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Design school to help



鳴謝春田花花教育基金提供設計

“I remember when I was taking design at the Polytechnic, I was very much like today’s McDull, with a drop of sweat dripping down from there, quivering a bit, and mouth wide open in awe. But of course there were so many wonderful moments... .” Such were the sweet memories of Alice Mak Kar-bik, who takes pride in being a PolyU graduate.

Today, Ms Mak is well known as co-creator of *McMug*, a comic strip about two kindergarten piglets McMug and McDull. Distinctly set in Hong Kong, the comics gave rise to two popular animated films and series of memorabilia that have won the hearts of many kids and adults at home and abroad.

This success story demonstrates very well that creative talent can blossom in Hong Kong in an artistic sense and at the same time generate business opportunities.



Hong Kong shine bright

“The School of Design allows students to enjoy a strong sense of freedom, so that we can better understand ourselves and find our future directions,” said Alice. She is one of the hundreds and thousands of professionals in design and related fields whom PolyU has trained over the past four decades. Others on PolyU’s glittering list of design alumni include Outstanding PolyU Alumni Awardees Vivienne Tam, Dennis Chan Shui-lun, Freeman Lau Siu-hong and Dr Rebecca Lee Lok-sze, as well as Eric Chan, Barrie Ho, Honson Lee and Alan Yip, to name just a few.

The importance of creativity is increasingly widely recognized with the emergence of knowledge-based economy and the Government’s latest pledge to launch the “DesignSmart” Initiative. By encouraging design-business collaboration, design research and education and sharing of related resources, the scheme seeks to help turn Hong Kong into a focal point of design excellence in the region.



Mr Lo at SD's gala dinner

Emerging design hub of the Orient

As the pioneer of professional design education in Hong Kong, PolyU is set to play a vital part in realizing this vision. University Council Chairman, Honorary Professor of the School of Design (SD) and Chairman of the Board of Governors of the Hong Kong Design Centre (HKDC) Mr Victor Lo Chung-wing is determined to see this happening.

“We’re lucky in Hong Kong to have in these few years a community full of support for design,” Mr Lo told a capacity crowd comprising business leaders and designers at the recent Gala Dinner hosted by the School and its alumni. Themed “Igniting the Flame: 40 years of Design@PolyU”, the dinner is one of SD’s recent series of seminars, exhibitions and gala events to celebrate the School’s rich heritage in offering design education.

When people all over Hong Kong are talking about budget cuts, the Government announced its \$250 million “DesignSmart” Initiative. “That is a big message,” Mr Lo observed. He also credited University President Prof. Poon Chung-kwong for having “such a big heart to support design”, making possible the recent appointment of two prominent Chair Professors to boost design education and research at PolyU.



Three distinguished design alumni honoured: Raman (middle), Tommy (right) and Paul.

Evolution of the School of Design

- 1964 The Hong Kong Technical College sent forth graduates from the course Certificate in Commercial Design
- 1967 Establishment of the Department of Industrial & Commercial Design
- 1972 Renamed Department of Design at the Hong Kong Polytechnic and offered a three-year Higher Diploma in Design course
- 1981 Renamed Swire School of Design
- 1993 Started to offer the programmes BA(Hons) in Art and Design Education and MA in Design
- 1998 Started to offer BA(Hons) in Design programme
- 1995 Redesignated as “School of Design” as the Polytechnic acquired university status



Armed with his professional training in product design in the US and solid industrial experience in employing and advancing design, Mr Lo also chairs PolyU's Design Task Force. The team comprises a dozen renowned design experts from different countries and advises PolyU on the way forward for the design school. After issuing a strategic review report last summer, the Task Force also offers advice on SD's implementation of a series of ambitious plans.

According to the report, the role of design as a "critical determinant" in creating and adding value should be "more clearly emphasized, understood and adopted". This will require not just government support, but also changed attitudes on many levels across the community.

The report says that with the drastic increase of investment of Hong Kong capital in the mainland, in particular the Pearl River Delta, there is huge potential for design applications to raise the value of products and the brand profiles of companies.

