

# Higher Diploma Programme in Commercial Design

## 商業設計高級文憑課程

### Programme Contents

#### **A: Language 語文**

Module 1 : **Business Chinese** 商貿中文  
Level : Year 1 (3-year mode only)  
Prerequisite : Nil  
Duration : 30 hrs

#### **Course Introduction:**

Hong Kong is a cosmopolitan city where good communication has profound influence on the success of one's career. Solid foundation in language is of great assistance to both study and work. Through different types of exercises and practices, students would enhance their language learning.

Module 2 : **Business English I** 商貿英文 (一)  
Level : Year 1 (3-year mode only)  
Prerequisite : Nil  
Duration : 30 hrs

#### **Course Introduction:**

In Hong Kong, an international metropolis, English competence is an important asset for those who aspire to successful careers. *Business English (I)* and *Business English (II)* are designed to help our students improve their English proficiency skills in order to prepare themselves for further academic studies or challenges in work.

Module 3 : **Business English II** 商貿英文 (二)

Level : Year 1 (3-year mode only)

Prerequisite : Business English (I)

Duration : 30 hrs

**Course Introduction:**

In Hong Kong, an international metropolis, English competence is an important asset for those who aspire to successful careers. *Business English (I)* and *Business English (II)* are designed to help our students improve their English proficiency skills in order to prepare themselves for further academic studies or challenges in work.

Module 4 : **Business Putonghua** 商貿普通話

Level : Year 1 (3-year mode only)

Prerequisite : Nil

Duration : 30 hrs

**Course Introduction:**

As the economic ties between Hong Kong and the mainland China are getting closer and closer, good communication in Putonghua becomes an important asset to be successful in workplace. Hong Kong citizens have become aware of the importance of learning Putonghua and are dedicatedly learning it. This course is designed to meet this timely need.

**B: Fine Arts** 美術

Module 5 : **Drawing Studies I** 素描研習 (一)

Level : Year 1 (3-year mode only)

Prerequisite : Nil

Duration : 30 hrs

**Course Introduction:**

This course introduces students to the basic knowledge and skills in drawing. Lead pencil and charcoal drawing experiences are provided to develop students' creativities and drawing techniques. Upon completion of the course, students will acquire a solid foundation in drawing.

Module 6 : **Drawing Studies II** 素描研習 (二)

Level : Year 1 (3-year mode only)

Prerequisite : “Drawing Studies I” or equivalent

Duration : 30 hrs

**Course Introduction:**

This course introduces students to the basic knowledge and skills in drawing. Various drawing experiences such as ink and brush, charcoal, oil pastel, water-colour and water-colour pencil drawing are provided to develop students' creativities and drawing techniques. Upon completion of the course, students will acquire a solid foundation in drawing.

Module 7 : **Advanced Drawing** 進階素描

Level : Year 1 (2-year mode only)

Prerequisite : Nil

Duration : 30 hrs (2 credits)

**Course Introduction:**

This course introduces students to the basic knowledge and skills in drawing. Various drawing experiences such as lead pencil, charcoal, ink and brush, charcoal, oil pastel, water-colour and water-colour pencil drawing are provided to develop students' creativities and drawing techniques. Upon completion of the course, students will acquire a solid foundation in drawing.

Module 8 : **Colour Theory** 色彩學

Level : Year 1 (2-year & 3-year mode)

Prerequisite : Nil

Duration : 30 hrs

**Course Introduction:**

Colour acquires an important role in the field of art and design. Colour exerts an enormous effect on human psychological state. This course helps students to explore the content of colour: types of colour, colour theories, composition of colour, colour interactions, computer light mixtures, and psychological effects of colour.

Module 9 : **Depiction Technique and Composition Principle**

描繪技巧與構圖學

Level : Year 1 (3-year mode only)

Prerequisite : Nil

Duration : 30 hrs

**Course Introduction:**

Through a series of drawing workshops and theory explanations, this course helps students to acquire a solid foundation in painting, develop their composition skills, colour sensitivities and painting techniques so that they could express their feelings, and apply visual language to art and design.

Module 10 : **Depiction of Clothed Figures** 穿衣人物描繪

Level : Year 2 (3-year mode only)

Prerequisite : “Drawing Studies I” or equivalent

Duration : 30 hrs

**Course Introduction:**

This course develops students’ techniques in depicting clothed figures such as facial expression, gesture and personality. Concepts on proportion, skeleton and muscles of the human body will also be addressed to strengthen students’ depicting techniques in human structure with evidence of basic understanding of anatomy.

