

HONG KONG DESIGN INSTITUTE

PROSPECTUS 2026/27

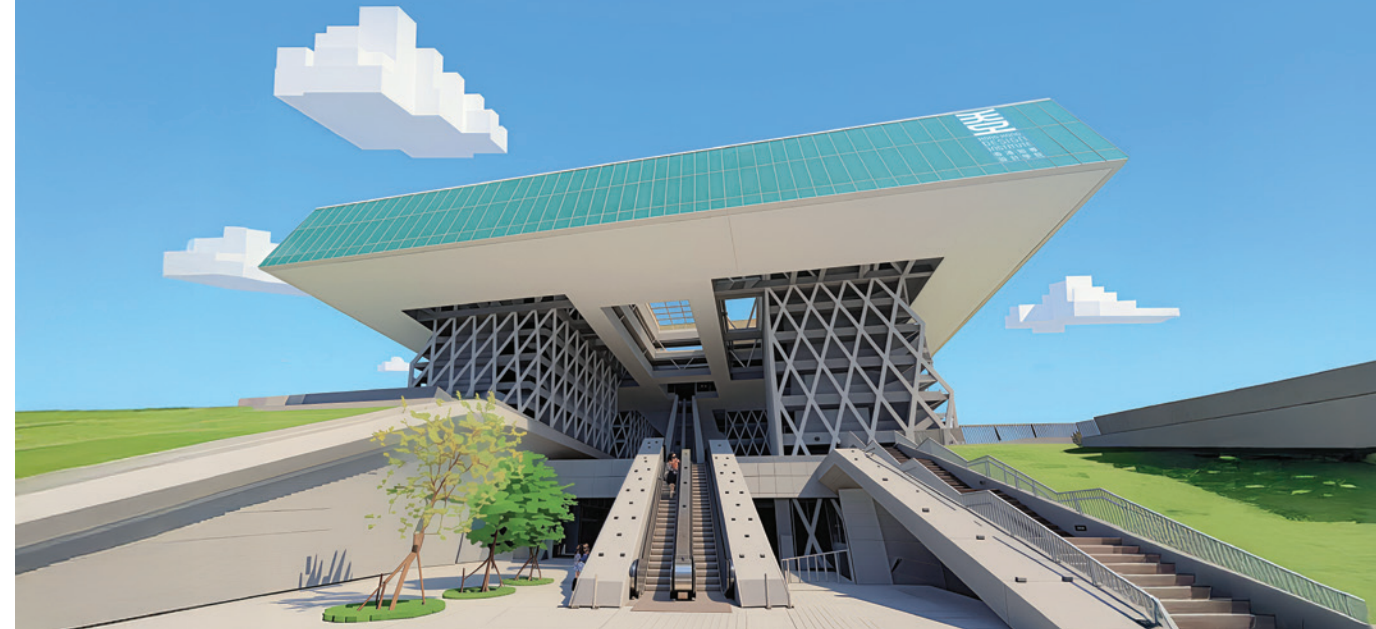


About Us

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



Dr Elita LAM
Principal
Hong Kong Design Institute

“Welcome to the Hong Kong Design Institute (HKDI), where creative minds come together - not just to learn, but to solve real problems through design.”

HKDI redefines design education as a dynamic platform for creative collaboration and forward-thinking pedagogy. Backed by a strong teaching team of design professionals and scholars, HKDI brings cutting-edge knowledge to the classroom through a blend of academic rigour, research excellence, and industry expertise. Our ‘Think and Do’ approach provides students with an immersive, hands-on learning experience, preparing them for evolving global challenges.

We cultivate design professionals who shape industries through user-centred innovation while creating lasting societal impact.

At HKDI, we champion an interdisciplinary approach that integrates technology, sustainability, and cultural heritage, inspiring our students to think creatively and develop innovative solutions. Through industry partnerships and competitions, they learn by making and taking ideas from initial concept to finished product. This ongoing dialogue between the classroom and the workplace produces graduates equipped to tackle real-world challenges with bold ideas and diverse perspectives.

HKDI offers unique opportunities that extend beyond academics. Our independent V Music label amplifies student talent - distributing music across popular platforms and staging live performances at major design events locally and regionally.

Another innovative highlight is our virtual idol, Vi, whose digital presence spans YouTube and Instagram, while her vinyl releases join 1,000+ records in our Vinyl Record Library, a place to nurture interdisciplinary learning.

Global exposure is not just an add-on, it is built into our students’ learning journey. They gain international exposure through exchanges ranging from week-long workshops in Asia to semester programmes in Europe.

“Our students emerge as visionary problem-solvers, tackling global challenges with bold ideas and diverse perspectives.”

Our campus regularly hosts world-class events such as international fashion shows, popular TV singing

contests, and acclaimed exhibitions centred on topics highly relevant to our curriculum, including sustainability, virtual reality, arts technology, culture and heritage, design thinking, and inclusive design. These exhibitions feature collaborations with renowned museums around the world. We connect cultures by presenting student creations in diverse settings from Kai Tak Sports Park and Shenzhen’s Nantou Ancient City, to prominent venues like Pitti Immagine Filati in Florence, Italy. These experiences foster a global mindset while creating professional opportunities, preparing graduates who are not just to learn, but to solve real problems through design for a better world.

We invite you to embrace the exceptional learning experience at HKDI. Come be part of a community that turns ideas into impact.

