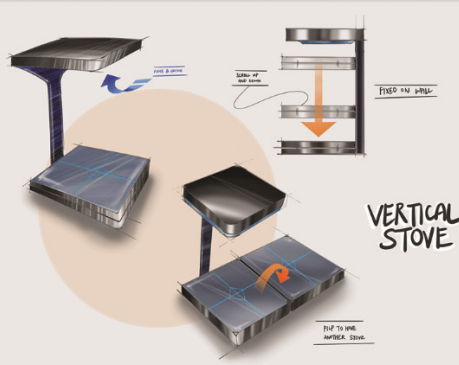
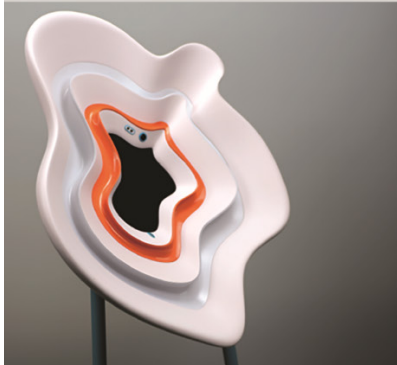


Year **1** Entry

SSSDP JUPAS
Catalogue No.
JSSV02

Year **3** Entry

Self-financed
DS125103



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

**產品設計
(榮譽)
文學士**

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.



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

Industry Endorsement

"THEi provides quality education with curriculum design that is industry-specific and relevant. They also actively work with many companies on different projects, adding commercial realities to their students' education. This presents students with a unique and insightful learning experience, and allows them to closely follow industry trends."

David WATERMAN

Design Director
VTech Communications Limited



Graduate Endorsement

"Participated in an overseas study trip to Barcelona to learn from renowned designer and learnt about design concepts and technology behind some of the world's most iconic architecture."

Janna WONG

2017 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

General Education Elective Modules*

Faculty of Design and Environment (FDE)

- Effective Branding & Consumer Behavior
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- Land Art
- Asian Fashion Retail Marketing
- 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
- Accounting for Non-Accountants
- Business Management in Hong Kong
- Essentials in People Management
- Introduction of 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
- Introduction to Astronomy
- 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 New Engineering Contract (NEC)
- Principles of Project Finance
- Basics of Building Information Modeling
- 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)

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