

BA (Hons)

# Scheme in Design

# Why PolyU Design 為何選讀理大設計？



QS World University Ranking in **Art & Design, 2021**  
2021 QS世界大學藝術及設計科目排名

NEW

## Integrated Curriculum

**Interdisciplinary team work** and working in tandem with STEAM and business  
新綜合課程  
跨學科團隊合作



Choice of **Design Specialisms**  
設計專修

## English

**Medium of instruction**  
英語教學

1964



The only young institution in the world  
**top 20 design schools**  
世界頂尖20所設計學院中最年輕

4:6



**Local : International** faculty ratio  
**Global standard** of design education  
本地與非本地師資比例  
國際化團隊

## Zaha Hadid

**Award-winning landmark facility** by star-architect  
名建築師設計校舍

## Networked

Collaboration with professional at all **local, mainland China, and international levels**  
與本地、內地及國際企業協作

## Exchange

Long list of **top partner design institutions**  
與其他頂級設計學府進行學術交流

## Springboard

Realised your **entrepreneurial dreams** with holistic support  
提供支援助實現創業夢想

## Real Clients

**Internships and collaboration** through Work-Integrated Education Programme  
與真實企業實習和校企協作

## Community

**Rich service-learning programme** with the community  
透過服務學習回饋社會





Lecture Theatre  
演講廳



Digital Print  
數碼印刷中心



Wood & Metal Workshop  
金工及木工工場



Material Resource Centre  
物料資源中心

# FACILITIES

# 設施



Wood & Metal Workshop  
金工及木工工場



Ceramic Workshop  
陶瓷工場



Computer Studios  
電腦室



Media production studio  
媒體製作工作室



Screening Room  
放映室

# BA (Hons) Scheme in Design

設計學（榮譽）文學士學位組合課程

4-Year Curriculum 四年制課程

Year 1  
第一年

**DESIGN  
FOUNDATION**  
設計基礎

COMMON BASICS  
基礎

Year 2  
第二年

**DESIGN  
CLUSTER**  
設計選科群組

INTERDISCIPLINARY  
COLLABORATIONS  
跨學科合作

Year 3  
第三年

**DESIGN  
SPECIALISM**  
設計專修

DISCIPLINE  
EXPLORATION  
探索學科

Year 4  
第四年

**DESIGN  
SPECIALISM**  
設計專修

INTEGRATIVE  
DESIGN  
綜合設計

FOUNDATION  
基礎課程

ENVIRONMENT  
DESIGN  
環境設計

ENVIRONMENTAL DESIGN 環境設計

INTERIOR DESIGN 室內設計

COMMUNICATION  
DESIGN  
傳意設計

ADVERTISING DESIGN 廣告設計

INFORMATION DESIGN 信息設計

MEDIA DESIGN 媒體設計

PRODUCT  
EXPERIENCE  
DESIGN  
產品體驗設計

INTERACTION DESIGN 交互設計

PRODUCT DESIGN 產品設計

SERVICE  
DESIGN  
服務設計

SERVICE DESIGN 服務創新設計

SOCIAL DESIGN 社會創新設計

# BA (Hons) Scheme in Design

設計學（榮譽）文學士學位組合課程

4-Year Curriculum 四年制課程

For more information  
瞭解更多資訊

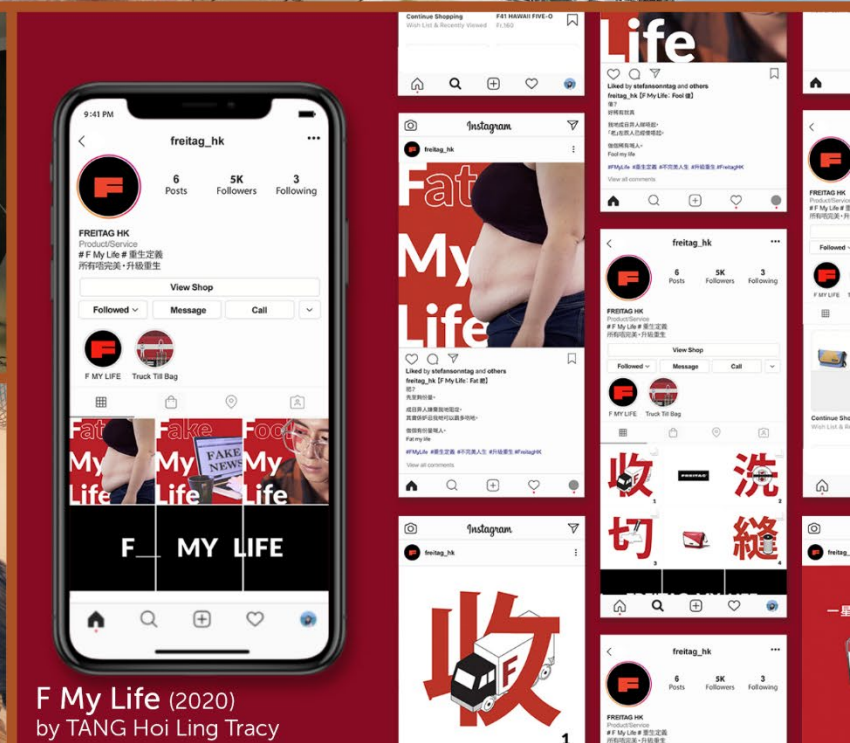


<https://polyu.hk/CWnBn>

# Advertising Design

## 廣告設計

- Branding
- Consumer Analysis
- Copywriting
- Digital Advertising
- Government Campaign
- Event & Promotion
- Marketing
- Packaging
- Photography
- Point-of-Purchase
- Print Advertising
- Public Information
- Screen Advertising
- Social Media Campaign
- Sponsorship
- Typography



