with digital literacy and technical competency in working with interactive media, mobile applications and website design technics to reconfigure our relationship with the world towards smart cities and new lifestyle.

PROFESSIONAL CORE MODULES

- Creative Coding / Programming
- Digital Graphics
- Interactive Information Design
- Smart Media

CAREER PROSPECTS

Graduates may work from entry level to become art director, graphic designer, interactive media designer, mobile app designer, smart media designer, user experience designer, user interface designer, web designer, etc.

ARTICULATION TO UNIVERSITY

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Cinematic Arts and Technology

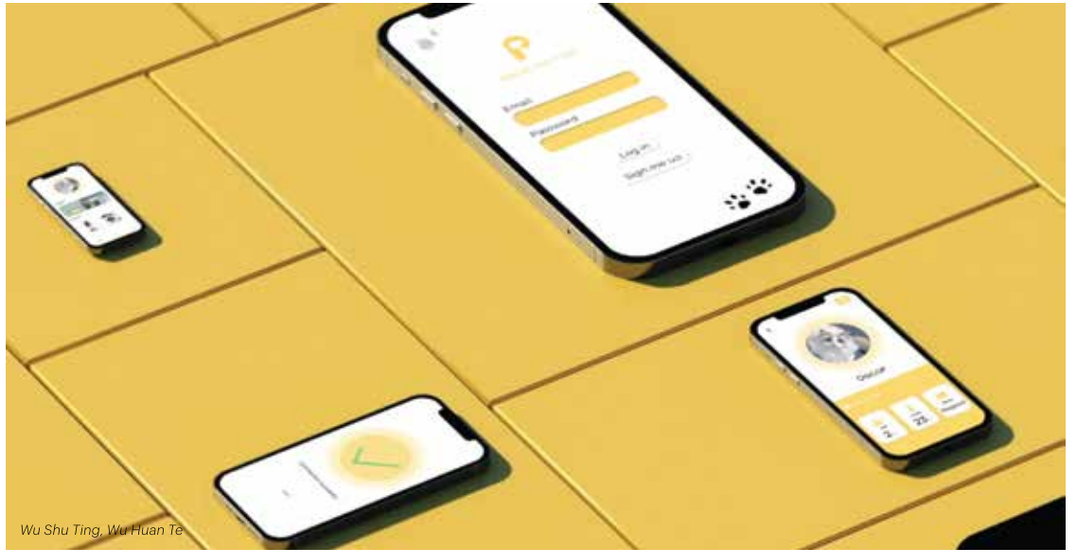
Graduates can also apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA Creative Media / BSc Creative Media / BAS New Media
- The Hong Kong Polytechnic University: BA (Hons) in Digital Media / BA (Hons) Interactive Media / BA (Hons) Scheme in Design

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student or affiliate membership of the Hong Kong Association of Motion Picture Post Production Professionals (AMP4), the Hong Kong Designers Association (HKDA), the Hong Kong Digital Entertainment Association (HKDEA) and the Society of Motion Picture and Television Engineers (Hong Kong Section).



Wu Shu Ting, Wu Huan Te

DE114111

HIGHER DIPLOMA IN FLIM, TELEVISION AND PHOTOGRAPHY

電影電視及攝影高級文憑

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Film, Television and Photography (Acting)
- Higher Diploma in Film, Television and Photography (Cinematography)
- Higher Diploma in Film, Television and Photography (Directing and Scriptwriting)
- Higher Diploma in Film, Television and Photography (Photography)
- Higher Diploma in Film, Television and Photography (Post-Production)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability in specific streams.

PROGRAMME AIMS

This programme aims to equip students with necessary skills and production knowledge for film, television and photography industry with an approach to hands-on, practical learning on pre-production, production and post-production skills.

