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HK PolyU School of Design

PolyU Design

The Hong Kong Polytechnic University
School of Design (PolyU Design)

HKPolyUDesign

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School of Design

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PolyU Design

PolyU Design

Prospectus 2021/2022

Undergraduate & Postgraduate

Programmes

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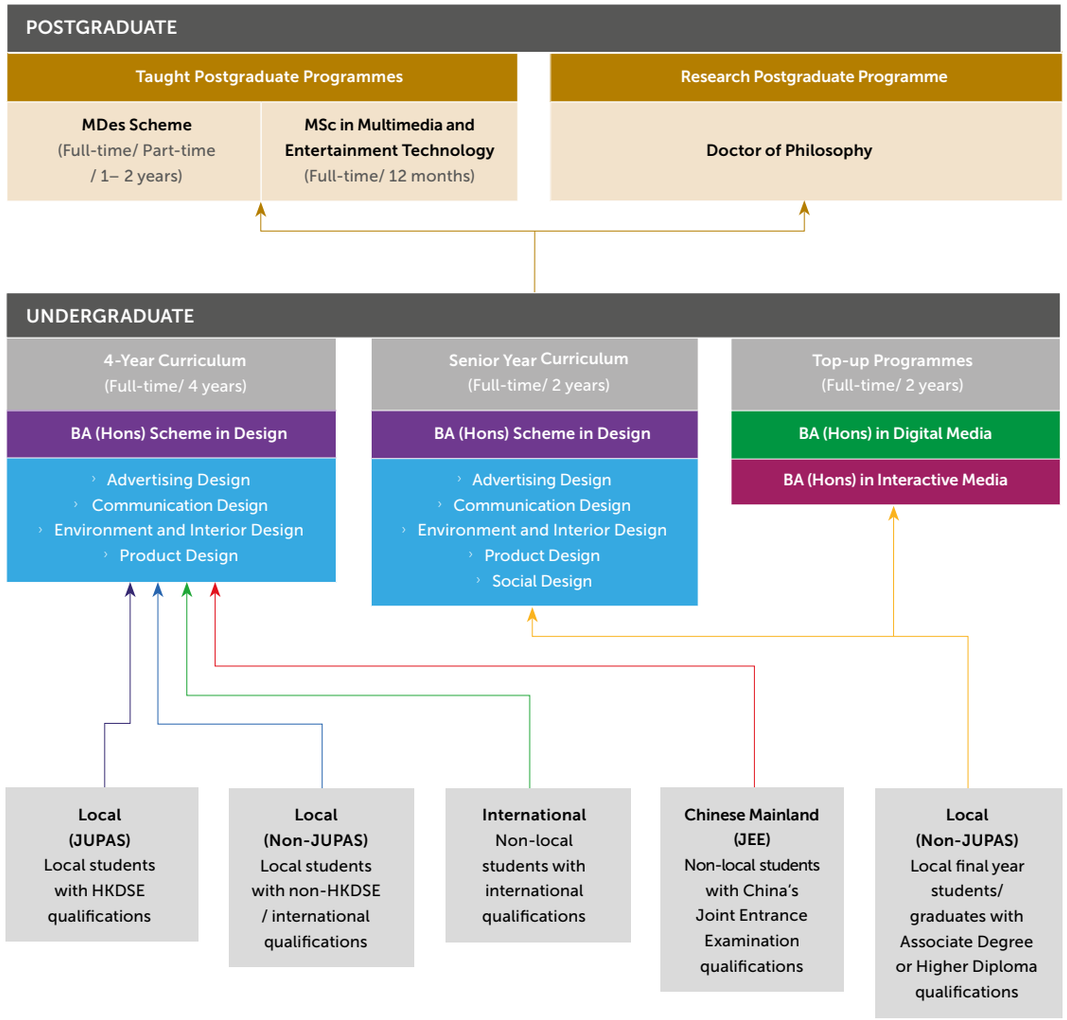
Our Core Values

Be Open-minded
Steer Positive Change
Be Entrepreneurial
Be Authentic
Be Responsible

Professor Kun-Pyo Lee PhD, HonFDRS
Dean of School of Design
Swire Chair Professor of Design
Alex Wong Siu Wah Gigi Wong Fook Chi
Professor in Product Design Engineering

Pathways to PolyU Design



Please refer to the **Admission Requirements** booklet for details.

Social Design

Design Economy

Design Making

Undergraduate Programmes

Get to know about different design disciplines!
Online Lecture Series on BA Programmes (in Cantonese)

https://polyu.hk/RQDtM

Local: JUPAS/ Non-JUPAS

International/ JEE

Scheme Leader:
Peter Hasdell BA (Hons)

BA (Hons) Scheme in Design

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BA (Hons) in Social Design

Minor in Design 36

BA (Hons) in Advertising Design
BA (Hons) in Communication Design
BA (Hons) in Environment and Interior Design
BA (Hons) in Product Design

Curriculum	4-Year Curriculum	Senior Year Curriculum
Programme Code	JS3569	73416
Discipline Code	› Advertising Design–AD › Communication Design–CD › Environment and Interior Design–EID › Product Design–PRD	› Advertising Design–AD › Communication Design–CD › Environment and Interior Design–EID › Product Design–PRD
Mode of Study	Full-time	Full-time
Normal Duration	4 years	2 years
Credits Required for Graduation	124	62–63
Applicants	Local: JUPAS/ Non-JUPAS International/ JEE	Local: Non-JUPAS

Scheme Leader: Peter Hasdell BSc(Arch), AA Dip, RIBA, SAR

Aims

The scheme aims at educating innovative and mindful problem-solvers who are sensitive to social needs, equipping them with the necessary intellectual, technical and managerial skills that will facilitate their development as designers who will shape contemporary culture and invent desirable futures.

Characteristics

The scheme offers students a design education that is attuned to social trends and is sensitive to change. The School encourages its students to think critically, learn independently and in teams, experiment with dynamic, multilayered design processes so as to weave culture and industry strands into appropriate social narratives. It offers 4-year and senior year curricula for four disciplines: Advertising Design, Communication Design, Environment and Interior Design, and Product Design. (**For the Social Design senior year curriculum, please read page 32**.)

Programme Structure

Year 1 introduces students to their chosen disciplines and enthuses them about their study, through subjects such as the Freshman Seminar. The first year inspires students to learn, and provides a broad-based foundation in common design skills and thinking within a design discipline.

Year 2 provides students with the opportunity to investigate the characteristics of their chosen discipline, explore nascent personal interests, and develop competencies relevant to each discipline.

Year 3 allows personal study paths to be consolidated in design studios, and enriched in Discipline-Specific Subjects. Students are also required to co-operate with other students in multidisciplinary Common Compulsory Subjects.

Year 4, the final year, matures students' critical appreciation of design's scope, and its implications for social and cultural development. Students are brought to contextualise project research, innovation, and execution processes. The students are required to negotiate project development in group and independently, while collating a portfolio of personal works of a professional standard. Graduates are prepared for employment or for postgraduate studies.

The core subjects of the issue-based design studio address contemporary aspects of human existence and the ambition to project desirable futures. Mindful of the cultural implications of technology, projects are developed with the user at its centre, and a critical appreciation of social trends, reflecting a humanistic teaching and learning mode running across the scheme's four design disciplines.

Students of the 4-year programme are required to complete a total 124 credits in order to graduate; including 30 credits earned completing General University Requirements subjects, 23 from Common Compulsory Subjects, and 71 from Discipline-Specific and Elective Subjects. Senior year students are required to complete a total of 62–63 credits for graduation.

Subjects

General University Requirements (30 credits)	› Cluster-Area Requirements subjects › Healthy Lifestyle (non-credit bearing) › Freshman Seminar › Language and Communication Requirements credits › Leadership and Intra-personal Development › Service Learning
Common Compulsory Subjects (23 credits)	› Communication Basics for Designers › Cooperative Project › Design History 1 › Digital Literacy for Designers › Internship › Introduction to Design Theories and Culture › Visual Culture 1

Bachelor of Arts (Honours) Scheme in Design

Advertising Design

2 or 4 Years

Full-time

Local: JUPAS/ Non-JUPAS

International/ JEE

Programme Leader:
KC Tsang BSc, MBA

Career Prospects

The programme will prepare students for careers in the advertising industry as art directors, copywriters, interactive designers, account executives, and marketing executives.

Aims

The aim is to provide students with the creative skills and knowledge that are necessary for a successful career in advertising. The objective is to enable students to create and produce effective advertising based on marketing research, consumer behaviour study, strategic planning, creative concepts, art direction, copywriting, design techniques, communication skills and social responsibility. An understanding of the Hong Kong and Chinese mainland markets in the context of economic, cultural, social and technological development will underpin the curriculum. Our all-round approach to develop students' professional and generic competence sets it apart from other universities or colleges.

More programme info

Student portfolios

Is Advertising Design for you?

Yes, if you say 'yes' to the following questions.
Do you possess a passion for persuasion centred on the relationship between image and word?
Do you have the desire to succeed in a highly competitive industry and the ability to work under pressure? Is your personality flexible and sociable with a strategic and enquiring mind? (Agency life is all about getting on with people, being able to work in a team and being able to convince clients of the merit of advertising proposals.)
Do you have a good command of English and Chinese languages?

Discipline-Specific Subjects

Compulsory	› Advertising Principles › Advertising Strategy › Art Direction 1: Applied Typography › Art Direction 2: Advertising Photography › Art Direction 3: Chinese Typography › Concept 1: Advertising Concept Writing › Concept 2: Print Advertising › Concept 3: Television Advertising › Concept 4: Digital Advertising › Consumer Behaviour › Design History 2: History of Advertising › Design Research Methods: Advertising Design › Introduction to Marketing › Professional Communication in Chinese for Design Studies › Professional Practice: Advertising Design › Storytelling › Hand Visualisation Skills › Basic Photography › Basic Typography › Printing Process and Materials › Capstone Project 1 & 2: Advertising Design
Electives	› Advanced Digital Advertising › Advertising Style Writing › Direct Response Advertising › Integrated Marketing Communications › Interactive Media and Marketing › Internet Marketing › Marketing Management in China › Master Class in Art Direction › Strategic Brand Management › Study Trip › Television Commercial Production

Some electives are shared among different programmes under the Scheme. This list is subject to change.

