Design is the intellectual process of solving problems with creativity and empathy. More and more businesses, governments and schools around the world have come to recognise the power and value of design, in order to offer solutions to challenges of unprecedented scale and complexity.

As the leading design education provider in Hong Kong, Hong Kong Design Institute (HKDI) is committed to cultivating students with creative thinking, global perspective and hands-on experiences beyond the classroom to provide a strong foundation not only for a career in design, but also for making the world a better place for all.

To nurture creative thinking, we provide a contemporary curriculum to enable students to attain skills on Design Thinking from renowned experts and seasoned professionals, who are knowledgeable in the critical skill of applying Design Thinking in solving problems.

At HKDI, students enjoy a wide range of opportunities to broaden their horizons and develop a global perspective and cultural understanding through student exchange programmes and scholarships with renowned overseas universities, world-class exhibitions, and both local and overseas competitions. We believe these acquired experiences and skills are essential for a fruitful career in the design industry.

Our close collaboration with academic and industry partners on projects offer students valuable experiences outside of the classroom, enabling them to develop a deeper understanding and appreciation of design that would contribute to their future career.

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

Dr Lay Lian ONG
Principal
Hong Kong Design Institute
Principal’s Message

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Dr Lay Lian ONG
Principal
Hong Kong Design Institute
The state-of-the-art HKDI campus at Tseung Kwan O has been turning head since it opened in 2010. The innovative design of the building encourages a dynamic flow of people and ideas and provides a perfect platform in which staff and students can interact. The learning spaces are an ideal environment in which to engender the inspired knowledge that is the driving force of the creative process and the exhibition spaces, amongst the best in the region, help bring to HKDI the brightest and the best from all over the world.

Learning Environment

VTC Auditorium
The staging, acoustics and seating in the auditorium make it a world-class space for performances, conferences and fashion shows. Few artists have such a canvas upon which to display their best works.

Exhibition Spaces
Open to the public to showcase the breath of design generated in or related to HKDI, HKDI Gallery and d-mart provide a combined exhibition space for over 1,600 square metres. Exhibitions, trade and industry related events, and displays of student works are hosted in these two venues.
Learning Environment

Centre for Independent Language Learning (CILL)
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 coordinators stationed in the Centre for Independent Language Learning (CILL).

Learning Resources Centre
A laboratory for inspired knowledge, the Learning Resources Centre offers students all the information and data tools they need to transform lessons learnt into understanding and creative action.

Zone 24
With various workstations and different study facilities, Zone 24 opens 24 hours every day and provides an open and flexible home based self-study area for students to work and study anytime.

Knowledge Centres

HKDI Centre of Innovative Material and Technology (CIMT)
CIMT is established as a comprehensive material archive and interactive learning platform to facilitate the exchange of material knowledge and associated applications amongst students, faculty, designers and manufacturers.

HKDI Fashion Archive
HKDI Fashion Archive is a unique fashion resource centre within the academic sector in Hong Kong, housing over 1,500 fashion items sourced around the world. The Archive provides wide-ranging real-life fashion resources contributed to teaching and learning, and applied research.

HKDI Media Lab
HKDI Media Lab is designed to be a hub to nurture and enhance the integration between innovative ideas, media technologies and collaborations between education, applied research, professional training and industry application.
Learning Experience

Celebrate Diversity

Make Learning Fun

Encourage Openness

Foster Interaction

Inspire Imagination
Ronan Bouroullec
- Co-founder of Paris-based design studio Ronan & Erwan Bouroullec
- Collaborated with numerous furniture and consumer product manufacturers, including Vitra, Kvadrat, Kartell, Alessi, and Cappellini
- The designs from Ronan & Erwan Bouroullec are also part of many international museum collections such as the Musée National d’Art Moderne - Centre Pompidou and the Musée des Arts Décoratifs, the Museum of Modern Art, the Art Institute of Chicago, and the Design Museum in London

Rafael Moneo
- Spanish architect, winner of Pritzker Prize in 1996, RIBA Royal Gold Medal in 2003 and Praemium Imperiale award in 2017
- Famous projects include the National Museum of Roman Art in Mérida and Murcia City Hall Extension in Spain