PROFESSIONAL CORE MODULES

- Screen Acting
- Film and Televison Production
- Studio Photography
- Script Writing and Film Directing
- Video Editing and Grading

CAREER PROSPECTS

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Cinematic Arts and Technology

Graduates can also apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA Creative Media
- Hong Kong Baptist University: BA (Hons) in Film and Television / BFA (Hons) in Acting for Global Screen
- Hong Kong Metropolitan University: BA (Hons) in Creative Writing and Film Arts / BFA (Hons) in Imaging Design and Digital Art
- The Hong Kong Academy for Performing Arts: BFA (Hons) in Film and Television
- The Hong Kong Polytechnic University: BA (Hons) in Digital Media

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for student or affiliate membership of the Hong Kong Association of Motion Picture Post Production Professionals (AMP4), the Hong Kong Designers Association (HKDA), the Hong Kong Digital Entertainment Association (HKDEA) and the Society of Motion Picture and Television Engineers (Hong Kong Section).



Wong Chu Tim Kimbo

DE114202

HIGHER DIPLOMA IN MUSIC PRODUCTION

音樂製作高級文憑

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Music Production
- Higher Diploma in Music Production (Vocal Performance)

PROGRAMME AIMS

This programme aims to equip students with the technical knowledge and skills necessary to forge a successful career in a range of music-based industries. These include the music industry as well as film and TV industry.



PROFESSIONAL CORE MODULES

- Film Scoring and Media Composition
- Instrumentation and Orchestration
- Live Performance Production Workshop
- Recording and Mixing
- Song Writing and Arrangement
- Vocal Styles and Techniques

CAREER PROSPECTS

Graduates can be employed in music production as pops singer, backing vocalist, music composer, arranger, sound designer, film & TV music scoring and sound designer, studio and live sound recording and mixing engineer, front of house engineer, etc.

ARTICULATION TO UNIVERSITY

Graduates can apply for admission to relevant degree programmes of local universities:

- Hong Kong Baptist University: BMus (Hons) in Creative Industries
- The Education University of Hong Kong: BA (Hons) in Creative Arts and Culture (Music) and BEd (Hons) (Music) Co-terminal Double Degree Programme

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students can become "associate writer member" of Composers and Authors Society of Hong Kong (CASH) after assessment. Students are eligible to apply for student or affiliate membership of the Hong Kong Association of Motion Picture Post Production Professionals (AMP4), the Hong Kong Designers Association (HKDA), the Hong Kong Digital Entertainment Association (HKDEA) and the Society of Motion Picture and Television Engineers (Hong Kong Section).

Fashion and Image Design

Costume Design for Performance

Digital Fashion Branding and Buying

Fashion Design

Fashion Image Design

Fashion Media Design

For the latest and comprehensive information of the programmes, please visit http://www.vtc.edu.hk/admission



Fong Wai Sum, Lo Wai Sum

時裝及形象設計

演藝造型設計

數碼時裝品牌策劃及採購

時裝設計

時裝形象設計

時裝媒體設計

演藝造型設計高級文憑

旨在培育舞台、表演藝術相關的服裝設計人才，訓練學生成為表演藝術及娛樂行業的造型與戲服設計師，以應對表演和形象設計行業不斷變化的經濟環境和業務發展要求。

數碼時裝品牌策劃及採購高級文憑

培育學生具備數碼時裝品牌及採購相關工作的能力。課程以時裝品牌及網絡市場推廣、時裝電子商務、潮流分析、數碼時裝商業平台拓展、時裝產品設計及研發、物料及科技等知識及運用技巧為核心。

時裝設計高級文憑

培育學生從事時裝設計及產品開發行業。課程著重創意及實務訓練，通過時裝表演、專題習作、設計比賽，國際交流，及與時尚界的機構合作，使學生獲得時裝設計理念、服裝製版和服裝縫製方面的技巧。

時裝形象設計高級文憑

時裝形象設計已成為一個新的專業，透過化妝、髮型設計、時裝造型及攝影去為個人、品牌及企業建立一個最合適的形象及服飾設計。課程旨在使學生掌握最新的時尚形象創意的傳訊策略、知識和技能。

