

BA (Hons) in Design (Service Design)

設計學(榮譽)文學士 (服務創新設計)

Specialism Outline

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

PolyU is the first university in Hong Kong that offers both BA and MDes education degree to respond to the rapidly increasing demands of Service Design in the world.

The Service Design specialism will expand the scope of design beyond the current commercialised and compartmentalised professional practices by orienting towards the “socio-technical dimension of design” with critical, systemic and human-centred perspective within the service context.

The Service Design specialism focuses on nurturing students to extend their abilities in the deep understanding of the technological, commercial, social and organisational contexts in the conception, execution and transformation of design opportunities into new and sustainable service experiences.

Students are invited to join the innovation of design and prosper as a pioneer who would change the world.

Aims & Objectives

The Service Design specialism nurtures students to develop both theoretical and practical knowledge of service design.

Students will understand the end-to-end journey of a service. This specialism will help student to understand user needs and interests of different group of stakeholders in the service industry through various design methodologies, tools and practices how the centrality of users in the humans-centred design process is complemented in customer, business and public organisations in the wide service industry.

This programme offers students to work involving the creation of, or change to, transactions, products and content across both digital and offline channels through lectures, studio learning, workshops and their own projects. Graduates will be equipped with the necessary professional skills to meet the demand of professions in service industry with Systemic thinking, Strategic thinking, Digital perspective, Evidence and Context based design, Agile working, Prototyping in code, Effective communication and Community/Organisation collaboration.

Characteristics

Is Service Design for you?

Service Design is a new design discipline. It is not a user experience design, information design, product design or any other single output of design application, but it is a broad design platform that integrate design, technology, business and human needs that create the design solution of tomorrow and bring the value to our society.

You should be interested in observation and meditating between people needs and technology capacity. You should be able to identify who users are and their needs based on the evidence. You are likely be able to translate user stories and propose meaningful design propositions. You should be able

Design Specialism - BA (Hons) in Design (Service Design)

to understand how the digital economy is changing user behaviour and their interaction with information, product, organisation and government landscape.

Strong candidates would communicate effectively and have a good understanding of the complexity of design and technical activities embedded in the context.

Specialism structure

Year 3 Pre-professional Collaborations

Year 3 allows students to be equipped with essential knowledge and skills for service design. Students are expected to broaden their skills with systemic and critical design thinking to integrate the conceptual and technical skills into development of concrete service value proposition through studio-based design projects.

Year 4 Integrative Design

Year 4 students will concentrate on the synthesis of knowledge, practical skills, conceptual thinking and methods and prepares students for professional practice in the interdisciplinary nature. Students will have opportunities to work on a real-life project in an interdisciplinary team and to learn independently through a self-directed project that involves substantial research, writing and making.

Students of the four-year programme are required to complete a total of 124 credits in order to graduate; including 30 credits earned from General University Requirements subjects, 31 from Common Compulsory Subjects, and 63 from Discipline-Specific and Elective Subjects.

Senior Year students are required to complete a total of 61 credits in order to graduate; including 9 credits earned from General University Requirements subjects, 7 from Common Compulsory Subjects, and 45 from Discipline-Specific and Elective Subjects.

Career Prospects

Graduates of the **BA (Hons) in Design (Service Design)** would take on leadership roles in a wide range of sectors in both private and public service industries. These range from mobility, communication, tourism and hospitality, healthcare, finance, retail, education, entertainment, government and many others to advocate design innovation and managing multidisciplinary team. Graduates' career prospects include service designer, strategic designer, user experience strategist, design consultant, interaction designer, customer experience designer and manager, start-up entrepreneur, and design researchers.