

BA (Hons) in Design (Product Design)

設計學(榮譽)文學士 (產品設計)

Specialism Outline

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

This programme is to prepare students for a professional career in the design research and development of products and users experience related product-service systems. Students are enabled to articulate the languages, thinking and prototyping skills, including but not limited to visual, verbal, programming and artificial intelligence, to envision, verify and prototype preferable future and complex scenarios. Apart from formal art and design training, cutting edge compulsory subjects include user experience design, co-creation with and for stakeholders, digital literacy and fabrication, and AI in design practice.

Aims & Objectives

The programme prepares future product designers to shape the sustainable material culture of our society as well as initiate positive social and economic value change. Interweaving hands-on and theoretical training in the human-centred design curriculum framework, this programme aims to enable lifelong learners to devise products and users experience of the product-service system. Students will master the users-oriented research and integrate cross-disciplinary knowledge to carry out the user-scenarios study, cultural appreciation, sustainability, business and technology opportunities study, ergonomic and engineering criteria, production and promotion know-how, and meet the emerging needs of both the market and society of Hong Kong and the rapidly evolving areas such as interactive product, internet of things, the product with artificial intelligence and robotic design.

Characteristics

Is Product Design for you?

You have a passion for questioning, redefining, envisioning, and proving future products for a preferable scenario.

You enjoy do-it-yourself, handcrafts, and or electronics and computational prototyping.

You enjoy manipulating graphical and spatial structure, proportion, colour, and composition to create a unique product experience.

You have sensitivity and a strong interest in analysing visual and three-dimensional forms.

You are a creative and independent thinker who can work with others in a team.

You are willing to develop a wide range of knowledge and skills such as different research and design tools, materials & processing approaches, prototyping skills, computer-aided design, and design business.

You are open-minded, flexible and adaptable.

Specialism structure

Year 3 Pre-professional Collaborations

Students promoted from Year 2 (Product Experience cluster) will carry out the study in two separate tracks (Product Design or Interaction Design) upon their preference and performance. Non-JUPAS students will enter the selected track directly. Students from both disciplines will be able to develop projects through multidisciplinary collaboration.

Year 4 Integrative Design

Students will engage with real clients through the integration of design, business and technology to devise holistic design solution. The training will enable students to polish their professional practices and holistic user-centred design thinking skills for the development of the Capstone project which involves comprehensive and in-depth study and exploration.

Students of the four-years programme are required to complete a total of 124 academic credits plus **6 training credits** from industrial centre in order to graduate; academic credits 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** academic credits plus **3 training credits** from industrial centre in order to graduate; academic credits including 9 credits earned from General University Requirements subjects, **6** from Common Compulsory Subjects, **46** from Discipline-Specific and Elective Subjects.

Career Prospects

Graduates of the **BA (Hons) in Design (Product Design)** can pursue various choices of careers upon graduation. They will be Product/Industrial/Interaction Designers or User Experience (UX) Designers in interactive or intelligence products, wearable technology and fashion accessories, interactive entertainment products, robotic products, emerging product-service system design fields etc. They can also develop their career paths in the field of coordinating, managing or curating creative and social innovation projects in governmental or non-governmental organizations. Graduates are prepared to apply for seed funding and establish starts-up as designpreneur or employed by product design consultancies, user/product research organizations, or educators to promote creativity in Hong Kong and overseas.