



## PROGRAMME HIGHLIGHTS

- Combine traditional and digital advertising practices to nurture the next generation of professionals
- Enhance advertising effectiveness through research, data analysis and product evaluation
- Broaden horizons through industry sharing from local and overseas professionals

### ● Programme Overview

This programme cultivates your creativity and design thinking. Through an in-depth understanding of the theories and principles in traditional advertising and the exploration of related knowledge, including the application of new media and the internet on advertising, you will be able to develop effective advertising solutions through the process of research, analysis, implementation and evaluation; in addition to local market information through visits or seminars offering corporate information and practical knowledge from speakers who are industry professionals.

### ● Career Outcome

Graduates will be equipped with professional knowledge, and advertising and marketing acumen, as well as an awareness of new media technology. You can join the advertising industry in copywriting, marketing, digital marketing, advertising planning, branding design, interactive and online advertising, new media and graphic communication design. They can be promoted to different positions, including creative director, brand consultant and designer.

### ● Professional Body Engagement

The programme is a supported course by The Chartered Society of Designers of UK (CSD) and all students are entitled to free CSD Student Membership and are able to apply for Associate Membership of the Society at a discounted rate on graduation. Graduates may also apply for membership of The Association of Accredited Advertising Agencies of Hong Kong and the Hong Kong Designers Association.

**Bachelor of Arts  
(Honours)  
in Advertising**

**廣告(榮譽)  
文學士**

## Industry Endorsement

"Never bend your head. Always hold it high and stay true to yourself. Definitions of success are countless. How I define success will never be the same as you define it. But I am sure it can only be achieved when you try your best in all aspects of everything you do."

### Adran CHONG

CEO  
Soap Studio Co. Ltd.



## Graduate Endorsement

"THEi Advertising not only equips me with wide variety of knowledge and skill-sets but also provides excellent industry exposure via lots of on-job training opportunities. It provides me with good direction for future development and even roadmap to success."

### NG Long Kwan, Tommy

2018 Graduate



## Programme Structure

### Year 1

- Advertising & Marketing Principles
- Semiotic
- Design Thinking
- Media Aesthetics
- Types & Images
- Storytelling
- Interface Design
- Videography
- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society

### Year 2

- Copywriting
- Consumer Behaviour
- Corporate Identity & Branding
- Games & Interactivity
- Media Morality
- Interactive Advertising
- Programme Elective Module 1
- Programme Elective Module 2
- GE Elective Module 1
- Technology, Society & Work
- Entrepreneurial Mindset
- Work-integrated Learning

### Year 3

- Design Studio 1
- Design Studio 2
- Digital Marketing
- Collaborative Project
- Programme Elective Module 3
- English for Academic Studies 2
- English for Professional Purposes
- Chinese 2
- GE Elective Module 2

### Year 4

- Dissertation 1
- Design Studio 3
- Design Management
- Final Design Studio
- Dissertation 2
- Programme Elective Module 4
- Programme Elective Module 5
- GE Elective Module 3
- GE Elective Module 4

## Programme Electives\*

- Animation
- Web Design
- 3D Visualisation
- Sensory Experience Design
- Controversial Advertising
- Green Propaganda
- Art Direction in Photographic Media
- Public Relations & Event Planning
- Mobile and Social Media Advertising
- Art in the Landscape

## General Education Elective Modules\*

### Faculty of Design and Environment (FDE)

- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Land Art
- Asian Fashion Retail Marketing
- Toy Design
- Digital 3D Modelling & Printing for Beginners
- The Art & Science of Film
- Housing Policy & Management

### Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong
- Accounting for Non-Accountants
- Business Management in Hong Kong
- Essentials in People Management
- Introduction to Japanese Language & Culture
- FinTech Fundamentals
- The Art of Professional Speaking
- Holistic Massage Therapy
- Guangdong Dim Sum Culinary Skills & Culture

### Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Green & Intelligent Building
- Nutrition & Health
- Food in Daily Life
- Safety & Quality of Consumer Products
- Renewable Energy & Its Application in Buildings
- Buildings & Infrastructures Appreciation
- Health & Medical Technology Development in Guangdong-Hong Kong-Macao Greater Bay Area
- Environmental, Health & Safety Implementation of Commercial & Industrial Project
- Project Organisation Techniques
- Traditional & New Construction Technologies in Mainland China
- Food & Agriculture
- Introduction to Concepts of New Engineering Contracts
- Principles of Project Finance
- Basics of Building Information Modelling
- Introduction to Aircraft Technology

## School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese Linguistics in Hong Kong Popular Culture
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World
- Biographies in World History & Biographical Writing in Chinese
- Introduction to French Language & Culture
- Music Technology, Creativity & Production
- Understanding Citizenship in the Modern World
- Chinese as a Foreign Language & Culture
- Introduction to Interpreting Skills (Cantonese-English)
- Understanding Hong Kong History & Culture through Heritage

\* More elective modules may be offered. Modules offered are subject to change.

Year **1** Entry

SSSDPJUPAS  
Catalogue No.  
JSSV01

Year **3** Entry

Self-financed  
DS125102



**Bachelor of Arts  
(Honours) in  
Fashion Design**

**時裝設計  
(榮譽)  
文學士**

## PROGRAMME HIGHLIGHTS

- Cultivate creativity, integrate design technologies and focus on practical experience
- Consolidate knowledge and skills through advanced subject learning and specialised streams in fashion design or fashion management
- Deepen understanding through corporate visits, internships and fashion shows

## ● Programme Overview

This programme aims to produce future fashion designers with world-class creative, theoretical and professional skills to address future global opportunities and challenges in the growing fashion design industry. Supported by well-rounded general education and language modules, the programme will provide a solid design and management foundation in the first year, and advanced creative professional development in the next two years. A choice of two Study Streams, namely, Fashion Design and Fashion Management, and Study Options (Knitwear Design, Fashion Accessories Design, specialised Fashion Design, Fashion Retailing, and Fashion Communication) will be offered from year two to four, which offers diversified subject knowledge and experience, and creates new design development and practice of skills within the industry.

## ● Career Outcome

The streams and study options designed in the programme offer graduates specialised skill and professional knowledge to start their career. Valuable internship experience that graduates gained in Work-Integrated Learning module enable themselves to become the work-ready force in the fashion industry. Upon completion of the programme, fashion graduates can go into many different areas of the fashion business. Career prospects include fashion designer, knitwear designer, fashion accessory designer, fashion coordinator, product developer, fashion buyer, fashion retailing and fashion communication etc.

## ● Professional Recognition

Graduates are eligible to apply for memberships of Hong Kong Fashion Designers Association, Hong Kong Institute of Textile and Apparel, Knitwear Innovation and Design Society, and Society of Dyers and Colorist (UK).



This programme is recognised under the QF (Level 5)  
QR Registration No. : 12/000569/L5  
Registration Validity Period: 01/09/2012 To 31/08/2022

For year-3 online application:  
VTC Web-based Admissions System  
[www.vtc.edu.hk/admission](http://www.vtc.edu.hk/admission)

## Industry Endorsement

"Seeing students nurtured by THEi to become members of the creative community in fashion over the years, it encourages us to continuously cultivate the new generation, and lead the individual to build up their own unique identity. We are looking forward to exploring students' talents and strengthening their potentials with THEi."

### Dr Bobby CHAN

Chairman and Chief Executive  
Moiselle International Holdings Ltd

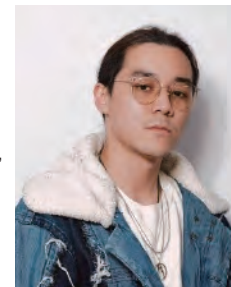


## Graduate Endorsement

"THEi Fashion Design programme not only helped me to fulfil my dream but also provided me with overseas learning experience that broadened my global perspective. I was encouraged to participate in different competitions and won the "Best footwear design award" in YDC2017. Now, I have my own fashion brand - YMDH."