Konstantin Grcic
- Prolific German industrial designer with extensive experience in furniture, product, exhibition and architecture-related designs
- Designed for companies including Cappellini, Established & Sons, Flos, Vitra, Knips, Magis, Moroso, Muji, and Vitra, among others
- Awards include Compasso d’Oro for his MAYDAY lamp in 2001 and his MYTO chair in 2011, “2010 Designer of the Year” by Design Miami and Best Designer by Salone del Mobile Milano in 2016
- Contributed to part of the permanent collections of the world’s most important design museums, including MoMA and Centre Georges Pompidou

Hideshi Hamaguchi
- Concept creator and strategist, creator of Japan’s first corporate intranet in 1994, executive vice president of Panasonic
- Awards include Compasso d’Oro for his MINIKAN lamp in 2001 and his MYTO chair in 2011, “2010 Designer of the Year” by Design Miami and Best Designer by Salone del Mobile Milano in 2016
- Contributed to part of the permanent collections of the world’s most important design museums, including MoMA and Centre Georges Pompidou

Tim Yip
- World renowned visual artist, art director for stage and film and costume designer
- His work in Crouching Tiger, Hidden Dragon won the Academy Award for Best Art Direction and the British Academy Film Award for Best Costume Design in 2001

Richard Salmon
- Senior Advisor, leading professor at the University of Tokyo, and author of Design and Society
- Work has been exhibited at the Museum of Modern Art, the Art Institute of Chicago, and the Design Museum in New York

Emily Colucci
- Director of the Master's Program in Design at the University of Michigan
- Previously worked as a design director at Apple

Beatrix Ong
- Owner of the design consultancy Beatrix Ong Design
- Oversee the design of over 300 projects for clients including Nike, Coca-Cola, and Google

Master Lecture Series

010 011
World-Class Exhibitions

Tim Yip: Blue – Art, Costumes and Memory
Interactive and Playful – Swiss Design from Zurich University of the Arts
Ronan & Erwan Bouroullec – Urban Daydreaming
In Praise of Silk – Fashion from China National Silk Museum Across Time
Red Dot Design Exhibition Homo Ex Data – The Natural of the Artificial
Swiss Accessory and Watch Design by HEAD – Genève
Awards

1. Wong Ka Yan
   Vary
   Champion (Student Group)
   The 20th Hong Kong Eyewear Design Competition

2. So Man Ching
   Hysteric Solitude
   CreateSmart Young Design Talent Special Award
   DFA Hong Kong Young Design Talent Award 2018

3. Leo Chan
   Wandervögel
   Champion
   Hong Kong Young Fashion Designers’ Contest 2018

4. Law Tsz Kin
   Momentum
   1st Prize
   Social Innovation Inventor
   “Co-Living and Co-Working Environment” Design Competition

5. Lam Hiu Ching
   Museum of REDEEM the Earth
   Best of the BEST
   (Students All Categories)
   Best of Category
   (Students: Interior Design)
   A&D Trophy Awards 2018
Awards

6. Ng Sin Kiu
   Peace
   Champion (Student Group)
   The 19th Hong Kong Jewellery Design Competition

7. Lee Kwan Yu, Ho Tsz Hang, Tam Wai Hung, Wong Yuk Ching, Wu Ka Chun, Tam Wing Yan, Chan Sin Kuen, Siu Ka Ho, Lo Sin Ting, Kwok Ho Yin
   The Eno Rock
   Merit (Design & Crafts - Design Single - Event Posters Design Category)
   Kam Fan Awards 2018

8. Yu Hoi Ming
   Bikeg Smart Bike Lock
   Excellent Award
   The 22nd International Bicycle Design Competition

9. Ku Mei Ching
   BLOOD INK
   Asian Styles Awards – Gold Prize
   The 9th Feeling Hair Design Competition

10. Li Lok Yiu
    The Blue Void
    1st Runner-up
    The 8th Hong Kong Young Knitwear Designers Contest
    Young Design Talent Special Mention Award
    DFA Hong Kong Young Design Talent Award 2018

11. Ho Long Sum
    /RE-COUTURE/
    HKDI Young Design Talent Award
    DFA Hong Kong Young Design Talent Award 2018
After graduating from Higher Diploma in Fashion Design in 2016, Wilson Choi completed a top-up degree of BA (Hons) Fashion Design at Nottingham Trent University. Wilson has always enjoyed challenges and has participated in numerous competitions since secondary school. When he was in Secondary Four, he won the Champion in a fashion design competition. The sense of achievement led the decision of choosing fashion as his career.