時裝媒體設計高級文憑

透過開展一系列包含時裝媒體範疇中不同的環節，如媒體策略、新聞編採、社交媒體、商業博客、網站及應用程式設計等，以實現全方位的時裝傳播方案。課程旨在培育學生具備從事時裝媒體設計不同領域工作的能力



Mah Tsz Huen

DE114306

HIGHER DIPLOMA IN COSTUME DESIGN FOR PERFORMANCE

演藝造型設計高級文憑

PROGRAMME AIMS

To cope with the ever-changing economic environment and business development of the Fashion and Image Design industry, this programme is designed to fill the talent demand of the rigorous and demanding industries of the film, TV, entertainment and show business sector.

This programme aims to nurture students and develop designers for character and fashion design in connection with the performance requirements to enter the niche of the fashion and entertainment market.

With the strong support of Fashion Archive and through a series of structured studio practices, master lectures and collaborations with the industries, graduates are capable of working independently from developing concepts to realising the outputs in Eastern and Western costumes, props, accessories and character design for performance.

PROFESSIONAL CORE MODULES

- Costume Design
- Draping 3D Modelling Techniques
- Hair Design for Performing Arts
- Make-up for Performing Arts
- Millinery and Headgear Workshop

CAREER PROSPECTS

Graduates may be employed as costume designer and hair and make-up stylist for film, TV and theatre performance, costume consultant, theme park stylist / costumier, etc. Additional opportunities are available in advertising campaigns, corporate entertainment, professional performing companies, events, festivals, circus, pageants, concerts and light entertainment.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programmes offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Fashion Design

Graduates can also apply for admission to relevant degree programmes of local universities:

- The Hong Kong Academy for Performing Arts: BFA (Hons) Degree in Theatre and Entertainment Arts Programme – Costume Technology / BFA (Hons) Degree in Theatre and Entertainment Arts Programme – Property Making / BFA (Hons) Degree in Theatre and Entertainment Arts Programme – Scenic Art / BFA (Hons) Degree in Theatre and Entertainment Arts Programme – Set and Costume Design
- The Hong Kong Polytechnic University: BA (Hons) Scheme in Fashion

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for ordinary membership of the Hong Kong Fashion Designers Association (HKFDA) and student membership of the Hong Kong Association of Theatre Technicians and Scenographers (HKATTS), the Hong Kong Designers Association (HKDA) and the Hong Kong Institution of Textile and Apparel (HKITA).



Yeung Ah Sin

DE114309

HIGHER DIPLOMA IN DIGITAL FASHION BRANDING AND BUYING

數碼時裝品牌策劃及採購高級文憑



Ip Kam Pui, Cheng Chun Kit, Wan Tsz Hang

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Digital Fashion Branding and Buying (Buying and Omnichannel Management)
- Higher Diploma in Digital Fashion Branding and Buying (Product Development and Sustainability)
- Higher Diploma in Digital Fashion Branding and Buying (Visual Merchandising and Digital Branding)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability in specific streams.

PROGRAMME AIMS

This programme consists of a wide range of fashion activities in the supply-demand pipeline, including fashion brand promotion, fashion e-marketing, fashion product development and sourcing, global fashion buying, visual merchandising and display design to enrich students' international exposure.

PROFESSIONAL CORE MODULES

- Fashion Buying and Merchandising
- Fashion Trend Analysis
- Online Offline Fashion Marketing and Branding
- Technology for Fashion Branding and Buying

CAREER PROSPECTS

Graduates may be employed as fashion buyer, digital fashion marketers, digital fashion brand executives, fashion event planner, visual merchandiser, sustainable fashion development officer, fashion e-commerce content designer, e-commerce specialist, fashion project officer, fashion display designer, and fashion product merchandiser and developer, etc.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

Nottingham Trent University, UK

BA (Hons) International Fashion Business[#]
Registration Number: 251505

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Digital Advertising / BA (Hons) in Fashion Design

Graduates can also apply for admission to relevant degree programme of local university:

- The Hong Kong Polytechnic University: BA (Hons) Scheme in Fashion

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for ordinary membership of the Hong Kong Fashion Designers Association (HKFDA), student membership of the Hong Kong Designers Association (HKDA), the Hong Kong Institute of Textile and Apparel (HKITA) and the Society of Dyers and Colourists (SDC).