# Information Design

## 信息設計

Audience & Users

Awareness

Digital Advertising

Education

Graphic User Interface

Information

Illustration

Packaging

Photography

Print Advertising

Promotion

Screen Advertising

Typography

Wayfinding

Sponsorship



Cultural Run (2020)  
by MOK Ka Ki



Data Sense: Tracing COVID-19  
by infographics and data visualisation (2021)  
by CHEUNG Lok Yi Louie



Gift and Tale (2019)  
by HUI Chi Yin



Walk Methods HK —  
Designing for tourists (2018)  
by NG Ting Fung Charles



# Media Design

## 媒體設計

Animation

Character

Digital Entertainment

Digital Media

Fabrication Skills

Filmmaking

Media Production

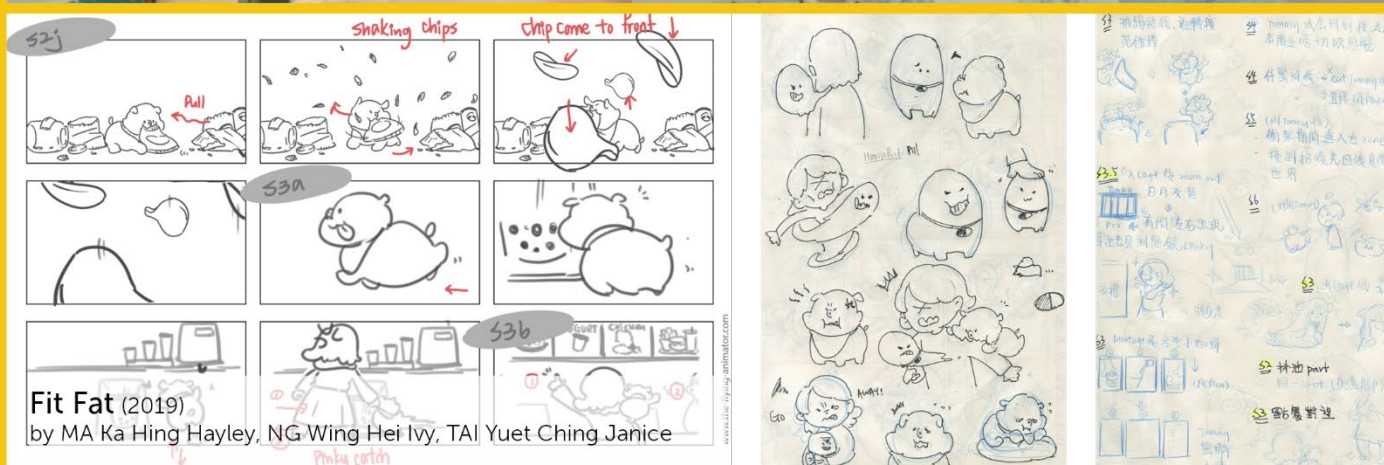
Media Syntax

Narrative-Driven

Sound Design

Storytelling

Visual Effects



# Environmental Design

環境設計

Commercial Spaces

Environmental Design

Environmental Graphics

Housing

Landscaping

Materials

Museology

Public Spaces

Private Spaces

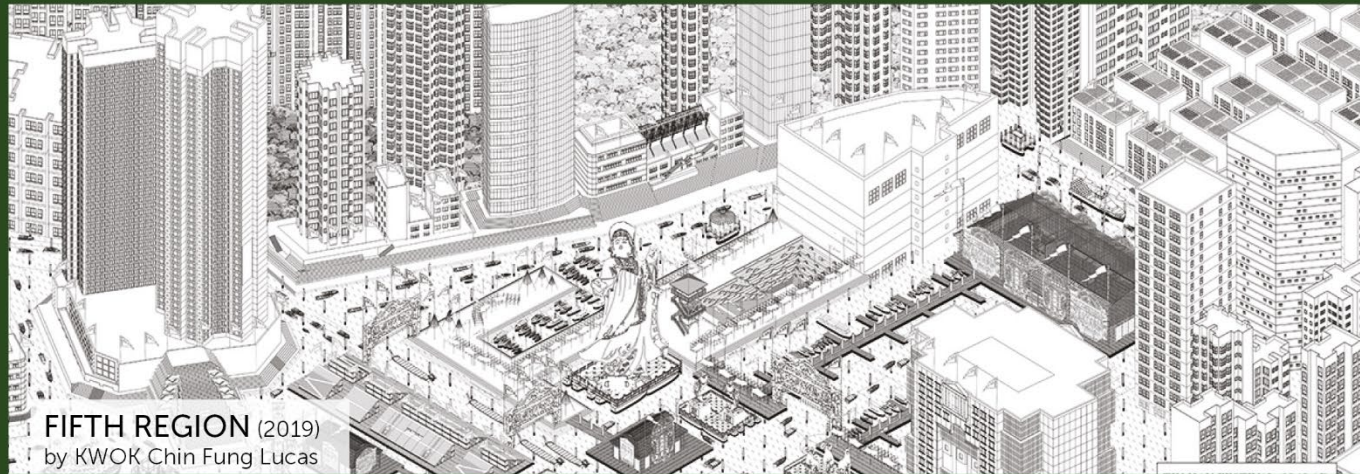
Recreational Spaces

Space & Users

Structure

Textures

Wayfinding



Service Learning Experience in Japan (2019)  
by Students from various departments of PolyU