NURTURING FUTURE PROFESSIONALS



Mainland and International Academic Collaboration and Exchanges

~40 Global partners from 18 countries and / or regions

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

Articulation and Employment



Source: Employment Survey of Graduates of Full-time IVE / HKDI / ICI programmes in the past 3 years (as at May 2025)

Scholarships



38⁺

Scholarships awarded Over **HKD1.39 Million** in total for **197** 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 2024/25 academic year

Workplace Attachment



90 Minimum hours

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

Career Prospects

90+%

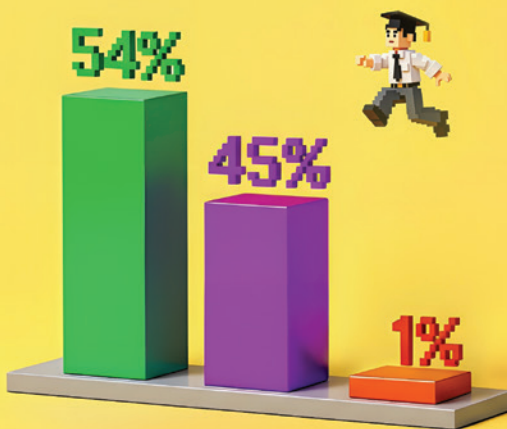
Average employment rate



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 2025)

Progression to Degree Programmes



- SHAPE top-up degree programmes in collaboration with overseas universities
- Local bachelor's degree programmes*
- Other degree programmes

* Including programmes offered by local universities / institutions, in which 8% to programmes offered by 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 2025)

UNIVERSITY DEGREE PATHWAY



Notes

- 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.
- 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.
- The duration of Bachelor's Degree programmes offered by our partner universities in collaboration with the School for Higher and Professional Education (SHAPE) are 12-24 months (Full-time) and 18 months (Part-time) respectively. Please visit SHAPE website for details.
- Students who have completed Secondary 6 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.
- 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.
- 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).
- Students who have completed Secondary 3 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, Jewellery Design and Technology, and Music and Media Production. 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 2026/27 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 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. For 2024 HKDSE and before, 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; From 2025 HKDSE onwards, Language Proficiency Level A2 or above in French / German / Spanish, N3 or above in Japanese and TOPIK II: Grade 3 or above in Korean are also recognised as one of the five HKDSE subjects in fulfilling the general entrance requirement. 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 VTC 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 2026/27 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 2026/27 academic year will be announced on the VTC 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 2025/26 TUITION FEES (For full-time programmes are listed below for reference)		
Programmes	Tuition fees per year (HK\$) <i>For reference only</i>	
	Year 1	Year 2
Higher Diploma (<i>Subvented Programmes</i>)	\$33,310	\$33,310
Diploma of Foundation Studies* / Diploma of Vocational Education# (<i>Subvented Programmes</i>)	\$21,630	N/A
<i>* Formerly named "Foundation Diploma (Level 3)"</i>		
<i># Formerly named "Diploma in Vocational Education"</i>		

Remarks:

1. In addition to tuition fees, students will be required to pay other fees, such as caution money and students' union annual fees.
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



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 Project Coordinators 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.



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.

LEARNING ENVIRONMENT AND FACILITIES cond't



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.



HKDI VIRTUAL PRODUCTION STUDIO

It is Hong Kong's first dedicated educational facility for cinematic arts technology. Spanning 9,000 square feet, it features professional cameras, a big LED wall, and computer-controlled lighting systems. The studio connects academia with the film industry, empowering aspiring filmmakers with hands-on experience to excel in professional production and shape the future of storytelling.

VINYL RECORD LIBRARY

It engages students and the public through hands-on experiences that celebrate vinyl culture, fostering collaboration among music, visual communication, fashion, and image design. By promoting the cultural significance of vinyl records, it creates opportunities for knowledge sharing and creative expression, centered around the V-hive – a vibrant hub for music lovers.

HKDI ATELIER

The newly established HKDI Atelier offers a multidisciplinary learning experience through collaborative projects, applied research, seminars, events, competitions, and other formats in partnership with industry professionals.



Left: Graphic Archive | Right: Fashion Archive





Left: Vinyl Record Library | Right: Material Library

HKDI GALLERY

HKDI Gallery serves as a vibrant exhibition platform for the Hong Kong Design Institute, promoting cultural exchange between East and West in the realm of design. It actively engages with both local and international entities, including renowned museums, celebrated designers, and curators. Each year, HKDI Gallery presents a series of world-class exhibitions featuring a diverse range of disciplines such as graphic design, architecture, fashion, product design, and multimedia.

Notable past exhibitions include “Tonight with the Impressionists, Paris 1874 – An Immersive Expedition in Virtual Reality” (2025), “The Warm-beings: Guangzhou Design Triennial - Hong Kong Exhibition” (2025), “Ma Yansong: Landscapes in Motion” (2024), “Waste Age: What Can Design Do?” (2023), “Zaha Hadid Architects: Vertical Urbanism” (2022), and “Look: The Graphic Language of Henry Steiner” (2021).

Through these museum-quality exhibitions, HKDI Gallery transforms its venue into an educational hub, offering engaging programmes and interactive experiences. These initiatives allow HKDI’s design students, the local design community, and the general public to exchange design knowledge, explore the creations of design masters, and stay abreast of the latest design trends.



MASTER LECTURE SERIES

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

Hiroshi FUJIWARA

Karin KROFFORS

Michael KROHN

Lawrence ZEEGEN

Lynne CORNER

Massimo GIACON

Dai FUJIWARA

Daito MANABE

Fiona RABY

Neville BRODY

Paul CHAPMAN

Richard GOOSSENS

Gordon FUSH

Henry STEINER

Hernan DIAZ ALONSO

Ryan LEE

Vladan NIKOLIC

Yat SIU

MAINLAND AND INTERNATIONAL ACADEMIC COLLABORATIONS AND EXCHANGES

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

AUSTRALIA

- University of New South Wales
- 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 Institute of Technology
- Shenzhen Polytechnic University
- Shenzhen University
- Tsinghua University

DENMARK

- Royal Danish Academy – Architecture, Design, Conservation

FRANCE

- École Camondo

ISRAEL

- Bezalel Academy of Arts and Design

ITALY

- Domus Academy
- Istituto Europeo di Design
- Nuova Accademia di Belle Arti
- Politecnico di Milano

JAPAN

- Bunka Gakuen University
- Bunka Fashion Graduate University
- Bunka Fashion College
- Okayama Prefectural University

NORWAY

- Bergen School of Architecture

POLAND

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

PORTUGAL

- Lusíada University

SINGAPORE

- Nanyang Academy of Fine Arts

SOUTH KOREA

- Hongik University

SPAIN

- Istituto Europeo di Design, Spain

SWEDEN

- Linnaeus 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

- Ravensbourne University London
- University of Dundee
- University of Reading
- University of the Arts London
- University of Westminster

USA

- 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.