[#] It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).

DE114308

HIGHER DIPLOMA IN FASHION DESIGN

時裝設計高級文憑

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Fashion Design
- Higher Diploma in Fashion Design (Accessories Design)
- Higher Diploma in Fashion Design (Knitwear Design)
- Higher Diploma in Fashion Design (Greater Bay Area Practice)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability in specific streams.

PROGRAMME AIMS

This programme is designed to enable students to work in the fashion design and product development field. Students will find the programme both practical and creative, learning through fashion shows, live projects, design competitions, international exchange programmes, working with visiting practitioners and organisations from fashion and related industries. Students will be expected to acquire the techniques in design concept generation, pattern making and sewing of fashion product. The knitwear design, accessories design and Greater Bay Area Practice streams will further provide students with a more comprehensive learning scope as needed in the market.

PROFESSIONAL CORE MODULES

- Fashion Accessories Design
- Fashion Design
- Fashion Knitwear Design
- Greater Bay Area Practice
- Pattern Making and Garment Sewing

CAREER PROSPECTS

Graduates may be employed as fashion designer, fashion knitwear designer, fashion accessories designer, fashion coordinator, stylist, product development executive, fashion buyer, fashion visual merchandiser and fashion editor, etc.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programmes offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

Nottingham Trent University, UK

BA (Hons) Fashion Design#
Registration Number: 251504

BA (Hons) International Fashion Business#
Registration Number: 251505

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Fashion Design

Graduates can also apply for admission to relevant degree programmes of local university:

- The Hong Kong Polytechnic University: BA (Hons) Scheme in Fashion

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for ordinary membership of the Hong Kong Fashion Designers Association (HKFDA) and student membership of the Hong Kong Designers Association (HKDA) and the Hong Kong Institute of Textile and Apparel (HKITA).

 # It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).



Duan Qi Qi

DE114303

HIGHER DIPLOMA IN FASHION IMAGE DESIGN

時裝形象設計高級文憑

PROGRAMME STREAMS

Students may choose one of the following streams to enhance professional knowledge and skills in specific areas:

- Higher Diploma in Fashion Image Design (Hair and Make-up Styling)
- Higher Diploma in Fashion Image Design (Styling and Photography)

The 1st semester is a common semester. Students will progress to the streams in the 2nd semester, subject to their stream choice, academic performance and study place availability in specific streams.

PROGRAMME AIMS

Fashion Image Design has emerged as a new profession specialising in make-up, hair styling, fashion styling and fashion photography to create the best and most appropriate image and styling for individual, brand and corporate. The programme seeks to enable students to master the most up-to-date communication strategies, knowledge and skills of image creative sector for fashion.

The programme offers students opportunities to work with industries professionals, and exposure of the newest trends by industry guest seminars. Students will be taught with systematic and professional training in enhancing the abilities of both individual and collaborative practice. By the time of programme completion, graduates are ready to contribute in various roles of creative talents in fashion communication, advertising, film, TV and media, and art direction, etc.