Urban Projections in Paper  
by Year 3 students

# Interior Design

## 室內設計

Commercial Spaces

Exhibition

Hospitality

Institutional Spaces

Interior Design

Lighting

Materials

Museology

Private Spaces

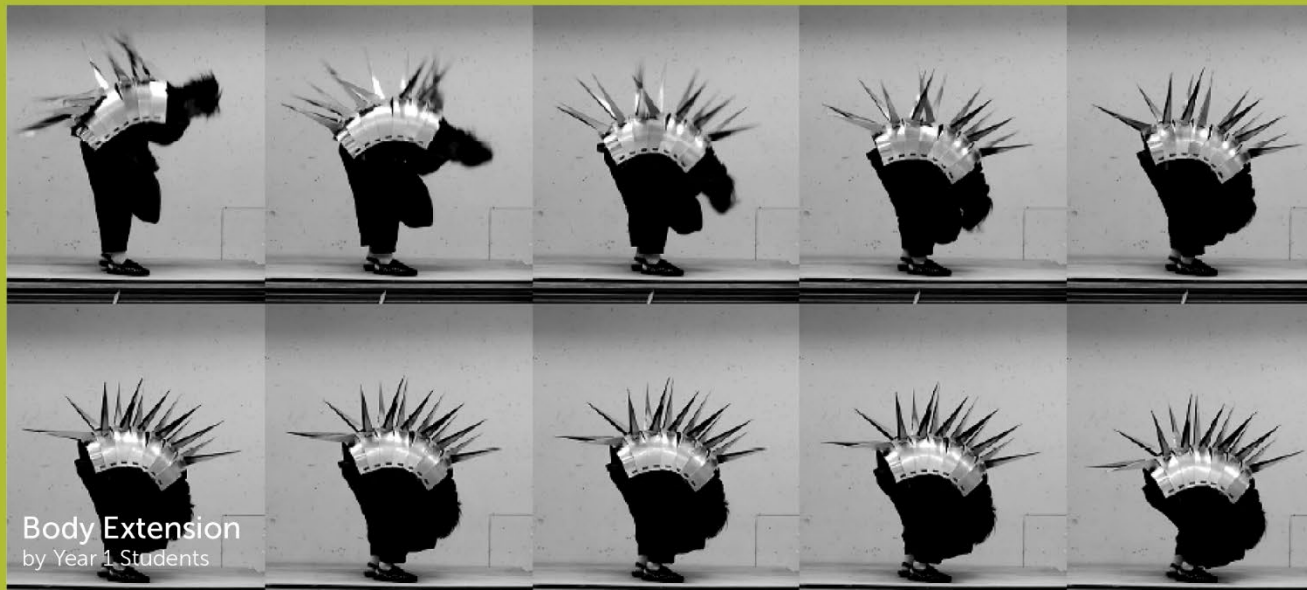
Recreational

Space & Users

Structure

Textures

Wayfinding



Body Extension  
by Year 1 Students



Guerrilla Planter (2020)  
by LEUNG Cheuk Sum



The Arch (2019)  
by EID: LAI Pui Ying Venus, LAM Yuet Lai Timothy,  
WANG Yuanzhi Lesimo;  
PRD: AN Bangning Benny, CHEN Qixuan Mark