### LEE Kui Kei, Jason

2017 Graduate



## Programme Structure

### Year 1

- Fashion Culture & History
- Fashion as Visual Communication
- Materials for Fashion Design
- The Fashion Business
- Pattern Creation, Forms & Materials
- Fashion Trend Forecasting
- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society
- Programme Elective Module 1
- Programme Elective Module 2

### Year 2

- Fashion Skills & Processes
- Industry Practice
- Technology, Society & Work
- Entrepreneurial Mindset
- GE Elective Module 1
- Work-integrated Learning
- Fashion Design Stream:**
  - Surface Textile Design
  - Option 1: Introduction
  - Conceptualising Fashion
  - Option 2: Development
  - Option 3: Investigation
- Fashion Management Stream:**
  - Principles of Fashion Marketing & Communication
  - Quality Evaluation & Management
  - International Fashion Retailing
  - Fashion Retail Operations & Buying Management
  - Fashion Visual Merchandising

### Year 3

- Research Methods
- Consumers & Brands
- English for Academic Studies 2
- English for Professional Purposes
- Chinese 2
- Programme Elective Module 3
- Programme Elective Module 4
- GE Elective Module 2
- Fashion Design Stream:**
  - Option 4: Production & Portfolio
  - Option 5: Refinement
- Fashion Management Stream:**
  - Option 1 (Fashion Retailing) : China Retail Marketing Strategy OR
  - Option 1 (Fashion Communication) : Fashion Journalism
  - Option 2 (Fashion Retailing) : Sales & Persuasive Methodology OR
  - Option 2 (Fashion Communication) : Social Media Marketing Communication

### Year 4

- Dissertation 1
- Dissertation 2
- GE Elective Module 3
- GE Elective Module 4
- Fashion Design Stream:**
  - Fashion Form Practice
  - Collection Integration
  - Concept Research
  - Major Design Project
- Fashion Management Stream:**
  - Fashion Event Planning
  - Fashion Finance
  - Fashion E-Commerce
  - Global Fashion Supply Chain Management
  - Luxury Theory & Practices
  - Design Management & Business Plan

## Programme Electives\*

- Business Law
- Fashion Drawing
- Fashion CAD
- Fashion Photography
- Fashion Visual Merchandising
- Fashion Event Planning
- Fashion Developments
- Professionalising Studies
- Fashion Management Workshop
- Collection Integration
- Womenswear Design

## General Education Elective Modules\*

### Faculty of Design and Environment (FDE)

- Impact of Contemporary Design on Society
- Landscape Appreciation
- Urban Greenery & Ecology
- Land Art
- Asian Fashion Retail Marketing
- Toy Design
- Digital 3D Modelling & Printing for Beginners
- The Art & Science of Film
- Web Technology & E-Commerce
- Housing Policy & Management

### Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong
- Essentials in People Management
- Introduction to Japanese Language & Culture
- FinTech Fundamentals
- The Art of Professional Speaking
- Holistic Massage Therapy
- Guangdong Dim Sum Culinary Skills & Culture

### Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Green & Intelligent Building
- Nutrition & Health
- Food in Daily Life
- Safety & Quality of Consumer Products
- Renewable Energy & Its Application in Buildings
- Buildings & Infrastructures Appreciation
- Health & Medical Technology Development in Guangdong-Hong Kong-Macao Greater Bay Area
- Environmental, Health & Safety Implementation of Commercial & Industrial Project
- Project Organisation Techniques
- Traditional & New Construction Technologies in Mainland China
- Food & Agriculture
- Introduction to Concepts of New Engineering Contracts
- Principles of Project Finance
- Basics of Building Information Modelling
- Introduction to Aircraft Technology

### School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese Linguistics in Hong Kong Popular Culture
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World
- Biographies in World History & Biographical Writing in Chinese
- Introduction to French Language & Culture
- Music Technology, Creativity & Production
- Understanding Citizenship in the Modern World
- Chinese as a Foreign Language & Culture
- Introduction to Interpreting Skills (Cantonese-English)
- Understanding Hong Kong History & Culture through Heritage

\* More elective modules may be offered.  
Modules offered are subject to change.



### PROGRAMME HIGHLIGHTS

- Develop inter-disciplinary professionals in product design, product development and practical work
- Explore latest ideas and technologies in product development, improvement and remodeling
- Provide insights into local, Mainland and international market trends through industry exchanges and internships

#### ● Programme Overview

This programme will provide you with the skills and knowledge to become an inter-disciplinary product design professional, equipped to meet both local and global needs. It offers an educational experience which will groom and develop the professional aptitudes and attitudes needed for a career in Product Design. In addition, your intellectual capacity, practical abilities and professional attributes will be nurtured and developed.