“ My exchange in Belgium revealed that adaptive reuse balances heritage and innovation by merging tangible values (economic/ environmental) with intangible socio-cultural significance. This holistic approach inspires my future work in Hong Kong: preserving its unique history while integrating new interventions for truly sustainable urban evolution. ”

Janice CHAU
Higher Diploma in Architectural Design
Outbound exchange to Hasselt University, Belgium (Spring 2025)
Supported by Muses Foundation for Culture and Education Scholarship



“ At my home university, the focus is on physical model-making and hands-on testing, whereas at HKDI, there is a strong emphasis on digital tools. I arrived with almost no computer skills, yet by the end of the semester, I had completed an entire project using software. Adapting to this different design approach was fascinating and helped me develop new skills. ”

Lika KORSOUNSKAYA
Higher Diploma in Interior Design
Inbound exchange from École Camondo, France (Autumn 2024)



AWARDS

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



CHEUNG Hiu-nam

Higher Diploma in Visual Communication - "Home Away from Home"

- Gold Award - School Printing Materials, The 35th Hong Kong Print Awards



KONG Ming-kin

Higher Diploma in Interior Design - "The Secret Realm"

- Gold award, The Student Design category at The 32nd Asia Pacific Interior Design Awards 2024

TSUI Fei

Higher Diploma in Fashion Design - "Armor"

- CreateSmart Young Design Talent Special Award, DFA Hong Kong Young Design Talent Award 2025



HUNG Cho-hei

Higher Diploma in Fashion Image Design

- Winner of the Avant Garde Section, World of WearableArt 2025



MA Kwan-lam

Higher Diploma in Product Design - "Xsail"

- Bronze Award, The International Design Awards, IDA in the Conceptual Products / Sports & Leisure category



CHAN Ting-wai

Higher Diploma in Advertising Design -

"工小誠, 工小連"

- First place, The "ICBC (Asia) Youth Creative Design Competition"

AWARDS cond't



CHEUNG Ho-yin

Higher Diploma in Fashion Design - "CHAMPION5**"

- HKDI Young Design Talent Award, DFA Hong Kong Young Design Talent Award 2025



CHEUNG San-hei and NG King-hei

Higher Diploma in Architectural Design - "翠都"

- Championship, The Hong Kong Green Building Council's "My Green Space Student Competition" (Tertiary Division)



LAM Chun Ni

Higher Diploma in Fashion Design - "Doomsday Survival"

- Young Design Talent Special Mention Award, DFA Hong Kong Young Design Talent Award 2025



TSANG Yuen-ki

Higher Diploma in Furniture and Lifestyle Product Design - "Connection"

- Winner, Glassware Design Competition by The Park Lane Hong Kong, a Pullman Hotel



WONG Chi-ching and YEUNG Hau-yi

Higher Diploma in Fashion Design

- Winners, HKDI x M.ORO Sustainable Design Competition 2025



CHUNG Ka-ching

Higher Diploma in Fashion Design - "Bior"

- Championship, The Hong Kong Young Fashion Designers' Contest 2025



DIPLOMA

Diploma of Vocational Baccalaureate – Design
職專國際文憑 — 設計

Diploma of Vocational Education Programmes
Design-Related
職專文憑 — 設計

Diploma of Foundation Studies – Design
基礎課程文憑 — 設計

Diploma of Foundation Studies –
Film & Animation Design
基礎課程文憑 — 電影及動畫設計



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 non-local 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).



Scan here for more programme and admission information

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 leavers from Secondary 3 to Secondary 5 normally take three years to acquire the DVE award.

SECONDARY 6 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

** Main class venue at Pro-Act Training and Development Centre (Jewellery), Pro-Act Training and Development Centre (Jewellery) is located in IVE (Lee Wai Lee).*

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).

SECONDARY 3 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
Yeo Chei Man	Diploma of Vocational Education (Music and Media Production)	FS113393

** Main class venue at Pro-Act Training and Development Centre (Jewellery), Pro-Act Training and Development Centre (Jewellery) is located in IVE (Lee Wai Lee).*

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

Scan here for more programme and admission information



Secondary 6
Entry



Secondary 3
Entry



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.

PROFESSIONAL CORE 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 (Kwun Tong), IVE (Morrison Hill), and Youth College (Tuen Mun).*

**The information about the offering site is for reference only and subject to change.*



Scan here for more programme and admission information



FS113002R

Diploma of Foundation Studies – Film & Animation Design

基礎課程文憑 — 電影及動畫設計

PROGRAMME AIMS

The programme is designed to provide students with a solid foundation in both the creative and technical aspects of the industry. The curriculum equips students with essential skills and tools for film and animation production, with a strong emphasis on storytelling techniques to enhance narrative development. Through a project-based learning environment, the programme cultivates students' ability to work collaboratively in teams while also nurturing their individual creativity and self-expression. Furthermore, it fosters a comprehensive understanding of the film and animation industry, encompassing its operational dynamics and current market trends, thereby preparing students for the next stage of their creative journey.

