BA (Hons) in Design (Advertising Design)
設計學(榮譽)文學士 (廣告設計)

Specialism Outline

The **BA (Hons) in Design (Advertising Design)**, a four-year full-time studio-oriented programme, is one of the three key design specialisms in the Communication Design cluster of the School of Design for local and international applicants.

We inspire students to create meaningful brands and innovative advertising campaigns. To do this, we teach students to explore the commercial, social, cultural, historical and technological concerns surrounding the creations; we also equip them with fluent visual and verbal language to express the creations in all sorts of traditional and contemporary media.

Setting us apart from other universities or colleges is the all-round approach to develop students' professional and generic competence. We stand out with the belief in integrating theory with practice, which is achieved through the studio culture, nurturing staff with extensive practice experiences, and our strong industry connections.

Aims & Objectives

Our aim is for students to master the knowledge and creative skills that are necessary for entry-level positions in the advertising industry, and more importantly, to develop their own methodologies, philosophies and visions that are essential for a successful career in the broader creative world.

In other words, our graduates will be able to create and produce effective advertising based on marketing research, consumer behaviour study, strategic planning, creative concepts, art direction, copywriting, design techniques, communication skills and social responsibility. They will also be able to grow themselves continuously for the ever-evolving advertising industry and help shape the future of the broader interdisciplinary creative field.

Characteristics

Is Advertising Design for you?

The nature of advertising is to influence people by "creative communication". To do this, you need to have a good understanding of human beings and how the world works. You also need to work in a team with many other parties under much uncertainty and high pressure.

So, advertising design is for you if you say "yes" to the following:

- You possess a passion for persuasion, especially through images, words, and stories?

- Your personality is flexible and sociable with a strategic and enquiring mind?

- You have the confidence to succeed in a highly competitive industry and the ability to work under pressure?

- You have a good command of English and Chinese languages?

Specialism structure

Year 3 Pre-professional Collaborations

Year 3 allows students to explore advertising design methodologies and discover their own strengths and creative paths through Discipline-Specific Subjects, which are mainly studio-based and providing project-based learning. These subjects range from strategic planning, creative conceptualization to execution craftsmanship.

Year 4 Integrative Design

Year 4 challenges students to integrate their knowledge and skills learnt in previous years, and to apply to group and individual projects which are more in-depth, complex, and interdisciplinary in nature. Students will also have a taste of real-life practices through internship and client projects. Year 4 study concludes with an individual capstone project, which will become the most important work in students' portfolios.

Students of the four-year programme are required to complete a total of 124 credits to graduate; including 30 credits earned from General University Requirements subjects, 30 from Common Compulsory Subjects, and 64 from Discipline-Specific and Elective Subjects.

Senior Year students are required to complete a total of 61 credits to graduate; including 9 credits earned from General University Requirements subjects, 6 from Common Compulsory Subjects, and 46 from Discipline-Specific and Elective Subjects.

Career Prospects

Graduates of the **BA (Hons) in Design (Advertising Design)** can follow careers in the advertising industry as art directors, copywriters, interactive designers, strategic planners, producers, account executives, and marketing executives, etc. It also paves the way for students to be entrepreneurs in advertising related industries.