# Product Design

## 產品設計

Artificial Intelligence

Cultural Appreciation

Engineering and Production

Ergonomic

Furniture Design

Homeware Design

Interactive Product

Internet of Things

Markets Analysis

Materials & Processes

Sustainability

Transportation

User Experience

Visualisation & Modelling



# Interaction Design

## 交互設計

Computer Game

Communication

Digital Entertainment

Information

Innovation

Marketing

Networks and Communities

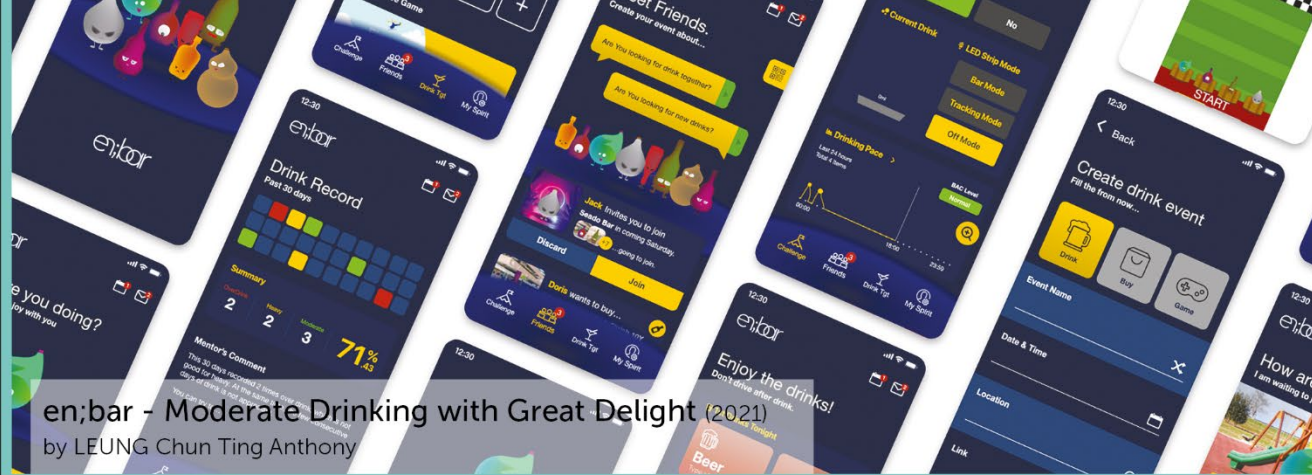
Prototyping

Social Entrepreneurship

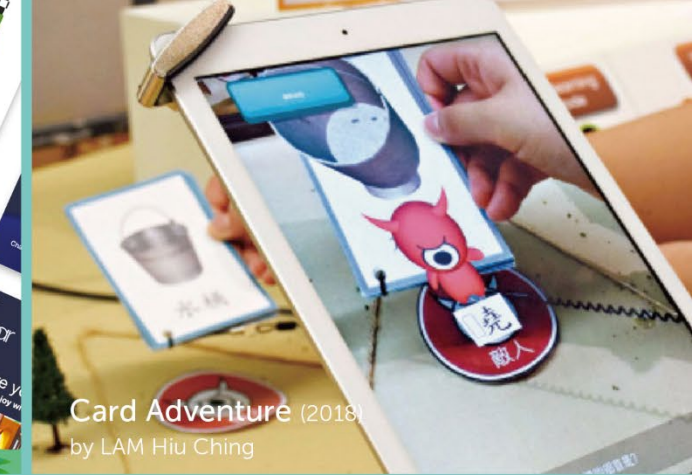
Storytelling

User Experience Design

Virtual Prototyping



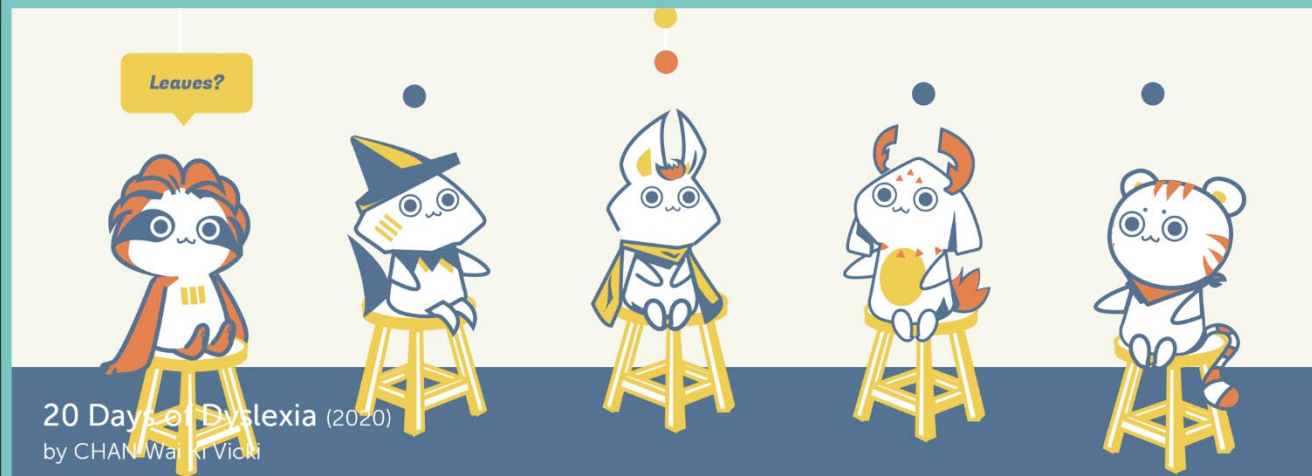
en;bar - Moderate Drinking with Great Delight (2021)  
by LEUNG Chun Ting Anthony



Card Adventure (2018)  
by LAM Hiu Ching



InMinder (2021)  
by WONG Tsz Shun Jessie



20 Days of Dyslexia (2020)  
by CHAN Wai Ki Vicki



# Service Design

NEW!!