PROFESSIONAL CORE MODULES

- Filmmaking Basics
- Basics of Animation
- Film and Animation Production Practice
- Film and Animation Project Realisation

CAREER PROSPECTS

This programme prepares graduates for further studies in film, animation, or related degree programmes. It also equips them with the practical skills for junior industry roles. Potential career pathways include positions like junior animator, production assistant, and digital content creator in animation studios, video production companies, or advertising agencies, providing a strong start to their professional careers.

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 and IVE (Kwun Tong).*

**The information about the offering site is for reference only and subject to change.*



Scan here for more programme and admission information



ARCHITECTURE, INTERIOR AND PRODUCT DESIGN

Architecture, Interior and Landscape Design (Subject Group) 建築・室內及園境設計 (科目組)

- Architectural Design 建築設計
- Interior Design 室內設計
- Landscape Architecture 園境建築

Design for Event, Exhibition and Performance 活動・展覽及表演場景設計

Product, Furniture and Jewellery Design (Subject Group) 產品・傢俱及珠寶設計 (科目組)

- Jewellery Design and Technology
珠寶設計及科技
- Product Design 產品設計



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admission information

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please visit <http://www.vtc.edu.hk/admission>



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）

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。

DE110512

Higher Diploma in Architecture, Interior and Landscape Design (Subject Group)

建築、室內及園境設計高級文憑（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 Architectural Design
- Higher Diploma in Interior Design
- Higher Diploma in Landscape Architecture

The first semester is a common semester. Students will progress to the professional programmes in the

second 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. The course covers fundamental skills and knowledge in design, creativity and technology, and serves 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.

PROFESSIONAL CORE MODULES

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



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

University of Lancashire, UK

BSc (Hons) Architectural Studies*
Registration Number: 252562(3)

University of the West of England Bristol, UK

BA (Hons) Interior Design*
Registration Number: 253332

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

- Hong Kong Chu Hai College:
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)".

** 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)*

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. During this programme students learn how to achieve this by understanding the relationship between historical, social, cultural, economic, and technical considerations with successful designs. They also learn how to research and develop and present creative ideas. Students will be equipped with professional and technical design skills through individual and team projects. 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 may be employed in 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 may 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) Interior Design*

Registration Number: 253332

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

- The Hong Kong Polytechnic University:
BA (Hons) in Design (Interior Design) /
BA (Hons) in Design (Environmental 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 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)".

** 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)*



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



WONG Wah hung

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.

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 firms, contractors, developers, and the public sector. Graduates may also work for industries related to built environment design.

ARTICULATION TO UNIVERSITY

Graduates may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Landscape Architecture

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

- The Hong Kong Polytechnic University:
BA (Hons) in Design (Environmental 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 event, exhibition and performance. And, Hong Kong Government is vigorously promoting mega event economy, and attracting more world-class mega events to be staged in Hong Kong. As a result, there is a

high demand for specialist graduates to design, produce and manage of various activities every year.

The unique programme will give students the knowledge and skills to work as Design for Stage, Concert, Film & TV Set, Event, Exhibition, Museum, Window Display and



XIE Wo-long

Shopping Mall Decoration & Festival Design. Students will learn design methodology and techniques including cultural context and spatial design, and also creative production skills.

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 designer 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 may 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) Interior Design*

Registration Number: 253332

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

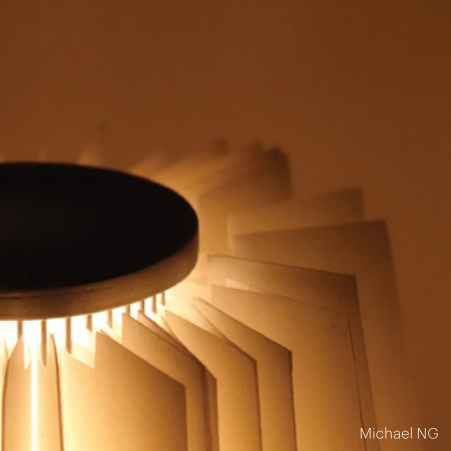
- The Hong Kong Academy for Performing Arts:
BFA (Hons) in Theatre and Entertainment Arts
- The Hong Kong Polytechnic University:
BA (Hons) in Design (Interior Design) /
BA (Hons) in Design (Environmental Design)

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), the Hong Kong Visual Merchandising Art Association (HKVMAA) and Hong Kong Association of Theatre Technicians & Scenographers (HKATTS).

* 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)



Michael NG



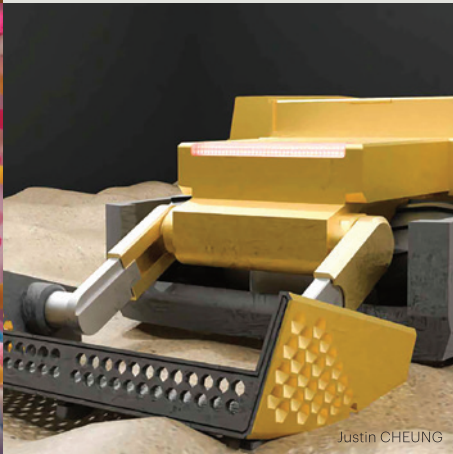
Eric FUNG



Moon KWOK



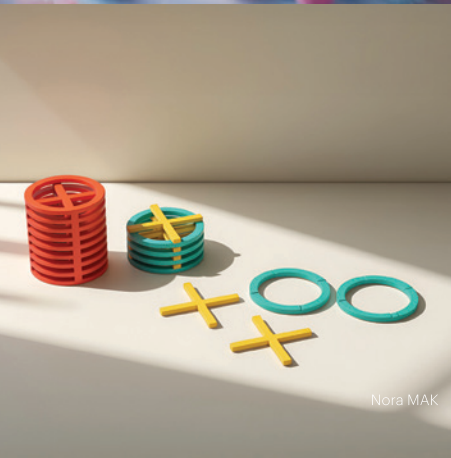
Villa WONG



Justin CHEUNG



Moon KWOK



Nora MAK



ZHU Junbin



Moon KWOK

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 Jewellery Design and Technology
- Higher Diploma in Product Design

The first semester is a common semester. Students will progress to the professional programmes in the second 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, 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 and jewellery design programmes.

