

Subject Code	SD2S02
Subject Title	Communication Design for Sharing and Inheritance - 'The Book of Life'
Hosting Dept	School of Design
Level	2
Class Quota	30
Medium of Instruction	English
Subject Duration	Semester 2 + Summer Term
Teaching Staff	Mr. Clive Ng
Target Students	GUR, open for all
Pre-requisites / Requirements	Nil
Selection of Students Required?	No
Subject Synopsis	<p>Students will be taken through learning activities such as lectures, workshops, tutorials, field trips and practical sessions to;</p> <ul style="list-style-type: none"> • gain Knowledge about situation facing elders in HK • improve on interpersonal and communication skills • practice a range of communication design knowhow and techniques <p>Then, when connected with the client, students are expected to apply knowledge and skills gathered to create the learning outcome - a publication name as 'Book of Life', which is intended to be presented to the client for sharing or inheritance purposes.</p>
Service Project	
What will students do to serve?	<p>Before students go onto service, they will go through a series of lectures, seminars, field trips and workshops on;</p> <ul style="list-style-type: none"> • Basic knowledge on the services for elderly/senior citizens in HK • Experience with services of/for elders • Some communication and interpersonal skills • Visualization skills; like photography, sketching, illustration and/or printmaking • Publication design and bookbinding methodologies <p>Then, they will apply what they have learnt to;</p> <ul style="list-style-type: none"> • Communicate and research on your client – an elderly person • Gather and extract information suitable for design

	<ul style="list-style-type: none"> • Design and structure the data/findings/information into visual imageries to communicate • Organize the texts and images into a package for viewing/presentation/ inheritance <p>During the service, students will;</p> <ul style="list-style-type: none"> • assist the senior citizens to visualize/reconstruct their invaluable personal experiences in the form of a 'Book of Life' • help to preserve/publicize precious personal histories for inheritance <p>Finally, the client being serviced will;</p> <ul style="list-style-type: none"> • Receive copies of the publication based on the information that s/he provides • Be able to share or hand down these memories with family or peers 																					
Whom will students serve?	<p>Elderly people like;</p> <ul style="list-style-type: none"> • Senior citizens, • Retired personnel, • Elderly volunteers, or, • Residents at elderly homes 																					
Where will students serve?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;"><input checked="" type="checkbox"/></td> <td style="width: 55%;">Hong Kong</td> <td style="width: 40%;">District: _____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Chinese mainland</td> <td>Province: _____</td> </tr> <tr> <td></td> <td></td> <td>City: _____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Taiwan</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Macau</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Overseas</td> <td>Country: _____</td> </tr> <tr> <td></td> <td></td> <td>City: _____</td> </tr> </table>	<input checked="" type="checkbox"/>	Hong Kong	District: _____	<input type="checkbox"/>	Chinese mainland	Province: _____			City: _____	<input type="checkbox"/>	Taiwan	_____	<input type="checkbox"/>	Macau	_____	<input type="checkbox"/>	Overseas	Country: _____			City: _____
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When will students serve?	Both in semester 2 & semester 3																					
Fee payable by students	Production costs for at least 4 copies of the 'Book of Life' – two for the client, one for the collaborator and one for assessment purposes.																					
Enquiry	<p>Mr. Clive Ng T: 27664299 E: sdclive@polyu.edu.hk</p>																					

Remarks: The information given above is subject to change.