Read full story

"The positive creative attitude in the industry is not to educate clients, but to influence people and the general public. We advocate for professionalism in creative advertising because creativity is not bluffing. We need to convince our clients that we are professionals backed up by content, numbers, knowledge, and skills."

KC Tsang, Programme Leader, Advertising Design
Who Cares Issue #005

Bachelor of Arts (Honours) Scheme in Design

Communication Design

2 or 4 Years

Full-time

Local: JUPAS/ Non-JUPAS

International/ JEE

Programme Leader:
Brian Kwok MA, MPhil

Career Prospects

Graduates may embark on careers in corporate identity design, publication design, web design, environmental graphic design, exhibition design, and packaging design, as well as newly emerging areas such as information design, motion graphics for television and film, interaction and user experience design.

Aims

The programme invites students to investigate the critical role of design elements and language—i.e., typography, colour, imagery, interactivity, time and space—in clarifying and conveying information, evoking emotions, inducing actions, and engendering change.

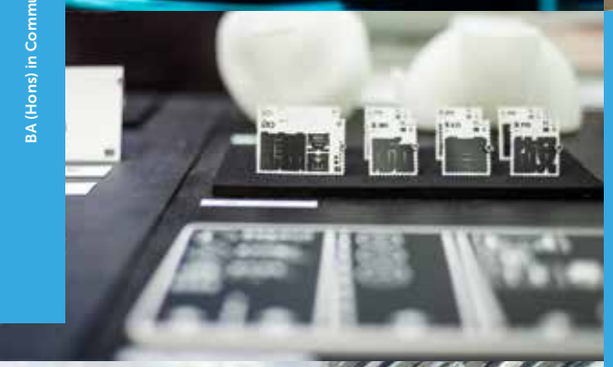
Students not only develop their aesthetics, craft and form-giving skills for a variety of media, they also integrate contextual research, theories, processes and methods in their studio practice.

Studio learning is centred on three major areas: Designing for identities, designing for information, and designing for experiences. Students are encouraged to think creatively, critically as well as practically when solving complex communication problems.

Graduates are equipped with the professional skills necessary to meet the expanding needs of the profession as well as develop critical minds to question the social and cultural roles of communication design in local, regional and global contexts.

More programme info

Student portfolios



Is Communication Design for you?

This is not a programme that focuses on self-initiated artistic endeavours or the learning and development of unique artistic styles. Instead, the learning and studio projects are centred around designing purposefully for specific people and situations.

You are expected to be someone who pays attention to details, likes making connections intuitively and logically, and passionate about experimenting ideas in various forms.

You are likely to be a conceptual thinker who has a strong desire to communicate with clarity and conviction via visual, verbal and written means. In addition, you also enjoy analysing problems and organising information.

Ideally, you should have a strong interest in human behaviours and how one interacts with activities, environments, information, objects and users or people in general.

Last but not least, having good command of spoken and written languages would definitely make you a stronger candidate for the communication design programme.

Discipline-Specific Subjects

Compulsory	› Art Direction › Communication Design 1 & 2 › Design History 2: Communication Design › Drawing 1 › Experience Design Seminar › Identities Seminar › Images 1 › Information Design › Interactivity 1 › Professional Communication in Chinese for Design Studies › Professional Practice: Communication Design › Studio 1: Text and Image › Studio 2: Information › Studio 3: Identities › Studio 4: Experiences › Time 1 › Typography 1 & 2 › User Studies Seminar › Capstone Project 1 & 2: Communication Design
Electives	› Applied Chinese Typography › Communication Design to Foster Sustainable Behaviour › Drawing 2: Illustration › Images 2 › Interactivity 2 › Motion Graphics › Multiplatform Publishing › Production Technologies for Communication Design › Publication Design › Special Communication Design Project › Study Trip › Time 2

Some electives are shared among different programmes under the Scheme. This list is subject to change.

Read full story

"Graphic design knowledge forms the foundation of the Communication Design curriculum, yet design research experience, user engagement, co-creation, and interaction are equally indispensable."

Brian Kwok, Programme Leader, Communication Design
Who Cares Issue #006

Bachelor of Arts (Honours) Scheme in Design

Environment and Interior Design

2 or 4 Years

Full-time

Local: JUPAS/ Non-JUPAS

International/ JEE

Programme Leader:

Dr Gerhard Bruyns
B(Arch) MSc Urbanism TUD,
PhD TUD

Career Prospects

Graduates can pursue careers in the interior architecture professions and in related design industries. Graduates gain knowledge of how interior design intersects with other spatial and environmental disciplines in the design of the built environment, providing a gateway to further educational opportunities in landscape design, urban design and architecture. This allows programme graduates to choose from a wide range of career paths in spatial and environmental design.

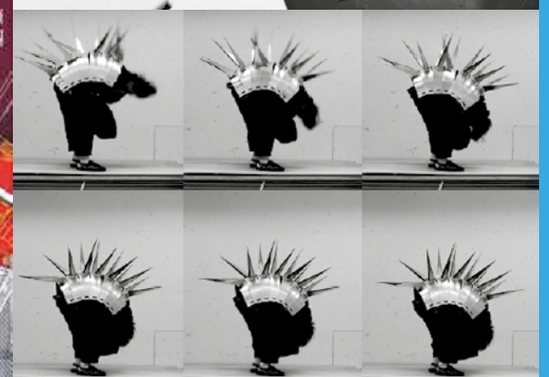
Aims

The programme prepares students to enter the environment and interior architecture or related professions. It provides students with a broad base of creative and professional skills in spatial design necessary for a successful career in the profession. The Environment and Interior Design programme enables students to understand design concepts, processes, methods, and skill development to become effective spatial designers. These skills include conceptual idea generation, identification of site, investigation of socio-cultural and context issues, exploration of functional needs and requirements, development of spatial and tectonic skills, technical and material knowledge of building systems, and professional skills.

Students are educated to have a broad interdisciplinary view of their role and are able to operate at various scales; enabling them to link to other design professionals including architects, industrial designers, landscape designers, urban planners, graphic designers and project developers. The programme enables students to create high-quality built environments and to explore new issues and concepts in spatial design with a view to becoming future industry leaders and innovators in their profession.

More programme info

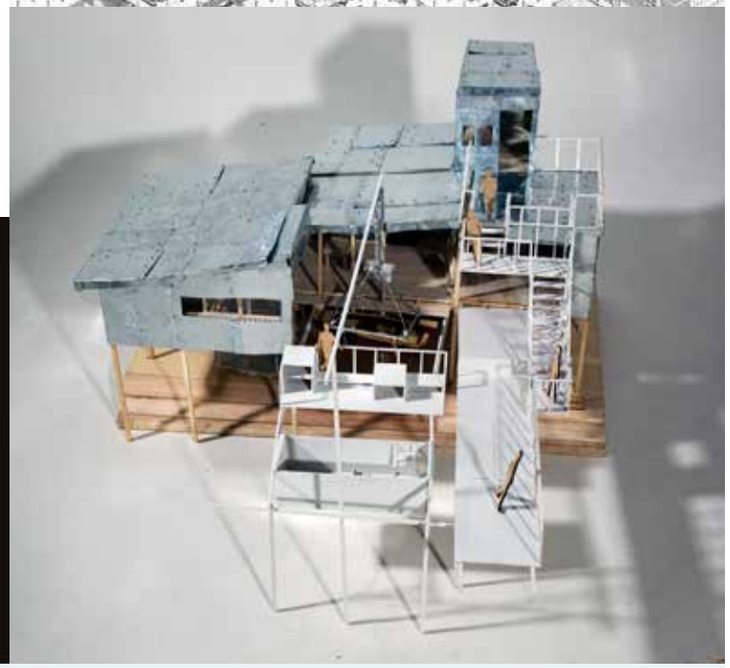
Student portfolios

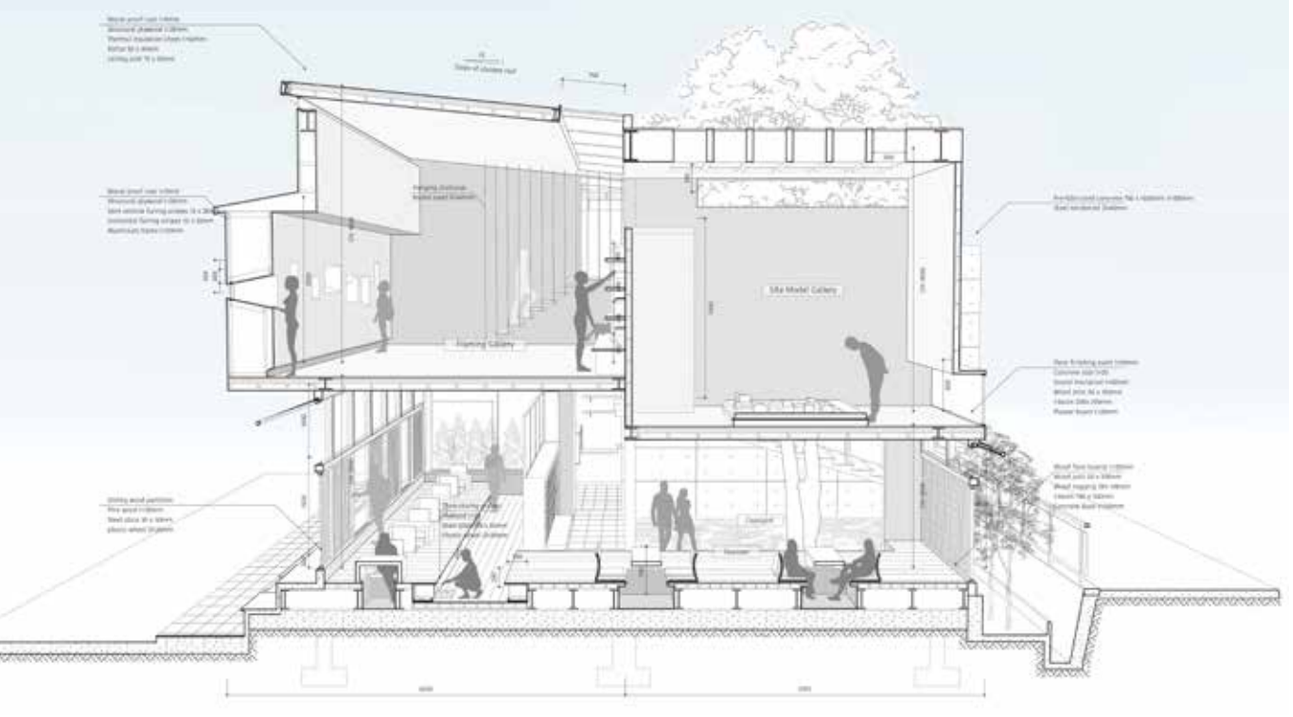


BA (Hons) in Environment and Interior Design

Is Environment and Interior Design for you?

