



## Bachelor of Arts (Honours) in Product Design

產品設計(榮譽)文學士

YEAR **1** ENTRY

SSSDP JUPAS  
CATALOGUE NO.  
JSSV02

YEAR **3** ENTRY

SSSDP (FULL-TIME)  
DS145103  
SELF-FINANCING  
(PART-TIME)  
DS525103

### PROGRAMME HIGHLIGHTS

- Develop inter-disciplinary professionals in product design and product development by collaborating with students of other programmes within the faculty.
- Explore latest ideas and technologies in product design, development, improvement and remodeling.
- Provide insights into local, Mainland and international market trends through industry sponsored projects, Project-based learning, field trips, international cultural and academic exchanges, master lectures and design competitions.

### 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 prepare 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 Prospects

Graduates will be equipped with a professional knowledge of product design, awareness of new technology applications, and marketing acumen to join the product design and development industry. Positions 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.

### Top-Up Degree

- Top-Up Degree is for those with relevant Higher Diploma or equivalents qualifications.
- Full time Top-Up duration is 2 years. Part time Top-Up duration is 3 years and is offered on weekdays evenings and weekends.
- Both modes include WIL internships.
- Relevant Higher Diploma/Associate Degree qualifications include but not limited to Product Design, Architecture, Interior and Landscape Design, Furniture and Jewellery Design, Advertising Design, Visual Communication, Design for Event, Exhibition and Performance, and, Architectural Technology and Design

APPLYING SCIENCE  
EMPOWERING THE FUTURE

應用科學  
創建未來

Thei



### Industry Endorsement

“Excited to have experienced the journey of THEi product design course and it’s 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

My experience at THEi has been transformative in preparing me for the industry. The program offers incredible opportunities for industry connections through workshops, guest lectures, and mentorships, allowing me to gain valuable insights, experience and practical knowledge. The combination of academic and extracurricular activities, such as design competitions and collaborative projects, has enriched my learning experience and honed my skills. Additionally, the emphasis on personal portfolio development throughout the program has enabled me to showcase my work effectively, highlighting my design thinking process and evolution of my projects. I feel confident and well-prepared to enter the workforce, equipped with both theoretical knowledge and hands-on experience in product design, as well as having a strong portfolio that reflects my capabilities and creativity.

#### Leung Tat Fai, Max

2024 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 Modelling & Presentation
- Design History
- User Experience Design
- Solid Modelling & Prototyping
- Interior Products Design
- Programme Elective Module 1
- Programme Elective Module 2
- A.I. and Blockchain in Society & Work
- Entrepreneurial Mindset

### YEAR 3

- Emerging Technologies & Trends
- Product Opportunity & Strategy
- Production & Portfolio: Product Redesign
- Dissertation
- GE Elective Module 1
- GE Elective Module 2
- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- Work-integrated Learning

### YEAR 4

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

## PROGRAMME ELECTIVES\*

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| <ul style="list-style-type: none"> <li>• Interdisciplinary Design Collaboration</li> <li>• Jewellery Design &amp; Technology</li> <li>• Eyewear &amp; Accessories Design</li> <li>• Timepiece Design &amp; Technology</li> <li>• Furniture Design &amp; Technology</li> </ul> | <ul style="list-style-type: none"> <li>• Lighting Design &amp; Technology</li> <li>• Clay Modelling for Ergonomic Design</li> <li>• Electronics for Designer</li> <li>• Freeform Modelling &amp; Digital Sculpting</li> <li>• CAID for Jewellery &amp; Accessories</li> </ul> | <ul style="list-style-type: none"> <li>• Parametric Design with a focus in Furniture</li> <li>• Web Design</li> <li>• Fashion Visual Merchandising</li> <li>• Art in the Landscape</li> <li>• Design for Play</li> </ul> |
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\* More elective modules may be offered. Modules offered are subject to change.