So how is PolyU embracing these challenges? Prof. Leung Tin-pui, Vice President (Student Development), Dean of the Faculty of Communication and until recently Acting Head of SD, said that SD had been putting a lot of emphasis on forging links and partnerships with designers' associations, overseas design institutes as well as the public and private sectors. SD's recent series of seminars and gala events is just one example.

Most importantly, the School is working hard to boost its teaching. Prof. Leung said: "As the report of the Task Force rightly points out, PolyU is to strategically combine design with other technological and managerial disciplines in the University." Double degree programmes integrating design and marketing, surveying and engineering are being planned for the triennium starting 2005/06.

An integrative approach

Backed by its diverse, application-oriented discipline strengths, Prof. Leung said, PolyU should be in an excellent position to achieve this strategy. Apart from SD, units that contribute to nurturing and researching on innovative product ideas and design concepts include the departments of Electronic and Information Engineering, Industrial and Systems Engineering, Mechanical Engineering, Applied Physics, Management and Marketing, Applied Social Sciences, the Industrial Centre and the Multimedia Innovation Centre.

To give a clearer focus to meet industrial demand, the BA (Hons) in Design programme curriculum is expected to be restructured in 2005/06 to cover the four specialisms of environmental design, industrial/product design, visual communication and advertising.

It must be one of the most exciting summers for the School of Design. To celebrate its achievements as a pioneer and leader in design education spanning four decades, staff, students, graduates, friends and industry partners joined hands to stage a special series of events themed "Igniting the Flame: 40 years of Design@PolyU".

The packed schedule of events started with a gala dinner, which was followed by a seminar on design and a public exhibition of the works created by students and graduates. (More: See p. 29 for recent awards for staff and students from the design school.)

An eventful





summer



Grand reunion of design alumni

Hundreds of PolyU-trained designers from across various industries and different generations gathered together for a Gala Dinner hosted by the School of Design and the School of Design Alumni Association at the Kowloon Shangri-La Hotel on 4 June.

They were joined by two guests of honour Mr Francis Ho and Mr Andrew Leung as well as a galaxy of design experts, friends and business associates in paying tribute to the School for its more than 40 years of history in grooming design talents for Hong Kong. Mr Ho is Permanent Secretary for Commerce, Industry and Technology of the HKSAR Government and Mr Leung is Chairman of the Federation of Hong Kong Industries.

A highlight of the event was the presentation of special awards to outstanding design student Timothy Cheung Ho-ming and the following three alumni in honour of their professional achievements and contributions:

Mr Raman Hui — He received the “Distinguished Design Alumni Award 2004 (Overseas Professional)”. A 1984 graduate of the course Higher Diploma in Design (Graphic Communication) of the Hong Kong Polytechnic, Raman is now Supervising Animator of DreamWorks. He took part in the production of the Oscar-winning movie *Shrek* and the world’s second computer-animated film *Antz*.

Mr Tommy Li — The “Distinguished Design Alumni Award 2004 (Local Professional)” went to Tommy, who is a 1983 graduate of the Higher Certificate in Two-Dimensional Design course of the Polytechnic. He is Creative Director of Tommy Li Design Workshop Limited, which specializes in poster and packaging design and corporate identity programmes. Over the years, Tommy has received over 100 awards including four from the New York Art Directors’ Club.

Mr Paul Wong — Paul was granted the “Distinguished Design Alumni Award 2004 (Special Merit)”. A 1985 Polytechnic graduate of the course Diploma in Design, Paul is a leading guitarist of the band Beyond. He is a popular figure in the local music scene and is known for his creative talents in arts and music.

A new, self-financed Master of Design programme, commencing in September, has reaped pleasing response following its launch. Replacing the MA in Design offered in the past 10 years, the new programme will offer high-level design education with an emphasis on the integration of design with technology and business.

“Creativity cannot be taught,” Prof. Leung remarked. “Yet at PolyU we can inspire creativity through encouraging students to be analytical and to experience how to turn fantasies into tangible designs in their projects.”