You have a passion for spatial design and a strong belief in the power of architecture to influence the ways we live. You are culturally sensitive and have a fascination with how we interact with our physical environment. You constantly think about ways in which spatial design can improve our lives and add to the diversity and interest of the environments where we live. You are a conceptual thinker who has a strong sense of space and place. You have a good understanding of two dimensional and three dimensional media and can express yourself in these. You are an independent thinker and are self-driven, but are also able to work with others in a team; you can be flexible, adaptable and can communicate your ideas well in English.





Discipline-Specific Subjects

Compulsory	› Capstone Research: Environment & Interior Design › Construction I & II › Design History II: Environment & Interior Design › Design Research Methods: Environment & Interior Design › Professional Communication in Chinese for Design Studies › Professional Practice I & II: Environment & Interior Design › Studio I, II, III, IV, V › Visualisation Skills I & II › Portfolio Review › Capstone Project: Environment & Interior Design
Electives	› 1 to 1 Prototyping for Spatial Design › Advanced Drawing Techniques for Spatial Design › Advanced Modelling and Material Techniques for Spatial Design › Digital & Interactive Spaces › Eastern Study Trip › Exhibition Design › Furniture Design › Landscape Design › Re-used Spaces › Set & Stage Design › Transport and Mobility Design › Urban Design › Western Study Trip

Some electives are shared among different programmes under the Scheme. This list is subject to change.

"What this city needs are designers who are not only bolder, but also more insightful so that they will participate in the discussion and reconceptualisation of urban space. In so doing, they bring about the new ideas and changes that respond to critical issues such as temporary urban space, subdivided flats, back alleys, interior space, neighbourhoods, and mass transit space."

Peter Hasdell, Associate Professor, Environment and Interior Design
Who Cares Issue #009

Read full story

Facebook: PolyU Environment and Interior Design

Instagram: polyu_eid

Behance: eidpolyu

BA (Hons) in Environment and Interior Design

Bachelor of Arts (Honours) Scheme in Design

Product Design

2 or 4 Years

Full-time

Local: JUPAS/ Non-JUPAS

International/ JEE

Programme Leader:
Dr Brian Lee
BA MA PhD FIDSHK

Career Prospects

Students can pursue various choices of careers upon graduation. They will be industrial/ product designers, product stylists, concept innovators, design managers, entrepreneurs, designers for product manufacturers and trading companies or employed by product design consultancies.

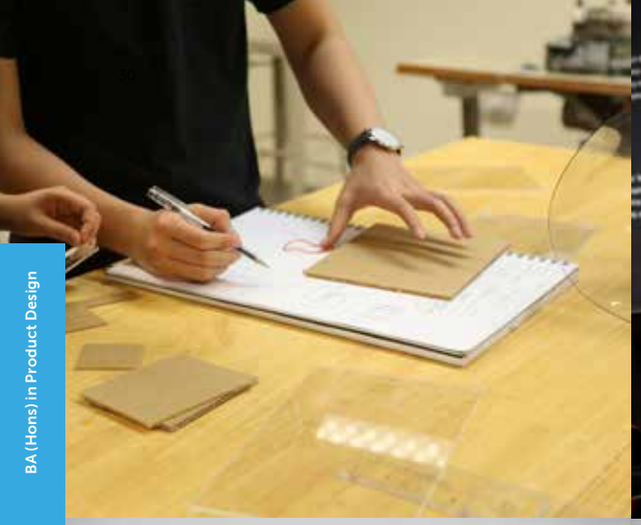
Aims

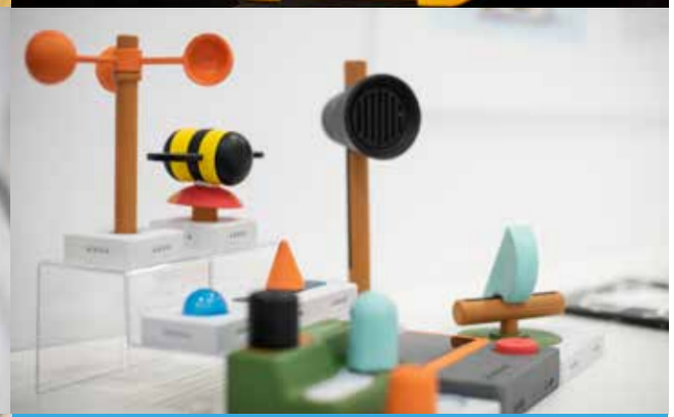
The programme is to prepare students for a professional career in the design and development of products and product related services. They will learn to identify and solve the problems of product design systematically and strategically with sensitivity to humanistic, environmental and social concerns. It will equip learners and strategically with knowledge in fundamental design skills, general knowledge in academic literacy and a fundamental understanding of business.

The objective of this programme is to enable learners to devise products and services based on user-oriented research, markets analysis, technology opportunities, ergonomic criteria, engineering knowledge, business awareness, cultural appreciation and social responsibility to meet the emerging needs of both the market and society of Hong Kong, the rapid evolving Pearl River Delta region, China and throughout Asia.

More programme info

Student portfolios





Is Product Design for you?

You have a passion for creating new products and items. You have a good sense of proportion, colour and composition, and good visualisation skill. You are a creative and independent thinker, but also have the ability to work with others in a team. You are willing to develop a wide range of knowledge and skills such as different materials, prototyping and model making process, computer aided design, production methods, and design business. You are open-minded, flexible and adaptable. You have a good communication skill in English.

Discipline-Specific Subjects

Compulsory	› 2D Communications 1–Fundamentals › 2D Communications 2–Sketch › 3D Communications 1–Fundamentals › 3D Communications 2–Mockup › Computer 1–Solid Modelling and Rendering › Computer 2–Rapid Prototyping › Design History 2–Product Design › Design Research–Product Design › Development of Form and Space › Introduction to Computer › Professional Communication in Chinese for Design Studies › Professional Practice–Product Design › Studio 1–Process and Brand › Studio 2–Form and Function › Studio 3–Human Scale › Studio 4–Entrepreneurship › Technology 1–Structure › Technology 2–Materials and Processes › Technology 3–Ergonomics › Technology 4–Interface Design › Portfolio Review › Capstone Project 1 & 2–Product Design
Electives	› Asia Study Trip › Design Meets Disabilities › Europe/Asia Study Trip › Fashion Accessories › Footwear Design › Furniture Design › Houseware › Inclusive and Universal Design › Product Identity and Product Branding › Public Facility and Street Furniture › Soft Goods › Special Industrial Design Project › Sustainable Product Design

Some electives are shared among different programmes under the Scheme. This list is subject to change.

Read full story

"As designers, we must advocate new ideas, no matter which design stage you are in."
Benny Leong, Assistant Professor, Product Design
Who Cares Issue #002

BA (Hons) in Product Design

Bachelor of Arts (Honours) Scheme in Design

Social Design

Curriculum	Senior Year Curriculum
Programme Code	73416
Discipline Code	SDS
Mode of Study	Full-time
Normal Duration	2 years
Credits Required for Graduation	60

2 Years

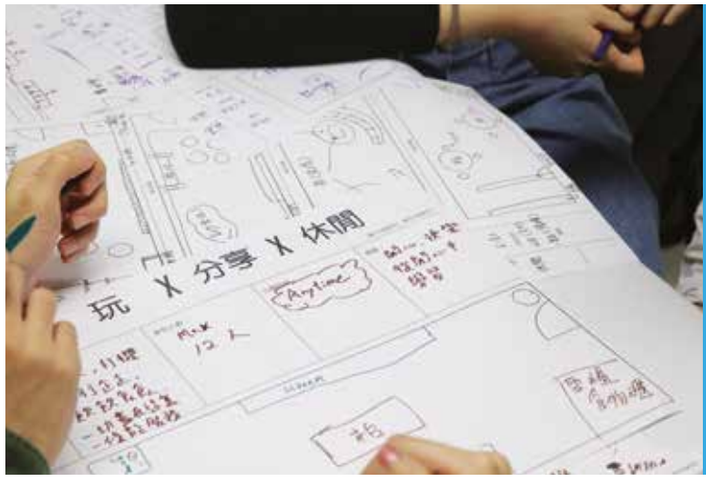
Full-time

Local: Non-JUPAS

Programme Leader:
Siu King Chung BFA, MA

More programme info

Student portfolios



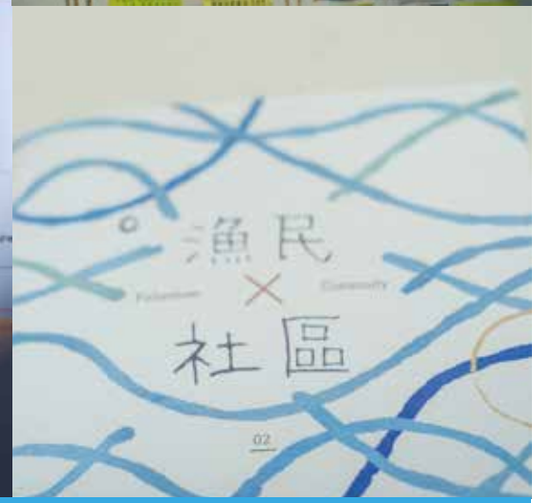
Career Prospects

Graduates are equipped with the knowledge and skills necessary in professional design practice to help sustain the creative and social economy. They have a wide choice of careers as designers in mainstream industries or in alternative creative and social enterprises. Graduates can become designers not only in design consultancies, but also project coordinators and producers in the fields of social and cultural business, non-governmental organisations or the public sector, etc.