PROFESSIONAL CORE MODULES

- Editorial and Media Hair and Make-up Styling
- Fashion and Costume Accessories Technology
- Fashion Photography
- Fashion Styling

CAREER PROSPECTS

Graduates may be employed as fashion stylist, fashion image consultant, magazine stylist, film make-up artist, bridal make-up artist, hair stylist, fashion photographer, etc.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

Nottingham Trent University, UK

BA (Hons) International Fashion Business#
Registration Number: 251505

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Fashion Design

Graduates can also apply for admission to relevant degree programmes of local universities:

- The Hong Kong Academy for Performing Arts: BFA (Hons) Degree in Theatre and Entertainment Arts Programme – Costume Technology / BFA (Hons) Degree in Theatre and Entertainment Arts Programme – Set and Costume Design
- The Hong Kong Polytechnic University: BA (Hons) Scheme in Fashion

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for ordinary membership of the Asia Hair Masters Association (AHMA), the Hong Kong Fashion Designers Association (HKFDA) and the Hong Kong Institute of Professional Photographer (HKIPP). Students are eligible to apply for student membership of Hong Kong Designers Association (HKDA).

 # It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).



Huang Ziyuan, Chan Yun Lam

DE114305

HIGHER DIPLOMA IN FASHION MEDIA DESIGN

時裝媒體設計高級文憑



Fan Oi Lam Venus

PROGRAMME AIMS

This programme consists of a wide range of activities in the spectrum of the whole communication system and channels including new media strategy, fashion journalism, social media for fashion, fashion blogging and vlog, fashion film, fashion styling and photography, etc. to achieve a modern and all-rounded fashion communication solution.

This programme is designed to enable students to work in the different areas of Fashion Media Design. Emphasis will also be put on enriching students' international exposure. Students will find the programme both practical and creative, through different learning experiences such as lectures, tutorials, projects, visits, competitions and industrial attachments. Broad knowledge and skills in fashion film, fashion journalism, new media strategy, social media, and blogging for business form the core components of the programme.

PROFESSIONAL CORE MODULES

- Fashion Film
- Fashion Journalism
- Fashion Image Creation
- Social Media for Fashion

CAREER PROSPECTS

Graduates may be employed as fashion media design specialists, such as fashion stylist / editor, fashion blogger, fashion and lifestyle public relations executive, brand online editor, digital marketing executive, brand communications officer, fashion marketing officer, fashion photographer, fashion film director, etc.

ARTICULATION TO UNIVERSITY

Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):

Nottingham Trent University, UK

BA (Hons) International Fashion Business#
Registration Number: 251505

Graduates are eligible to apply for admission to the top-up degree programme offered by:

- Technological and Higher Education Institute of Hong Kong (THEi): BA (Hons) in Fashion Design

Graduates can also apply for admission to relevant degree programmes of local universities:

- City University of Hong Kong: BA (Hons) in Creative Media
- Hong Kong Baptist University: Bachelor of Communication
- Hong Kong Metropolitan University: BA (Hons) Imaging Design and Digital Art
- The Hong Kong Polytechnic University: BA (Hons) in Digital Media

Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

PROFESSIONAL RECOGNITION

Students are eligible to apply for ordinary membership of the Hong Kong Fashion Designers Association (HKFDA), and the Hong Kong Institute of Professional Photographer (HKIPP). Students are eligible to apply for student membership of the Hong Kong Designers Association (HKDA).

 # It is a matter of discretion for individual employers to recognise any qualification to which this course may lead. Please refer to the corresponding programme page in the website of SHAPE (www.shape.edu.hk).

Bachelor's Degree

Graduates of Higher Diploma programmes may continue their art and design degree programme studies in Hong Kong via collaborative one-year full-time or 18-24 months part-time top-up degree programmes offered by the School for Higher and Professional Education (SHAPE) in collaboration with the following UK universities:

Nottingham Trent University

Sheffield Hallam University
Knowledge Applied

UWE Bristol
University of the West of England

NOTTINGHAM TRENT UNIVERSITY (NTU)
Based in the centre of England in the vibrant student city of Nottingham, Nottingham Trent University (NTU) is the UK's most popular university (UCAS acceptance data, 2018-2021) and one of the largest institutions in the country. Founded in 1843, the Nottingham School of Art & Design at NTU is one of the most established, renowned and respected institutions in the UK with a global reputation for creativity and design excellence.