Being one of the elite students of HKDI in 2016, he was rewarded a study scholarship to UK and Sweden, during which he attended a 3-day smart textiles workshop at University of Borås. Applying the fashion technology skills he learnt from the trips, his fashion collection “2/3” adopted a seamless design and fabric with a special coating. The coat is tailored with different inflatable sections to support injured body parts. This heart-warming design won him unanimous commendation from the judges and earned him the CreateSmart Young Design Talent Special Award at DFA Hong Kong Young Design Talent Awards 2016, winning HK$250,000 in sponsorship for overseas attachment in a renowned fashion company in Germany.

In 2017, he achieved 2nd Runner-up at Hong Kong Young Fashion Designers’ Contest (YDC) with his collection using the latest seamless design and ultrasonic sewing technology, reflecting his pursuit of high-tech fashion. It gave him the opportunity to collaborate with MINI in 2018, to create a special windbreaker reflecting the design of the latest MINI models, with the proceeds going to charity.

Wilson’s menswear label “REDEMPTIVE” was founded in 2018 and he unveiled the latest SS19 collections in a FASHIONALLY show at CENTRESTAGE 2018.
University Degree Pathway

Note

1. For specific entrance requirements of each programme, please visit the VTC Admissions website at http://www.vtc.edu.hk/admission for more details.

2. Higher Diploma graduates can apply for admission to top-up degree programmes offered by VTC in collaboration with local and overseas universities or degree programmes offered by local or overseas universities.

3. 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 have Higher Diploma (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 2 years usually. Please visit THEi website (www.thei.edu.hk) for more details.

4. Duration of Bachelor’s Degree programmes offered by our partner universities in collaboration with the School for Higher and Professional Education (SHAPE) are 1 year (Full-time) and 18-24 months (Part-time) respectively.

5. Duration of Master’s Degree programme offered by Birmingham City University (BCU) in UK in collaboration with the School for Higher and Professional Education (SHAPE) is 2 years (Part-time).

6. Holders of the Diploma of Vocational Education award upon successful completion of prescribed modules can apply for Higher Diploma programmes.

7. Graduates of Diploma of Foundation Studies are eligible to apply for Higher Diploma programmes. However, some programmes may have other specific entrance requirements.
Fashion and Image Design

Costume Design for Performance
Fashion Branding and Buying
Fashion Design
Fashion Design Menswear
Fashion Image Design
Fashion Media Design
時裝及
形象設計學系

演藝造型設計高級文憑
在為電影、電視、娛樂和演藝等要求嚴苛的行業補充人才，培育學生
成為時裝和娛樂市場的造型與時裝設計師，以應對時裝和形象設計行業不斷變化的經濟環境和業
務發展要求。

時裝品牌策劃及採購高級文憑　培育學生具備從事時裝品牌策劃及採購不同領域工作的能力。課
程設計以時裝品牌及市場策劃、潮流分析、環境
商業環境、設計、物料及工藝等方面的廣泛知識
及技能為核心。

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、專題製作、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。

時裝設計男裝高級文憑　探討男裝設計從研究到
實現的創作過程，以及當代時尚男裝的製作。課
程通過創新裁剪、面料採購、比例和構造，賦予
結構化和非結構化服裝風格，並以國際視角，為
學生提供參與不同市場層面活動的機會。

時裝形象設計高級文憑　時尚形象設計已成為一
個新的專業，透過化妝效果、髮型設計、時裝造
型及攝影去為個人、品牌及機構建立一個最合適
的形象及風格。課程旨在使學生掌握最新的時尚
形象創意的傳播策略、知識和技能。

時裝媒體設計高級文憑　透過開發一系列包含時
裝媒體範疇中介個環節，如媒體策略，新聞編
採、社交媒體、商業廣告、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。
Programme Aims
To cope with the ever-changing economic environment and business development of the Fashion and Image Design industry. The programme is designed to fill the talent demand of the rigorous and demanding industries in the Film, TV, Entertaining and Show business sector.