Aims

This programme attempts to expand the scope of design beyond the current commercialised and compartmentalised professional practices by orienting towards the 'social dimension of design', with emphasis on civic participation, social engagement and collaborative design practices. Dedicated to the promotion of social and cultural sustainability, the programme focuses on the realisation of social innovations and civic goals through the framework of design thinking and solution prototyping. The programme aims to:

- augment students' (empathic) understanding of social needs/ changes from real-life perspectives;
- introduce students to methods for social observation, ethnographic design research and co-designing practices;
- engage students with outside partners to address social issues and develop design resolutions;
- inaugurate designerly thinking into the professional practices of non-design disciplines; and
- prototype and realise design solutions for sustainable and positive social change.



Is Social Design for you?

Only if you are a committed and aspiring design learner with a humanitarian mindset and good communication skills. Students from other non-design disciplines are also welcome.

Characteristics

The programme provides students with multiple learning environments. It encourages creative thinking and independent learning.

It also stresses interdisciplinary teamwork and experimentation through the processes of creative and contextual research, and social design prototyping. Students are further provided with the opportunity to participate in local or international collaborative projects and to engage in work-integrated projects with input from clients, users and necessary stakeholders.

In short, the programme equips students with social and cultural literacy, skills in systems thinking and the ability to question existing design paradigms. It nurtures creative change-makers for a better society.

Subjects

General University Requirements (9 credits)	› Cluster-Area Requirements subjects › Language and Communication Requirements credits › Service Learning
Common Compulsory Subjects (9 credits)	› Cooperative Project › Introduction to Design Theories and Culture
Discipline-Specific Compulsory Subjects (33 credits)	› Capstone Project 1: Research, Planning and Prototyping › Capstone Project 2: Realisation, Documentation and Evaluation › Co-creation and Project Proposal Writing › Creative Citizenship in Practice › Design for Social and Cultural Business › Participatory Design and Innovation in an Ageing Society (with APSS) › Professional Communication in Chinese for Design › Professional English for Design Communication › Researching People, Things and Contexts › Visualising Network, Media and Community
Electives (9 credits)	› Communication Design to Foster Sustainable Behaviour › Corporate Social Responsibility › Design for Ageing and Silver Industries › Inclusive and Universal Design › Information Design › Interactive Media and Marketing › Internship › Overseas Study Trip › Public Facility and Street Furniture › Service and Experience Design › Social Capital › Social Entrepreneurship and Enterprise

Some electives are shared among different programmes under the Scheme. This list is subject to change.

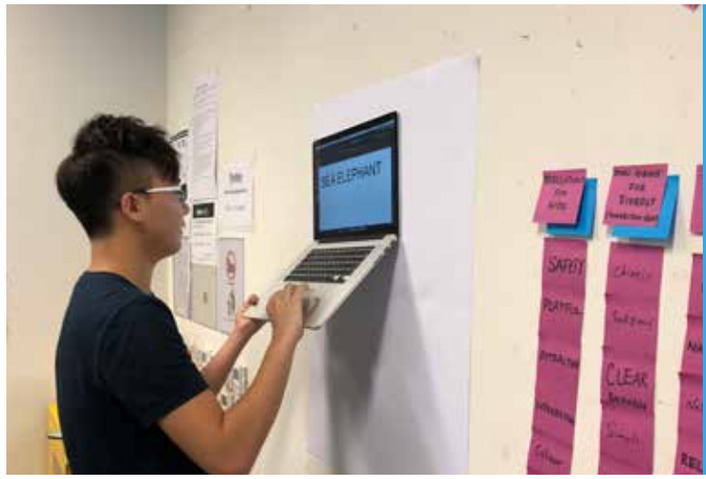
Minor in Design

Programme Code	73416-YGD
Mode of Study	Full-time
Credits Required for Graduation	18

Credit Requirement: 18

For PolyU 4-year degree students only

Programme Leader:
Francis Hung BA (Hons)



Aims

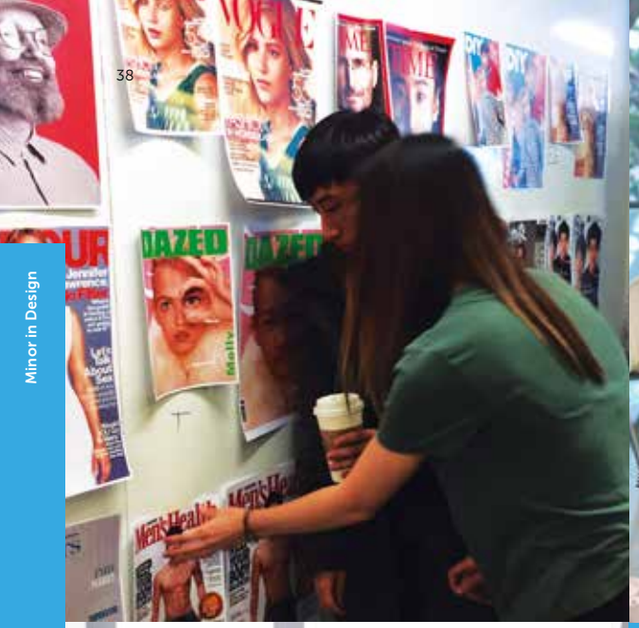
The world's ongoing socio-cultural and political transformation presents Hong Kong with unique challenges and opportunity. The Region's future economic competitiveness will depend less on low cost manufacturing or efficient services but on differentiation based on user-centred and contextual research, innovative technological applications, integrated product-service systems, environmental sustainability, and transformative management strategies.

Professionals of tomorrow will be brought to appreciate the impact of technological progress on human development, and manage ever-changing project development processes. Working in trans-disciplinary teams and engaging with users and stakeholders they will benefit from design thinking's adaptive potential.

The increasing relevance of design to the management of technological, market, and social innovation projects is seen in the engineering and business disciplines as an added value, enriching their tertiary education programmes. Professionals graduating from science and humanities degrees will benefit from an integration of the broad scope of design's transferable competencies with their respective specialist skill sets accrued through inspirational design education.

Strategically located in one of the most culturally open communication hubs on the Pacific Rim, with an international faculty working in a bilingual environment, the School of Design develops research, education, and consultancy programmes with emphasis on humanistic-based design.

Students enrolling onto the Minor BA (Hons) Programme will acquire lifelong learning skills, including critical analysis, cultural insight, and applied creativity, empowering them with the high order thinking skills needed to remain relevant in a competitive economy.



Is Minor in Design for you?

You wish to transcend the realm of your Major, and strengthen your innovation, organisation and communication skills so as to contribute to project teams with purposeful management leadership. You are convinced that design's adaptive and thoughtful methodologies create value for communities. You understand that human organisations, technology, and business need to connect to their stakeholders in a socially meaningful process. You are naturally inquisitive and motivated to explore new cultural contexts so as to discriminate appropriate technological implications, and shape desirable futures. You are attuned to people's needs, receptive to project stakeholders' expectations, and inspired to help define culturally-sensitive solutions in answer to challenging contemporary problems.

Learning Outcomes

Upon graduation, students will be able to:

1. Identify innovative development opportunities and address complex problems pertinent to their future professional practice through logical, analytical, and critical thinking;
2. plan and manage design projects independently and collaboratively;
3. think strategically how design relates to environmental sustainability in addition to business sustainability;
4. formulate research methodologies that drive and inform problem-solving processes, in which the significance of the end results will be examined and assessed accordingly;
5. experiment with novel project development approaches, challenge preconceptions about an increasingly artificial world, and design novel solutions to emerging problems;
6. apply design as a problem-solving dynamic that integrates multiple stakeholders involved in the process;
7. differentiate, harmonise, and contextualise multiple cultural strands through experimentation; and
8. document and communicate project development processes, including research, end-product development processes, and reflection in visual, verbal and written formats through communication and presentation reports.

Subjects

Compulsory	› Communication Basics for Designers › Design History 1* › Introduction to Design Theories and Culture* › Visual Culture 1* (*any one subject)
Electives	› Advertising Principles › Art Direction › Eastern Study Trip (Environment & Interior Design) › Information Design › Special Communication Design Project › Storytelling › Studio 1–Process and Brand › Studio 4–Entrepreneurship › Study Trip (Advertising Design) › Tool Box 1: Hand Visualisation Skill › Tool Box 2: Digital Visualisation Skill II › Television Commercial Production › Urban Design › User Studies Seminar

This list is subject to change.

Bachelor of Arts (Honours) in

Digital Media

Programme Code	73432
Mode of Study	Full-time
Normal Duration	2 years
Credits Required for Graduation	64*

Local: Non-JUPAS

Top-up Programme

Programme Leader:
Dr Jae Oh PhD

Career Prospects

Aims

Characteristics

More programme info

Student portfolios

This programme adopts the motto of 'content is king' wherein 'idea will always lead execution'. It trains content designers by giving them the necessary tools to compete in the world of digital media and digital entertainment. Given intellectual property as a significant source for economic growth, having that winning idea means a chance of being placed in a commanding position.