Module 11 : **Figure Drawing** 人物素描

Level : Year 1 (2-year mode only)

Prerequisite : “Advanced Drawing” or equivalent

Duration : 30 hrs (2 credits)

**Course Introduction:**

This course develops students’ techniques in depicting clothed figures such as facial expression, gesture and personality. Concepts on proportion, skeleton and muscles of the human body will also be addressed to strengthen students’ depicting techniques in human structure with evidence of basic understanding of anatomy.

Module 12 : **Perspective and Rendering Skills** 透視學與預想圖技巧  
Level : Year 1 (2-year mode) or Year 2 (3-year mode)  
Prerequisite : “Advanced Drawing” (2-year mode); “Drawing Studies I”  
(3-year mode) or equivalent  
Duration : 30 hrs

**Course Introduction:**

This course investigates the perspective and rendering skills, both traditional and modern, in a variety of art media and its uses on art and design. Students will learn to apply these techniques to mixed media projects. The different types of perspectives employed by designers will also be addressed.

Module 13 : **Comic Creation** 漫畫創作  
Level : Year 2 (2-year mode) or Year 3 (3-year mode)  
Prerequisite : “Figure Drawing” (2-year mode) /  
“Depiction of Clothed Figures” (3-year mode); and  
“Perspective and Rendering Skills” (2-year and 3-year mode), or  
equivalent  
Duration : 30 hrs

**Course Introduction:**

This course is designed to provide basic knowledge and skills of comic creation. Themes include basic concepts and theory of comic creation, application of tools, drawing skills and character shaping. Students will acquire the presentation skills of “comic language” after the examination of different types of comics. In addition, students are encouraged to develop and explore individual styles and techniques.

Module 14 : **Illustration Creation** 插圖創作

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Prerequisite : “Figure Drawings” (2-year mode) /

“Depiction of Clothed Figures” (3-year mode); and

“Perspective and Rendering Skills” (2-year and 3-year mode) or equivalent

Duration : 30 hrs

**Course Introduction:**

This course is designed to provide basic knowledge and skills of illustration creation. It explores the theoretical concepts and techniques of illustration with a variety of media. Students will be introduced to three different kinds of illustration: descriptive, expressive and interpretative. Besides, the presentation methods of traditional representation and techniques of presenting abstract ideas through illustration will be covered.

**C: Graphic and Communication Design** 平面及傳意設計

Module 15 : **Design Fundamentals** 設計基礎

Level : Year 1 (2-year and 3-year mode)

Prerequisite : Nil

Duration : 30 hrs

**Course Introduction:**

The course is structured to assist in establishing a basic vocabulary of design theory, practice and terminology through a directed programme of study. This course will be achieved through projects that introduce problem-solving skills and stimulate creative thinking and build up self-confidence relevant to the students’ future development as a design professional. The nature of this course is seen as distinct though not divorced from specialist activity. It is concerned with the provision of an overview and immersion in thinking processes and design methodologies.

Module 16 : **Typographic Design** 字體設計

Level : Year 1 (2-year and 3-year mode)

Prerequisite : Nil

Duration : 30 hrs

**Course Introduction:**

The course is designed to provide students with the required knowledge in typography, with emphasis on its practical application. The design of typefaces as a means of visual communication from calligraphy to the ever-developing use of digital type will be explored. Topics such as text layout, typography hierarchy will be addressed. Creative thinking is encouraged in this course.

Module 17 : **Printing and Publication Design** 印刷及書刊設計

Prerequisite : “Design Fundamentals” or equivalent

Level : Year 1 (2-year mode) or Year 2 (3-year mode)

Duration : 30 hrs

**Course Introduction:**

Besides the cooperation between editing and design, the publication of books and magazines require knowledge of printing. This course introduces the whole process of publication production, with focus on the incorporation of design and printing. Related practical knowledge will be addressed to help students work effectively in the related fields.

Module 18 : **Advertising Design** 廣告設計

Prerequisite : “Design Fundamentals” or equivalent

Level : Year 1 (2-year mode) or Year 2 (3-year mode)

Duration : 30 hrs

**Course Introduction:**

The course explores design concepts and techniques of various advertising media, with reference to the real cases studies. Topics such as the brief history of advertising and the job nature of different posts in local advertising agency will be included. Students are required to develop a variety of advertisement projects to enhance their design techniques.