## 服務創新設計

Civic Participation

Co-Designing Practices

Consumer Behaviour

Design Research

Ethnographic Research

Experience Design

Service Ecologies

Service Typologies

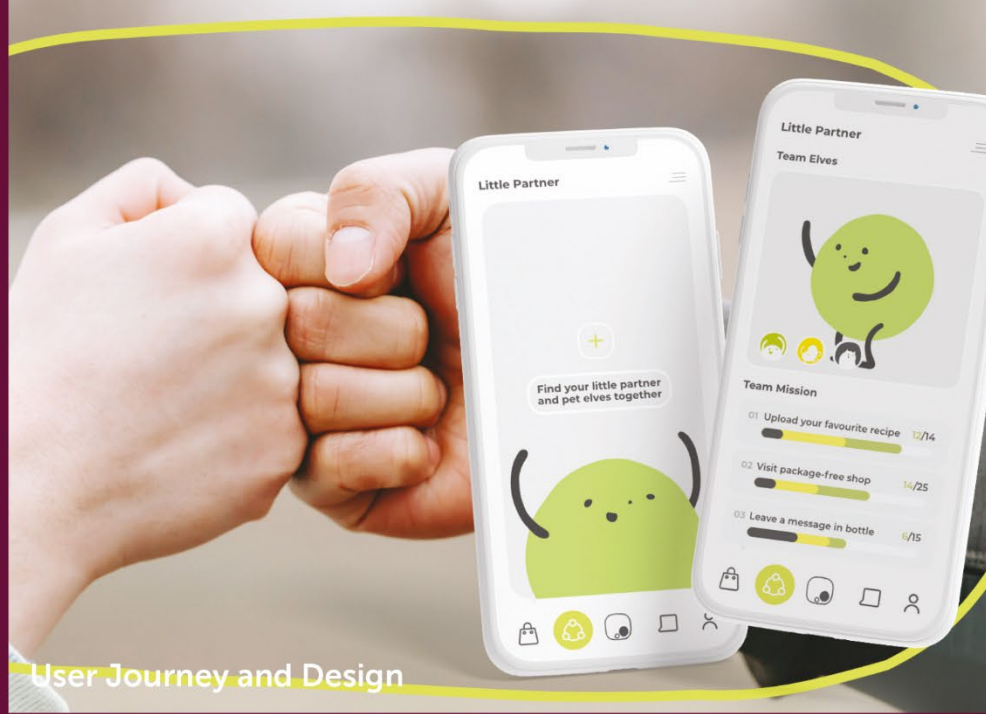
Social Engagement

Systems Thinking

User Journey and Design

Value-Creation

Visualisation



User Journey and Design



Co-Designing Practices



Consumer Behaviour



Visualisation

# Social Design

## 社會創新設計

Ageing Society

Community Issues

Cultural Appreciation

Design Solutions

Digital Technology

Innovation

Participatory Design

Rapid Prototyping

Social and Culture Business

Social Dimensions

Social Issues

Socio-Cultural

Transforming Data

Visualisation

Organize workshops to gather Parent-child doll making experience

Create a social platform to share how to play with dolls and their stories

Make doll friends

Meet doll friends

Repair doll friends

Share doll friends

Collaborate with Toy Doctor, Organize dolls to playing maker

Donate the doll you want to give up to some-one in need

**Hold Doll Friend - A Sharing Platform for Doll Owners (2021)**  
by CHAN Wai Sheung Destiny

User Research

Field Study

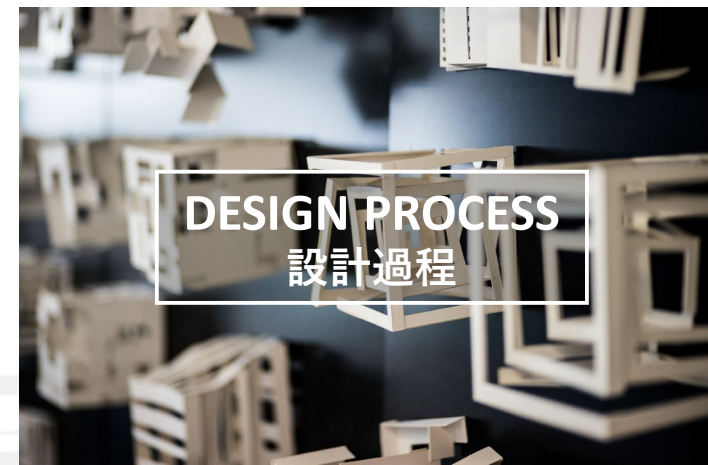
The Creative Work (2020)  
by CHEUNG Cheuk Nam Chad

```

    graph TD
      Fulfillment[Fulfillment of life] --> Grandparents[GRANDPARENTS]
      Fulfillment --> GrandparentsFriends[GRANDPARENTS' FRIENDS]
      Grandparents --> Company1[Company]
      Grandparents --> Memories1[Memories]
      Grandparents --> Skills1[Skills]
      Grandparents --> Grandchildren[GRANDCHILDREN]
      GrandparentsFriends --> Company2[Company]
      GrandparentsFriends --> Memories2[Memories]
      GrandparentsFriends --> Skills2[Skills]
      GrandparentsFriends --> FriendsGrandchildren[FRIENDS' GRANDCHILDREN]
      Company1 --> Experience[Experience and knowledge exchange]
      Company2 --> Experience
      Memories1 --> Experience
      Memories2 --> Experience
      Skills1 --> Experience
      Skills2 --> Experience
      Grandchildren --> Experience
      FriendsGrandchildren --> Experience
  