The programme aims to produce idea driven content designers regardless of their disciplines. It rights the paradigm of confusing creativity based on ideas with fabrication based on technical know-how. With this in mind, students are also taught the necessary technical, entrepreneurial and analytical skills in order to become self-learning and self-enabling for the successful execution of a given creative idea.

We facilitate personal growth in students through self-discovery, self-discipline, self-analysis and self-learning. We encourage independent thinking, successful positioning and inventive creation through contextual awareness, imagination, collaboration and knowledge application.

* The normal credit required for graduation of this programme is 64. Students not meeting the equivalent standard of the Undergraduate Degree Language Communication Requirements (LCR) based on their previous studies in AD/HD programmes and their academic performance will be required to take additional 3 to 9 credits of English and/or Chinese language subject(s) on top of the normal credit requirements.

Programme Structure

The programme is a top-up degree. It focuses on non-interactive content creation by way of strengthening basic technical skills in video production and animation in the first year. In the second year, emphasis is placed on shifting the paradigm to think not so much in terms of technical skills but in terms of creating ideas to drive those skills. Students will be placed in real projects, providing real creative media solutions to real clients. Students will also be focusing on developing and executing their capstone project within the second year.

Subjects

General University Requirements (9 credits)	› Cluster-Area Requirements subjects › Language and Communication Requirements (LCR)# › Service Learning
Discipline-Specific Compulsory Subjects (49 credits)	› Applied Media Aesthetics › Character Design › Co-operative Project › Creative Process Design › Digital Media Studio I – Digital Video Production › Digital Media Studio II – Animation › Entrepreneurship for Content Designers › Sound Design › Storytelling › Professional English for Digital Media Design Students › Professional Communication in Chinese for Design Students › Capstone Project 1 & 2
Electives (6 credits)	› Advanced Animation › Advanced Storytelling › Advanced Visual Effects

This list is subject to change.

Students not meeting the equivalent standard of the Undergraduate Degree LCR will be required to take degree LCR subjects.

Read Who Cares Issue #008

"Our programme empowers our students with a sense of autonomy and responsibility for them to have an engaging learning experience. Through the studio and project-based learning, students will be able to work as a team under the guidance of teachers and learn how to solve problems in a creative way."

Dr Jae Oh, Programme Leader, Digital Media

Bachelor of Arts (Honours) in

Interactive Media

Programme Code	73436
Mode of Study	Full-time
Normal Duration	2 years
Credits Required for Graduation	64*

Local: Non-JUPAS

Top-up Programme

Programme Leader:
Dr Kenny Chow
BSc, MSc, MFA, PhD

Career Prospects

Graduates can join a wide array of creative businesses, such as new media, digital entertainment, information and communications, digital marketing, interactive advertising, HCI, augmented reality, and electronic commerce. Some may continue their studies in interaction design, multimedia entertainment, and the like at the postgraduate level.

Aims

This programme aims to nurture designers with a strong humanistic mindset, as well as technological knowledge, to actualise ideas as design artefacts that will enable people to make meaning out of interactive dynamic experiences.

To this end, the missions of the programme are:

- to train designers creating interactive media artefacts;
- to guide generation of meanings through interactive dynamic experience;
- to teach creative application of technological knowledge;
- to develop students' sensitivity to emergent human needs; and
- to develop students' critical judgment based on contextual review.

More programme info

Student portfolios

* The normal credit required for graduation of this programme is 64. Students not meeting the equivalent standard of the Undergraduate Degree Language Communication Requirements (LCR) based on their previous studies in AD/HD programmes and their academic performance will be required to take additional 3 to 9 credits of English and/or Chinese language subject(s) on top of the normal credit requirements.

Characteristics

As a top-up programme, it will inspire students to refashion their technical knowledge and skills learnt from sub-degree programmes. It will extend their attributes in design thinking, creativity, intellectual ability, professionalism, and entrepreneurship. Students will be supported by studio-based learning, advanced interactive technology knowledge, design research methodologies, human-centred design concepts, and work-integrated education.

Programme Structure

In Year 1, students will study discipline-specific compulsories to enhance their design knowledge and analytical capability. Core subjects consolidate students' understanding of perception, representation, aesthetics, and usability with particular emphasis on digital interactive media. They will also learn about research methods in relation to interactive dynamic experience and apply the principles to problem formulation, idea generation, and concept development in studio courses.

In Year 2, students start to practise design projects in real case scenarios. The co-operative project involves real clients and on-going projects. Students will be introduced to entrepreneurship, being motivated to new opportunities in deploying their ideas. The capstone project summarises and captures all their learning and development in the programme.

Subjects

General University Requirements (9 credits)	› Cluster-Area Requirements subjects › Language and Communication Requirements (LCR)# › Service Learning
Discipline-Specific Compulsory Subjects (49 credits)	› Co-operative Project › Design for Interactive Entertainment › Digital Aesthetics › Entrepreneurship for Interaction Designers › Interface Design › Professional Communication in Chinese for Design Students › Professional English for Interactive Media Design Students › Studio I–Information and Communication › Studio II–Networks and Communities › User Experience Design › Visual Thinking › Capstone Project 1 & 2
Electives (6 credits)	› Computer Game Design › Interactive Media and Marketing › Overseas Study Trip › Tangible Interfaces › One eligible subject offered by BA (Hons) Scheme in Design

This list is subject to change.

Students not meeting the equivalent standard of the Undergraduate Degree LCR will be required to take degree LCR subjects.

Postgraduate Programmes

Local/ International

Taught Postgraduate Programmes

Scheme Leader:
Prof. Laurent Gutierrez
BTS, BT, PgD, BArch, MArch, PhD

Master of Design Scheme

Design Practices
Design Strategies
Interaction Design
International Design and Business Management
Urban Environments Design

Programme Code	73035
Specialism Code	› Design Practices – DPF › Design Strategies – DSP › Interaction Design – INF › International Design and Business Management – IDB › Urban Environments Design – UEF
Mode of Study	Mixed Mode
Normal Duration	› Design Practices – 1 year › Design Strategies – 2 years › Interaction Design – 1 year › International Design and Business Management – 1 year › Urban Environments Design – 1.5 years
Credits Required for Graduation	36

Aims

The Scheme contains five different specialisms: Design Practices, Design Strategies, Interaction Design, International Design and Business Management, and Urban Environments Design.

Hong Kong, as a world-class city, is an international environment that blends Eastern and Western influences. Students study in English but explore the increasingly world-changing context of Chinese culture as they acquire interdisciplinary skills and cultural experiences that extend creative, critical and analytical thinking and development across boundaries. Aspects of interdisciplinary design among different specialisms corresponding to the global trend is highly encouraged within the Scheme. The international and interdisciplinary faculty prepares students to take charge of their future learning and development in design's nimble and quickly changing environment.

Delivery Pattern

Classes are held during the daytime, evenings or a combination of both on weekdays and/or weekends. Students are given a mixed-mode status and are required to attend classes that are specified for individual specialisms of the programme.

View MDes projects on our YouTube channel: http://goo.gl/XXcPe5

Master of Design Scheme

Design Practices

Since 2005

1 Year

Full-time

Local/ International

Self-financed

Specialism Leader:
Dr Newman Lau
BEng, MPhil, PhD

Aims

The Design Practices specialism focuses on design as a strategic tool for the consumer economy. Interdisciplinary projects embrace business strategy and brand development, identifying opportunities for innovation and user experience. This full-time international programme responds to the world's industrial and technological transformation. The development of a high level of research, analysis, strategic vision, aesthetics, technical mastery in development, fabrication and commercialisation of design prepares students for leadership roles.

Characteristics

This specialism is a hands-on, studio-based course directed at students who want to deepen their innovative abilities, who are curious about design and business integration, and who enjoy the creative form challenges of making objects and ideas that improve people's lives.

Designers with a bachelor's degree in product design, fashion design, interaction design, architecture, product engineering, interior design or communication design may find Design Practices to be the logical next step in their professional development.

More programme info

Meet our students

Programme Structure

Primarily a studio experience, some projects are sponsored by leading companies with real business context provided as the base for collaborative workshops. Theory and method subjects are delivered during weekends over four consecutive weeks each.

A Capstone Project concludes the year with an experience that synthesises learning in a real-world setting. Classes are normally held during daytime on weekdays except for three subjects, which will be delivered during weekends. Each of these weekend subjects requires three weekends spread over 4–5 weeks. It normally takes 1 year to complete the specialism.

Core Areas of Study

This specialism seeks to join practical strategies for innovation with formal aspects of design development, by making design through:

- real-world project development;
- teamwork approaches to problem-solving;
- cultural considerations as well as business and technology;
- consumers' needs and goals; and
- design entrepreneurship and brand creation.

Master of Design Scheme

Design Strategies

Since 2004

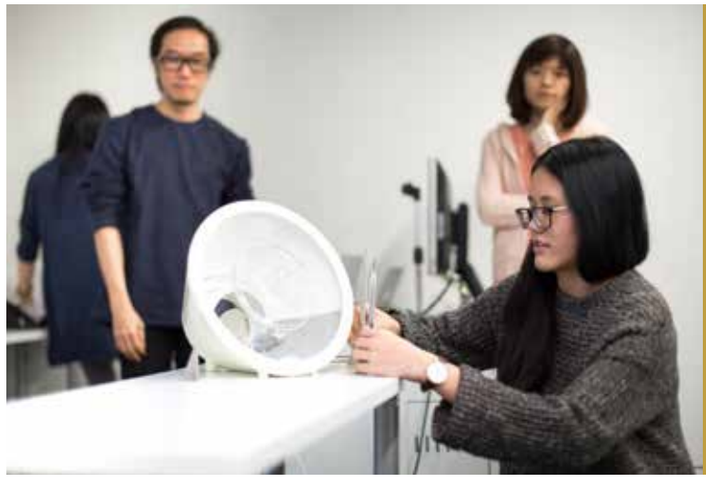
2 Years

Part-time

Local/ International

Self-financed

Specialism Leader:
Prof. Laurent Gutierrez
BTS, BT, PgD, BArch, MArch, PhD



Aims

The Design Strategies specialism seeks to locate design strategically in the context of business and technology by exploring best practices as shown in case studies, human-centred explorations to identify previously unrecognised user needs and desires, comparative analyses of business opportunities, successes and failures, and analyses of branding strategies, with particular attention to the local context of transforming original equipment manufacture (OEM) to original design manufacture (ODM), and finally to own brand management (OBM). The specialism is applicable to both business and non-profit organisations and extends across local and global issues.

