The School of Design is a leading school that models its design and design education philosophy on the needs of Hong Kong, the Pearl River Delta, the rest of the Chinese mainland and the Asia-Pacific region. We provide fundamental and advanced design education that supports the advancement of life quality and economic development, underpinning it with research and high-level consultancy, and linking it with global developments. Our vision of the near future is that Hong Kong will play a key role in the development of design and lifestyle. Hong Kong will serve to link its region to the world and help its enterprises apply new technologies and design strategies to create improved life and enhanced profits. Designers will increasingly employ user-centred research, new technologies and high quality of fabrication to create new experiences that define private and public life.

The holistic approach at the School of Design offers students the opportunity to extend their creativity, strengthen their critical thinking and acquire relevant technical knowledge and communication and managerial skills. It provides knowledge and develops students' abilities to work across various design, production and business fields.

Our standing as one of the most technologically advanced design schools in the world ensures that our graduates are thoroughly prepared to live and thrive as the twenty-first century unfolds. We train our designers to be leaders who can improve the world in which they live. Our students aim to become innovative problem-solvers and independent thinkers equipped with the necessary intellectual, technical and managerial skills to invent new futures.