

BA (Hons) in Design (Social Design)

設計學(榮譽)文學士 (社會創新設計)

Specialism Outline

The **BA (Hons) in Design (Social 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.

Answering to the emerging design demands and market for service and social innovations globally and in Hong Kong, the School of Design strives to expand its spectrum of design so as to contribute to the newly developed international movement of Service and Social Design (e.g., Design for Sustainability or Design for Medical Service, etc.). Since design is transdisciplinary by nature, students admitted to the programme will acquire a variety of interdisciplinary design thinking, making and envisioning skills, which are developed from the traditional, but goes beyond merely two-dimensional, three-dimensional and four-dimensional designs.

This dual-path programme caters for both the First Year First Degree (FYFD) and Senior Year Degree (SYD) students. FYFD students will go through a freshmen year common to all current design specialisms, preparing themselves to opt for the Service and Social Design study-cluster in the 2nd year. They will be joined by the SYD students in the 3rd year and 4th year to develop further interdisciplinary mindset, professional knowledge and collaborative design skills.

The senior year curriculum is set in coherence with that of the freshmen and sophomore years, but to admit candidates from a broader spectrum of disciplines, ranging from different areas of design to other social science, cultural, technological or service fields.

Aims & Objectives

The Social Design specialism attempts to expand the scope of design beyond the current commercialized and compartmentalized professional practices by orienting towards the “social dimension of design”, with an emphasis on civic participation, social engagement and collaborative design practices. Dedicated to the promotion of social and cultural sustainability, the programme focuses on the realisation of social innovations and civic goals through the framework of design thinking and solution prototyping. The programme aims to:

- Augment students’ (empathic) understanding of social needs/changes from real-life perspectives.
- Introduce students to methods for social observation, ethnographic design research and co-designing practices.
- Engage students with outside partners to address social issues and develop design resolutions.
- Inaugurate designerly thinking into the professional practices of non-design disciplines.
- Prototype and realise design solutions for sustainable and positive social change.

Characteristics

Is Social Design for you?

If you are a committed and aspiring design learner with a humanitarian mindset, this specialism would suit you better. The programme aspires to breed a generation of well-rounded project coordinators, design collaborators and dynamic designers, who will become not only design practitioners, but consultants and change-makers in service of business and social needs.

Specialism structure

Year 3 Pre-professional Collaborations

To research and apply knowledge and skills in real-life contexts: Students are expected to broaden their critical knowledge and analytical ability through contextual research, design thinking and integrate conceptual and technical skills into the development and communication of creative ideas and concrete propositions in certain real-life projects and other change-making opportunities.

Year 4 Integrative Design

To be collaborative, initiative and resourceful: Students are expected to incorporate knowledge, insights, design skills and social resources into creative and meaningful projects that will potentially generate positive impacts on societal systems. Students shall identify issues critical to future professional and social conditions and take the initiative to tackle them in collaboration with corresponding partners or stakeholders

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 (Social Design)** are expected to become project or service designers and/or creative coordinators in the field of social and cultural business, non-governmental organizations (NGOs) and multidisciplinary design consultancies, etc.