Characteristics

This specialism is directed at people who are established in their careers and wish to deepen and enhance their strategic thinking and methods by integrating design, business and technology. The specialism is intended for both design and non-design professionals with solid working experience in or related to the areas of design, such as communication, brand management, production, marketing, engineering or teaching. Those who are considering becoming entrepreneurs, taking on more responsibility for design-led business development, or translating new technology into designed experiences and practical applications will benefit from this specialism. Design Strategies was rated as one of the World's Best Design Thinking Programmes by *BusinessWeek*.

More programme info

Meet our students

Programme Structure

Design Strategies has a flexible approach to learning for engaged professionals. Subjects are normally taught on weekends with most subjects taken in any order after the completion of a selection of core subjects. For example, a typical 3-credit subject requires 3 weekends spread over a 4–5 weeks period. Not a studio programme, the purpose for this specialism is academic – to deepen design understanding and integrate design in its business and technological context through reading, thinking, discussing and writing. The specialism studies conclude with a report that synthesises individual experience and interests with programme materials leading to strategic development for an organisation or in the pursuit of social and cultural goals.

Core Areas of Study

This specialism seeks to enrich knowledge in design that facilitates the integration of design, technology and business by:

- creating value through design;
- applying design to business development;
- transforming OEM/ ODM to OBM;
- branding products and services for domestic and international markets;
- exploring culture differences and issues in local and global contexts; and
- understanding customer needs and goals.

Master of Design Scheme

Interaction Design

Since 2007

1 Year

Full-time

Local/ International

Self-financed

Specialism Leader:
Dr Kenny Chow
BSc, MSc, MFA, PhD

Aims

The Interaction Design specialism seeks to enhance human ability and life through the design of innovative, interactive and experiential ideas, based on a synthesis of human thought patterns and habits with technical means. A combination of theory, planning strategies, research and technical skills provide the foundation for workshops that explore emerging aspects of interaction design, based on human needs and pleasures as well as technological development.

Characteristics

This specialism is directed at students with a passion for people and technology, who have curiosity about the future and want to shape how information is accessed and used, how environments might change based on need, or how embedded information in products support use. Those with a Bachelor's degree in design (communication, product, digital media, or environmental design), communication, information technology, or even psychology may find interaction design to be the next step in their professional development.

More programme info

Meet our students

Programme Structure

The specialism is structured by a combination of intensively taught short courses that directly support a workshop investigation. Workshops take various forms from individual to team work and from self-initiated projects to externally sponsored projects. A range of electives are available to tailor the experience to individual interests. The expectation is that the student is fully committed to the programme and works in the studio environment. The specialism concludes with a demonstration project that unites research, creative exploration, user understanding and prototype testing towards a solution.

Classes are normally held during daytime on weekdays, except some shared electives are delivered on weekday evenings and weekends. Each of these weekend subjects requires 3 weekends spread over 4–5 weeks. It normally takes 1 year full-time to complete the specialism.

Core Areas of Study

This specialism seeks to join theory and action by:

- putting people first in the people/technology equation – exploring human-centredness;
- understanding active communication processes on which interactivity is built;
- learning methods for analysis and construction of interaction design;
- working across communication technology, product interfaces, and service systems;
- focusing on one of the above as an alternative focus; and
- developing a holistic approach to human-centred interaction that includes problem or opportunity identification, research, prototyping and execution.

Master of Design Scheme

International Design and Business Management

Since 2013

1 Year

Full-time

Local/ International

Self-financed

Specialism Leader:
Dr Sylvia Xihui Liu PhD

MDes (International Design and Business Management)

Aims

ID&BM aims to nurture 'T-shaped professionals' with high-level competencies to better understand and manage global business dynamic and to function in and contribute to design-sensitive and technological-intensive business environments. These competences enable students to lead the transformation of their respective local enterprises and to challenge existing mindset in technological innovations, product and service designs from an integrative design thinking management approach. Ultimately, ID&BM aims to create an impact at the regional and global levels by meeting future talents demand of well balanced business developers, entrepreneurs, products and services innovators.

Characteristics

The specialism is a multidisciplinary specialism based on an integrative design thinking management approach, pulling together professional knowledge in the areas of design, business and technological fields to achieve 'managing design as a competitive strategy' in an international business setting. Globalisation in business and education has rapidly diminished boundaries between countries, cultures, and economies. ID&BM will provide a 'meeting point' for students and faculties amongst the collaborative institutes from different regions of the world, which enables cross-cultural and -disciplinary project teams to solve and manage real-life design, business and technical problems. ID&BM is targeting intakes distributed across Hong Kong, mainland Chinese and international students, and across design, business and technological fields.

More programme info

Meet our students

Programme Structure

ID&BM begins with an intensive seven-week introduction to the Essential Knowledge in each of the three disciplines, then followed by a series of compulsory subjects which centers on corresponding theories and/or practices. In the second semester, the focus is on two team-based ID&BM Multidisciplinary Projects collaborated with private or public organisations, while students can choose elective subjects in design and business disciplines to enhance their individual career profile. Capstone Reflective Thesis synthesises the learning in ID&BM at the summer term.

Classes are normally held during daytime on weekdays, except some shared electives are delivered on weekday evenings and weekends. Each of the weekend subjects requires 3 weekends spread over 4–5 weeks.

Core Areas of Study

Students, irrespective of their disciplinary background, learn together to nurture a new mindset and attitude where cross-disciplinary stimulation is the foundation of innovation. They will:

- apply theories and concepts of the three domains underpinning this specialism;
- evaluate cultural differences and their implications for leadership; and effective management of design and business activities;
- identify and evaluate the means by which value creation may be managed;
- participate effectively in the design, implementation and comprehensive evaluation of projects involving multidisciplinary and multicultural teams;
- demonstrate the ability to view, frame and resolve design issues by adopting multiple perspectives; and
- understand and perform the integrative design thinking roles of a T-shaped professional in business environment.

Master of Design Scheme

Urban Environments Design

Since 2011

1.5 Years

Full-time

Local/ International

Self-financed

Specialism Leader:
Prof. Laurent Gutierrez
BTS, BT, PgD, BArch, MArch, PhD

Aims

The Urban Environments Design specialism responds to the unprecedented urban transformations occurring during the past few decades in Hong Kong and China. This specialism aims at the development of a high level of intellectual and practical mastery of the analysis and design of diverse urban environments in the region, with broader implications for urban contexts worldwide. The approach of this specialism is based on an understanding of socio-cultural dynamics of the regional context transferred into new design strategies and design interventions.

Characteristics

This full-time international postgraduate programme draws on the contemporary Hong Kong/China urban experience to offer a unique postgraduate education in urban space design. In line with the School's human-centred critical approach to environment design, this studio-based specialism integrates the design of multiple scales and typologies of urban environments. This specialism focuses on the analysis and design of hybrid and composite interior environments, urban public spaces and urban systems and strategies.

More programme info

Meet our students

MDes (Urban Environments Design)

Programme Structure

Following an introductory seminar, which initiates students in the Urban Environments ethos and approach, the first year of the programme is structured around three half-semester studio subjects, each of which is paired with a seminar subject that provides a knowledge base for the respective studio. Each project is undertaken in collaboration with a public-or private-sector partner, addressing spatial design challenges that emerge from the partner's real-world operations and institutional culture. The final semester centres on a student-defined capstone design project that synthesises the learning of the programme.

Classes are normally held during the daytime on weekdays. Some subjects will be delivered during weekends. Each of the weekend subjects requires three weekends spread over 4–5 weeks. It normally takes 1.5 years full-time to complete the specialism.

Core Areas of Study

Seeks to unite practical approaches to innovation in urban strategies with formal aspects of urban environment design, through:

- real-world project development;
- teamwork approaches to problem-solving;
- socio-cultural and aesthetic considerations;
- reflecting critically and analytically on the urban environment;
- value creation by design within the urban environment;
- a critical understanding of contemporary urban transformations in China; and
- definition of strategic approaches to urban environment design.