PROFESSIONAL CORE MODULES

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

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.

ARTICULATION TO UNIVERSITY

Graduates may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Product Design

Graduates may 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):

University of the West of England Bristol, UK

BA (Hons) Fine Art*

(Registration Number of Non-local Higher and Professional Education: 253254)

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

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

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)".

** 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*



Michael NG



Nora MAK



Hayden CHAN



Eric FUNG

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 trends, master technology and produce concepts 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
- Cultural & Creative Product Design
- Product User Experience Design
- Professional Practice: Design and Business
- Visualisation and Drafting for Product Design

CAREER PROSPECTS

Graduates may be employed in product design consultancies or be employed as product designer in a wide range of industries including consumer

electronics, electrical appliances, IoT products, toys and lifestyle products.

ARTICULATION TO UNIVERSITY

Graduates may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Product Design

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

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



COMMUNICATION DESIGN

Advertising Design
廣告設計

Illustration
插畫設計

User Experience Design
用戶體驗設計

Visual Arts And Culture
視覺藝術與文化

Visual Communication Design
視覺傳意



Scan here for more programme and
admission information

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



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。

用戶體驗設計高級文憑

課程涵蓋圖標設計、資訊設計、用戶界面基礎及設計、動態界面設計、應用程式和網頁設計和數位博物館體驗設計，為學生提供在用戶體驗產業中取得成功所需的創意技能。

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。

視覺傳意設計高級文憑

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 transferable 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 may be employed from entry level to 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 may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Product Design

Graduates may 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):

University of the West of England Bristol, UK

BA (Hons) Graphic Design*

Registration Number: 253266

Graduates may 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 Design (Advertising Design) / BA (Hons) in Design (Information 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 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).



DE114112

Higher Diploma in Illustration

插畫設計高級文憑



PROGRAMME AIMS

This programme aims provide students with the creative and practical illustration abilities they need, including concept visualisation, graphic manipulation, critical and analytical thinking, and visual expression, commercialisation, art toy design and illustration appreciation, as well as digital art are all areas of study. Areas of contextual studies will be conducted in the field of entrepreneurship, professional practice, and cultural studies.

PROFESSIONAL CORE MODULES

- Concept Illustration
- Cultural and Creative Design
- Storytelling in Illustration
- Content Illustration

CAREER PROSPECTS

Graduates may be recruited as illustrator, concept artist, character designer, mural artist, art toy designer, graphic designer, and visual artist in areas as diverse as illustration, mural, decorative illustration, cultural and creative design, spatial illustration and art toy design.

ARTICULATION TO UNIVERSITY

Graduates may pursue relevant degrees locally or overseas. They are eligible to apply for admission to 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

University of the West of England, Bristol, UK

BA (Hons) Illustration*

Registration Number: 253265

Graduates may 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 Design (Advertising Design) / BA (Hons) in Design (Information Design) / BA (Hons) in Design (Media Design) / BA (Hons) in Design (Social 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).

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).



DE114113

Higher Diploma in User Experience Design

用戶體驗設計高級文憑

PROGRAMME AIMS

The programme aims to develop students with a generalist foundation, multiple skillsets, and cross-disciplinary expertise in the field of user experience design, utilising user interface design essentials and flexible elective modules to meet evolving industry needs. The focus of the programme is to equip students with the skills of analytical thinking, problem solving, visualisation, graphic / image / information interpretation and concept communication through digital information design, user-interface design, human-interaction design, product-experience design, and interactive-spatial design.

It aims at nurturing self-motivated problem-solvers who are observant, curious, passionate and dare to explore new frontiers in user experience design.

PROFESSIONAL CORE MODULES

- Iconography Design
- Information Graphic
- UI Motion Design
- Web and Mobile Interface Design
- Digital Museum Experience

CAREER PROSPECTS

Graduates can become user experience manager, digital product designer, frontend app and web designer, digital and entertainment designer, information and communication designer, user experience designer and user interface designer, in areas as diverse as graphic house, design consultant, branding, digital advertising, digital marketing solution, event and exhibition, museum display and art / event promotion. Graduates usually work as individual design practitioners and design entrepreneurs setting up their own studios.

ARTICULATION TO UNIVERSITY

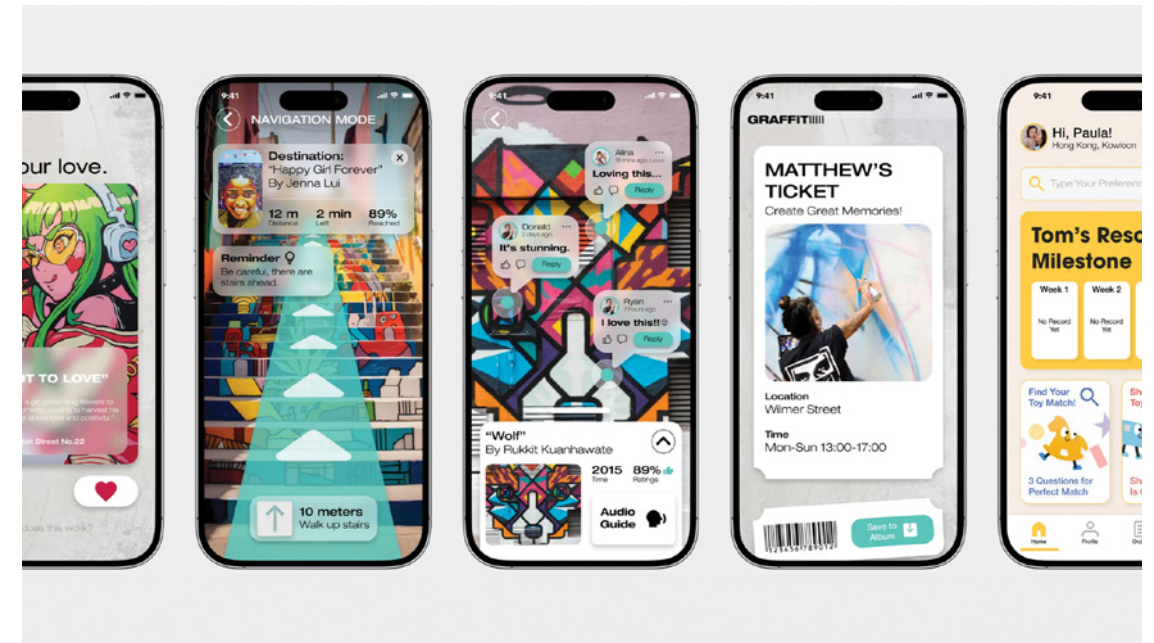
Graduates can apply for admission to relevant degree programmes of local universities:

- The Hong Kong Polytechnic University:
BA (Hons) in Design (Information Design)
- The Hong Kong Polytechnic University:
BA (Hons) in Design (Interaction Design)
- The Hong Kong Polytechnic University SPEED:
BA (Hons) in Media and Communication Design –
Interaction Design Stream
- The Hong Kong Metropolitan University:
BFA (Hons) Computing and Interactive Entertainment

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 Interaction Designers Association Hong Kong (IxDA HK).



DE114105

Higher Diploma in Visual Arts and Culture

視覺藝術與文化高級文憑

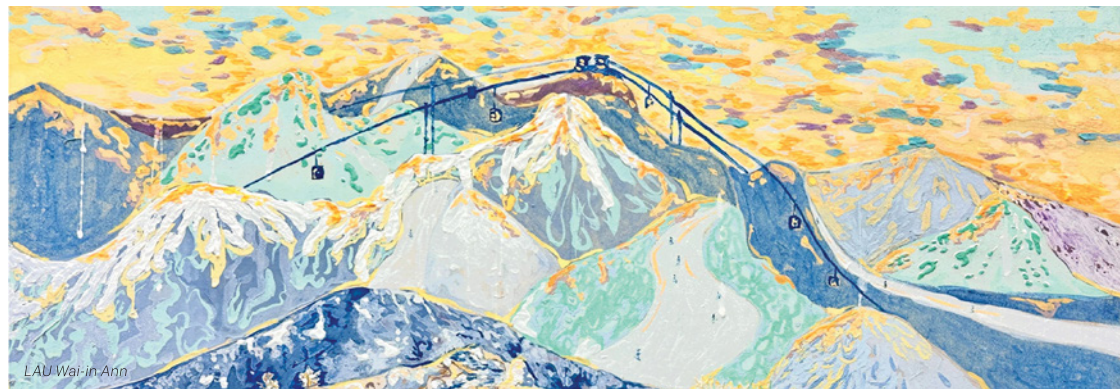
PROGRAMME AIMS

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 may 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):

University of the West of England, Bristol, UK

BA (Hons) Fine Art*

Registration Number: 253254

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

- The 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 Design (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 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).

DE114116

Higher Diploma in Visual Communication Design

視覺傳意設計高級文憑

EARN-AND-LEARN SCHEME

The first three semesters consist of a common curriculum, and students can decide to enter the Earn-and-Learn scheme in the third semester. From the fourth to seventh semesters, students will engage in part-time study within the Earn-and-Learn scheme (DE314116). Higher Diploma in Visual Communication Design (Earn and Learn scheme) from the first to the seventh semester can typically be completed in 3 years.

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 may be employed as 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 may pursue relevant degrees locally or overseas. They are eligible to apply for admission to 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

University of the West of England, Bristol, UK

BA (Hons) Illustration*

Registration Number: 253265

Graduates may 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 Design (Advertising Design) / BA (Hons) in Design (Information Design) / BA (Hons) in Design (Media Design) / BA (Hons) in Design (Social 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).

* 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 Wai-

DIGITAL MEDIA

Animation and Visual Effects
動畫及視覺特效

Digital Media Production
數碼媒體製作

Film, Television and Photography
電影電視及攝影

Music Production
音樂製作



Scan here for more programme and
admission information

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



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。

數碼媒體製作高級文憑

旨在培養學生成為未來多媒體及跨平台數碼娛樂領域的內容創作人。課程將結合最新的生成式人工智能美學技術，讓學生學習藝術指導、視覺化和創作過程。這些技術將幫助學生自由選擇，創造和製作多樣化的數碼媒體設計作品。

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 (Art Direction)
- Higher Diploma in Animation and Visual Effects (Character Animation)
- Higher Diploma in Animation and Visual Effects (Visual Effects)

The first semester is a common semester. Students will progress to the streams in the second 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 be employed from entry level to 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 may articulate to the degree programmes offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Cinematic Arts and Technology
- BSc (Hons) in Multimedia Technology and Innovation

Graduates may pursue relevant degrees locally or overseas. They are eligible to apply for admission to 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
BSc (Hons) Digital Media*
Registration Number: 252421

University of the West of England, Bristol, UK

BA (Hons) Illustration*
Registration Number: 253265
(Only applicable for Art Direction Stream)

Graduates may 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
- Hong Kong Metropolitan University: BFA (Hons) in Animation and Visual Effects
- The Hong Kong Polytechnic University: BA (Hons) in Design (Media 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 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).