SHEFFIELD HALLAM UNIVERSITY (SHU)
In 2020, SHU was named University of the Year for Teaching Quality by the Times and Sunday Times Good University Guide and awarded a maximum five-star rating in the 2023 QS Stars. SHU is also proud to be 2022 Educate North University of the Year, 2021 Outstanding Entrepreneurial University and 2021 UK Social Mobility Awards University of the Year.

UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL (UWE)
UWE Bristol is one of the UK's larger universities with over 30,000 students studying in Bristol or at our overseas partner universities. As an ambitious, supportive university, UWE Bristol work with their industry partners to identify skills shortages, and develop courses that meet industry needs and provide fantastic career opportunities for their students. And the results speak for themselves – UWE Bristol ranks 116th in THE Young University World Rankings 2022, it ranks 14th in Graphic Design and 22nd in Fine Art subject area in the Guardian University Guide 2023.







Bachelor's Degree *(cont'd)*

The following collaborative degree programmes accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) enjoy similar status of locally-accredited bachelor's degree programmes.

Overseas Universities (UK)	Registration No.
Nottingham Trent University (NTU)	
BA (Hons) Fashion Design* (QR Registration No.: 15/002828/L5. Validity Period: 01/09/2015 – 31/08/2027)	251504
BA (Hons) International Fashion Business* (QR Registration No.: 15/002829/L5. Validity Period: 01/09/2015 – 31/08/2027)	251505
Sheffield Hallam University (SHU)	
BA (Hons) Jewellery, Materials and Design* (QR Registration No.: 20/000505/L5. Validity Period: 01/09/2020 – 31/08/2026)	252251
BA (Hons) Product Design* (QR Registration No.: 22/00545/L5. Validity Period: 01/09/2022 – 31/08/2026)	253188
University of the West of England, Bristol (UWE)	
BSc (Hons) Digital Media (QR Registration No. 14/002686/L5. Validity Period: 01/09/2014 – 31/08/2025)	252421
BA (Hons) Fine Arts [NEW] (QR Registration No.: 23/000050/L5. Validity Period: 01/09/2023 – 31/08/2027)	253254
BA (Hons) Graphic Design [NEW] (QR Registration No.: 23/000496/L5. Validity Period: 01/09/2023 – 31/08/2027)	253266
BA (Hons) Illustration [NEW] (QR Registration No.: 23/000497/L5. Validity Period: 01/09/2023 – 31/08/2027)	253265

It is a matter of discretion for individual employers to recognise any qualification to which the above courses may lead. For more details concerning recognition and articulation arrangements, please visit the SHAPE homepage at **www.shape.edu.hk**

Eligible students pursuing full-time locally accredited top-up degree programmes can apply for a **non-means-tested annual subsidy (NMTSS) of HK$33,740** (AY2023/24) and **Government Self-financing Post-secondary Scholarship Scheme (SPSS)**, each scholarship amounted from HK$10,000 to HK$80,000.+

** This programme is recognised under the Qualifications Framework (QF Level 5). The QF level of this programme accredited by the HKCAAVQ is the same as that of locally-accredited honours bachelor's degree programmes.*
+ For the latest information related to NMTSS and SPSS, please refer to the SHAPE website.

Continuing Education

PROFESSIONAL EDUCATION AND ENGAGEMENT CENTRE (HKDI-PEEC)
lifelong learning in design

HKDI-PEEC is the in-service training arm of Hong Kong Design Institute (HKDI), offers strategic lifelong learning opportunities specialised in creative industries for professionals and organisations across public and private sectors. This is achieved through award-bearing and non-award-bearing courses, workshops, corporate trainings and seminars. Its objective is to develop creativity, talent and multidisciplinary knowledge and skills through the exchange of ideas and practices, to meet the everchanging market needs for career development and business growth.

