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
SSSDP (FULL-TIME)
DS145102
SELF-FINANCING (PART-TIME)
DS525102

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 Prospects

Upon completing the programme, students will possess professional advertising skills with a strong marketing acumen and awareness of new media technologies which are essential requirements in conducting advertising campaigns, digital marketing, branding design, interactive and online advertising, as well as transmedia and graphic communication design in the industry.

Professional Recognition

Graduates may apply for membership of The Chartered Society of Designers (UK), The Association of Accredited Advertising Agencies of Hong Kong and Hong Kong Designers Association. Hong Kong Fashion Designers Association (HKFDA), Hong Kong Institute of Textile and Apparel (HKITA), Knitwear Innovation and Design Society (KIDS) and Society of Dyers and Colorist (UK).

APPLYING SCIENCE EMPOWERING THE FUTURE
應用科學創建未來

Thei

For year-3 online application:
VTC Web-based Admissions System
www.vtc.edu.hk/admission

資歷架構 Qualifications Framework

This programme is recognised under the QF (Level 5)
QR Registration No.: 14/003073/L5
Registration Validity Period: 01/09/2014 to 31/08/2028

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

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

	MODULE TITLE	CORE / ELECTIVE
1	English for Academic Studies 1	GE Core
	Chinese 1	
	Creativity & Innovation in Society	
	Fashion Culture and History	Programme Core
	Fashion Illustration and Presentation	
	Materials for Fashion Design	
	The Fashion Business	
	Pattern Creation, Forms and Materials	
	Fashion Trend Forecasting	
	Programme Elective 1	Programme Elective
	Programme Elective 2	
2	Entrepreneurial Mindset	GE Core
	A.I. and Blockchain in Society & Work	
	GE Elective 1	GE Elective
	Fashion Skills and Processes	Programme Core
	Industry Practice	
	Surface Textile Design	
	Option 1: Introduction	
	Conceptualising Fashion	
	Option 2: Development	
	Option 3: Investigation	
3	English for Professional Purposes	GE Core
	English for Academic Studies 2	
	Chinese 2	
	GE Elective 2	GE Elective
	Research Methods	Programme Core
	Consumers and Brands	
	Programme Elective 3	Programme Elective
	Work-integrated Learning	Programme Core
	Industry / Profession Specific Module (Fashion Design Stream)	
	Option 4: Production and Portfolio	Stream Core
	Option 5: Refinement	
	Industry / Profession Specific Module (Fashion Management Stream)	
	Fashion Event Planning	Stream Core
	Option 1 (Fashion Retailing): China Retail Marketing Strategy OR Option 1 (Fashion Communication): Fashion Journalism	
	Option 2 (Fashion Communication): Social Media Marketing Communication OR Option 2 (Fashion Retailing): Sales & Persuasive Methodology	
4	GE Elective 3	GE Elective
	GE Elective 4	
	Dissertation 1	Programme Core
	Dissertation 2	
	Industry / Profession Specific Module (Fashion Design Stream)	
	Fashion Form Practice	Stream Core
	Collection Integration	
	Concept Research	
	Major Design Project	
	Industry / Profession Specific Module (Fashion Management Stream)	
	Fashion Finance	Stream Core
	Fashion E-Commerce	
	Global Fashion Supply Chain Management	
	Luxury Theory and Practices	
	Design Management and Business Plan	

Note: The actual delivery of the modules is subject to the arrangement of the institute.