**Module 19 : Logo Design & Corporate Identity** 商標設計及機構形象

Level : Year 2 (3-year mode only)  
Prerequisite : “Design Fundamentals” or equivalent  
Duration : 30 hrs

**Course Introduction:**

This course is designed to provide students with comprehensive knowledge in logo design, branding and development of corporate identity, with reference to cases in Hong Kong and nearby markets. Through practice and discussion, students will learn the essential skills and practical knowledge of establishing brand and corporate identity.

**Module 20 : Branding & Corporate Identity** 品牌與機構形象

Level : Year 2 (2-year mode only)  
Prerequisite : “Design Fundamentals” or equivalent  
Duration : 45 hrs

**Course Introduction:**

This course is designed to provide students with comprehensive knowledge in logo design, branding and development of corporate identity, with reference to cases in Hong Kong and nearby markets. Through practice and discussion, students will learn the essential skills and practical knowledge of establishing brand and corporate identity.

**Module 21 : Poster Design** 海報設計

Prerequisite : “Design Fundamentals” or equivalent  
Level : Year 2 (2-year mode) or Year 3 (3-year mode)  
Duration : 30 hrs

**Course Introduction:**

The most common example of graphic design is poster. It can be found from traffic stations to cultural centres. This course focuses on the fundamentals of poster design and introduces students to the knowledge of increasing poster’s visual attraction and communication power through visual creative, styles, photography and computer DTP software.

Module 22 : **Packaging Design** 包裝設計  
Prerequisite : “Design Fundamentals” or equivalent  
Level : Year 2 (2-year mode) or Year 3 (3-year mode)  
Duration : 30 hrs

**Course Introduction:**

Besides advertising, eye catching packaging design also plays an important role in promoting commercial products. In this course, the basic packaging theories, work flow, requirements and materials will be introduced. The course will also explore various ways to achieve successful packaging design.

**D: Art Education and Communication** 藝術教育及傳意

Module 23 : **History of Western Art and Design** 西方藝術及設計史  
Level : Year 1 (2-year mode only)  
Prerequisite : Nil  
Duration : 45 hrs

**Course Introduction:**

This course explores the relationships between art and religion, politics, life and nature through study of the history of art and design. Consideration is given to the influence of historical background on the presentation approaches of artworks, and the relationship and transformation between art and design.

Module 24 : **History of Western Art** 西方藝術史  
Level : Year 1 (3-year mode only)  
Prerequisite : Nil  
Duration : 30 hrs

**Course Introduction:**

This course explores the relationships between art and religion, politics, life and nature through study of the history of art. Consideration will also be given to the influence of historical background on the presentation approaches of artworks, and the relationship and transformation between art and design.

Module 25 : **History of Design** 西方設計史

Level : Year 2 (3-year mode only)

Prerequisite : History of Western Art

Duration : 30 hrs

**Course Introduction:**

This course explores the relationships between art and religion, politics, life and nature through study of the history of art. Consideration will also be given to the influence of historical background on the presentation approaches of artworks, and the relationship and transformation between art and design.

Module 26 : **Creativity and Skill Application** 創意與技巧的運用

Level : Year 2 (3-year mode only)

Prerequisite : “Perspective and Rendering Skills”, “Design Fundamentals” or equivalent

Duration : 30 hrs

**Course Introduction:**

This course focuses on the exploration of creative thinking experience and the application of creating skills, with the primary aim to help students discover their own visual creation processes. Students are encouraged to develop their creative ideas through various innovative methods. Attention is given to the investigation of the potential communicativeness of visual expression.

Module 27 : **Visual Ideas and Communication** 視覺意念與傳意

Level : Year 3 (3-year mode only)

Prerequisite : “Creativity and Skill Application”, “Design Fundamentals” or equivalent

Duration : 30 hrs

**Course Introduction:**

This course offers an overview of visual communication which is a communication process that relies primarily on visual content as the means of conveying information. Different means of visual communication and artistic expression will be addressed. Students are encouraged to develop their own visual design works.

## **E: Computer Multimedia Arts 電腦多媒體藝術**

Module 28 : **Digital Graphics & Imaging I** 數碼圖形及影像 (一)

Level : Year 1 (2-year and 3-year mode)

Prerequisite : Nil

Duration : 45 hrs

### **Course Introduction:**

This course offers students an extensive introduction to computer graphics fundamentals needed for printed & web based design. Key subject areas to be addressed are: brief development history of desktop publishing, basic concepts of computer graphics and digital image sources. This course will also deals with the basic application knowledge of the powerful graphic design and digital imagery software.