```

# Design Foundation 設計基礎

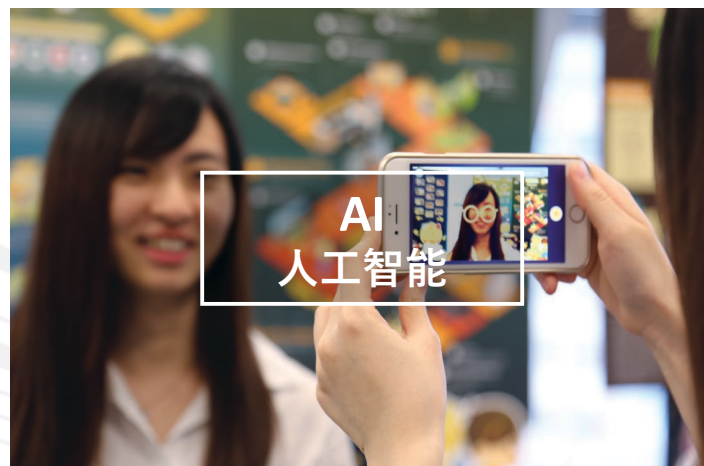
Year 1 第一年





# Design Cluster 設計選科群組

Year 2 第二年



# Design Specialism 設計專修

Year 3 & 4 第三、四年

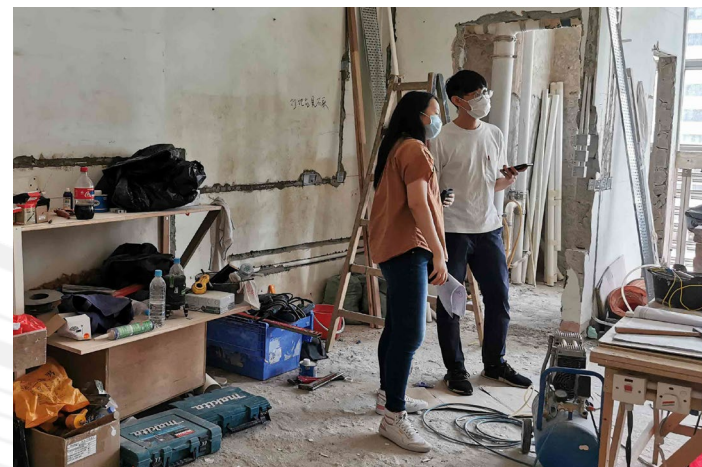


# Work-Integrated Education (WIE) 校企協作教育計劃



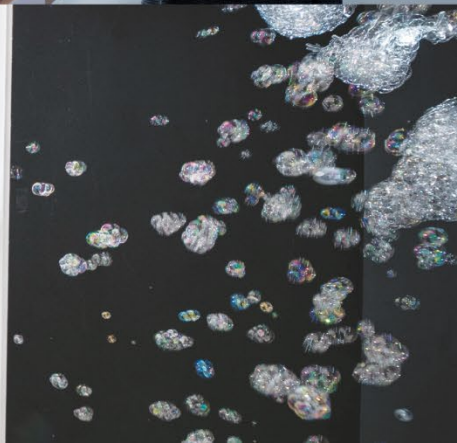
COOPERATIVE  
PROJECTS  
校企協作

INTERNSHIP  
實習





2021.PolyUDesignShow.com

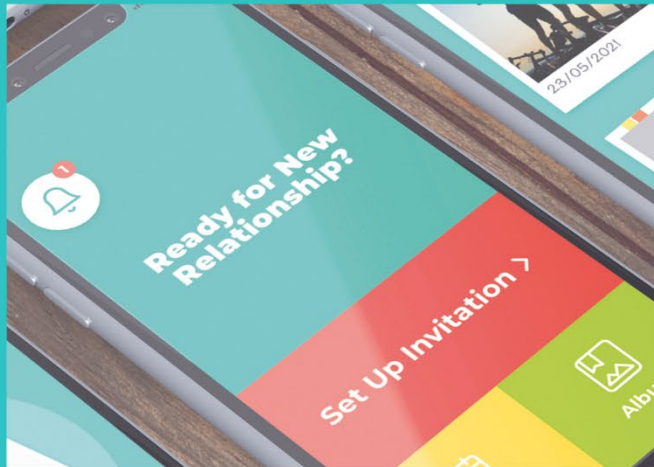


# Integrated Capstone 跨學科統整項目

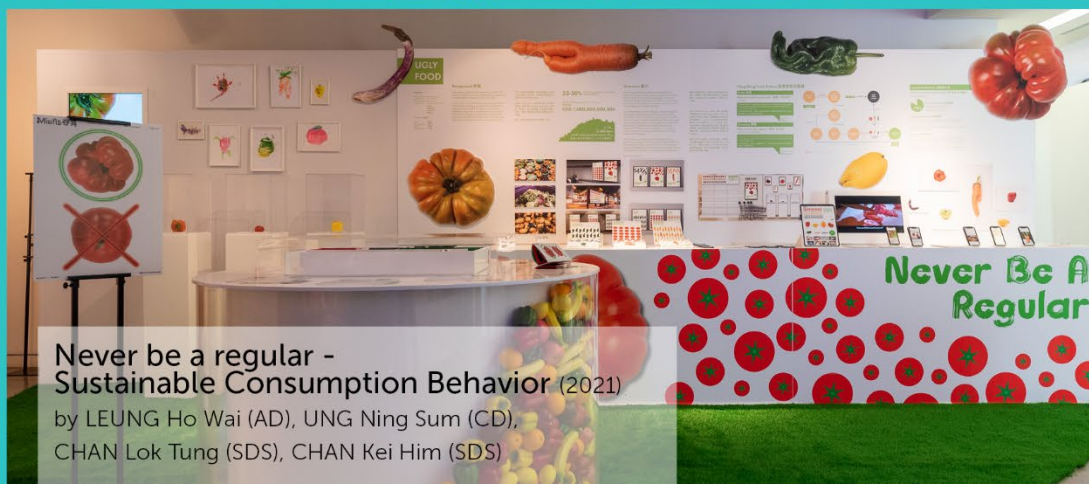
The interdisciplinary capstone projects echo the global trend in demand for multi-talented designers.



