

Bachelor of Arts (Honours) in Fashion Design 時裝設計 (榮譽) 文學士

Year
1
Entry

SSSDP JUPAS
Catalogue No.
JSSV01

Year
3
Entry

Self-financed
DS125102



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 and professionals with world-class creative, analytical and professional skills and to address future global opportunities and challenges in the growing fashion 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 in 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 Year Four, which provides 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 gained in Work-Integrated Learning module enables students to become the work-ready force in the fashion industry. Upon completion of the programme, fashion graduates can work in many different areas in the fashion business. Careers they can get in include fashion design, knitwear design, fashion accessory design, fashion development, fashion buying, fashion retailing, fashion communication and 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: 01/09/2012-31/08/2022

Industry Endorsement

"Designed to groom professional and creative talents for the fashion industry, the programme provides solid and diversified knowledge along with work-integrated learning experience. It enables students to identify personal goals and acquire practical skills which enhance the capability of the fashion community."

Kevin YEUNG

Chairman
Hong Kong Fashion
Designers Association



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 Boby CHAN

Chairman and Chief Executive
Moiselle International Holdings Ltd



Programme Structure

Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> 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 The Human Spirit Programme Elective Module 1 Programme Elective Module 2 	<ul style="list-style-type: none"> Fashion Skills & Processes Industry Practice Social Dynamics of Organisations Habits of Scientific Thinking GE Elective Module 1 <p>Fashion Design Stream:</p> <ul style="list-style-type: none"> Surface Textile Design Option 1: Introduction Conceptualising Fashion Option 2 : Development Option 3 : Investigation <p>Fashion Management Stream:</p> <ul style="list-style-type: none"> Principles of Fashion Marketing & Communication Quality Evaluation & Management International Fashion Retailing Fashion Retail Operations & Buying Management Fashion Visual Merchandising Work-integrated Learning 	<ul style="list-style-type: none"> 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 <p>Fashion Design Stream:</p> <ul style="list-style-type: none"> Option 4 : Production & Portfolio Option 5 : Refinement <p>Fashion Management Stream:</p> <ul style="list-style-type: none"> Option 1 (Fashion Retailing) : China Retail Marketing Strategy OR Option 1 (Fashion Communication): Fashion Journalism Option 2 (Fashion Retailing) : Sales and Persuasive Methodology OR Option 2 (Fashion Communication): Social Media Marketing Communication 	<ul style="list-style-type: none"> Dissertation 1 Dissertation 2 GE Elective Module 3 GE Elective Module 4 <p>Fashion Design Stream:</p> <ul style="list-style-type: none"> Fashion Form Practice Collection Integration Concept Research Major Design Project <p>Fashion Management Stream:</p> <ul style="list-style-type: none"> Fashion Event Planning Fashion Finance Fashion E-Commerce Global Fashion Supply Chain Management Luxury Theory & Practices Design Management & Business Plan

Programme Electives*

<ul style="list-style-type: none"> Business Law Fashion Drawing Fashion CAD 	<ul style="list-style-type: none"> Fashion Photography Fashion Visual Merchandising Fashion Event Planning 	<ul style="list-style-type: none"> Fashion Developments Professionalising Studies Fashion Management Workshop
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General Education Elective Modules*

Faculty of Design and Environment (FDE)	Faculty of Management and Hospitality (FMH)	Faculty of Science and Technology (FST)
<ul style="list-style-type: none"> Impact of Contemporary Design on Society Landscape Appreciation Urban Greenery & Ecology Tree Safety Inspection & Climbing The Art & Science of Film Web Technology & E-Commerce Housing Policy & Management 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Environment, Development & Sustainability Urban Development in Hong Kong Green & Intelligent Building Nutrition & Health Technological & Economic Development in a Global Context Food in Daily Life Safety & Quality of Consumer Products Introduction to Astronomy Renewable Energy & Its Application in Buildings

School of General Education and Languages (SGEL)

<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Cantonese in Hong Kong Popular Culture Beyond Hollywood: Introduction to World Cinema Western Classical Music Appreciation Hong Kong Literature: the Local, the Mainland & the World
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* More elective modules may be offered. Modules offered are subject to change.