** 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).*



Higher Diploma in Digital Media Production

數碼媒體製作高級文憑

PROGRAMME AIMS

This programme aims to develop students with a generalist foundation, multiple skill sets, and cross-disciplinary expertise in the field of digital media. By incorporating generative AI aesthetic techniques and offering flexible elective modules, the programme facilitates learning in art direction, visualisation, and the creative process, thereby preparing students to become future content creators. The diverse curriculum allows students to select and combine modules tailored to their interests, encompassing the following subject areas:

- Animation and Illustration
- Film, Television and Photography production
- Games and UI Design
- Music Production for Media

PROFESSIONAL CORE MODULES

- Digital Imaging with Generative AI
- Animation Principles
- Digital Media Production Studio
- Mobile Game and Interaction Design Basics

CAREER PROSPECTS

Graduates may be employed as multimedia designer, videographer, graphic designer, mobile game designer, digital content creator, assistant art director, etc.

ARTICULATION TO UNIVERSITY

Graduates may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Cinematic Arts and Technology
- BSc (Hons) in Multimedia Technology and Innovation

Graduates may pursue relevant degrees locally or overseas. They are eligible to apply for admission to 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

BSc (Hons) Digital Media#
Registration Number: 252421

University of the West of England Bristol, UK

BA (Hons) Graphic Design#
Registration Number: 253266

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

- Hong Kong Baptist University: BAsC (Hons) in Arts and Technology
- City University of Hong Kong: BA Creative Media/ BAS New Media

- The Hong Kong Polytechnic University: BA (Hons) in Design (Media Design)
- Hong Kong Metropolitan University: BFA (Hons) in Imaging Design and Digital Art

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 or affiliate membership of 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).

** 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).*



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 first semester is a common semester. Students will progress to the streams in the second 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 Television Production
- Studio Photography
- Script Writing and Film Directing
- Video Editing and Grading

CAREER PROSPECTS

Graduates may be employed as screen actor, programme emcee, director, scriptwriter, art director, producer, cinematographer, photographer, gaffer, editor, television technical director, digital imaging technician, visual effects producer, etc.

ARTICULATION TO UNIVERSITY

Graduates may articulate to the 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: BFA (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 Design (Media 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 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).

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)

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



PROGRAMME AIMS

This programme integrates education and training in pop music production. Students have direct access to some of the latest technologies for song singing, composition, arrangement, recording, mixing, and mastering music.

PROFESSIONAL CORE MODULES

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

CAREER PROSPECTS

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

ARTICULATION TO UNIVERSITY

Graduates may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Music Technology
(Medium of instruction: Putonghua)

Graduates can also 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 / 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 an individual basis.

PROFESSIONAL RECOGNITION

Students may become "associate writer member" of the 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).



A woman with dark hair styled in two buns, wearing a costume with large, dark, curved horns. She is holding a large, intricate, cream-colored lace structure that resembles wings or a large collar. The background is a dark, textured surface with white, web-like patterns.

FASHION AND IMAGE DESIGN

Costume Design for Performance
演藝造型設計

Digital Fashion Branding and Buying
數碼時裝品牌策劃及採購

Fashion Design
時裝設計

Fashion Image Design
時裝形象設計

Fashion Media Design
時裝媒體設計



Scan here for more programme and
admission information

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



LAM Hiu-yan

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

培育學生在本地及國際時裝品牌不同範疇內工作。由採購至數碼行銷管理，課程內容涵蓋物料及時裝採購、視覺營銷、品牌策劃、時裝買手及數據營運、電子商務及活動統籌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

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, entertaining 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 HKDI 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 and Make-up for Performance
- Props Making
- Milinery 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 may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Fashion Design

Graduates may 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 an 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).



DE114309

Higher Diploma in Digital Fashion Branding and Buying

數碼時裝品牌策劃及採購高級文憑



WONG Ka-hei, YE Ho-kwan, YIP Ching-fan, ZHANG Ka-chun

PROGRAMME AIMS

The programme aims to equip students to be work-ready in local and international fashion brands. Students will experience a series of practical training in fashion branding and buying area. Curriculum covers sourcing, fashion branding, visual merchandising and display design, fashion buying and operations, retail analytics, fashion eCommerce as well as event planning.

PROFESSIONAL CORE MODULES

- Contemporary Fashion Visual Merchandising
- Fashion Buying Planning
- Fashion Merchandising, Sourcing and Analytics
- Fashion Omnichannel Management: Retail & eCommerce
- Spatial Design & 3D Studies

CAREER PROSPECTS

Graduates may be employed as fashion buyer, digital fashion marketer, digital fashion brand executive, 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 may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Fashion Design

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

- The Hong Kong Polytechnic University: BA (Hons) Scheme in Fashion
- City University of Hong Kong: BA Creative Media
- Hong Kong Baptist University: Bachelor of Communication (Honours)

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 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).*



LAM Coby, Saadullah JAWAID, YEUNG Pak-fung

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

** in cooperation with Shenzhen Polytechnic University*

The first semester is a common semester. Students will progress to the streams in the second 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 stream will further provide students with a more comprehensive learning scope as needed in the market.

PROFESSIONAL CORE MODULES

- Digital Fashion Practice
- 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 may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Fashion Design

Graduates may pursue relevant degrees locally or overseas. They are eligible to apply for admission to 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 may 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 an 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).*



CHAU Ching-miu

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 first semester is a common semester. Students will progress to the streams in the second 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 individuals, brands, and corporations. 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 industry professionals, and provides exposure to the newest trends through 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 as creative professionals 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 may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Fashion Design

Graduates may 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 may 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) in Theatre and Entertainment Arts – Set and Costume Design
- The Hong Kong Polytechnic University:
BA (Hons) Scheme in Fashion
- City University of Hong Kong:
BA (Hons) Creative 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 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).