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

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

Professional Core Modules
- Costume Design
- Draping 3D Modelling Techniques
- Hair Design for Performing Arts
- Make-up for Performing Arts

Career Prospects
Graduates of the programme could be employed as Costume Designer for Film, TV and Theatre Performance, Hair and Make-up Stylist for Film, TV and Theatre Performance and Theme Park Stylist / Costumier. Additional opportunities are available in advertising campaigns, corporate entertainment, professional performing companies, events, festivals, circus, pageants, concerts and light entertainment.

Articulation To University
Graduates can pursue relevant degrees locally or overseas. They are eligible to apply for admission to the top-up degree programme offered by the following university in collaboration with the School for Higher and Professional Education (SHAPE):
- University for the Creative Arts, UK
  BA (Hons) Fashion Promotion and Imaging
  Registration Number 252646
  Graduates can also apply for admission to relevant degree programmes of local university.
- The Hong Kong Academy for Performing Arts:
  BFA (Hons) Degree in Theatre and Entertainment Arts – Costume Technology
  BFA (Hons) Degree in Theatre and Entertainment Arts – Set and Costume Design
  Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

Professional Recognition
The Higher Diploma in Costume Design for Performance offered by HKDI is highly recognised by professional bodies, fashion designers and design industries.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.
Programme Streams

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

• Buying and Retail Management
• Product Development and Sourcing
• Visual Merchandising and Branding

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

Programme Aims

Hong Kong is an international fashion business centre. Renowned international fashion brands have also been developing their markets in Hong Kong and China over the years.

This programme emphasises on enriching students’ international exposure. Students will find the programme both practical and creative, through different learning experiences including visits and industrial attachments.

This programme is also designed with an emphasis on generic, language and communication training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

Professional Core Modules

• Fashion Trend Analysis
• Fashion Visual Merchandising Design
• Online Offline Fashion Marketing and Branding
• Technology for Fashion Branding and Buying

Career Prospects

Graduates may be employed in local and international fashion enterprises as brand management executives, merchandisers, fashion buyers, fashion event planners, fashion retail management, product developers and visual merchandisers.

Articulation To University

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

• Nottingham Trent University, UK
  BA (Hons) International Fashion Business
  Registration Number 251505
  (for graduates of all streams)
  (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)

• University for the Creative Arts, UK
  BA (Hons) Fashion Promotion and Imaging
  Registration Number 252646
  (for graduates of all streams except Product Development and Sourcing)

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

• The Hong Kong Polytechnic University: BA (Hons) Scheme in Fashion and Textiles
  Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

Professional Recognition

The Higher Diploma in Fashion Branding and Buying offered by HKDI is highly recognised by the industry.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.
Higher Diploma in Fashion Design

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

• Accessories Design
• Fashion Design
• Knitwear Design

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

Programme Aims
Hong Kong is one of the key fashion centres in the world. The extensive fashion industry covers fashion clothing and accessory design, research and development, merchandising, retailing, brand promotion and management.

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 programme, 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 and accessories design streams will further provide students with a more comprehensive learning scope as needed in the market.

Fashion design students and graduates have significant achievements in various design competitions. Starting from 2006, fashion design students have been awarded the DFA Young Design Talent Award organised by the Hong Kong Design Centre for over 10 years, with scholarships amount up to HK$375,000 every year for overseas studies including Central Saint Martins, London College of Fashion, Birmingham City University, MOD’ART International Paris and internship at renowned fashion design companies including Alexander Wang in USA, Iris Van Herpen in Holland, Jean-Paul Lespagnard in Belgium and Gaspard Yurkievich in France.

This programme is designed with an emphasis on generic, language and communication training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

Professional Core Modules
• Fashion Accessories Design
• Fashion Design
• Knitwear Design
• Pattern Making and Garment Sewing

Career Prospects
Graduates may be employed as fashion designers, fashion knitwear designers, fashion accessories designers, fashion coordinators, stylists, product development executives, fashion buyers, fashion visual merchandisers and fashion editors etc.