On the research front, many exciting projects are on-going. Counting those conducted by SD alone, Prof. Leung said, “The School is joining hands with HKDC and overseas institutes to jointly develop an Asian Life Style Data Centre on ergonomics, cultures and trends in the region to provide industry with up-to-date research data.”

“SD is also studying design development processes so crucial to SAR’s future economy. The focus is on the move from OEM [Original Equipment Manufacturing] to ODM [Original Design Manufacturing] and OBM [Original Brand Management].”

Other interesting studies include “Chopsticks”, a joint project which studies Asian eating habits and utensils, and “Travel Mate”, a smart device for offering handy information for tourists visiting Hong Kong. In support of the “DesignSmart” Initiative, more projects across various academic departments at PolyU are being planned.

New leadership in design school

With so many ambitious plans on the plate, involving so wide a range of industries and businesses, can PolyU achieve them? A key person to address this question is the new Swire Chair Professor of Design and Head of the School, Prof. Lorraine Justice. She was Director of the Industrial Design Programme in the College of

Showcase of student works

The School of Design’s large-scale Design Graduation Show entitled “Balance” and Seminar by Distinguished Alumni and Faculty caught much public attention between 5 and 13 June.

The graduation show, held concurrently at the Hong Kong Science Museum and PolyU’s Design Gallery, displayed about 300 creative works in total. They are all projects of the graduating students from four programmes, namely, BA (Hons) in Design, Higher Diploma in Multimedia Design and Technology, Higher Diploma in Product Innovation Technologies and Diploma in Design Studies.

In addition, the show showcased the works of alumni and professionals — including prominent designers such as Mr Dennis Chan, Mr Freeman Lau, Mr Tommy Li and Mr Alan Yip.

MajorLink/Kaizor Award



Gold

Smart Fashion Store System, by Jones Lam and Jason Woo.



Silver

Effective dining system, by Catherine Leung and Wylan Yan.



Bronze

Money exchange kiosk, by Catherine Chan, Conrad Leung and Mandy So.



Prof. Justice

Architecture at the Georgia Institute of Technology in the US prior to joining PolyU on 16 August.

According to Prof. Justice, there is “great potential” for the further development of SD. “The status of the University, the faculty members, the location of Hong Kong in relation to the Chinese mainland and the rest of Asia add up to great opportunities,” she said.

Apart from this locational advantage, both Professors Leung and Justice stressed that the timing factor must not be overlooked. Prof. Justice said: “The students and faculty of the School work hard, so I am looking forward to giving them the support, environment and learning opportunities they need to thrive. Now is the time for that support because good design



Prof. Leung thanks Mr Kan (left) for sharing his insights at the Seminar by Distinguished Alumni and Faculty.

Shortly after co-hosting an international workshop on design on 2 June (see photos below), SD held a Seminar by Distinguished Alumni and Faculty on campus on 5 June, featuring talks by design experts including Prof. John Heskett, Mr Kan Tai-keung, Mr Honson Lee, Mr Eric Chan, Mr Anthony Lo and Prof. Lorraine Justice.



Philips Design Excellence Award



Mist, a bathroom designed with audio facilities, by David Gu, Fung Siu-ming and Uzziah Tsui.



UGC Chairman Dr Alice Lam shows interest in the project “Yi Jing” by Outstanding Design Graduate of the Year Timothy Cheung.

2004



Prof. Heskett, Mr Lo, and Mr Fred Lam of the Trade Development Council (4th–6th from left) with celebrated designers at the recent book launch of *Designed in Hong Kong*, edited by Prof. Heskett and co-published by TDC and HKDC.

will help China's economy and help them compete in the global market.”

Having taught in the areas of industrial design and computer-human interface design for more than a decade, Prof. Justice is a Fellow and former board member of the Industrial Design Society of America. She was responsible for organizing the first China-USA Industrial Design Conference in Beijing and the first Doctoral Education in Design Conference in Ohio. She also has ample experience working as a professional designer.