**ISO-ASIS: An Oasis in Isolation** (2021)  
by CHAN Ming Yan Amber (EID), LEUNG Po Kin Steven (EID),  
CHAN Si Jin (PRD), LEUNG Lok Yin Stefanie (CD)



**Relationship in Action - Family Journal** (2021)  
by CHOI Hoi Yan (SDS), NG Cheuk Lam (SDS), YIU Yat Pui (SDS),  
TSE Ngo Ting (DM), CHEONG Tsz Fung (DM), LEUNG Chun Ting (IM)



**Never be a regular - Sustainable Consumption Behavior** (2021)  
by LEUNG Ho Wai (AD), UNG Ning Sum (CD),  
CHAN Lok Tung (SDS), CHAN Kei Him (SDS)



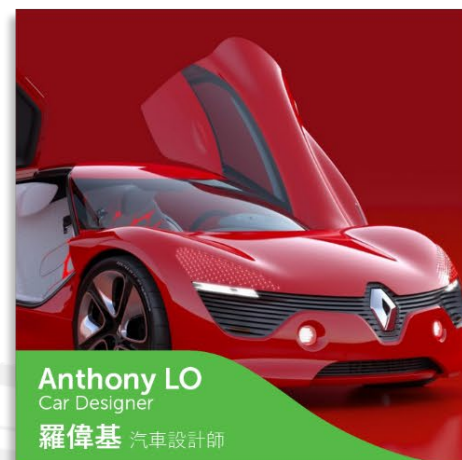
# Employers 僱主



and many more...

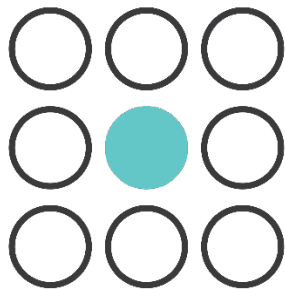
(companies are in random order)

# Alumni 校友



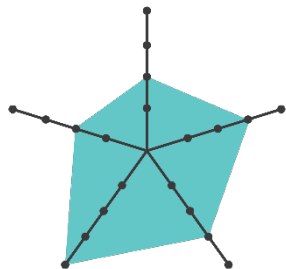
# Admission Tips 入學攻略

## Portfolio Preparation 如何準備作品集



**Organised and structured**

Layout, font, order



**Capabilities and skills**

Process, development



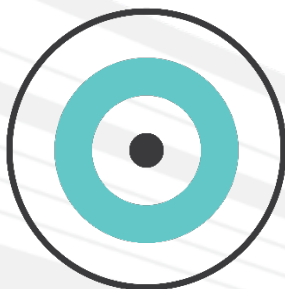
**Different approaches**

Mix media, experiments



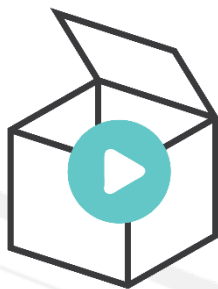
**State your works**

What did you do?