Module 29 : **Digital Graphics & Imaging II** 數碼圖形及影像 (二)

Level : Year 1 (2-year and 3-year mode)

Prerequisite : Nil

Duration : 45 hrs

### **Course Introduction:**

This course will optimize students; acquired skills, understand and experience through the development of a professional integrated approach to utilizing a wide range of applications consistent with current and emerging industrial practices. This course will also deals with the basic application knowledge of the powerful image creation program, Illustrator.

Module 30 : **Webpage & Multimedia Design** 網頁及多媒體設計

Prerequisite : “Digital Graphics & Imaging I”, “Digital Graphics & Imaging II”, or equivalent

Level : Year 2 (2-year and 3-year mode)

Duration : 45 hrs

**Course Introduction:**

With the rapid development of the borderless world, Internet, and its’ power features of distributing text copy, photographic images, music, animation and video clips. More and more people are increasingly relying on the web to do business and other activities such as researches and collaborations. The course explores the basic knowledge of production of this interdisciplinary media. The students’ studies will culminate in demonstrating through the industrial based projects, the effective utilization of web/multimedia technology.

Module 31 : **3D Modeling** 三維模型製作

Level : Year 2 (2-year and 3-year mode)

Prerequisite : Nil

Duration : 45 hrs

**Course Introduction:**

Modeling is the key entrance to the “virtual 2D and 3D world”. This course introduces the students to get hold of the “virtual” keys’. It focuses on the industrial principles and skills that are the backbone of all 3D modeling applications.

Module 32 : **3D Animation** 三維動畫製作

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Prerequisite : 3D Modeling

Duration : 45 hrs

**Course Introduction:**

The availability of computing resources for virtual animation of the 3D forms and interactions in the real world has opened new opportunities to the media industry. This course serves to extend students’ skills and knowledge in 3D applications and the theory of animation.

## **F: Photography 攝影**

Module 33 : **Photography Fundamentals** 攝影基礎

Level : Year 1 (2-year and 3-year mode)

Prerequisite : Nil

Duration : 30 hrs

### **Course Introduction:**

This course explores the basic theories and characteristics of photography. Students will be introduced to the techniques of traditional photography and digital photography. Three sessions of outdoor practices will be arranged: the first one is held in professional studio to learn the techniques of portrait photography and studio lighting; the second one is in a darkroom to do black and white processing and enlargement; the last one is an on-the-spot training to learn scenery, people and night photography.

Module 34 : **Commercial Photography Fundamentals** 商業攝影基礎

Prerequisite : Nil

Level : Year 1 (2-year mode) or Year 2 (3-year mode)

Duration : 30 hrs

### **Course Introduction:**

This course provides an overview of the principles and characteristics of commercial photography. Both technical and aesthetic issues will be emphasized throughout the course. Students learn the different photographic approaches through discussions and practice. Outdoor practices are arranged to expose students to the fundamentals of camera handling, lighting, and the black and white printing process.

Module 35 : **Advanced Commercial Photography** 商業攝影進階  
Prerequisite : “Commercial Photography Fundamentals” or equivalent  
Level : Year 2 (2-year mode) or Year 3 (3-year mode)  
Duration : 30 hrs

**Course Introduction:**

This course provides continuous instruction for students who have taken *Commercial Photography Fundamentals*. Students will be explored to the concepts, aesthetics, processes, and advanced techniques of commercial photography through various practices. Upon completion of the course, students will be well-versed in all necessary skills for entering the field of professional commercial photography.

**G: Applied Arts** 應用藝術

Module 36 : **Fashion Design** 時裝設計  
Level : Year 1 (2-year mode) or Year 2 (3-year mode)  
Prerequisite : “Design Fundamentals” or equivalent  
Duration : 30 hrs

**Course Introduction:**

Fashion is one of the important industries in Hong Kong and it plays an important role in both nearby areas and the world. This course aims to provide students with the thorough understanding of fashion industry and the design processes of fashion designers: from collection of information, application of cloth, design layout to fashion production. Issues such as the relationship between branding and design, and the development of modern fashion will be addressed.

Module 37 : **Professional Fashion Design and Management**

專業時裝設計及管理

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Prerequisite : “Fashion Design” or equivalent

Duration : 30 hrs

**Course Introduction:**

This course provides professional knowledge in the management of fashion design. It examines the differences between fashion designers and fashion managers, and introduces students to the structure and positioning of a fashion company. Topics such as criteria of quality products and exploration of a new market with the tools of 4P will be covered.