Another leading design expert in industrial design who recently joined SD as Chair Professor of Design is Prof. John Heskett. Well-known author of the book *Toothpicks & Logos: Design in Everyday Life*, Prof. Heskett was previously Senior Research Fellow in Harvard University and a Professor of the Institute of Design in the Illinois Institute of Technology in Chicago. He has served as an advisor to Hong Kong's University Grants Committee on establishing SD's degree courses in design. He is also chief author of the Design Task Force's review report.

Prof. Leung, gratified to have two prominent experts at the helm of SD, said that although the road ahead would not be easy, he was confident PolyU would be able to fulfill its ambitions and help make Hong Kong a premium design hub. He said: “PolyU does have a very strong foundation. We have the support of so many distinguished design alumni. Moreover, Hong Kong is a truly international city and Hongkongers are dynamic in thinking. We have a good environment to nourish creativity.”

Prof. Justice shares this optimism: “Hong Kong is such a great place. It *is* the pearl [of the Orient]! I know the School of Design will help to show it off to the world. Asian design has the strength, intelligence and beauty to enhance all of our lives and I want to help make that happen.” ❖

薪火相傳

「記得我在理工讀書時，就似今日的麥兜，滴着一滴汗、戰戰兢兢，只張大嘴巴。但當然，還有很多美好的時刻……」。這是理大畢業生麥家碧回味在母校唸書時的點滴。

今天，麥家碧已成為著名的「麥嘜」漫畫創作人，她繪畫的兩隻小豬麥嘜和麥兜故事，以香港為背景，贏得不少孩子及成年人的歡心，更先後製成兩套電影及一系列精品。這成功故事正好證明香港不單可成功孕育創意，更可讓創意締造商機。

理大在過去四十年來培育了眾多專業設計人才，麥家碧正是其中之一。其他在設計界舉足輕重的校友還有理大傑出校友獎得主譚燕玉、陳瑞麟、劉小康及李樂詩博士，另如陳秉鵬、何周禮、李漢生及葉志榮等，都是知名的設計師。

隨著知識型經濟起飛及特區政府推出「設計智優計劃」，創意對香港未來發展更形重要。該計劃透過鼓勵設計業與商界合作、推動設計教育和研究，以及資源共享，最終期望把香港發展成區內的設計樞紐。

東方設計之都漸冒起

理大是本港專業設計教育的先鋒，自當竭力推動香港在這方面的發展。此其中的關鍵人物，自要數本校校董會主席、設計學院榮譽教授及香港設計中心監察委員會主席羅仲榮先生。



設計系畢業生猛人多不勝數，包括(由上左順時針)李樂詩博士、譚燕玉、劉小康、麥家碧、陳瑞麟等。

一 協力創建設計之都

羅先生早前在設計學院的晚宴上致辭時說：「香港可算是十分幸運，近年社會上普遍對設計的發展給予大力支持。」晚宴以「薪火相傳四十年」為主題，廣邀歷屆設計系畢業生和業界翹楚聚首一堂。學院又舉辦講座和展覽，以慶祝理大過去四十年在設計教育方面的輝煌成就。

香港特區政府在財政緊絀的情況下，仍宣布投資二億五千萬，推行「設計智優計劃」。羅先生指出：「這是一個重要的訊息。」他又稱讚校長潘宗光教授對設計發展全力支持，最近理大設計學院便成功聘請兩位講座教授加盟。

羅先生曾赴美國接受專業產品設計的培訓，多年來以工業家的身份積極推動設計發展，順利成章成為理大設計工作小組的主席。該小組由十多名國際級頂尖設計專家組成，就理大設計學院的前景提供意見。小組繼去年夏天發表報告後，現繼續為設計學院落實的發展工作提意見。

報告指出，社會各界須更明確地肯定及運用設計，以創造和增加產品和服務的價值。由於投放內地、特別在珠三角的香港資金增多，將有利廠商把設計應用在產品增值及品牌開發之上。