Master of Science in

Multimedia and Entertainment Technology

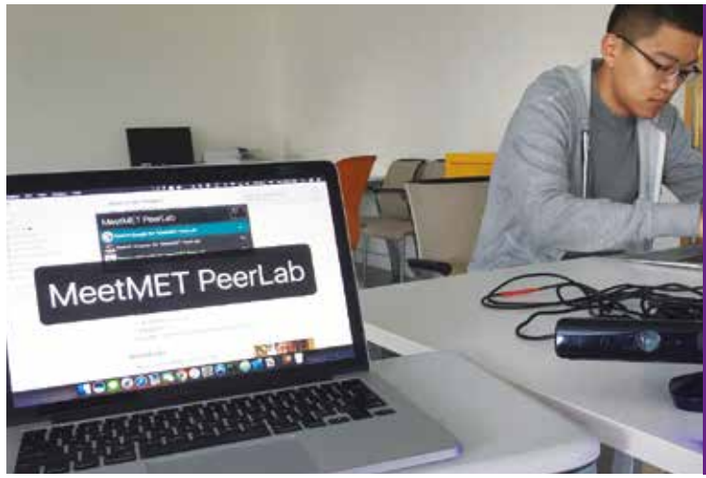
Programme Code	73034
Mode of Study	Full-time
Normal Duration	12 months
Credits Required for Graduation	36

Local/ International

Self-financed

Taught Postgraduate Programmes

Programme Leader:
Dr Gino Yu BSc, PhD



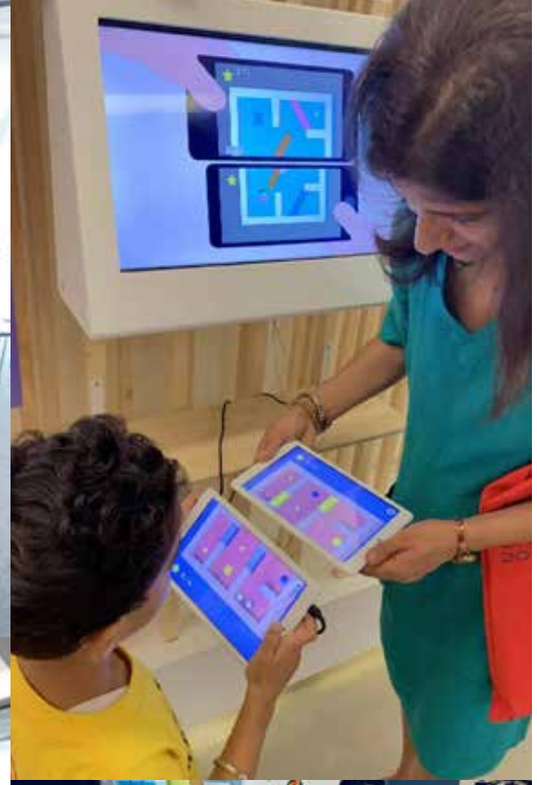
Aims

The programme is for those who are keen to lead in the digital entertainment industry. It is designed to open creative possibilities in the minds of the students by exploring cross-disciplinary media applications and technologies. Through theories and project based modules, students are encouraged to look afresh into all aspects of how media impacts our lives, ranging from technological innovation and development for human-machine interfaces to creative content design for digital entertainment.

The course starts with the building blocks of human psychology, game design and online entertainment and encourages students to look beyond technology by finding value in innovation to shape the path of what digital entertainment can become.

More programme info

Student portfolios



Characteristics

The programme features streams that are aligned with the latest advances in both research and industry. Students will gain a comprehensive understanding of the latest video game development, management, and marketing techniques in our Game Development stream. Fast track their career by specialising in the latest content technologies in our Social, Mobile, and Internet stream. Maximise impact and value of any multimedia design by understanding creative processes and how people interact with media in our Applied Design Psychology stream. Students of all streams learn entrepreneurial thinking and the skills needed to give them a competitive edge in the fast paced multimedia technology and entertainment industry.

Programme Structure

The programme consists of 36 credits, involving 5 compulsory subjects, 6 elective subjects and a Master's Project.

Subjects

Compulsory	› Production Processes in Multimedia and Entertainment › Globalization in New Media Design and Technology › Innovative Multimedia Project Development I & II › Recovering Creativity › Successful Project Management › Master's Project
Stream Electives	**Applied Design Psychology** › Psychology of Design I & II **Game Development** › Game Design › Game Development **Social, Mobile and Internet** › Emerging Multimedia Technologies for Digital Media Industry › New Opportunities in Digital Media
Other Electives	› Concept Art & Production Design › Independent Study › Interactive Multimedia Environments › Introduction to Sociable Robots › Marketing Management for Digital Entertainment › Prototyping and Scripting › Reinventing Traditional Businesses Using New Media & The Internet › Sound Design and Technology › Story Development › Transformative Technologies › Virtual and Augmented Reality › One eligible subject offered by Department of Computing

* This list is subject to change.

Doctor of Philosophy

Doctor of Philosophy
Research Postgraduate Programme

PolyU Design offers PhD studies in the following areas:

- Social Design
- Design Economy
- Design Making.

More PhD programme info
https://polyu.hk/WgGTz

Online application
www.polyu.edu.hk/study/rpg

For enquiries, contact us at (852) 2766 6305 or email sd.phd@polyu.edu.hk.

About PolyU Design

About PolyU Design

Motto

Make possibilities endless.

Vision

To establish the School of Design as a top tier international design school, applying Asian innovation to global opportunities.

Mission

PolyU Design aims to be a leading transdisciplinary design school that:

> Nurtures responsible and open-minded creative talents and active learners.

> Conducts practice-based research, covering: social design, design economy, and design making.

> Contributes to innovation in Hong Kong and Mainland China, while maintaining a global perspective.

Reputation built since 1964

The School stands at the junction of art and science, with a philosophy of offering high quality design education and producing high impact research and consultancy work in both pure and applied nature. The dynamic and collaborative environment, contributed by multidisciplinary partnerships among faculties, industries, and other overseas institutes, prepares the students to rise to the challenges of the new global age.

International Standings

- 15th in the world, *Quacquarelli Symonds (QS) World University Rankings® by Subject—Art and Design*, 2020
- One of the Special Mention Graphic Design Schools, *World Design Schools Hub*, 2016
- One of the Top 10 Best Industrial Design Schools, *World Design Schools Hub*, 2015
- The only Asian school listed as World's Best 25 Design School, *Business Insider*, 2013
- One of 'The Best Design Schools in the World', *BusinessWeek* since 2006
- Master of Design (Design Strategies) as one of the World's 30 Best Design Thinking Programmes, *BusinessWeek*, 2009

Half a century of excellence in design education

1960s

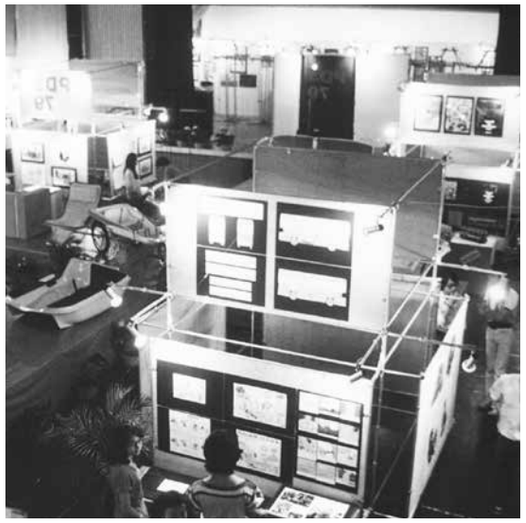
- Founded at the Hong Kong Technical College
- Part-time evening General Certificate courses offered

1970s

- Renamed as Department of Design at the Hong Kong Polytechnic's establishment
- Joined ICSID World School Services
- First Polydesign Show held
- First 30 Higher Diploma students graduated
- 3-year Higher Diploma in Design offered
- Specialisms introduced to Higher Diploma in Design
- 2-year Higher Certificate in 2-Dimensional Design launched
- 2-year Diploma in Design with specialisms in final year introduced
- Streams added to Higher Diploma in Fashion Design
- 2-year Higher Certificate in Applied Photography launched

1980s

- Renamed as the Swire School of Design
- Higher Certificates in Illustration and Studio Ceramics introduced
- BA in Graphic and Industrial Design offered
- BA in Fashion and Interior Design launched
- BA in Design offered specialisms in Fashion, Graphic, Industrial, and Interior Design



1990s

- Re-designated as School of Design
- Graphics and Interior Design became honours degrees
- MA in Design programme launched
- Degree in Photographic Design launched
- BA (Hons) in Art and Design in Education offered
- Higher Diploma in Multimedia Design and Technology offered
- First Mphil student graduated

2000s

- First PhD student graduated
- BA (Hons) in Digital Media programme launched
- Launched MBA in Innovation and Design Management programme with Graduate School of Business
- Master of Design (MDes) Scheme launched and expanded to offer specialisms in Design Practices, Design Strategies, Interaction Design, Urban Environments Design
- Rated as world's Top Design School by *BusinessWeek*; MDes (Design Strategies) as 'Best Design Thinking Programme'

2010s

- The 4-year BA (Hons) Scheme in Design introduced
- BA (Hons) in Interactive Media programme introduced
- MDes (International Design and Business Management) programme launched
- The cross-disciplinary Executive Master in Innovation Leadership programme launched
- The Hong Kong Jockey Club donated HK$249 million for the Innovation Tower and Design Institute for Social Innovation
- Relocated to the Jockey Club Innovation Tower in 2013
- Ranked top in Asia on the QS World University Rankings® by Subject—Art and Design
- BA (Hons) in Social Design launched

Amazing alumni

Freeman Lau 劉小康

Dorophy Tang 鄧卓越

Chu Chen On 朱鎮安

Raman Hui 許誠毅

Siu Hak 小克

Eric Chan 陳秉鵬

Tommy Li 李永銓

Dennis Chan 陳瑞麟

Anthony Lo 羅偉基

Chi Wing Lee 利志榮

Benny Ding Leong 梁清河

Barrie Ho 何周禮

Vivienne Tam 譚燕玉

Alan Yip 葉智榮

Mike Mak 麥雋永

Craig Au Yeung 歐陽應霽

Rony Chan 陳凱納

Alice Mak 麥家碧

Eddy Yu 余志光

Carrie Chau 鄒蘊盈

PolyU Design has groomed a consortium of creative minds in its history. From top management of corporations to world-renowned designers, our alumni's achievements are not only limited to design and creative industries. Many of our proud former students are now leaders in innovation management, branding strategies and other professions.

Global orientation, Hong Kong advantage

PolyU Design has an excellent setting in the East-meets-West culture in Hong Kong. With its close proximity to Mainland China and the rest of Asia, Hong Kong is one of the most dynamic, prosperous and safe metropolitan cities in China and the world. At PolyU, students are exposed to both English and Chinese, the most widely spoken languages in the world. English is the official medium of instruction, while Chinese is the native language of the majority of local people. Studying here, students will have access to the culture, society and people of Hong Kong and Mainland China, and meet people from all around the world. With China's emergence as the world's focal point of economic development, such exposure is bound to provide students with a competitive edge for our students' future development.