Module 38 : **Interior Design** 室內設計

Level : Year 1 (2-year mode) or Year 2 (3-year mode)

Prerequisite : “Design Fundamentals” or equivalent

Duration : 30 hrs

**Course Introduction:**

This course covers the fundamentals of interior design, with introduction to the tools and terminology. Application of rendering skills, selection of materials, basic human engineering, and principles of furnishings design are explored. Through discussion and case analysis, students learn the principles and conceptual processes of interior design.

Module 39 : **Commercial Interior Design and Management**

商業室內設計及管理

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Prerequisite : “Interior Design” or equivalent

Duration : 30 hrs

**Course Introduction:**

This course introduces students to the fundamentals and management of commercial interior design. Issues of design project administration and procedures, role and responsibilities of interior designer, and the design rules of various commercial interior designs are addressed. Through discussion and case studies, students develop their understanding in management of commercial interior design.

Module 40 : **Jewelry Design** 珠寶設計  
Level : Year 1 (2-year mode) or Year 2 (3-year mode)  
Prerequisite : “Design Fundamentals” or equivalent  
Duration : 30 hrs

**Course Introduction:**

Jewelry industry plays a very important role in Hong Kong’s creative industry. This course is designed to explore students’ creativities and provide students with the basic knowledge and technical skills in jewelry design. Through case studies, the exploration processes of jewelry design and the upcoming information of the industry will be covered.

Module 41 : **Advanced Jewelry Design and Management**  
珠寶設計進階及管理  
Level : Year 2 (2-year mode) or Year 3 (3-year mode)  
Prerequisite : “Jewelry Design” or equivalent  
Duration : 30 hrs

**Course Introduction:**

This course provides continuous instruction on jewelry design. It examines the advanced skills of drawing and design, and brings out the commercial and managerial elements in jewelry design. Through discussion, students learn how the jewelry designer integrates the managerial ideas into their designs.

Module 42 : **Product Design** 產品設計  
Level : Year 1(2-year mode) or Year 2 (3-year mode)  
Prerequisite : “Design Fundamentals” or equivalent  
Duration : 30 hrs

**Course Introduction:**

This course explores the basic techniques in product design and provides an overview of the development of industry design. Topics include the work flow of product design, human engineering and product styling, and presentation skills. The computer-aided product design will also be introduced.

Module 43 : **Advanced Product Design and Management**

產品設計進階及管理

Prerequisite : “Product Design” or equivalent

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Duration : 30 hrs

**Course Introduction:**

This course provides the advanced knowledge in product design and management. Key subject areas to be addressed include management of product, identification of market needs, concept generation and product architecture. The modern tools and methods of product design will be covered. Hands-on projects provide students with the opportunity to generate their new product ideas and develop a marketing strategy.

**H: Video Production 影視製作**

Module 44 : **TV Commercials Production I**

影視廣告片製作（一）

Prerequisite : “Commercial Photography Fundamentals” or equivalent

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Duration : 30 hrs

**Course Introduction:**

This course explores the production methodology and practical skills necessary to produce professional TV commercials. Topics include an overview of Hong Kong TV Commercial industry, development of advertising concepts, scriptwriting and storyboarding, and the production management of promo film. Different kinds of workshops are arranged to help students develop a better understanding of the process and skills in producing and making professional video productions.

Module 45 : **TV Commercials Production II**

影視廣告片製作（二）

Prerequisite : “TV Commercials Production I” or equivalent

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Duration : 30 hrs

**Course Introduction:**

This course explores the production methodology and practical skills necessary to produce professional TV commercials. Topics include concepts and techniques of making MTV and promo film, scriptwriting, production management of promo film, and application of animation and visual effect. Different kinds of workshops are arranged to help students develop a better understanding of the process and skills in producing and making professional video productions.

**G: Portfolio 作品集**

Module 46 : **Integrated Portfolio 作品集製作**

Level : Year 2 (2-year mode) or Year 3 (3-year mode)

Duration : 45 hrs

**Course Introduction:**

This course teaches students the basics of designing a portfolio. It also provides an opportunity for students to integrate the knowledge they have acquired and concentrate on building their own creative works in individual area of interests. The portfolio helps to demonstrate students’ mastery of design skills and competencies for their future careers.