面對種種挑戰，理大將採取甚麼對策呢？副校長（學生培育）、設計及語文學院院長、早前並剛卸任設計學院署理院長一職的梁天培教授表示，設計學院已加強與業界和海外學府交流，學院於六月舉辦的連申講座及晚宴便是其中的例子。

梁教授又說學院正努力進一步提高教學的素質：「理大的策略是要把設計與校內的科技及管理學科結合起來發展。」理大計劃於二零零五至零六年起的三年期，推出數個雙學位課程，結合設計與市場學、測量學及工程學的課程。

兼容並蓄的發展策略

梁教授說理大多元化、以實用為本的教研工作，有利推行新的發展策略。除設計學院外，相關的學系還包括幾個工程學系、應用物理、管理及市場學、應用社會科學、工業中心及多媒體創新中心等。

為迎合業界的需求，學院將於二零零五至零六年把設計學（榮譽）文學士學位課程重新組合成四大專業範疇，即環境設計、工業／產品設計、視覺傳意、廣告。另全新的自負盈虧設計學碩士學位課程於今年九月開課，取代已開辦十年的設計學文學碩士課程，新課程重點是把設計融入科技及商業之中。

在研究項目方面，梁教授說單數設計學院便開展了多個項目：「學院目前與香港設計中心及海外院校合作，成立亞洲生活

模式資源中心，集合區內在人機工程學、文化及潮流方面的研究資料供業界使用。」

他又說：「學院亦有探討設計的發展對特區未來經濟的影響，特別集中看業界如何從原件製造（OEM）過渡至原創設計生產（ODM）及原創品牌管理（OBM）。」其他富趣味性的研究包括一個名為「筷子」的項目，與夥伴機構合作研究亞洲的飲食習慣及餐具；另名為「旅遊拍檔」的計劃，精心設計一個互動介面為本港旅客提供旅遊資訊。為支持港府的「設計智優計劃」，預期理大的其他學系也將相繼展開新項目。

新領導層接掌設計學院

要成功推行牽涉設計領域眾多的大計，自非易事，難得新任的設計學院主任兼太古講座教授Lorraine Justice教授欣然接受此重任。八月十六日正式加盟理大之前，她原為美國喬治亞科技學院建築學系的工業設計課程主任。

Justice教授向本刊表示，設計學院前景極具潛力。她說：「理大的聲譽、師資、加上香港接連中國內地又面向亞洲的地利，都讓我們大有機會更上層樓。」

除地理上的優勢外，她和梁教授一致認為當前便是最好的時機。她說：「學院的師生都十分努力，我期待為他們提供適當的環境及學習機會，讓他們能盡展所長。現正值中國經濟起飛，這是最佳時機，讓我們協助中國在國際市場力爭上游。」Justice教授在工業設計及互動設計方面有超過十年的教學經驗，她是美國工業設計會的會員及前委員會成員，曾負責在北京舉辦首個工業設計會議及在美國俄亥奧州舉辦首個博士級設計教育會議。

另一位加盟設計學院的講座教授John Heskett教授，為工業設計界知名學者，其力作《牙籤與標誌：日常生活中的設計》廣受推崇。他曾出任哈佛大學高級研究員及芝加哥伊利諾州科技學院的設計學院教授，亦曾為香港大學教育資助委員會擔任顧問，支持本校設計學院成立學位課程，又負責撰寫理大設計工作小組檢討報告。

梁教授歡迎兩人加盟理大之餘，又說儘管前路充滿挑戰，他仍有信心理大能協助香港成為一流的設計樞紐。「理大根基實力雄厚，加上有多名傑出設計校友支持，配合香港國際都會的優勢及香港人的靈活腦筋，我相信我們有理想的環境孕育創意。」

Justice教授同樣持樂觀的看法，她說：「香港是這樣美好的地方，是名符其實的東方之珠！我深信設計學院將有助擦亮這顆明珠，閃耀世上。亞洲設計的力量、智慧和美麗可提昇我們的生活，我衷心希望能克盡己任朝這目標進發。」



羅仲榮先生：設計學院任重道遠。