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

• Nottingham Trent University, UK
  BA (Hons) Fashion Design 251504
  (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)

• University for the Creative Arts, UK
  BA (Hons) Fashion Promotion and Imaging 252646
  (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)

Graduates may also apply for admission to Year 3 of the degree programme offered by:

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

• The Hong Kong Polytechnic University:
  BA (Hons) Scheme in Fashion and Textile

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

Professional Recognition
The Higher Diploma in Fashion Design offered by HKDI is highly recognised by professional bodies such as the Hong Kong Fashion Designers Association, fashion and related industries.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.
Left:
Ho Long Sum
Right:
Leung Hiu Man
Programme Aims

Menswear Design is a highly-sought profession in the international fashion world and it is gaining its momentum in Hong Kong and China markets.

This programme explores the creative process of menswear design from research to the realisation and production of contemporary fashion menswear. It encompasses style and sensibility through innovative cutting, fabric sourcing, proportion and construction in both structured and unstructured clothing, and operates across a range of market levels with an international perspective.

The objective of the programme is the development of the young creative talents who aspire to become professional fashion designers in the menswear design field. Students will find the programme both practical and creative, learning through fashion shows, design competitions, master classes, industry-led projects and workplace attachments. Students will be equipped with suitable level of design and technical proficiency in the creation of an innovative and individual menswear collection.

This programme is designed with an emphasis on generic, language and communication training, whole-person development and workplace experience to better prepare students for further studies and employment after graduation.

Professional Core Modules

- Digital Design for Menswear
- Fashion Menswear Design Concept
- Menswear Flat Pattern Making
- Menswear Tailoring

Career Prospects

Graduates may be employed in the menswear design field as fashion designers, fashion coordinators, stylists, product development executives, fashion buyers, fashion visual merchandisers and fashion journalists etc.

Articulation To University

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

- **Nottingham Trent University, UK**  
  BA (Hons) Fashion Design  
  Registration Number 251504  
  (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)

- **BA (Hons) International Fashion Business**  
  Registration Number 251505  
  (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)

- **University for the Creative Arts, UK**  
  BA (Hons) Fashion Promotion and Imaging  
  Registration Number 252646

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

- **The Hong Kong Polytechnic University: BA (Hons) Scheme in Fashion and Textile**
  Upon admission to relevant degree programmes, graduates can apply for credit exemption. The level of exemption will be considered on individual basis.

Professional Recognition

The Higher Diploma in Fashion Design Menswear offered by HKDI is highly recognised by professional bodies, fashion designers and design industries.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.
Left:
Tien Fung Nein
Right:
Chong Hoi Ho
Programme Streams

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

- Hair and Make-up Styling
- Styling and Photography

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

Programme Aims

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

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

This programme is also designed with an emphasis on generic, language and communication training, whole-person development and workplace experience to prepare students in holistic approach for further studies and career advancement after graduation.

Professional Core Modules

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

Career Prospects

Employment opportunities in the image industries also extend to magazine editorial, photography shoots, TV commercials, advertising campaigns, film and TV industries. Graduates may be employed as fashion stylists, fashion image consultants, magazine stylists, film make-up artists, bridal make-up artists, hair stylists and fashion photographers.

Articulation To University

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

- University for the Creative Arts, UK
  
  BA (Hons) Fashion Promotion and Imaging
  
  Registration Number 252646

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

- The Hong Kong Academy for Performing Arts:
  
  BFA (Hons) Degree in Theatre and Entertainment Arts – Costume Technology
  
  BFA (Hons) Degree in Theatre and Entertainment Arts – Set and Costume Design

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

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

Professional Recognition

The Higher Diploma in Fashion Image Design offered by HKDI is highly recognised by professional bodies, fashion designers and design industries.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.
Left:
Tsai Siu Ki
Chow Tsz Yan

Right:
Chan Ching Yee
Shing Wai Yin
Programme Aims

The Fashion Media Design 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 blogging, fashion film, webpage and app design, etc. to achieve a modern and all-rounded fashion communication solution.