**Focus**

Design-based vs Art-based



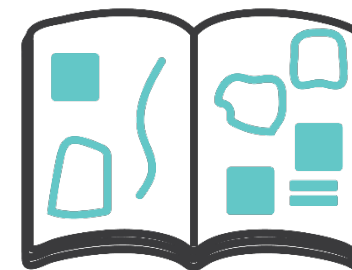
**Diversify**

2D, 3D, 4D



**Easy Access**

Hyperlinks or QR code



**VISUAL DIARY!!**

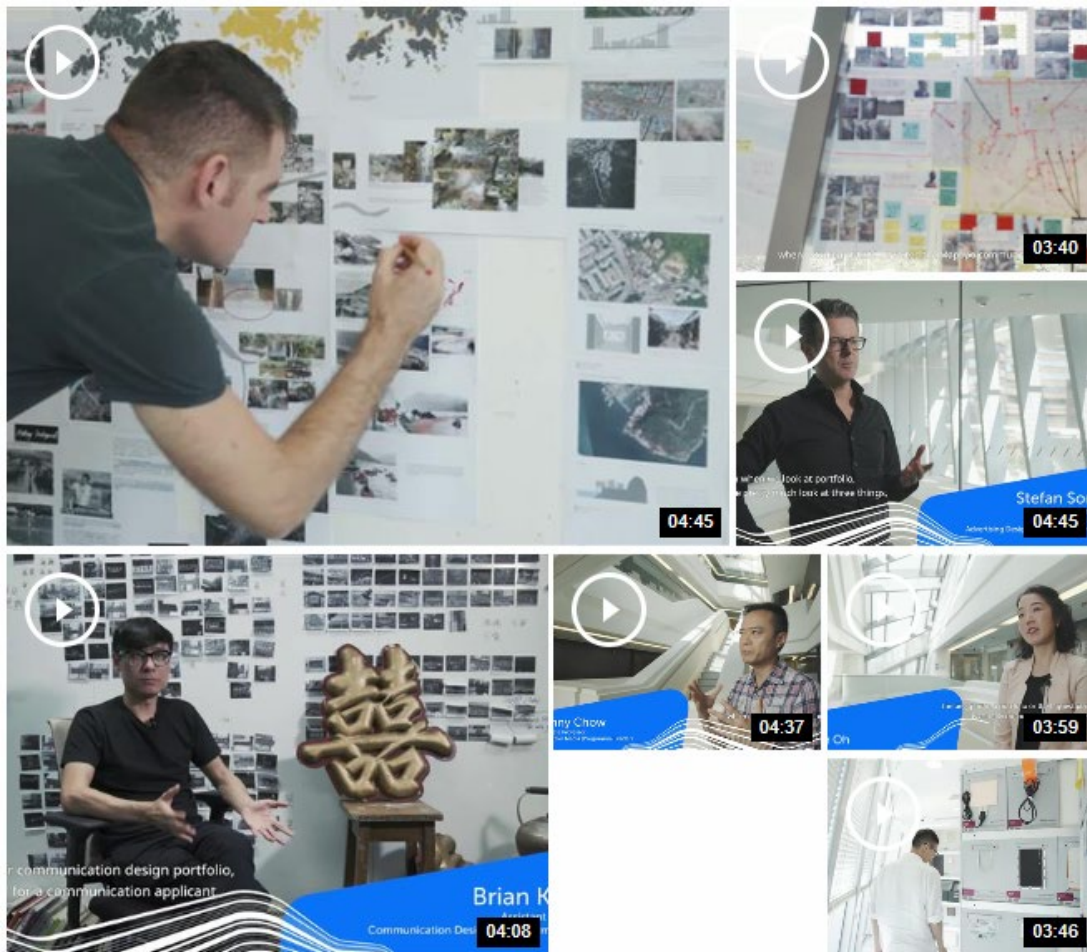
Ideas and observation



# Admission Tips 入學攻略

## Portfolio Preparation 如何準備作品集

### Video 影片



# Admission Tips 入學攻略

Interview 面試

- ▶ **Face-to-face or online**
- ▶ 15-20 minutes in **English**
- ▶ Good **communication** and **language skills**
- ▶ **Understand the candidates** via their works / portfolio, passion and knowledge in design, daily habits and conversation
- ▶ Applicants can know more about the programme requirement and direction



# Year 1 Entry 一年級入學

## Local JUPAS Applicants 本地JUPAS申請者



### Portfolio Requirements



<https://polyu.hk/GrcBn>

**Online Portfolio Submission**  
Early June

**Admission Interview + Digital / Physical Portfolio**  
End of July – Early August  
Online / in Person  
15-20 mins in English

# Year 1 Entry 一年級入學

## Local Non-JUPAS Applicants 本地Non-JUPAS申請者



**Local Non-JUPAS Application**  
End of September – Early February

**Interview Shortlist**  
March

**Notification of Offer**  
April – End of August

**Portfolio Requirements**



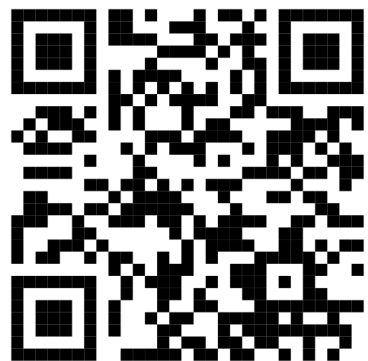
<https://polyu.hk/GrcBn>

**Online Portfolio Submission**  
Mid-February

**Admission Interview**  
+ Digital / Physical Portfolio  
March – April  
Online / in Person  
15-20 mins in English

**Follow US** 追蹤我們

## UG Programmes 學士課程



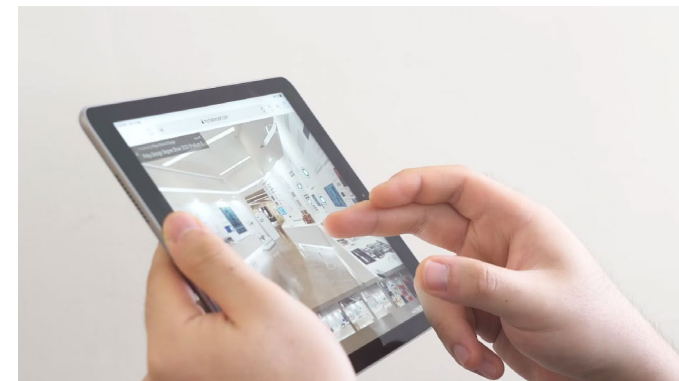
[www.sd.polyu.edu.hk/ug](http://www.sd.polyu.edu.hk/ug)

## Enquiry 查詢

**T:** 2766 5454

**E:** [sdweb@polyu.edu.hk](mailto:sdweb@polyu.edu.hk)

## Design Show 設計年展



[2021.polyudesignshow.com](http://2021.polyudesignshow.com)