Hong Kong as a Design Hub

Ranked the 6th in the World Design Rankings* in 2020, Hong Kong is a cosmopolitan known for celebrating design culture and commerce. PolyU Design, hosts close to 100 design events and exhibitions every year, attracting more than 200,000 visitors. The design community at large presents countless events and exhibitions throughout the year, in particular, Business of Design Week (BODW), HK-SZ Design Biennale, Detour, PolyU Design Annual Show and various design marts. These events providing numerous networking opportunities are on the calendar of every professional and stakeholder in the design industry. The PMQ is home to more than 100 local and young create-preneurs where many of our alumni open their design studios in the heart of the city, Central.

* Based on the number of designers that have been granted with the A' Design Award

Photo Credit:
Heng Yu (IDSBM, class of 2017)

International and Chinese Mainland students

When considering studying abroad, you aim to not only stay overseas for a few years and earn a degree but also benefit from a world-class international education in a foreign culture and society, which helps pave your way to a brighter future. PolyU is a pathway to your aspirations. PolyU has a proud history dating back to 1937 with a mission to provide high quality education of an applied nature meeting the changing requirements of the world, and preparing students for the challenges they will face in their future careers. At PolyU Design, our studio studies are fast-paced, focusing on experimentation and development of good design sense. Our students will be equipped with global perspectives connecting them to not only Hong Kong, but also China and the whole world. More and more multitalented, passionate, and devout students have come to study at PolyU Design from such regions as Malaysia, South Korea, China, Taiwan, Singapore, India, Indonesia, Vietnam, USA, the UK, Finland, Germany, the Netherlands, Denmark, Switzerland, Hungary, Lithuania, Latvia, Columbia, Mexico, Italy, New Zealand etc.

Visit www.polyu.edu.hk/study for latest information on living in Hong Kong and applying as a non-local student

Visit https://polyu.hk/lqcdB to learn about the support services to international and mainland students at PolyU

Scholarships and Financial Supports for non-local undergraduate students https://polyu.hk/seRse

International Network

PolyU Design welcomes and has taken part in various kinds of local and international collaborations with both academic and corporate sectors.

Academic collaborations range from research projects, to exchange programmes, to workshops; while corporate collaborators offer scholarships and work-based learning opportunities, including local and overseas summer internship to our students.

International Exchange

For some Hong Kong students, our international student exchange programme is a precious, once-in-a-lifetime opportunity to experience studying abroad, outside of their cultural and social comfort zones, for one semester or two. They can choose to learn from world-class academic practitioners at top-ranked design schools in fascinating countries. Likewise, each incoming exchange student to PolyU Design is granted a treasured opportunity to study with our international faculty first-hand at Asia's top design school in the strategic hub of Asia Pacific.

Top schools around the world chose us as their exchange partner:

- Aalto University (Finland)
- Anhalt University of Applied Sciences (Germany)
- Art Academy of Latvia (Latvia)
- Copenhagen School of Design and Technology (Denmark)
- Cornell University (USA)
- Delft University of Technology (The Netherlands)
- Design Academy Eindhoven (The Netherlands)
- Free University of Bozen Bolzano (unibz) (Italy)
- HFT Stuttgart University of Applied Sciences (Germany)
- TH Köln – University of Technology, Arts, Sciences (Germany)
- Konstfack, University of College of Art, Craft and Design (Sweden)
- Lahti University of Applied Sciences (Finland)
- Leeds College of Art (United Kingdom)
- OCAD University (Canada)
- Thammasat University (Thailand)
- The New School (USA)
- Ulsan National Institute of Science and Technology (Korea)
- University of Arts London, LCC (United Kingdom)
- University of Westminster (United Kingdom)
- ZHdK, Zurich University of the Arts (Switzerland)

Design disciplines with breadth and depth

PolyU Design is dedicated to bringing the world better processes, services, and products through education and practice. Programmes are offered in various design disciplines at bachelor, master and PhD levels.

Academic Programmes

Advertising Design (BA)
Communication Design (BA)
Design Practices (MDes)
Design Strategies (MDes)
Digital Media (BA)
Environment and Interior Design (BA)
Interaction Design (MDes)
Interactive Media (BA)
International Design and Business Management (MDes)
Multimedia and Entertainment Technology (MSc)
Product Design (BA)
Social Design (BA)
Urban Environments Design (MDes), and
PhD

Meet our international faculty

Our faculty is one of the most internationally mixed in the world. The team has industry experience, conduct research in specialised areas and bring these skills into the classroom. Find their profiles on our website.

https://polyu.hk/nqqBz

Employability

The score that positioned the School at the 12th place among QS World Top 20 Art and Design institutions for Employer Reputation is a reflection of the academic rigor that the School has established throughout its history. This QS metric is based on over 30,000 international and domestic responses to its QS Employer Survey, and asks employers to identify those institutions from which they source the most competent, innovative, and effective graduates.

According to the PolyU graduate survey of 2018, the average employment rate of our Bachelor's degree graduates is 89.1%. They joined design consultancies, international companies, manufacturers, government, media, educational institutions, to name but a few. There is an increasing number of graduates choosing to establish their start-up companies with the support from various funding schemes such as PolyU Micro Fund, HKSTP Corporate Venture Fund.

Graduates from the School include established names like Raman Hui, director of the blockbuster action comedy Monster Hunt and animation director of Oscar-winning Shrek to James O, co-founder of the first $1 billion Hong Kong startup company Gogovan.

Students are engaged in Design Projects, Interactive Critiques, Seminars, Tutorials, Lectures, Workshops, Exhibitions, Independent Study, Local and Overseas Visits and Study Trips, Individual Practice and Teamwork, Internship, Cooperative Projects, and International Exchange.

Work-Integrated Education

Since 2005, PolyU has made Work-integrated Education (WIE) a graduation requirement for its students. WIE involves work-based learning experiences and brings PolyU Design students together with real-world clients both inside and outside the classroom. The two core components of WIE are a cooperative project – which is undertaken as a compulsory subject in the first semester of students' final year of study, collaborating with commercial enterprises, government departments and non-profit organisations; and a summer internship – which places students in the real world of full-time employment and is a credit-bearing subject in the four-year curriculum. The aim of WIE is to give students working experiences before graduation so they will be able to better appreciate what they learn in class, while integrating theory with practice, enhancing all-round development and making better career plans.

(Below) With sustainable tourism in mind, students developed enhanced travel experience proposals including new logo design, advertising strategies, souvenir items, working holiday programes and local workshops for Roots Inc. based in Soni-Mura, Japan. (Cooperative Project, 2019–20)

(Above) Students were commissioned to develop design and campaign strategies that inspire change in drinking and consumption habits. The project incorporated rebranding and advertising proposals, signages and communication designs, and exhibition plans. (Cooperative Project, 2019–20)

www.sd.polyu.edu.hk/wie

SDworks

SDworks curates, produces and sells. It showcases student projects and helps to refine their ideas into real world products. SDworks serves as an alternative learning space where students can participate and learn throughout the entire product and business development process. Selected items are displayed at the SDworks shop, which is also a pop-up exhibition venue for student projects.

Contact us at
sdworks@polyu.edu.hk

sdworks.sd.polyu.edu.hk

Design: Social, Economy, Making

Research in the School generates conceptual and technical resources that shape Hong Kong's social and material futures. It is organised under three initiatives of interest: Social Design, Design Economy and Design Making, synthesising faculty interests, whilst simultaneously serving as strategic instruments for allocating research funds, selecting PhD students, and guiding research conducted by the faculty.

Whereas the Design Making focus builds on the School's legacy, organised under design labs, Design Social and Design Economies set out future and prospective interests.

Research follows a lifecycle model in which initiatives may become labs, at first, before being dissolved at their end of their productive period.

- Asian Ergonomics Design Lab
- Asian Lifestyle Design Lab
- Creativity and Design Education Lab
- Digital Entertainment Lab
- Information Design Lab
- Interaction Design Lab
- Public Design Lab

Stimulating infrastructure

PolyU Design has relocated to the Jockey Club Innovation Tower since 2013 which is built to further drive the development of Hong Kong as a design hub in Asia, and provide additional space to facilitate multidisciplinary collaboration. The home of PolyU Design provides advanced facilities for teaching and learning, as well as ample exhibition and collaboration spaces that are positioned to attract deserved attention to the students' work. The Innovation Tower is the only permanent architectural work in Hong Kong of Dame Zaha Hadid, the late legendary figure in the world of modern architecture.

Comprehensive Facilities for Competitive Work

Studios are where design students study and nurture their creativity. The Jockey Club Innovation Tower has fully equipped modelling workshops that allow students to have conceptual and physical space to investigate and experiment with materials, tools, processes and ideas. Practical techniques are regarded as an integral part of the problem-solving process that students need to exercise through hands-on workshop activities. The workshop facilities provide students the opportunity to familiarise with skills for the mastery of making.

Our teaching labs and studios feature hardware that is custom-built to accommodate high-end graphics and multimedia content development. PolyU Design provides the most advanced audio and visual studios and labs for different levels of projects in digital media.

Material Resource Centre (MRC)

The MRC is a place to explore materials representing current trends in design, materials research and productions from all over the world, and to discover thousands of new interesting materials and related technologies that can lead to new sources of inspiration and creativity. Collections from Material ConneXion New York, StylePark Germany, PolyU Eco-Material Archive (Hong Kong and PRD), Pantone colour libraries and more. Material samples are continually added and updated.

In addition to its rich collection, the MRC hosts various public activities like talks, exhibitions, competitions, to engage more people in the world of materials.

Location: V510, JCIT, PolyU

Facebook: hkpolyumrc

Check out this video on the building
vimeo.com/94637547
Source: Dezeen

Visitors' Information
www.sd.polyu.edu.hk/en/about/tours