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

Professional Core Modules

• Fashion Film
• Fashion Journalism

Career Prospects

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

Articulation To University

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

• Nottingham Trent University, UK
  BA (Hons) International Fashion Business
  Registration Number 251505
  (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)

• University for the Creative Arts, UK
  BA (Hons) Fashion Promotion and Imaging
  Registration Number 252646

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

• City University of Hong Kong: BA Creative Media
• Hong Kong Baptist University: BCOMM (Hons) Programme Bachelor of Communication (Honours)
• The Hong Kong Polytechnic University: BA (Hons) in Digital Media

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

Professional Recognition

The Higher Diploma in Fashion Media Design offered by HKDI is highly recognised by the industry.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.
Graduates of Higher Diploma (HD) programmes may continue their art and design degree programme studies in Hong Kong via collaborative one-year full time or 18-24 months part-time top-up degree programmes offered by the School for Higher and Professional Education (SHAPE) in collaboration with the following UK universities:

**Birmingham City University (BCU)**
The Faculty of Arts, Design and Media is a driving force behind the creative provision at Birmingham City University. BCU has a proud tradition dating back to the foundation of the School of Art established in 1843, and an international reputation for the quality of its programmes.

**Coventry University (CU)**
Ranked 13th top university in the UK by the Guardian University Guide (2019), Coventry combines an academic heritage dating back to 1843, with a dynamic and modern approach to education. Offering practical, hands-on study and strong connections to large global organisations, 97% of the graduates are employed or in further study within 6 months of graduating (DLHE 2015-16). Media and Music Technology degrees now available to study at SHAPE.

**Nottingham Trent University (NTU)**
An institution steeped in history that has gained significant international recognition for its innovative work in art and design, and which makes major contributions to the global fashion industry.

**Sheffield Hallam University (SHU)**
Sheffield Institute of Arts, part of SHU, has been offering creative courses since 1843. SHU is in the top two modern universities in the UK for art and design research, with 81% ranked internationally excellent (REF, 2014). Their tutors are experienced, inspirational practitioners, teachers and researchers, encouraging students to explore, experiment and develop innovative approaches.

**University for the Creative Arts (UCA)**
UCA is the highest ranked specialist university for the Creative Industries, entering the 2018 Guardian University Guide league table at position 21. For 150 years the University for the Creative Arts in Canterbury, Epsom, Farnham, Maidstone and Rochester has been leading the way for art and design education.

**University of Lincoln (UOL)**
The University of Lincoln’s Gold TEF award is evidence of its exciting teaching, great support for students and excellent employment outcomes. The Lincoln School of Architecture and the Built Environment is home to a research-led academic community and offers a multi-disciplinary, 3D design environment with industry-standard facilities.
### The Strengths of the Programmes:

- Broadening the international horizons of students
- Enhancing research capability
- Focusing on design management
- Opening up employment opportunities
- Taught by overseas and local experts