Through project-based learning, the programme encourages active engagement in all aspects of design practice. This includes an understanding of the theoretical framework for the subject and creative application to produce imaginative yet practical outcomes.

#### ● Career Outcome

Graduates will be equipped with professional knowledge of product design, awareness of new technology applications, and marketing acumen to join the product design and development industry. Career include designer, 3D artist, design engineer, project coordinator, project or product manager across fields including electronics, digital entertainment, jewellery, fashion, lifestyle, home, automotive and toys industries.

#### ● Professional Recognition

Graduates are eligible to apply for memberships of Hong Kong Designers Association and Industrial Designers Society of Hong Kong.

Bachelor of Arts  
(Honours) in  
Product Design

產品設計  
(榮譽)  
文學士



This programme is recognised under the QF (Level 5)  
QR Registration No. : 12/000570/L5  
Registration Validity Period: 01/09/2012 To 31/08/2022

For year-3 online application:  
VTC Web-based Admissions System  
[www.vtc.edu.hk/admission](http://www.vtc.edu.hk/admission)

## Industry Endorsement

"Excited to have experienced the journey of THEi product design course and its graduates as Industry External Examiner. Students demonstrated well rounded design knowledge and applied manufacturing, technology and trends. With their learning attitude, variety of industry projects, competitions and work experience, they can complement well with existing creative teams and the creative industry."

### Leon Yoong

Senior Vice President  
Techtronic Design, Techtronic Industries Hong Kong

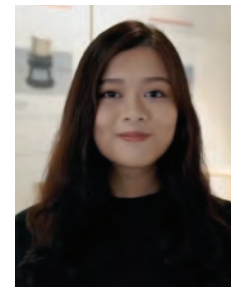


## Graduate Endorsement

"In addition to product design knowledge, the study at THEi also enhanced my problem solving skills, which I was able to test by joining various projects and competitions."

### Rosie YIP

2019 Graduate



## Programme Structure

### Year 1

- Products, Styles & Brands
- Visual Perception & Drawing
- Product Design Masters
- Design Communication & Processes
- Form, Structure & Function
- Digital Visualisation & Sketching
- Materials & Fabrication Processes
- History of Art
- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society

### Year 2

- Design Processes & Lifestyle Products
- Surface Modeling & Presentation
- Design History
- User Experience Design
- Solid Modeling & Prototyping
- Interior Products Design
- Programme Elective Module 1
- Programme Elective Module 2
- GE Elective Module 1
- Technology, Society & Work
- Entrepreneurial Mindset
- Work-intergrate Learning

### Year 3

- Emerging Technologies & Trends
- Product Opportunity & Strategy
- Production & Portfolio: Product Redesign
- Dissertation
- Programme Elective Module 3
- GE Elective Module 2
- English for Academic Studies 2
- English for Professional Purposes
- Chinese 2

### Year 4

- Contemporary & Future Contexts in Product Design
- Design for Human & Environment
- Major Design Project 1: Contextual Research & Analysis
- Design Management & Entrepreneurship
- Major Design Project 2: Development & Realisation
- Programme Elective Module 4
- GE Elective Module 3
- GE Elective Module 4

## Programme Electives\*

- Design for Play
- Jewellery Design & Technology
- Eyewear & Accessories Design
- Timepiece Design & Technology
- Furniture Design & Technology

- Lighting Design & Technology
- Clay Modeling for Ergonomic Design
- Electronics for Designer
- Freeform Modeling & Digital Sculpting
- CAID for Jewellery & Accessories

- Parametric Design with a focus in Furniture
- Web Design
- Fashion Visual Merchandising
- Art in the Landscape

## General Education Elective Modules\*

### Faculty of Design and Environment (FDE)

- Effective Branding & Consumer Behavior
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Land Art
- Asian Fashion Retail Marketing
- The Art & Science of Film
- Web Technology & E-Commerce
- Housing Policy & Management

### Faculty of Management and Hospitality (FMH)

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