Most PEEC programmes are accredited under the Qualifications Framework at Levels 3 to 4. This provides local professionals with access to various financial assistance for lifelong learning, including Vplus Creative Industries, Vplus Engineering, Continuing Education Fund (CEF), and Extended Non-means-tested Loan Scheme (ENLS) for QF programmes, and Construction Innovation and Technology Fund (CITF) and Reindustrialisation and Technology Training Programme (RTTP) for advanced technologies-related programmes.

VPLUS CREATIVE INDUSTRIES
Government Subsidy Scheme available for over 200 part-time self-financed creative industries and information technology programmes at QF Levels 3-4. Eligible applicants can reimburse 60% of the tuition fees paid for multiple programmes, up to a maximum of HK$36,000 per person.

Programmes offered by PEEC:
- Professional Diploma
- Professional Certificate
- Standalone Certificate
- Corporate Training
- Workshop

ENQUIRY
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W www.hkdi.edu.hk/peec

Hong Kong Design Institute • PEEC
hkdi.peec
HKDI-PEEC
PEEC HKDI

PEEC Website

Areas of training excellence and knowledge expertise include:

Architecture and Interior Design
- 3ds Max / V-Ray
- Enscape
- Freehand Visualisation
- Green Interior
- Interior Design
- Revit
- SketchUp
- Sustainable Architecture
- Urban Design

BIM Management
- BIM Architectural Studies
- BIM Fundamentals
- Collaborative BIM
- Navisworks / Revit
- Sustainable BIM

Creative Illustration and Community Arts
- Comic Art and Character Design
- Community Arts Strategy and Facilitation
- Creative Multimedia Illustration

Design Thinking, Graphic Communication and Publishing
- Brand Promotion
- Design Thinking
- Information and Interface Design
- Publications / Publishing
- Social Media Advertising and Marketing
- Typography
- Visual Communication

Digital Media and Film Production
- 360 VR
- 3D Modelling and Texturing
- Adobe Premiere Pro, Da Vinci Resolve
- Art Direction for Film Production
- Commercial Photography, Digital Imaging
- Content Digitalisation for Teaching
- Creative Writing for Online Media
- Extended Reality (xR)
- Film Production and Compositing
- Metaverse and NFT
- Smartphone Video Shooting
- Unreal Engine
- Visual Effects Design and Animation

Continuing Education *(cont'd)*

Fashion Design, Fashion Business and Image Styling
- Bodywear and Sportswear
- Bridal Make-up
- CLO
- Cosplay Making & Props
- E-Commerce and Live Streaming Practice
- Fashion Design
- Fashion Illustration / Pattern & Garment Design
- Image Styling
- Professional Hair Styling and Make-up
- Sport Shoes Design
- Traditional QiPao Tailor-Making / Cheongsam Series

Jewellery, Furniture and Product Design
- Chinese Frog-Buttons Design (Jewellery)
- Gemology and Jewellery Manufacturing
- Hand Drawing
- Innovative Furniture Design
- Jewellery Branding, Marketing, and Consumer Behaviour
- Jewellery Photography
- Jewellery Window Display Design
- Product Design and Management
- Rhino / SolidWorks
- Wax Carving and Stone Setting

Music Production
- Logic Pro
- Pop Music Writing

Online Courses
- Logic Pro X
- Procreate Series
- SketchUp

Small Unmanned Aircraft
- Aerial Shooting and video editing
- Small Unmanned Aircraft (Advanced Rating)

"Small Unmanned Aircraft (Advanced Rating) (DE424145Q Part A)" is recognized by Civil Aviation Department (CAD) of HKSAR Government for SUA pilot (advanced rating).

Corporate Training

Corporate training will be offered according to your training needs. Please contact us for more information.

Graduates from some of the Professional Diploma Programmes are eligible to apply for our top-up degree programmes. For details, please visit HKDI or SHAPE websites.

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