### Overseas Universities (UK)

<table>
<thead>
<tr>
<th>University</th>
<th>Programme</th>
<th>Registration Number</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham City University (BCU)</td>
<td>BA (Hons) Fine Art*</td>
<td>252577</td>
<td>(QR Registration No.: 15/003023/L5, Validity Period: 18/10/2015 – 18/10/2019) (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Interior Design*</td>
<td>251238</td>
<td>(QR Registration No.: 15/002124/L5, Validity Period: 01/09/2015 – 31/08/2019) (Programme name is under review and subject to change. This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Landscape Architecture*</td>
<td>252578</td>
<td>(QR Registration No.: 15/003024/L5, Validity Period: 18/10/2015 – 18/10/2019) (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Product Design*</td>
<td>251239</td>
<td>(QR Registration No.: 15/002215/L5, Validity Period: 01/09/2015 – 31/08/2019) (Programme name is under review and subject to change. This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)</td>
</tr>
<tr>
<td>Coventry University (CU)</td>
<td>BA (Hons) Graphic Design*</td>
<td>-</td>
<td>(Application for registration of this course has been submitted to Non-local Courses Registry and is under process.)</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Illustration and Graphics*</td>
<td>-</td>
<td>(Application for registration of this course has been submitted to Non-local Courses Registry and is under process.)</td>
</tr>
<tr>
<td>Sheffield Hallam University (SHU)</td>
<td>BA (Hons) Fashion Design*</td>
<td>251504</td>
<td>(QR Registration No.: 15/002829/L5, Validity Period: 01/09/2015 – 31/08/2019) (This programme is in the process of seeking re-accreditation by HKCAAVQ. The re-accreditation status of the programme is subject to final approval of HKCAAVQ.)</td>
</tr>
<tr>
<td>University for the Creative Arts (UCA)</td>
<td>BA (Hons) Fashion Promotion and Imaging*</td>
<td>252646</td>
<td>(QR Registration No.: 16/000353/L5, Validity Period: 01/09/2016 – 13/08/2020)</td>
</tr>
<tr>
<td>University of Lincoln (UOL)</td>
<td>BA (Hons) Architecture*</td>
<td>252460</td>
<td>(QR Registration No.: 14/003288/L5, Validity Period: 01/09/2014 – 31/08/2023)</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Design for Exhibition and Museums*</td>
<td>252461</td>
<td>(QR Registration No.: 14/003289/L5, Validity Period: 01/09/2014 – 31/08/2023)</td>
</tr>
</tbody>
</table>

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

A non-means-tested annual subsidy of HK$30,800* will be offered to eligible students pursuing full-time locally accredited non-local self-financing top-up degree programmes.

* This programme is recognised under the Qualifications Framework (QF Level 5).

* Information as at Dec 2018. For latest subsidy information, please visit www.cspe.edu.hk
Entrance Requirements
Applicants who wish to apply for full-time post-secondary 6 programmes offered by HKDI in the Academic Year 2019/20 should meet the following general entrance requirements:

Higher Diploma Programmes
Five HKDSE subjects at Level 2 or above, including English Language and Chinese Language; OR • VTC Foundation Diploma (Level 3) / Diploma of Foundation Studies; OR • VTC Diploma in Vocational Education / Diploma of Vocational Education; OR • Yi Jin Diploma / Diploma Yi Jin; OR • Equivalent Completion of Secondary 6 (under the New Senior Secondary Academic Structure); OR • Equivalent

Diploma of Foundation Studies / Diploma of Vocational Education

Note
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. 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 Yi Jin Diploma/Diploma Yi Jin are considered having met the general requirements of Higher Diploma programmes (not applicable to programmes with specific entrance requirements).
5. Individual programmes may have specific entrance requirements. Please refer to the Admissions Homepage (http://www.vtc.edu.hk/admission) for details.
6. 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 2019/20 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 2019/20 academic year will be announced on the Admissions Homepage (http://www.vtc.edu.hk/admission) at a later stage.
• The study duration of Higher Diploma programmes is normally 2 years. The tuition fee is payable in two instalments each year.
• The study duration of Diploma of Foundation Studies and Diploma of Vocational Education programmes is normally 1 year. The tuition fee is payable in two instalments.

AY 2018/19 Tuition Fees for full-time programmes are listed below for reference

Programmes Tuition fees per year (HK$) for reference only 1st Year 2nd Year

Higher Diploma (Subvented Programmes) $31,570 $31,570
Higher Diploma (Self-financed Programmes) $56,600 $56,600
Diploma of Foundation Studies* / Diploma of Vocational Education* (Subvented Programmes) $20,500 -
Diploma of Foundation Studies* (Self-financed Programmes) $27,000 -

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

Note
1. In addition to tuition fees, students will be required to pay other fees, such as caution money, students’ union annual fees and English Module Benchmarking Fee. Students of Higher Diploma Programmes will be required to pay the fee for the study packages of English modules.
2. Students of Diploma of Foundation Studies programmes may choose to take the optional module “Foundation Mathematics III” with a separate tuition fee.
3. Students of Diploma of Vocational Education programmes may choose to take the elective module “Mathematics 3E: Mathematics for Further Studies”, with a separate tuition fee.
4. Some students may be required to study bridging modules or enhancement programmes to support their study, or to attend additional training, industrial attachments, and public examinations for which separate fees will be charged.
5. Tuition fees are subject to annual review.