



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

2026-27

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).

WORK READY
貫徹應科



READY



Industry Endorsement

"Over the years, we have seen students from THEi's Fashion Design programme thrive as future leaders in the dynamic world of fashion design and management. Their journeys inspire us to nurture the next generation, empowering individuals to develop their unique identities and transform their passions into impactful careers. We eagerly anticipate exploring students' talents and strengthening their potential alongside THEi FD."

Dr Janae CHAN

Founder of Janae Image



Graduate Endorsement

"The THEi Fashion Design Programme helped me nurture my aesthetic sense and abilities as a designer. Throughout those four years, I discovered my style and pathway as a sustainable designer. The support from the school helps students turn their imagination into reality."

LEUNG Ho Lam, Jasmine

2019 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
	GE Elective 1	
	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	Programme Core
	Dissertation 1	
	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.