DE114305

Higher Diploma in Fashion Media Design

時裝媒體設計高級文憑



CHAN Ka-wai, LEE Wing-yan, NG Pak-hei, WONG Nok-yan Christabel,
YIP Man-ho

PROGRAMME AIMS

This programme consists of a wide range of activities in the spectrum of the whole communication system and channels including media strategy, journalism, social media for fashion, fashion vlogging, fashion film, digital art and technology for fashion, 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 Styling and Studio Photography
- Fashion Vlogging
- Digital Art and Technology for Fashion

CAREER PROSPECTS

Graduates may be employed as fashion media design specialist, 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 may articulate to the degree programme offered by **Technological and Higher Education Institute of Hong Kong (THEi)**:

- BA (Hons) in Fashion Design

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

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

Graduates of Higher Diploma programmes may continue their art and design degree programme studies in Hong Kong via collaborative 12-24 months full-time top-up degree and 18 months part-time top-up degree programmes offered by the School for Higher and Professional Education (SHAPE) in collaboration with the following UK universities:



Bachelor's Degree

NOTTINGHAM TRENT UNIVERSITY (NTU)

NTU is an award-winning university like no other. Acclaimed by students and awarding bodies alike, we are a university that is committed to driving forward meaningful change. That's why the University have been named as a UK 'University of the Year' five times in seven years; most recently by the 2023 Good University Guide as Modern University of the Year, and at the student-voted Whatuni Awards. And it ranks 14th in Art & Design and 22nd in Fashion & Textile subject area in the Complete University Guide and the Guardian University Guide 2025 respectively. These accolades recognise our ambition and continuous investment in research, teaching quality, student experience and graduate prospects.

UNIVERSITY OF LANCASHIRE

Innovative by nature, University of Lancashire offers courses which combine academic excellence with real-world teaching, ensuring that students gain the skills and experience that industry needs. That's why talented graduates of the University are in such high demand across the world. Its staff are leaders in their fields, with the expertise and industry knowledge that makes its

courses such an asset. The University is internationally renowned. It was the first modern university to enter the QS World Rankings and received the maximum 5 QS Stars for internationalisation. In 2022-23, the Centre for World University Rankings (CWUR) placed it in the top 7% of all worldwide universities. And it has been ranked 15th in the UK for graduate prospects outcomes in the Architecture subject area in the Complete University Guide 2024.

UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL (UWE BRISTOL)

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 2023, 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* (QF Level: Level 5, QR Registration No.: 15/002828/L5, Validity Period: 01/09/2015 – 31/08/2027)	251504
BA (Hons) International Fashion Business* (QF Level: Level 5, QR Registration No.: 15/002829/L5, Validity Period: 01/09/2015 – 31/08/2027)	251505
University of Lancashire	
BSc (Hons) Architectural Studies* (QF Level: Level 5, QR Registration No.:25/000799/L5, Validity Period : 01/09/2025 - 08/10/2027)	252562(3)
University of the West of England, Bristol (UWE Bristol)	
BSc (Hons) Digital Media* (QF Level: Level 5, QR Registration No. 14/002686/L5, Validity Period: 01/09/2014 – 31/08/2029)	252421
BA (Hons) Fine Art* (QF Level: Level 5, QR Registration No.: 23/000050/L5, Validity Period: 01/09/2023 – 31/08/2027)	253254
BA (Hons) Graphic Design* (QF Level: Level 5, QR Registration No.: 23/000496/L5, Validity Period: 01/09/2023 – 31/08/2027)	253266
BA (Hons) Illustration* (QF Level: Level 5, QR Registration No.: 23/000497/L5, Validity Period: 01/09/2023 – 31/08/2027)	253265
BA (Hons) Interior Design* (QF Level: Level 5, QR Registration No.: 25/000002/L5, Validity Period: 01/09/2025 – 31/08/2029)	253332

It is a matter of discretion for individual employers to recognise any qualification to which the above courses may lead. For details on SHAPE's UK programmes recognised at QF Level 5, including QF Level, QR registration number & validity period, please visit respective programme pages 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\$35,120** (AY25/26) and **Government Self-financing Post-secondary Scholarship Scheme (SPSS)**, each scholarship amounted from HK\$10,000 to HK\$80,000.*

** This programme is recognised at Hong Kong Qualifications Framework (QF) level 5, recognising these non-local programmes as meeting the standard of locally-accredited bachelor's degree programmes.*
** For the latest information related to NMTSS and SPSS, please refer to the SHAPE website.*

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.

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 hkdi.pec

 HKDI-PEEC
 PEEC HKDI

CONTINUING EDUCATION



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) 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

T / Whatsapp 3928 2777

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W www.hkdi.edu.hk/pec

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

- Creative Multimedia Illustration
- Life Drawing
- Creative Mural

Design Thinking and Graphic Communication

- Brand Promotion
- Chinese Type Design
- Design Thinking
- Information and Interface Design

Continuing Education *(cont'd)*

- Publications
- 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
- Extended Reality (xR)
- Film Production and Compositing
- Smartphone Video Shooting
- Unreal Engine
- Visual Effects Design and Animation

Fashion Design, Fashion Business and Image Styling

- Bodywear and Sportswear
- CLO
- Cosplay Making & Props
- Fashion Design
- Fashion Illustration / Pattern & Garment Design
- Image Styling
- Professional Hair Styling and Make-up
- Traditional QiPao Tailor-Making / Cheongsam Series

Jewellery, Furniture and Product Design

- Art Toy Creation
- Chinese Frog-Buttons Design (Jewellery)
- Gemology and Jewellery Manufacturing

- Glass Lampworking and Blowing
- Hand Drawing
- Innovative Furniture Design
- Jewellery Branding, Marketing, and Consumer Behaviour
- Jewellery Design
- Jewellery Photography
- Jewellery Window Display Design
- Product Design and Management
- Rhino / SolidWorks
- Wax Carving and Stone Setting

Music

- Logic Pro
- Vocal Performance, Pop Music Writing
- Mobile MV Production

Online Courses

- Procreate Series
- SketchUp

Small Unmanned Aircraft

- Aerial Shooting and video editing

Corporate Training

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



PEEC Website

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Member of VTC Group VTC 機構成員

